

Demographic Analysis and Ministry Implications: Newnan & Sharpsburg, Georgia (2015-2035)

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I. Introduction

This report provides a comprehensive demographic analysis of the municipalities of Newnan and Sharpsburg (specifically including the broader 30277 ZIP code area often associated with Sharpsburg) within Coweta County, Georgia. The analysis examines population dynamics, socioeconomic shifts, psychographic trends, and lifestyle changes over the approximate period of 2015 to 2025, offering projections through 2035 where available. Data is drawn from the U.S. Census Bureau (including American Community Survey estimates), TheARDA.com for religious affiliation data specific to Coweta County, and school rating sources such as Niche.com and GreatSchools.org. Psychographic and lifestyle trends are inferred from demographic data, regional characteristics, ESRI Tapestry Segmentation concepts, and national worldview studies (e.g., Barna, Pew Research).

The primary objective of this report is to equip the church leadership team with data-driven insights to inform strategic decisions regarding ministry focus, effective outreach methods, community engagement initiatives, and the potential development of new congregations specifically aimed at reaching religiously unaffiliated populations within these distinct communities.

II. Coweta County: The Regional Context

Understanding the broader trends within Coweta County provides essential context for analyzing Newnan and Sharpsburg. The county serves as the backdrop against which municipal-level changes occur.

Coweta County has experienced significant population growth, outpacing state averages.¹ Between the 2020 Census base and July 2024 estimates, the county's population grew by 8.3%, reaching an estimated 158,233 residents.² This contrasts with a statewide growth rate closer to 1.05% annually in recent updates.³ Projections indicate continued strong growth, potentially reaching nearly 198,000 residents by 2035.¹ This rapid expansion fuels development and demographic shifts within its municipalities.

While growing overall, the county is also aging. The 65+ age group saw the fastest growth rate between 2010 and 2022 (74% increase), raising the county's median age

to 39.0 years (2019-23 ACS).⁴ As of the 2019-2023 ACS, 15.7% of the population is 65 or older, while 22.7% is under 18.² This demographic shift necessitates consideration of ministries and services catering to both young families and a growing senior population.⁶

Coweta County is becoming more diverse, although it remains predominantly White Non-Hispanic (68.2% in 2019-23 ACS, down from 73.5% in 2010).⁵ The Black Non-Hispanic population constitutes 18.2% (up from 17.4% in 2010), the Hispanic population 7.9% (up from 6.2%), and the Asian population 2.1% (up from 1.1%).⁵ The foreign-born population has also increased, reaching 6.45% in 2023.⁷ This increasing diversity, particularly evident in Newnan, underscores the need for cross-cultural competency in community engagement and ministry.⁸

Economically, Coweta County appears robust, with a median household income (MHI) of \$94,142 (2019-23 ACS, 2023 dollars) and a low poverty rate of 8.2% (down from 10.2% in 2010).² The unemployment rate is also low (2.8% in 2019-23).⁵ Educational attainment is high, with 91.9% of adults 25+ having a high school diploma or higher, and 34.7% holding a bachelor's degree or higher.² However, significant income disparities exist geographically within the county¹¹, and housing affordability remains a challenge, particularly for renters, 55.7% of whom are cost-burdened (spending >30% of income on housing).⁵ This economic landscape suggests both opportunities related to affluence and needs related to economic disparity and housing.¹³

The prevailing lifestyle is suburban, characterized by high homeownership (77.6% owner-occupied rate)², reliance on personal vehicles (average commute time ~30 minutes)², and a strong emphasis on family life and quality schools.¹⁵ Residents value the blend of small-town charm with convenient access to Atlanta's amenities.¹⁵ Community engagement and maintaining a high quality of life are important local values.¹⁶

III. Newnan Community Deep Dive (2015-2035)

Newnan, the county seat, serves as the primary urban and commercial hub within Coweta County. Its demographic profile reflects both historical roots and recent rapid growth.

A. Demographic & Socioeconomic Profile: Trends & Projections

- **Population Growth:** Newnan has experienced substantial growth. The 2020 Census recorded a population of 42,549¹⁸, with estimates reaching 43,510 by 2023.²⁰ This represents a significant increase over the past decade, driven by the

overall county growth. Projections suggest continued growth, potentially reaching 50,000 or more by 2035, based on models forecasting growth in associated ZIP codes (e.g., 30263, 30265).²¹ This rapid influx implies a community with many newcomers potentially seeking connection and community.

- **Age Distribution:** Newnan skews younger than the county overall, with a median age of 35.8 years in 2023.²⁰ The largest age cohort identified in 2020 data was 25-34 year-olds (16.2%), followed by 35-39 year-olds (14.2%).¹⁸ While specific under-18 and 65+ percentages for the city require referencing the latest ACS profiles, the younger median age suggests a significant presence of young professionals and families with school-aged children.
- **Racial/Ethnic Diversity:** Newnan is considerably more diverse than Coweta County as a whole. 2023 estimates show the population as approximately 48.6% White (Non-Hispanic), 34.0% Black or African American (Non-Hispanic), 4.24% Two+ (Non-Hispanic), 3.9% Asian (Non-Hispanic), and 3.08% Two+ (Hispanic).²⁰ The total Hispanic population is estimated at 8.89%.²⁰ Earlier data showed a slightly different breakdown (54.9% Caucasian, 34.1% African-American, 3.2% Asian, 8.6% Hispanic)¹⁸, indicating ongoing shifts. The foreign-born population was 9.56% in 2023, higher than the county average but lower than the national average.²⁰ This level of diversity necessitates culturally sensitive and potentially multilingual approaches to outreach and ministry.⁹
- **Household Composition:** In 2020, Newnan had 16,895 households.¹⁹ While detailed household type data specific to the city wasn't readily available in the snippets, the younger age profile and significant rental population (discussed below) suggest a mix of families, singles, and cohabiting couples, likely more varied than the county average.⁵
- **Income Levels:** Newnan's median household income (MHI) was \$80,299 in 2023, reflecting strong growth (7.63% 1-year increase).²⁰ This is significantly higher than the state median but lower than the Coweta County median (\$94,142).² Income distribution data from Niche shows a concentration in the \$75K-\$149K range (31%) and \$150K+ range (21%), but also significant portions in lower brackets (<\$25K: 13%, \$25K-\$44K: 15%, \$45K-\$74K: 20%).²² This indicates considerable economic diversity within the city, presenting both opportunities associated with affluence and needs related to lower incomes.
- **Poverty Rates:** The overall poverty rate in Newnan was estimated at 8.86% in 2023, slightly lower than the county rate (9.9%).² However, variations likely exist within the city, correlating with areas of lower income and potentially lower educational attainment.¹¹ Ministry efforts should be aware of potential pockets of need despite the relatively high median income.¹⁴
- **Educational Attainment:** Educational attainment in Newnan is relatively high and

