

Senoia, Georgia: Demographic Landscape and Strategic Ministry Implications (2025-2035)

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Executive Summary

This report provides a comprehensive demographic analysis of Senoia, Georgia, examining population characteristics, psychographic elements, and lifestyle trends from approximately 2015 to 2025, with projections extending to 2035. The analysis leverages data from the U.S. Census Bureau, the Association of Religion Data Archives (ARDA), school rating organizations, and regional planning bodies. It is designed to equip church leadership with actionable intelligence for strategic decision-making regarding outreach, ministry focus, community engagement, and the potential establishment of new congregations aimed at reaching unaffiliated populations.

Senoia presents as a rapidly growing, affluent, and highly educated municipality within Coweta County, characterized by a strong family orientation and exceptionally high homeownership rates. Key findings indicate significant population growth projected to continue, driven by factors likely including quality of life and desirable schools. The community boasts high median household incomes and educational attainment levels, significantly exceeding county and state averages. While predominantly White, Senoia is experiencing gradual diversification, reflecting broader regional trends.

A critical finding from county-level religious data suggests a large proportion of the population (estimated over 57% in Coweta County) is not affiliated with any religious congregation, representing a substantial opportunity for outreach. The educational landscape is strong, with highly-rated schools serving the area, acting as a significant draw for families. However, disparities exist within the broader county school system, highlighting potential areas for community service. Lifestyle inferences point towards busy, family-centric lives, high digital connectivity, and the potential pressures associated with affluence and rapid community change.

Strategic implications for ministry include prioritizing outreach to families and newcomers, developing specific strategies to engage the large unaffiliated population, fostering inclusivity for growing diverse groups, tailoring ministries to address the unique needs and time constraints of affluent professionals, and leveraging digital platforms. Opportunities for community engagement, particularly through school partnerships, are notable. Starting new congregations should focus on relational, potentially non-traditional models designed to connect with the

unchurched population.

Introduction

The purpose of this report is to provide a detailed demographic and sociocultural analysis of the municipality of Senoia, Georgia. The scope encompasses an examination of population changes, inferred psychographic shifts, and evolving lifestyle patterns over the past decade (circa 2015-2025), coupled with data-informed projections through 2035. This analysis utilizes quantitative data primarily sourced from the U.S. Census Bureau, including the American Community Survey (ACS) and Population Estimates Program, religious affiliation data specific to Coweta County from The Association of Religion Data Archives (ARDA) ¹, and school performance metrics from sources like Niche.com and the Georgia Department of Education's College and Career Ready Performance Index (CCRPI) framework.³ Projections incorporate data from local planning resources and regional bodies like the Atlanta Regional Commission (ARC).⁶

This report is specifically tailored for the leadership team of a church or network of churches operating in or considering ministry within Senoia. The findings and analysis aim to provide a robust evidence base for strategic planning, informing decisions related to effective community outreach, the focus and design of ministry programs, meaningful community engagement initiatives, and the potential development and focus of new faith communities designed to connect with populations currently unaffiliated with a church.

Population Dynamics: Growth and Projections

Senoia has experienced remarkable population growth over the past decade. The estimated population reached 5,929 in 2023, with projections suggesting a rise to 6,495 by 2025.⁹ This represents a significant increase, indicative of a dynamic and rapidly expanding community. The growth rate assumed for the 2025 projection, 4.8% annually, reflects the vigorous pace observed between 2022 and 2023.⁹ This rate far outpaces the average annual growth of Coweta County (1.5% between 2010-2022) ¹⁰ and the state of Georgia (average 1% annually between 2010-2022).¹¹ While Georgia's overall population grew 12.4% between 2010 and 2022, Coweta County grew even faster at 19.5% during the same period.¹⁰ Senoia's even more accelerated growth positions it as a key growth node within an already rapidly expanding county.

Looking forward, continued growth is anticipated. The Atlanta Regional Commission (ARC) forecasts substantial population increases for the wider 21-county metro Atlanta region, projecting an addition of 1.8 million people by 2050.⁶ Coweta County is

specifically identified as one of the fastest-growing counties in this region, with a projected population increase of 51% between 2020 and 2050.⁷ ARC projects Coweta County's population to grow from 146,158 in 2020 to approximately 220,225 by 2050.⁶ While specific projections for Senoia to 2035 are less precise in the available data, applying sustained, albeit potentially moderating, growth rates consistent with county and regional trends suggests Senoia's population could plausibly approach or exceed 8,000-9,000 residents by 2035. This assumes continued attractiveness driven by factors such as perceived quality of life, strong schools, and relative proximity to metro Atlanta employment centers, despite potentially moderating in-migration trends noted by ARC post-pandemic.⁷

The implications of such rapid and sustained growth are profound. The community is constantly absorbing newcomers, creating a dynamic social environment but also potentially straining existing infrastructure and social cohesion. There is a continuous need for integration mechanisms and community-building efforts. For church leadership, this translates into a perpetual opportunity and need to welcome and connect with new residents seeking community and belonging.

