

Location Composition

Category	County	% of State
2010 Population	197,013	4.15%
2010 Households	73,764	3.96%
2010 Group Quarters	2,053	1.65%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	166,422	84.47%	English	182,156	92.46%
Black	20,208	10.26%	Spanish	9,802	4.98%
Hispanic	10,224	5.19%	Vietnamese	680	0.34%
Other race	4,152	2.11%	German	509	0.26%
Asian	3,740	1.90%	Chinese	502	0.25%
Multiracial	1,913	0.97%	Japanese	458	0.23%
Nat. Amer.	578	0.29%	French	327	0.17%
			Hindi	326	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 Shelby 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: 34,033
Percent: 46.14%



Households: 18,049
Percent: 24.47%



Households: 9,203
Percent: 12.48%

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.

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.

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



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: 12,443
Percent: 16.87%



New Suburbia Families (68% Unreached)

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 7,134
Percent: 9.67%



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: 6,543
Percent: 8.87%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	50,280	68.16%
Religious but NOT Evangelical	10,961	14.86%
Spiritual but NOT Evangelical	9,257	12.55%
Non-Evangelical but NOT Interested	30,115	40.83%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	36,563	28.00%
Adult High School dropouts (as % of Adults yrs 25+)	31,731	24.30%
Adult Poor or Fair Health (as % of Adults yrs 25+)	15,670	12.00%
Adult Unemployment Rate (as % of Adults yrs 25+)	6,880	7.00%
Children in Poverty (as % of all children)	6,538	13.20%
Household Violent Crime incidents (as % of all hhlds)	744	1.01%
Adult STD Incidents (as % of Adults yrs 25+)	261	0.20%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 55,075
% HH: 74.66%



Connectors
Looking for
relationship

HH: 52,213
% HH: 70.78%



Creators
Looking for
innovation

HH: 45,591
% HH: 61.81%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	10,307	13.97%
Evangelical Protestant Heritage	38,756	52.54
Mainline Protestant Heritage	18,751	25.42
Other World Religions Heritage	8,748	11.86