increasing. The 2023 Census data indicates 39.8% of adults 25+ hold a bachelor's degree or higher.¹⁹ Earlier data showed 23.3% were college graduates, 22.4% had some college, and 22.6% were high school graduates.¹⁸ Niche data suggests 23% Bachelor's, 29% Some College/Associate's, 23% High School Grad, and 8% Less than High School.²² The high percentage with at least some college experience suggests a population that may value education and potentially engage with more intellectually oriented faith discussions.

- **Housing Tenure:** Newnan has a lower homeownership rate compared to the county. Data USA reported a 57.2% owner-occupied rate for 2023.²⁰ Niche data suggests a similar split (53% own, 47% rent).²² This significant rental population (nearly half) implies a more transient segment compared to Sharpsburg, potentially more open to finding community in new places like a church. Median home values have risen sharply (\$327,800 in 2023, a 15.2% 1-year growth)²⁰, potentially increasing housing cost burdens, especially for renters.⁵

The demographic profile of Newnan reveals a dynamic, growing city characterized by relative youth, significant racial and economic diversity, and a substantial rental population alongside homeowners. This contrasts with the more homogenous and established profile of the broader Sharpsburg area. The rapid growth suggests an ongoing influx of new residents who may be disconnected from existing social networks and potentially seeking community. The diversity necessitates intentional cross-cultural engagement strategies, while the mix of income levels requires ministries that can address needs across the economic spectrum.

B. Religious & Worldview Landscape

- **Religious Affiliation (Coweta County Proxy):** Lacking city-specific ARDA data, the Coweta County religious landscape serves as the best available proxy.²³ As of 2020, the largest religious groups in the county by adherents were Evangelical Protestants (led by Southern Baptists at 22,208 adherents and Non-denominational groups at 4,810), Catholics (11,097 adherents), and Mainline Protestants (led by United Methodists at 7,820 adherents). Black Protestant denominations (AME, National Baptist, Full Gospel Baptist, etc.) also have a notable presence.²³ Overall, about 42.4% of the county population were adherents of the listed religious groups in 2020.²³
- **Estimated Unaffiliated Population:** Consequently, an estimated 57.6% of the Coweta County population is religiously unaffiliated.²³ Given Newnan's younger demographic profile and greater diversity compared to the county overall, it is plausible that the unaffiliated percentage within the city limits is similar to or potentially even slightly higher than the county average. This represents the

largest single segment of the population and the primary focus for outreach to the "underreached."

- **Worldview & Lifestyle Indicators:** Newnan's blend of suburban and near-urban characteristics, its diversity, and its mix of income levels suggest a complex worldview landscape. ESRI Tapestry segments likely present in Newnan could range from younger, diverse segments like "Sprouting Explorers" or "Midtown Singles" to more established family segments like "Family Landscapes" or "GenXurban".²⁴ National trends indicate a rise in secularism and those identifying as "spiritual but not religious," particularly among younger generations prevalent in Newnan.²⁶ Syncretism, the blending of beliefs from various sources, is widespread even among those identifying as Christian.²⁸ Postmodern viewpoints questioning absolute truth may also be common.²⁹ Lifestyles likely range from busy young professionals commuting to Atlanta²⁰ to families engaged in school and community activities¹⁵ to potentially lower-income households facing economic pressures. Outreach and discipleship must navigate this complexity, addressing skepticism towards institutions, the appeal of alternative spiritualities, and the practical life concerns of diverse residents.³⁰ The presence of both highly educated individuals and those with less education suggests a need for varied communication styles.

C. Educational Context

- **Public Schools:** Newnan is served by the highly-rated Coweta County School System (overall 4.04/5 Niche rating, #33 Best District in GA).³² Specific elementary schools within or serving Newnan generally receive good ratings, including Brooks Elementary (A), Arbor Springs Elementary (A, 5/5 GreatSchools), Northside Elementary (A-), Elm Street Elementary (A-, 3.8/5 GreatSchools), Newnan Crossing Elementary (A-, 5/10 GreatSchools), and Ruth Hill Elementary (B+).³² Middle schools like Madras (A-) and Lee (A-) also rate well.³⁶ Newnan High School holds a B+ rating from Niche.³⁶ The quality of public schools is a significant draw for families moving to the area¹⁵, reinforcing the importance of family-focused ministry and potential school partnerships.
- **Private Schools:** Several private school options are accessible to Newnan residents, including The Heritage School (located in Newnan, A+ Niche rating) and others nearby like Landmark Christian (A+), Trinity Christian (A-), and Central Christian (B+).³⁶ The availability of these options, particularly faith-based ones, indicates a segment of the population prioritizing private or religious education.

The presence of well-regarded public schools and available private options highlights the value placed on education within the community. This attracts families and shapes

the community's character. For churches, schools represent key community hubs and potential partners for serving families, offering support programs, or engaging with community needs identified through the school system.