Demographic Profile: A Closer Look at Senoia's Residents

Understanding the specific characteristics of Senoia's population provides crucial context for ministry planning. The data reveals a profile distinct in several ways from its surrounding county and the state.

Age Distribution:

Recent census data (2019-2023 ACS) indicates Senoia has a relatively young profile compared to national aging trends, though shifts are occurring. Persons under 18 years constitute 21.8% of the population, slightly lower than Coweta County's 22.7%.¹³ The under-5 cohort is 4.6%, lower than the county's 5.5%.¹³ Persons 65 and over represent 11.4% of Senoia's population, significantly lower than Coweta County's 15.7%.¹³ The median age in Senoia is 38.0 years, slightly younger than Coweta County's 39.0 years.¹⁵ However, mirroring state and county trends, the 65+ age group is the fastest-growing segment regionally, increasing 58% in Georgia and 74% in Coweta County between 2010 and 2022.¹⁰ Projections show the 75+ population in the metro region potentially more than doubling its share by 2050.⁶ While Senoia currently skews younger with a significant family presence, strategic planning must anticipate a growing senior adult population in the coming decade, necessitating a future expansion of ministries catering to their needs alongside robust family and youth programs.

Household Composition:

Senoia households averaged 2.78 persons between 2019-2023, slightly higher than Coweta County's 2.70.¹³ With 21.8% of the population under 18, this points towards a community predominantly composed of families with children.¹³ There were 1,921 households reported in the 2019-2023 period.¹³ This family-centric nature reinforces the importance of ministries focused on children, youth, parenting support, and marriage enrichment.

Income Levels:

Senoia stands out as an exceptionally affluent community. The median household income (2019-2023, in 2023 dollars) was \$121,505.9 This figure dramatically exceeds the median household income for Coweta County (\$94,142) ¹⁴ and is substantially higher than state and national averages. Per capita income in Senoia was \$53,325 during the same period, also well above the county figure of \$43,281.¹³ This high level of affluence shapes the community's character and needs. While basic material needs may be less prevalent than in lower-income areas, residents likely face pressures related to demanding careers, time scarcity, performance expectations, and the unique spiritual and relational challenges that can accompany wealth. Ministry approaches should consider these factors, potentially offering resources for stress management, work-life balance, financial stewardship, and addressing deeper existential questions.

Poverty Rates:

Consistent with high income levels, poverty rates in Senoia are very low. Only 3.5% of persons were classified as living in poverty according to the latest QuickFacts data ¹³, and 4.3% of families according to Georgia-Demographics.com.⁹ This contrasts sharply with Coweta County's overall poverty rate of 9.9%.¹⁴ While direct poverty alleviation ministries may be less critical within Senoia itself, awareness of the higher poverty rates in the surrounding county presents opportunities for broader community service and partnerships, demonstrating a commitment beyond the immediate municipal boundaries.

Racial/Ethnic Diversity:

As of the 2019-2023 ACS data and 2023 estimates, Senoia's population was predominantly White. White alone (non-Hispanic) residents constituted 72.5% of the population.⁹ The next largest group was Black or African American alone at 16.8%, followed by Two or More Races at 7.3% ⁹, Hispanic or Latino (of any race) at 4.5%, and

Asian alone at 1.7%.⁹ This composition is slightly less diverse than Coweta County overall, where White (non-Hispanic) residents make up 67.0-68.2%, Black (non-Hispanic) residents 18.2-20.4%, and Hispanic or Latino residents 7.9-8.4%.¹⁴ However, both Senoia and Coweta County are becoming more diverse, reflecting statewide trends.¹⁰ Between 2010 and 2022, the White (non-Hispanic) share of Georgia's population decreased by 5.5 percentage points, while the Black (non-Hispanic) share grew by 1.9 percentage points.¹¹ ARC forecasts show minority groups driving virtually all net population growth in the metro region by 2050, with the Hispanic/Latino share projected to rise significantly.⁷ Senoia also has a foreign-born population share of 7.8%¹³, slightly higher than the county's 6.5%.¹⁴ Churches must proactively cultivate an environment of welcome and inclusivity, developing cultural competence to effectively engage with and serve the growing diversity within the community.

