

## Location Composition

| Category            | County | % of State |
|---------------------|--------|------------|
| 2010 Population     | 23,834 | 0.50%      |
| 2010 Households     | 9,430  | 0.51%      |
| 2010 Group Quarters | 306    | 0.25%      |

| RACE/ETH    | #POP   | %POP   | LANG.        | #POP   | %POP   |
|-------------|--------|--------|--------------|--------|--------|
| White       | 23,078 | 96.83% | English      | 23,354 | 97.99% |
| Hispanic    | 597    | 2.50%  | Spanish      | 353    | 1.48%  |
| Multiracial | 481    | 2.02%  | German       | 30     | 0.12%  |
| Other race  | 108    | 0.45%  | Russian      | 25     | 0.11%  |
| Black       | 72     | 0.30%  | Navajo       | 23     | 0.10%  |
| Nat. Amer.  | 68     | 0.28%  | Other Indic  | 18     | 0.08%  |
| Asian       | 27     | 0.11%  | Native Amer. | 15     | 0.06%  |
|             |        |        | Persian      | 11     | 0.05%  |

## 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 Winston 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: 5,809  
Percent: 61.6%



Households: 1,733  
Percent: 18.38%



Households: 860  
Percent: 9.12%

## 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.

## 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.

## Top Lifestyle Segments



### 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: 4,385  
Percent: 46.5%



### 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: 730  
Percent: 7.74%



### 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: 661  
Percent: 7.01%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | COUNTY HOUSEHOLDS | COUNTY % |
|------------------------------------|-------------------|----------|
| Unreached                          | 5,079             | 53.87%   |
| Religious but NOT Evangelical      | 887               | 9.41%    |
| Spiritual but NOT Evangelical      | 767               | 8.13%    |
| Non-Evangelical but NOT Interested | 3,426             | 36.33%   |

## Needscape: Social Issues

| MAJOR SOCIAL ISSUES                                   | #POP  | %POP   |
|---|-------|--------|
| Adult Obesity (as % of Adults yrs 25+)                | 6,045 | 36.00% |
| Adult Poor or Fair Health (as % of Adults yrs 25+)    | 3,275 | 19.50% |
| Adult High School dropouts (as % of Adults yrs 25+)   | 2,720 | 16.20% |
| Children in Poverty (as % of all children)            | 1,659 | 31.90% |
| Adult Unemployment Rate (as % of Adults yrs 25+)      | 1,378 | 15.00% |
| Household Violent Crime incidents (as % of all hhlds) | 171   | 1.81%  |
| Adult STD Incidents (as % of Adults yrs 25+)          | 42    | 0.25%  |

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 7,335  
% HH: 77.79%



### Connectors

Looking for relationship

# HH: 6,746  
% HH: 71.54%



### Creators

Looking for innovation

# HH: 5,956  
% HH: 63.16%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR          | COUNTY HOUSEHOLDS | COUNTY % |
|---------------------------------|-------------------|----------|
| Active Evangelical HHlds        | 2,455             | 26.03%   |
| Mainline Protestant Heritage    | 4,501             | 47.73%   |
| Roman Catholic Heritage         | 2,358             | 25.00%   |
| Evangelical Protestant Heritage | 1,928             | 20.45%   |