D. Strategic Implications Summary for Newnan

- **Outreach:** Strategies must be diverse and culturally sensitive due to significant racial, ethnic, and economic variety.²⁰ Relationship-building should be prioritized over purely programmatic approaches, especially for reaching the large unaffiliated group.³⁹ Community service addressing tangible needs (e.g., related to income disparity, newcomer support, school needs) can build bridges.¹⁴ Developing cross-cultural ministry teams and providing relevant training is crucial for effectively engaging the diverse population segments.⁸ Connecting with the large rental population requires intentionality.
- **Ministry Focus:** Ministries should cater to the predominant younger demographic (young professionals, young families) while also acknowledging the needs of established residents and seniors.¹⁸ Family ministry, including robust children's and youth programs, is vital given the draw of good schools. Addressing potential economic disparities through benevolence funds, job skills training partnerships, or support groups could be impactful.⁴⁰ Discipleship programs need to intentionally address the prevalent worldview challenges of syncretism and secularism, helping people build a coherent biblical framework for life.²⁸
- **Community Engagement:** Active partnerships with local schools (both public and private) offer significant opportunities for service and connection with families.³² Collaborating with established local nonprofits addressing social needs (e.g., poverty, housing, youth services) can amplify impact and build credibility.⁴² Participating in and contributing to community events can increase visibility and foster goodwill.¹⁵ Addressing local issues highlighted in community forums or local news (e.g., managing growth, infrastructure, safety) demonstrates relevance.⁴⁵
- **Reaching the Unaffiliated (57.6% County Estimate):** Emphasize creating authentic community and belonging, as many unaffiliated individuals still seek connection.²⁶ Personal invitation from friends remains a key factor, highlighting the importance of equipping members for relational evangelism.³⁹ Offer "safe spaces" for exploration, such as discussion groups on faith and life or courses like Alpha, that allow questions without judgment.³⁹ Focus on shared values through community improvement projects (e.g., neighborhood safety, park cleanups) as initial engagement points.³⁹ Recognize and address potential barriers like negative past church experiences or skepticism towards organized religion by demonstrating humility, service, and relevance.³⁰

- **New Congregations:** The size, diversity, and growth of Newnan suggest potential for multiple new congregations. These could be targeted geographically to specific high-growth neighborhoods or demographically (e.g., a congregation focused on young professionals/singles, a Spanish-language service or congregation, or one intentionally designed for multi-ethnic ministry). Models emphasizing authentic community, addressing contemporary questions, and incorporating both digital and physical presence may be more effective than strictly traditional approaches.¹⁰

IV. Sharpsburg Community Deep Dive (2015-2035)

While Sharpsburg exists as a small incorporated town, its name is commonly associated with the broader, more affluent suburban/exurban area covered by the 30277 ZIP code. This analysis focuses primarily on the demographics of the 30277 ZIP code, as this larger area is more representative of the likely ministry context than the very small town itself.

A. Demographic & Socioeconomic Profile: Trends & Projections (Town & ZIP 30277)

- **Population Growth:** The incorporated town of Sharpsburg is very small, with a 2020 population of 327 and a 2023 estimate of 325.⁴⁸ Projections show minimal growth for the town itself (331 by 2025).⁴⁸ However, the surrounding 30277 ZIP code area is significantly larger and reflects the broader suburban growth patterns of Coweta County. Population estimates for 30277 vary slightly by source but are around 20,000 (e.g., 21,256 in older data⁵⁰, 19,643 in newer data⁵¹). Continued growth pressure from the Atlanta metro area is expected in this part of Coweta County.¹
- **Age Distribution:** A key differentiator from Newnan is the age profile. While the *town* of Sharpsburg has a young median age (33.9)⁴⁸, the 30277 ZIP code has a significantly older median age of 44.⁵⁰ Age distribution data for the ZIP code shows a large concentration of middle-aged adults (peaking in the 50-54 and 55-59 brackets) and a substantial senior population (65+).⁵⁰ This indicates a community dominated by established families, empty nesters, and retirees, rather than the younger singles and families characterizing Newnan. Ministry focus should therefore consider the needs and life stages prevalent in middle and later adulthood.
- **Racial/Ethnic Diversity:** The Sharpsburg area (town and ZIP 30277) is considerably less diverse than Newnan or Coweta County overall. Town data indicates approximately 78% White, 10% Hispanic, and 5% Black.⁴⁸ Data for ZIP

30277 aligns with this, showing 81.8% White, 6.4% Black, 7.2% Two or More Races, 2.3% Other Race, and 2.0% Asian.⁵⁰ The Hispanic population (which can be of any race) is around 10% in the town⁵² and likely similar in the ZIP code, though specific ZIP data on Hispanic origin wasn't readily available in the snippets. The foreign-born population is relatively low (around 5.37% in the town).⁵³ The relative homogeneity simplifies some aspects of outreach but requires intentionality to engage the minority populations present.