Educational Attainment:

Educational attainment in Senoia is exceptionally high. Among residents aged 25 years and older (2019-2023), 97.7% held a high school diploma or higher, and a remarkable 48.9% possessed a bachelor's degree or higher.¹³ These figures significantly surpass Coweta County's rates of 91.9% (high school) and 34.7% (bachelor's degree)¹⁴, as well as state averages. This high level of education suggests a population that values knowledge and critical thinking. Ministry engagement may benefit from intellectually stimulating approaches, reasoned discourse, and high-quality educational programming.

Housing Tenure:

Senoia is overwhelmingly a community of homeowners. The owner-occupied housing unit rate (2019-2023) was an extremely high 95.9%¹³, far exceeding Coweta County's rate of 77.6%.¹⁴ This indicates a stable residential base with significant investment in the community. However, it also correlates with high housing costs. The median value of owner-occupied housing units was \$382,700, and median monthly owner costs with a mortgage were \$2,080.¹³ These high costs, coupled with the low rental availability implied by the high ownership rate, likely create barriers to entry for individuals and families with lower or moderate incomes, potentially contributing to the community's socioeconomic homogeneity. The high rate of residents living in the same house year-over-year (91.0%)¹³ further suggests stability, though this exists alongside the dynamic of rapid overall population growth bringing in newcomers.

Religious Landscape: Affiliation and Belief (Coweta County Proxy)

Detailed religious affiliation data is not available specifically for the municipality of Senoia through the ARDA. Therefore, data for Coweta County from the 2020 U.S. Religion Census, accessed via thearda.com, is used as the best available proxy to understand the likely religious landscape.¹ While Senoia's specific profile may differ slightly due to its higher affluence and education levels, the county data provides valuable context.

In 2020, Coweta County had a total population of 146,158.¹⁷ The U.S. Religion Census identified 61,907 adherents across all listed religious bodies within the county.¹⁸ This represents an adherence rate of 42.4%, meaning **approximately 57.6% of the Coweta County population was not accounted for as adherents of any reporting religious group in 2020**. This substantial unaffiliated segment represents the single largest bloc within the county's religious landscape and signifies a major opportunity for outreach and engagement by faith communities.

Among those affiliated, Evangelical Protestants form the largest tradition, primarily represented by the Southern Baptist Convention (47 congregations in county, 22,208 adherents) and various Non-denominational Christian Churches (20 congregations, 4,810 adherents).¹⁸ Other significant Evangelical groups include the Church of God (Cleveland, TN), Christian Churches and Churches of Christ, and Assemblies of God.¹⁸

The Catholic Church has a significant presence with 11,097 adherents reported across 2 congregations.¹⁸

Mainline Protestant denominations are also well-represented, led by the United Methodist Church (24 congregations, 7,820 adherents). Other Mainline groups include the Episcopal Church and the Presbyterian Church (U.S.A.).¹⁸

Black Protestant denominations have a notable presence, including the African Methodist Episcopal Church (AME), National Baptist Convention, USA, Inc., Full Gospel Baptist Church Fellowship, and Christian Methodist Episcopal Church (CME).¹⁸

Other groups with a presence in Coweta County include the Church of Jesus Christ of Latter-day Saints, Jehovah's Witnesses, Muslim Estimate (1,398 adherents), Seventh-day Adventists, and Churches of Christ.¹⁸ Smaller representations of other faiths, such as Baha'i, were also noted.¹⁸

The religious landscape in Coweta County is thus characterized by a dominant, broadly defined Christian presence (split among Evangelical, Catholic, Mainline, and Black Protestant traditions) coexisting with a very large segment of the population that does not claim affiliation with any specific religious body. This highlights the need

for churches to not only serve their existing members but also to develop intentional, relational strategies to connect with the majority who are currently unchurched. The diversity of Christian denominations also suggests potential for inter-church collaboration on community initiatives.

Educational Environment: School Quality and Context

The quality of local schools is a significant factor influencing residential decisions, particularly for families, and Senoia benefits from access to highly regarded educational institutions. While Senoia sits within Coweta County, its location near the Fayette County border means residents may interact with or zone into schools in both districts, both of which have strong reputations overall.

