

## Location Composition

Category	County	% of State
2010 Population	17,288	0.36%
2010 Households	7,794	0.42%
2010 Group Quarters	340	0.27%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	14,969	86.58%	English	17,042	98.58%
Black	1,933	11.18%	Spanish	129	0.75%
Multiracial	326	1.88%	German	53	0.31%
Hispanic	182	1.05%	Thai	32	0.19%
Asian	31	0.18%	Italian	31	0.18%
Nat. Amer.	30	0.17%			

## 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 Fayette 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: 3,364  
Percent: 43.16%



Households: 2,006  
Percent: 25.74%



Households: 752  
Percent: 9.65%

## 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.

## 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.

## 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: 2,203  
Percent: 28.27%



### 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: 1,127  
Percent: 14.46%



### Coal and Crops (61% Unreached)

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-quarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

Households: 755  
Percent: 9.69%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	4,634	59.46%
Religious but NOT Evangelical	1,022	13.11%
Spiritual but NOT Evangelical	668	8.57%
Non-Evangelical but NOT Interested	2,954	37.9%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	4,390	36.50%
Adult High School dropouts (as % of Adults yrs 25+)	4,017	33.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	3,512	29.20%
Children in Poverty (as % of all children)	1,360	36.00%
Adult Unemployment Rate (as % of Adults yrs 25+)	785	11.80%
Household Violent Crime incidents (as % of all hhlds)	67	0.86%
Adult STD Incidents (as % of Adults yrs 25+)	47	0.39%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 5,844  
% HH: 74.98%



### Connectors

Looking for relationship

# HH: 5,440  
% HH: 69.79%



### Creators

Looking for innovation

# HH: 5,013  
% HH: 64.32%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	2,675	34.32%
Mainline Protestant Heritage	3,741	48.00%
Evangelical Protestant Heritage	2,806	36.00%
Other World Religions Heritage	624	8.00%