- **Household Composition:** Data for ZIP 30277 points strongly towards a family-oriented community. 69% of households are husband-wife families, while only 14% are single-person households.⁵⁰ The average household size is larger than average at 3 persons.⁵⁰ This contrasts with Newnan's likely more varied household structures and reinforces the picture of an area dominated by established families.
- **Income Levels:** The 30277 ZIP code area is significantly more affluent than Newnan or the county average. The Median Household Income (MHI) for 30277 is \$119,226 (ACS 2023 5-year estimate)⁵¹, substantially higher than Newnan's \$80,299²⁰ and Coweta County's \$94,142.² The Average Household Income in 30277 is even higher at \$143,941.⁵⁴ A significant portion of households (19.2%) earn over \$200,000 annually.⁵⁴ (Note: The town of Sharpsburg itself reports a much lower MHI of \$62,344⁴⁸, highlighting the economic difference between the small town core and the surrounding affluent subdivisions). This affluence shapes the community context, suggesting that residents' primary needs may relate less to basic economic survival and more towards issues common in high-achieving environments, such as time pressures, relational depth, finding meaning beyond material success, and legacy planning. Stewardship and generosity become particularly relevant discipleship topics.
- **Poverty Rates:** Consistent with high income levels, poverty rates in the 30277 ZIP code are very low, estimated at 5%.⁵¹ The town itself has a higher poverty rate (9.5% of families⁴⁸, 14.7% overall per Niche⁵⁵), again emphasizing the socioeconomic divide between the town proper and the surrounding area.
- **Educational Attainment:** While direct ACS DP02 data for ZIP 30277 was inaccessible⁵⁶, educational attainment is expected to be high, correlating strongly with the high income levels observed.⁵¹ The town data shows lower attainment (15% Bachelor's, 10% Post-grad)⁵², but this is unlikely to represent the broader, affluent ZIP code. Coweta County's overall rate is 34.7% Bachelor's degree or higher.² It is reasonable to infer that the attainment level in the affluent 30277 ZIP code meets or exceeds the county average. This suggests a population that values education and may be receptive to intellectually engaging ministry approaches.

- **Housing Tenure:** Homeownership is extremely high in the Sharpsburg area. Data for the town shows 74% owner-occupied units.⁵² Given the income levels and family structures in the broader 30277 ZIP code, the owner-occupancy rate there is likely even higher, approaching or exceeding the county average of 77.6%.² (Direct ACS DP04 data for ZIP 30277 was inaccessible⁵⁷). Median home values are significantly higher than in Newnan, with estimates ranging from \$364,200⁵¹ to \$436K-\$444K⁵⁸, reflecting the area's desirability and affluence. The landscape is characterized by numerous upscale residential subdivisions.⁶⁰ The high rate of homeownership contributes to community stability but may also foster a degree of social insulation. Reaching residents might require penetrating established social circles and addressing potential complacency associated with comfortable, stable lives.

The Sharpsburg area, particularly the 30277 ZIP code, presents a distinct profile: an older, affluent, predominantly White, highly educated, family-centric community with very high homeownership rates. This stability and homogeneity contrast sharply with Newnan's younger, more diverse, and more transient character. Ministry strategies must be tailored to this specific context, recognizing the unique opportunities and challenges presented by affluence, established social structures, and an older demographic.

B. Religious & Worldview Landscape

- **Religious Affiliation (Coweta County Proxy):** Using the 2020 Coweta County ARDA data as a proxy²³, the dominant traditions are Evangelical Protestantism (Southern Baptist, Non-denominational), Catholicism, and Mainline Protestantism (United Methodist). The overall adherence rate for listed groups in the county was 42.4%.²³
- **Estimated Unaffiliated Population:** This implies an estimated 57.6% unaffiliated rate for Coweta County.²³ While the Sharpsburg/30277 area's specific demographics (older, more affluent, less diverse, conservative-leaning⁶⁵) might suggest potentially higher affiliation rates than the county average, there is no direct data to confirm this. The unaffiliated segment remains numerically significant. However, the *nature* of unaffiliation in this context may differ from Newnan. Given the stability, affluence, and cultural conservatism, a larger proportion of the unaffiliated or irregularly attending population might consist of nominal Christians—individuals with a cultural Christian background but lacking deep personal faith or church connection.³⁹ Reaching this group requires different strategies than reaching those with no religious background at all, often involving addressing complacency or the assumption that cultural affiliation equates to

genuine faith.³⁰

- **Worldview & Lifestyle Indicators:** The lifestyle in Sharpsburg/30277 likely revolves around established families, careers (for the middle-aged cohort), community involvement, and potentially retirement activities for the growing senior population.⁵⁰ ESRI Tapestry Segments common in such affluent, family-oriented suburban/exurban areas include "Affluent Estates" (established wealth, educated couples, homeowners) and "Upscale Avenues" or potentially "GenXurban" (middle-aged families, homeowners, comfortable lifestyles).²⁴ Values likely center on family, community stability, safety, quality education, and maintaining a comfortable lifestyle.¹⁶ Potential worldview challenges specific to this context could include materialism, busyness driven by demanding careers or over-scheduled family lives, a sense of self-sufficiency that diminishes perceived need for God, and the aforementioned nominal Christianity.²⁹ Engaging residents may require demonstrating the relevance of faith to navigating the pressures of success, finding deeper purpose, building legacy, and addressing the unique challenges of different life stages (e.g., parenting teenagers, empty nesting, meaningful retirement).

C. Educational Context

- **Public Schools:** The area is served by the highly-rated Coweta County School System.³² Specific public schools serving the Sharpsburg/30277 area generally receive high marks: Canongate Elementary (A- Niche, 9/10 GreatSchools) ³⁶, Willis Road Elementary (A- Niche, 5/5 parent review) ³⁸, Poplar Road Elementary (B+ Niche, 5/10 GreatSchools) ³⁸, Lee Middle School (A- Niche, 6/10 GreatSchools) ³⁶, and Blake Bass Middle School (A- Niche).⁷⁰ East Coweta High School, serving a large portion of the area, has a B+ Niche rating.³⁸ The strong public school ratings are a major draw for the affluent families residing here.
- **Private Schools:** Notably, prominent private Christian schools, Trinity Christian School (A- Niche rating) and Central Christian School (B+ Niche rating), are located directly within Sharpsburg.³⁶ Their presence and likely utilization by residents underscore the high value placed on education and suggest a significant segment of the community actively seeking faith-based educational environments for their children. This reflects a potential openness to integrating faith into family life and values.

The dual strength of highly-rated public schools and accessible, well-regarded private Christian schools indicates that education is a paramount concern for Sharpsburg/30277 residents. It also suggests a community segment actively investing in faith-based institutions, potentially signaling shared values that a church could

connect with.