Fayette County Public Schools is ranked among the best in the state, holding the #4 position in Georgia according to Niche.com ratings.⁴ Coweta County Schools also performs well, ranked #33 out of Georgia's districts.⁴ Schools commonly associated with the Senoia area often receive high marks. For instance, Starrs Mill High School (Fayette County) receives an 'A' grade from Niche and is ranked #27 among public high schools in Georgia.³ Nearby middle and elementary schools like Rising Starr Middle (Fayette), Peeples Elementary (Fayette), and Braelinn Elementary (Fayette) also boast 'A' grades.³ Within Coweta County, schools like Coweta Charter Academy (K-8 in Senoia), Lee Middle School, and East Coweta High School receive 'A-' or 'B+' grades and positive reviews.³ This strong educational environment is undoubtedly a major draw for the affluent, educated families moving into Senoia, reinforcing the community's family-centric nature.

School performance in Georgia is officially measured by the College and Career Ready Performance Index (CCRPI).⁵ CCRPI aims to provide a comprehensive measure beyond simple test scores, incorporating indicators like content mastery, student progress, closing achievement gaps between subgroups, and readiness for the next level (including graduation rates for high schools).⁵ However, the state recently received a waiver from federal requirements to publish a single overall 0-100 score, now reporting component scores instead.²⁰

It is important to note that despite the overall strength of the Coweta County School System and the high performance of schools typically serving Senoia, recent reports based on CCRPI data have identified five schools within the county as underperforming, qualifying students for the Georgia Promise Scholarship voucher program.²¹ These schools (Arnco-Sargent Elementary, Glanton Elementary, Jefferson Parkway Elementary, Ruth Hill Elementary, and Smokey Road Middle School) are all

designated Title I schools, meaning a high percentage of their students come from low-income households.²¹ This highlights socioeconomic disparities within the broader county. While Senoia residents themselves benefit from high-performing schools, this situation presents a clear opportunity for churches in Senoia to engage in compassionate outreach and potential partnerships to support students, families, and educators in these nearby, less-resourced schools, demonstrating a commitment to the well-being of the entire county community. The CCRPI formula itself has faced criticism for its complexity and how it handles subgroup performance, which can sometimes lead to counterintuitive results where a school might meet state averages in some areas but still be flagged due to specific gap calculations.²⁰

Table 1: Senoia Area School Ratings Summary

School Name	District	Grades	Niche Overall Grade	Notable Rankings/Context
Starrs Mill High School	Fayette County	9-12	A	#27 Best Public High School in GA ³
Rising Starr Middle School	Fayette County	6-8	A	#17 Best Public Middle School in GA ³
Peeples Elementary School	Fayette County	PK, K-5	A	#221 Best Public Elementary School in GA ³
Braelinn Elementary School	Fayette County	K-5	A	High Rating ³
East Coweta High School	Coweta County	9-12	B+	#121 Best Public High School in GA ³
Lee Middle School	Coweta County	6-8	A-	#92 Best Public Middle School in

				GA ³
Coweta Charter Academy	Public Charter	K-8	A-	Located in Senoia; #221 Best Public Elementary in GA ³
Willis Road Elementary School	Coweta County	PK, K-5	A-	#305 Best Public Elementary School in GA ³
<i>District Overall</i>	<i>Fayette County</i>	<i>K-12</i>	<i>A</i>	<i>#4 Best School District in GA ⁴</i>
<i>District Overall</i>	<i>Coweta County</i>	<i>K-12</i>	<i>A-</i>	<i>#33 Best School District in GA ⁴</i>

Note: School zoning can change; specific addresses determine attendance zones. This table lists highly-rated schools commonly associated with the Senoia area.

Understanding Lifestyle & Psychographic Shifts (Inferred)

Synthesizing the demographic data allows for inferences about the prevailing lifestyles and psychographic characteristics of Senoia residents. The profile suggests a lifestyle largely centered around family, career, and the pursuit of a high quality of life within a suburban setting.

The combination of high median incomes (\$121,505), high educational attainment (48.9% bachelor's degree or higher), and the prevalence of families with children (2.78 persons per household, strong schools) points to a population of successful professionals and their families.³ Work likely plays a central role, potentially involving significant commutes, as indicated by the mean travel time to work of 31.5 minutes for Coweta County workers generally.¹³ This suggests that time scarcity is a significant factor in many households, influencing how residents prioritize activities and commitments.

