

Location Composition

Category	County	% of State
2010 Population	41,113	0.87%
2010 Households	16,070	0.86%
2010 Group Quarters	1,175	0.95%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	29,273	71.20%	English	39,989	97.27%
Black	10,983	26.71%	Spanish	846	2.06%
Hispanic	878	2.14%	German	118	0.29%
Multiracial	579	1.41%	French	82	0.20%
Other race	223	0.54%	Italian	50	0.12%
Nat. Amer.	34	0.08%	Hebrew	13	0.03%
Asian	22	0.05%	Chinese	8	0.02%
			Korean	6	0.02%

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 Tallapoosa 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: 3,685
Percent: 22.93%



Households: 3,592
Percent: 22.35%



Households: 3,354
Percent: 20.87%

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.

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.

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



Households: 2,857
Percent: 17.78%

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: 2,509
Percent: 15.61%

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: 2,170
Percent: 13.5%

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.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	10,675	66.43%
Religious but NOT Evangelical	3,088	19.21%
Spiritual but NOT Evangelical	1,352	8.41%
Non-Evangelical but NOT Interested	6,395	39.8%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	10,558	36.90%
Adult High School dropouts (as % of Adults yrs 25+)	10,272	35.90%
Adult Poor or Fair Health (as % of Adults yrs 25+)	7,153	25.00%
Children in Poverty (as % of all children)	2,679	29.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,227	12.70%
Household Violent Crime incidents (as % of all hhlds)	731	4.55%
Adult STD Incidents (as % of Adults yrs 25+)	190	0.66%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 11,657
% HH: 72.54%



Connectors

Looking for relationship

HH: 10,967
% HH: 68.24%



Creators

Looking for innovation

HH: 10,072
% HH: 62.68%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	3,383	21.05%
Mainline Protestant Heritage	7,898	49.15%
Evangelical Protestant Heritage	4,903	30.51%
Roman Catholic Heritage	1,906	11.86%