D. Strategic Implications Summary for Sharpsburg

- **Outreach:** Focus heavily on relational strategies within existing social networks, particularly those centered around neighborhoods/subdivisions ⁶³, schools, and community activities. Tailor messaging and programs to address the needs and aspirations common in affluent, established family contexts (e.g., marriage enrichment, parenting resources for teens, financial stewardship/legacy planning, navigating retirement transitions). Develop specific strategies to engage nominal Christians, moving beyond superficial agreement to deeper commitment.³⁹ Community service initiatives might focus on regional needs or partnerships rather than addressing widespread local poverty.
- **Ministry Focus:** Prioritize ministries supporting families through various stages: middle school, high school, college transition, empty nest years. Develop robust ministries for active seniors, potentially including fellowship, learning, and service opportunities.⁶ Discipleship should address the challenges of affluence, such as materialism, busyness, and self-sufficiency, while cultivating generosity and deeper spiritual commitment.³⁰
- **Community Engagement:** Build relationships with both public and private schools, offering support or resources where appropriate. Host high-quality events and programs that align with the community's values (family-friendly, educational, quality of life).¹⁶ Partner with local organizations focused on maintaining the area's quality of life or supporting specific community segments (e.g., youth sports, senior activities).
- **Reaching the Unaffiliated (Est. 57.6% County):** Strategies must penetrate established, potentially insular social structures. Small groups meeting in homes within subdivisions could be effective. Intellectual engagement, addressing worldview questions thoughtfully, may resonate with the highly educated population. Emphasize authentic relationships and demonstrate how faith provides meaning and purpose beyond career and material success. Directly, yet compassionately, address the distinction between cultural Christianity and personal faith for nominal believers.³⁹
- **New Congregations:** Given the affluence and established nature, new congregations might succeed if tailored to specific large subdivisions ⁶⁰ or demographic niches (e.g., focused on professionals, empty nesters). High-quality programming, particularly for children and youth, and intellectually stimulating teaching would likely be expected. A focus on community impact and addressing sophisticated life questions could be appealing.

V. Comparative Insights & Regional Dynamics

Comparing Newnan and Sharpsburg reveals two distinct ministry contexts within the same growing county. Understanding these differences, alongside broader regional trends and the nature of the unaffiliated population, is crucial for effective strategic planning.

A. Newnan vs. Sharpsburg: Comparative Snapshot

The following table summarizes key demographic and socioeconomic differences based on the latest available data (primarily 2019-2023 ACS 5-Year Estimates or 2023 estimates where specified).

Table 1: Demographic & Socioeconomic Snapshot & Projections (Newnan vs. Sharpsburg vs. Coweta County)

Indicator	Newnan City	Sharpsburg (ZIP 30277 Area)	Coweta County	Data Sources	Notes
Population (2010 Census)	~33,039 (City) ¹	~12,199 (ZIP 2010 est.) ²	127,317	² , Various Census sources ¹²	¹ City pop grew significantly since 2010. ² ZIP code population estimates vary; this is a baseline.
Population (~2015 Est.)	~38,000 (Interpolated) ³	~17,000 (Interpolated) ³	~133,180 (2013) ¹	¹ , Interpolation ³	³ Rough estimates based on growth trends for context.
Population (Latest ACS/Est)	43,510 (2023 Est.) ²⁰	~19,643 - 21,256 (Recent Est.) ⁴	150,071 (2019-23 ACS) ²	²	⁴ Range from S166 (19.6k) and older S45 (21.3k).

Population (2035 Proj.)	~52,000+ (Model based) ²¹	~N/A (ZIP); County 197,952 ¹	197,952	¹	Newnan projection based on Aterio model; ZIP projection unavailable, county shows significant growth.
Median Age (Latest ACS)	35.8 (2023) ²⁰	44.0 (Recent Est.) ⁵⁰	39.0 (2019-23 ACS) ²	²	Sharpsburg/ 30277 significantly older.
% Under 18 (Latest ACS)	N/A (City); County 22.7% ²	~24.6% ^{50s}	22.7%	²	⁵ Calculated from detailed age breakdown in ⁵⁰ (Under 5 to 15-19 sum / total pop). City data needed for direct comparison.
% 65+ (Latest ACS)	N/A (City); County 15.7% ²	~12.9% ^{50e}	15.7%	²	⁶ Calculated from detailed age breakdown in ⁵⁰ (65-69 to 85+ sum / total pop). City data needed for direct comparison.
% White NH (Latest ACS)	48.6% (2023) ²⁰	~81.8% (ZIP, older data) ⁵⁰	68.2% (2019-23 ACS) ²	²	Sharpsburg/ 30277 much less diverse.

% Black NH (Latest ACS)	34.0% (2023) ²⁰	~6.4% (ZIP, older data) ⁵⁰	18.2% (2019-23 ACS) ²	²	
% Hispanic (Latest ACS)	8.89% (2023) ²⁰	~10% (Town data) ⁵²	7.9% (2019-23 ACS) ²	²	ZIP data for Hispanic origin needed; Town data used as proxy.
% Asian NH (Latest ACS)	3.9% (2023) ²⁰	~2.0% (ZIP, older data) ⁵⁰	2.1% (2019-23 ACS) ²	²	
% Bachelor's+ (Age 25+)	39.8% (2023) ¹⁹	~30-35% (Est. based on income) ⁷	34.7% (2019-23 ACS) ²	²	⁷ ZIP data unavailable ⁵⁶ ; Town low (25%) ⁵² , County 34.7%. High income suggests ZIP is likely at/above county level.
Median HH Income (Latest ACS)	\$80,299 (2023) ²⁰	\$119,226 (2023 ACS 5yr) ⁵⁴	\$94,142 (2019-23 ACS) ²	²	Sharpsburg/ 30277 significantly more affluent.
Poverty Rate (Latest ACS)	8.9% (2023) ²⁰	~5% (ZIP Est.) ⁵¹	8.2% (2019-23 ACS) ⁵	⁵	ZIP code poverty very low.
Owner-Occ upied Rate	57.2% (2023) ²⁰	~74%+ (Est. based on town/county) ⁸	77.6% (2019-23 ACS) ²	²	⁸ ZIP data unavailable ⁵⁷ ; Town 74% ⁵² , County 77.6%. High

					income/family structure suggests ZIP is likely high.
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NH = Non-Hispanic; HH = Household; ACS = American Community Survey.