Values likely emphasize family well-being, educational achievement for children, safety, and maintaining a comfortable standard of living. The extremely high homeownership rate (95.9%) and high property values (\$382,700 median) reflect an

investment in stability and community.¹³ However, this desire for stability exists in tension with the reality of rapid population growth.⁹ The constant influx of newcomers, while bringing energy and diversity, may also challenge the sense of established community and require ongoing efforts to foster social connections.

Psychographically, residents may value efficiency, quality, and demonstrable results, reflecting their professional backgrounds. There might be an underlying pressure to maintain success and provide opportunities for their children. While overt poverty is low¹³, the pressures of demanding careers, financial management in an affluent context, and navigating the complexities of modern family life can create significant, albeit less visible, needs related to stress, anxiety, relationships, and spiritual fulfillment.

Furthermore, near-universal access to technology (100% households with a computer, 98.9% with broadband) indicates a highly connected populace.¹³ Digital platforms are integral to communication, information gathering, social interaction, and commerce. This presents both challenges and opportunities for ministry, requiring digital literacy and strategic use of online tools for engagement and outreach, while also recognizing the potential for digital interactions to sometimes substitute for deeper, face-to-face community. The overall picture is one of an active, achieving, family-focused populace navigating the opportunities and pressures of an affluent, rapidly growing suburban environment.

Strategic Roadmap for Ministry in Senoia (2025-2035)

Based on the demographic, religious, and lifestyle analysis, the following strategic directions are suggested for church leadership considering ministry impact in Senoia over the next decade.

A. Reaching the Community: Outreach Priorities

- **Families with Children:** Given the age structure, household size, and draw of excellent schools, families remain a primary demographic.³ Outreach should feature high-quality children's and youth ministries, parenting resources, and family-oriented events.
- **Newcomers:** The rapid growth rate necessitates intentional strategies to welcome and integrate new residents.⁹ This could involve newcomer events, informational resources about the community, and clear pathways for connection within the church.
- **The Unaffiliated Majority:** Addressing the estimated 57.6% of the county population not connected to a church is paramount.¹⁸ This requires moving

beyond attractional models to relational outreach, focusing on building trust, meeting felt needs, and creating accessible, non-threatening environments for spiritual exploration.

- **Growing Diverse Populations:** Proactive efforts are needed to build bridges with the increasing Black, Hispanic, Asian, and Multiracial populations, as well as the foreign-born.⁷ This involves cultivating cultural intelligence, ensuring welcoming environments, and potentially offering culturally specific ministries or language support.
- **Professionals/Commuters:** Acknowledging demanding schedules and commute times¹³ requires offering flexible ministry opportunities (e.g., varied service times, small groups meeting at different times/locations, robust online resources, ministries focused on workplace issues).

B. Ministry Opportunities: Aligning Focus with Needs

- **Strengthening Families:** Provide resources like marriage enrichment courses, parenting workshops, financial planning seminars geared towards families, and mentorship programs for youth.
- **Building Community:** Combat potential fragmentation from rapid growth⁹ by emphasizing small groups, social gatherings, shared meals, and service projects that foster relationships among both long-term residents and newcomers.
- **Addressing Affluence Pressures:** Offer support systems addressing stress, anxiety, and the search for meaning beyond material success. Provide robust biblical teaching on stewardship and generosity. Ensure access to quality counseling referrals. Be mindful of potential hidden struggles beneath the surface of affluence.¹³
- **Future Senior Adult Ministry:** While currently younger-skewing, anticipate the aging trend.⁶ Begin long-term planning for ministries that will serve an increasing number of older adults in the next 10-15 years.
- **Digital Ministry:** Leverage the near-universal internet access¹³ for effective communication, online discipleship resources, streaming services, digital small groups, and targeted online outreach.

C. Engagement & Partnerships: Connecting with Senoia

- **School Partnerships:** Build positive relationships with local school administrators and staff.³ Explore opportunities for service, such as volunteer programs, mentoring, resource drives, or teacher appreciation initiatives, particularly considering the needs identified in nearby Title I schools within Coweta County.²¹
- **Community Events:** Increase visibility and build goodwill by participating in existing local events or hosting community-focused events (e.g., festivals, service

days, educational workshops) open to everyone.