This comparison highlights the distinct characteristics: Newnan is larger, younger, more diverse (racially and economically), and has a larger rental population. Sharpsburg/30277 is older, more affluent, less diverse, more family-centric (based on household composition), and has very high homeownership. These differences demand distinct ministry approaches.

B. Coweta County Context: Regional Trends

As outlined previously (Section II), the county is defined by rapid growth, an aging population alongside family presence, increasing (though uneven) diversity, economic prosperity mixed with affordability challenges for some, and a prevailing suburban lifestyle valuing schools and community. Both Newnan and Sharpsburg are shaped by these macro trends, but they manifest differently in each location due to their unique demographic compositions and positions within the county (Newnan as the hub, Sharpsburg as an affluent suburban/exurban area).

C. Understanding the "Underreached" (Religiously Unaffiliated)

The religiously unaffiliated represent a majority group within Coweta County, estimated at 57.6% based on 2020 ARDA data.²³ This group is not monolithic. Nationally and likely locally, it includes atheists, agnostics, and a large segment identifying as "nothing in particular".²⁷ Critically, it also encompasses "nominal Christians"—those who may identify culturally as Christian but lack active faith practice or church connection.³⁹ This nominal group may be particularly prevalent in established, culturally conservative areas like Sharpsburg/30277.

Research suggests that while institutional religion may be declining or viewed skeptically²⁶, many unaffiliated individuals retain spiritual beliefs (e.g., belief in God or a higher power, a soul, an afterlife).²⁷ However, their conception of God may differ significantly from biblical teachings.²⁸ Syncretism, blending beliefs from multiple sources, is common.²⁸

Barriers to church engagement include disagreement with teachings, negative past experiences, perceived irrelevance, busyness, and institutional distrust.²⁶ However, opportunities exist. Many unaffiliated individuals, particularly "Nones" and nominal

Christians, are open to discussing faith, especially within the context of trusted relationships.³⁹ Invitations to community service projects or events addressing local needs often receive a better response than direct invitations to worship services, especially among Nones.³⁹ Authenticity, genuine community, and addressing real-life concerns are crucial for connection.²⁶

Table 2: Coweta County Religious Landscape (2020)

Religious Tradition Category	Adherents (2020)	Adherence Rate (per 1,000 Pop.)	Est. % of County Population
Total Adherents (Listed Groups)	61,907	423.5	42.4%
Evangelical Protestant	34,014	232.7	23.3%
- <i>Southern Baptist Convention</i>	22,208	151.95	15.2%
- <i>Non-denominational Christian</i>	4,810	32.91	3.3%
- <i>Church of God (Cleveland, TN)</i>	2,513	17.19	1.7%
- <i>Other Evangelical (Multiple)</i>	4,483	~30.7	~3.1%
Catholic	11,097	75.92	7.6%
Mainline Protestant	8,547	58.48	5.8%
- <i>United Methodist Church</i>	7,820	53.50	5.3%
- <i>Other Mainline (Multiple)</i>	727	~4.98	~0.5%
Black Protestant	2,506	17.15	1.7%

- AME Church	1,118	7.65	0.8%
- Other Black Protestant (Multiple)	1,388	~9.5	~0.9%
Latter-day Saints	1,551	10.61	1.1%
Jehovah's Witnesses	1,406	9.62	1.0%
Islam (Estimate)	1,398	9.56	1.0%
Other Groups/Faiths	1,388	9.49	0.9%
Estimated Unaffiliated Population	~84,251	~576.5	~57.6%
Total County Population (2020)	146,158	1000.0	100.0%

Source: Calculated from THEARDA.com 2020 U.S. Religion Census data for Coweta County.²³ Adherence Rate is adherents per 1,000 county population. Percentages calculated based on the total county population of 146,158.

This table underscores the significant numerical presence of the unaffiliated population in Coweta County, making them a primary mission field. While Evangelical Protestants form the largest affiliated bloc, no single tradition commands a majority, indicating a pluralistic religious environment even among the affiliated.

VI. Strategic Recommendations for Church Leadership

Based on the demographic analysis of Newnan, Sharpsburg/30277, and Coweta County, the following strategic recommendations are offered for consideration:

A. Tailored Outreach & Engagement Strategies

- **Newnan:** Implement a multi-pronged outreach strategy acknowledging the city's diversity. Focus on:
 - *Community Service:* Partner with schools and nonprofits to address tangible needs related to economic diversity and newcomer integration.¹⁴
 - *Cross-Cultural Engagement:* Develop culturally specific outreach initiatives

(e.g., Hispanic ministry, partnerships with Black churches) and ensure welcoming environments for diverse populations.⁹ Consider multilingual resources.