- **Civic Engagement:** Be present and informed regarding local community issues and developments. Engage constructively with local government and community organizations where appropriate.
- **Cross-Church Collaboration:** Given the diversity of denominations ¹⁸ and the scale of the unaffiliated population, explore partnerships with other local churches on shared goals, such as community service projects or city-wide prayer initiatives.

D. New Congregations: Reaching the Underreached

- **Target Audience:** New initiatives should explicitly focus on connecting with the large unaffiliated population ¹⁸, potentially tailoring approaches to specific segments within that group (e.g., young families new to the area, skeptics, those dechurched).
- **Ministry Model/Style:** Explore innovative and contextualized models beyond the traditional Sunday morning gathering. Consider missional communities embedded in neighborhoods, house church networks, service-oriented church plants that prioritize meeting tangible needs, or digitally-native faith communities. The style should likely emphasize authenticity, relational depth, intellectual engagement, and be highly relevant to the busy, family-focused lifestyles observed.¹³
- **Location/Format:** Be flexible with location, considering non-traditional venues (community centers, rented spaces) or hybrid online/in-person formats to overcome potential cost barriers and align with resident preferences.
- **Leadership:** Identify, train, and empower leaders with gifts in relational evangelism, discipleship in a post-Christian context, and community building.

Table 2: Strategic Implications Summary Matrix

Key Trend/Finding	Key Implication for Ministry	Potential Strategic Actions/Ministry Focus
Rapid Population Growth & Influx of Newcomers ⁹	Constant need for welcoming, integration, and community building.	Newcomer outreach programs, emphasis on small groups/social connections, clear pathways to involvement.
High Affluence & Educational	Unique pressures (time, stress, performance); value	Ministries addressing work-life balance, stress;

Attainment ⁹	for quality & intellect; stewardship focus.	intellectually engaging teaching; robust stewardship education; quality counseling resources; high standard of programs.
Large Unaffiliated Population (~57.6% county proxy) ¹⁸	Significant mission field requiring intentional, relational outreach beyond church walls.	Focus on relationship building, community service as outreach, non-traditional engagement points (e.g., Alpha course), equipping members for personal evangelism.
Strong Family Orientation & Excellent Schools ³	Families are a core demographic; schools are central to community life.	High-quality children/youth ministry, parenting support, marriage enrichment, strategic school partnerships (service, support).
Growing Racial/Ethnic Diversity ⁷	Need for cultural competence, inclusivity, and diverse representation.	Intentional efforts to be welcoming, cross-cultural training for leaders/members, diverse worship elements, potential targeted outreach/ministries.
High Homeownership & Stability ¹³	Residents invested in the community, but potential for insularity.	Encourage local service/engagement, balance internal focus with external outreach, address potential barriers to entry for non-homeowners.
High Digital Connectivity ¹³	Digital platforms are essential for communication and potentially community.	Robust online presence, streaming, digital discipleship tools, online groups, targeted social media outreach.
County Disparities (e.g., School Performance) ²¹	Opportunity for service beyond Senoia's immediate boundaries.	Partnerships with struggling schools/communities in wider Coweta County, service projects addressing county-level needs.

Anticipated Aging Population ⁶	Future need for expanded senior adult ministry.	Long-term planning for senior care, fellowship, discipleship programs tailored to older adults.
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Conclusion

Senoia, Georgia, presents a unique and dynamic context for ministry. It is a community experiencing rapid growth, characterized by high levels of affluence, education, and family orientation. Residents benefit from excellent schools and a high quality of life, reflected in the strong housing market and high homeownership rates. While becoming more diverse, it remains predominantly White.

Critically, the religious landscape, proxied by Coweta County data, reveals a very large population segment unaffiliated with any religious congregation, coexisting alongside established Evangelical, Catholic, Mainline, and Black Protestant communities. This "unaffiliated majority" represents the most significant missional opportunity and challenge.

The strategic implications for church leadership are clear. Success in the coming decade will likely involve effectively welcoming and integrating newcomers drawn by Senoia's growth, providing robust support for families navigating the pressures of affluent suburban life, and intentionally building bridges to the large unchurched population through relational, contextualized, and potentially non-traditional ministry approaches. Cultivating genuine community amidst rapid change, proactively embracing growing diversity, leveraging digital tools effectively, and extending compassionate service to address needs within the broader county context are also vital.

The data suggests Senoia is fertile ground for impactful ministry. By understanding the unique demographic and sociocultural currents shaping the community, church leadership can develop focused, relevant, and effective strategies to meet needs, build community, and share faith in compelling ways between now and 2035.

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