- *Young Adult/Family Focus*: Offer programs and connection points relevant to young professionals and families with children, leveraging school connections.¹⁵
- *Rental Community Outreach*: Develop specific strategies to connect with the significant renter population, who may be more transient and seeking community.²⁰
- **Sharpsburg/30277**: Focus outreach on relational networks within established, affluent communities. Consider:
 - *Neighborhood Focus*: Encourage small groups or missional communities based within specific subdivisions.⁶³
 - *Life-Stage Relevance*: Offer high-quality programs addressing parenting teens, marriage enrichment, financial stewardship/legacy, empty nesting, and active retirement.⁵⁰
 - *Engaging Nominalism*: Create pathways for deeper discipleship that challenge cultural Christianity and foster genuine faith commitment.³⁹
 - *Leverage Private Schools*: Build relationships with families connected through local Christian schools.³⁸
- **General (Both Areas)**:
 - *Prioritize Authenticity*: Emphasize genuine relationships and transparency over polished programs, which resonates more strongly with younger generations and those skeptical of institutions.²⁶
 - *Equip Members*: Train congregation members for personal evangelism and natural, respectful faith conversations within their existing networks.³⁰
 - *Digital Presence*: Maintain an active and engaging online presence for communication, connection, and potentially hybrid ministry models.²⁶

B. Priority Ministry Focus Areas

- **Family Ministries**: Maintain a strong focus on families in both areas, but tailor the emphasis: younger families and diverse family structures in Newnan; families with teenagers, empty nesters, and grandparenting support in Sharpsburg/30277.
- **Senior Adult Ministry**: Recognize the significant and growing 65+ population across the county.⁴ Develop or expand ministries offering fellowship, learning, care, and service opportunities for seniors, potentially collaborating with county senior services.⁶
- **Cross-Cultural Ministry Development**: Invest in training and resources to build cross-cultural competency, particularly vital for effective ministry in the diverse

context of Newnan.⁸

- **Addressing Economic Disparities:** While the county is generally affluent, acknowledge and respond to pockets of need¹¹ and the significant housing cost burden faced by renters.⁵ This could involve targeted benevolence, partnerships with social service agencies⁴³, or advocating for affordable housing solutions.¹²
- **Worldview Discipleship:** Integrate teaching and discussion that helps members understand and biblically engage with prevailing cultural worldviews like secularism, postmodernism, New Spirituality, and syncretism.²⁸

C. Effective Approaches for Reaching the Religiously Unaffiliated

- **Build Relationships First:** Emphasize genuine friendship and trust-building as the foundation for any faith conversations.³⁹ Small groups, shared interest activities, and serving together are effective contexts.
- **Meet Tangible Needs:** Participate in and initiate community service projects that address local issues (e.g., school support, environmental care, neighborhood safety).³⁹ This demonstrates care and provides common ground.
- **Create Safe Spaces for Exploration:** Offer non-threatening environments (like Alpha courses, book discussions, Q&A forums) where people can ask questions and explore Christianity without pressure.³⁹
- **Focus on Relevance:** Address the real-life questions, anxieties, and aspirations of unaffiliated individuals (related to purpose, relationships, stress, hope, etc.).³⁰
- **Address Nominalism Directly:** For those with a Christian background but no current connection, gently challenge the assumption that cultural identity equals saving faith, emphasizing relationship with Christ.³⁹
- **Live Authentically:** Encourage members to live out their faith consistently and transparently, as authenticity is highly valued, especially by younger generations.²⁶

D. Considerations for New Congregations

- **Strategic Targeting:** Given the distinct profiles, consider planting congregations specifically tailored to the unique demographics and needs of either Newnan or Sharpsburg/30277.
 - *Newnan Possibilities:* Plants focused on young adults/professionals, specific ethnic/language groups (e.g., Hispanic), or intentionally multi-ethnic congregations reflecting the city's diversity.
 - *Sharpsburg/30277 Possibilities:* Plants situated within or near major affluent subdivisions⁶⁰, potentially focused on established families, professionals, or active seniors, emphasizing high-quality programming and intellectual engagement.

- **Diverse Models:** Explore models beyond the traditional attractional church. Missional communities, house church networks, or hybrid models integrating strong online community with in-person gatherings could be effective, particularly for reaching younger or more skeptical populations.¹⁰
- **Community-Centric Focus:** New plants could build identity and connection by focusing initially on meeting specific community needs (e.g., tutoring, senior care partnerships, ESL programs) as an integral part of their mission.
- **Location Intelligence:** Utilize demographic data, growth projections, and population density maps ¹¹ to identify optimal locations that are accessible to the target demographic and potentially near community anchors like schools or parks.

By carefully considering the distinct demographic realities, cultural nuances, and spiritual landscapes of Newnan and the Sharpsburg area, church leadership can develop targeted and effective strategies to foster spiritual growth, engage the community meaningfully, and reach those currently unaffiliated with a local church.

VII. Appendix

Table A2: Coweta County Religious Adherence Data (THEARDA, 2020)

Denomin ation/Gro up	Tradition	Family	Congrega tions	Adherent s	Adherenc e Rate (per 1,000)	Est. % of County Pop.
Southern Baptist Conventio n	Evangelica l Prot.	Baptist	47	22,208	151.95	15.2%
Catholic Church	Catholic	Catholic Liturgical	2	11,097	75.92	7.6%
United Methodist Church	Mainline Prot.	Methodist	24	7,820	53.50	5.3%
Non-deno minational Christian	Evangelica l Prot.	Other Groups	20	4,810	32.91	3.3%

Churches						
Church of God (Cleveland, Tennessee)	Evangelical Prot.	Pentecostal	5	2,513	17.19	1.7%
Christian Churches and Churches of Christ	Evangelical Prot.	Restorationists	3	1,826	12.49	1.2%
Church of Jesus Christ of Latter-day Saints	Latter-day Saints	Latter-day Saints	3	1,551	10.61	1.1%
Jehovah's Witnesses	Jehovah's Witnesses	Adventist	4	1,406	9.62	1.0%
Muslim Estimate	Islam	Islam	1	1,398	9.56	1.0%
African Methodist Episcopal Church	Black Prot.	Methodist	6	1,118	7.65	0.8%
Episcopal Church	Mainline Prot.	Anglican/Episcopal	1	731	5.00	0.5%
Wisconsin Evangelical Lutheran Synod	Evangelical Prot.	Lutheran	1	724	4.95	0.5%
Churches of Christ	Evangelical Prot.	Restorationists	5	645	4.41	0.4%

National Baptist Convention, USA, Inc.	Black Prot.	Baptist	2	608	4.16	0.4%
Seventh-day Adventist Church	Evangelical Prot.	Adventist	2	533	3.65	0.4%
Assemblies of God, General Council of the	Evangelical Prot.	Pentecostal	3	500	3.42	0.3%
Presbyterian Church (U.S.A.)	Mainline Prot.	Presbyterian/Reformed	1	484	3.31	0.3%
Full Gospel Baptist Church Fellowship International	Black Prot.	Baptist	2	420	2.87	0.3%
Lutheran Congregations in Mission for Christ	Evangelical Prot.	Lutheran	2	334	2.29	0.2%
Church of our Lord Jesus Christ of the Apostolic Faith, Inc.	Black Prot.	Pentecostal	1	210	1.44	0.1%

Evangelical Lutheran Church in America	Mainline Prot.	Lutheran	1	209	1.43	0.1%
Christian Methodist Episcopal Church	Black Prot.	Methodist	1	160	1.09	0.1%
Church of God in Christ	Black Prot.	Pentecostal	2	150	1.03	0.1%
Presbyterian Church in America	Evangelical Prot.	Presbyterian/Reformed	2	138	0.94	0.1%
National Missionary Baptist Convention of America	Black Prot.	Baptist	1	100	0.68	0.1%
Baha'i Faith	Other	Other Groups	0	94	0.64	0.1%
Church of the Nazarene	Evangelical Prot.	Holiness	1	86	0.59	0.1%
Christian Church (Disciples of Christ)	Mainline Prot.	Restorationists	1	34	0.23	<0.1%
Other Smaller Groups (Multiple)	Various	Various	10+	<100	<0.68	<0.1%
Total			158	61,907	423.5	42.4%

Adherent s (Listed Groups)						
Estimate d Unaffiliat ed				~84,251	~576.5	~57.6%
Total County Populatio n (2020)				146,158	1000.0	100.0%

Source: *THEARDA.com, 2020 U.S. Religion Census: Congregational Membership Study for Coweta County (13077).*²³ Adherence Rate is per 1,000 county population. Percentages calculated based on total county population.

Table A3: School Ratings Summary Table (Select Schools Serving Newnan & Sharpsburg/30277)

School Name	Area Serve d	Level	Niche Grade	GreatS chools Rating	Stude nt:Tea cher Ratio	Math Prof. (%)	Readin g Prof. (%)	Sourc es
Eleme ntary School s								
Brooks Elemen tary School	Newna n	Elem (PK-5)	A	8/10 (4.3/5 Rev)	18:1 (Count y)	46% (Count y)	47% (Count y)	³²
Arbor Spring s Elemen tary	Newna n	Elem (PK-5)	A	5/5 Rev	18:1 (Count y)	46% (Count y)	47% (Count y)	³³

School								
Northside Elementary School	Newnan	Elem (PK-5)	A-	6/10	14:1	46% (County)	47% (County)	32
Elm Street Elementary School	Newnan	Elem (PK-5)	A-	3.8/5 Rev	14:1	46% (County)	47% (County)	32
Newnan Crossing Elem. School	Newnan	Elem (PK-5)	A-	5/10 (4.1/5 Rev)	15:1	46%	46%	33
Ruth Hill Elementary School	Newnan	Elem (PK-5)	B+	5/10 (3.9/5 Rev)	12:1	37%	37%	34
Canon Gate Elementary School	Sharpsburg/30277	Elem (PK-5)	A-	7/10 (4.2/5 Rev)	17:1	66%	64%	32
Willis Road Elementary School	Sharpsburg/30277	Elem (PK-5)	A-	N/A (5/5 Rev)	15:1	46% (County)	47% (County)	38
Poplar Road Elementary	Sharpsburg/30277	Elem (PK-5)	B+	5/10	13:1	46% (County)	47% (County)	38

School								
Middle Schools								
Madras Middle School	Newnan	Middle (6-8)	A-	N/A (3.5/5 Rev)	15:1	46% (County)	47% (County)	36
Lee Middle School	Sharpsburg/30277	Middle (6-8)	A-	6/10	17:1	46% (County)	47% (County)	36
Blake Bass Middle School	Sharpsburg/30277	Middle (6-8)	A-	N/A	18:1	50%	59%	70
East Coweta Middle School	Sharpsburg/30277	Middle (6-8)	B+	N/A (4.67/5 Rev)	16:1	46% (County)	47% (County)	38
High Schools								
Newnan High School	Newnan	High (9-12)	B+	6/10 (3.78/5 Rev)	18:1 (County)	46% (County)	47% (County)	34
East Coweta High School	Sharpsburg/30277	High (9-12)	B+	6/10 (3.82/5 Rev)	18:1	46% (County)	47% (County)	38
Northgate High School	Newnan (North)	High (9-12)	A-	N/A (3.83/5 Rev)	18:1 (County)	46% (County)	47% (County)	37

Private/Charter (Examples)								
The Heritage School	Newnan	PK, K-12	A+	N/A	7:1	N/A	N/A	36
Trinity Christian School	Sharpsburg	PK, K-12	A-	N/A (4.03/5 Rev)	11:1	N/A	N/A	36
Central Christian School	Sharpsburg	PK, K-12	B+	N/A (3.59/5 Rev)	10:1	N/A	N/A	38
Odyssy Charter School	Newnan	K-8	B	N/A	12:1	N/A	N/A	38
Coweta Charter Academy	Senoia (Serves Area)	K-8	A-	N/A (4/5 Rev)	14:1	N/A	N/A	36

Notes: Niche/GreatSchools ratings and reviews can change. Proficiency data often reflects the entire district (Coweta County) unless school-specific data is provided in the source. Student:Teacher ratio may also be district average if not specified for the school.

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