Location Composition

Category	County	% of State
2010 Population	35,854	1.21%
2010 Households	13,192	1.18%
2010 Group Quarters	541	0.54%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	31,191	86.99%	English	34,865	97.24%
Black	4,000	11.16%	Spanish	823	2.30%
Hispanic	901	2.51%	French	34	0.10%
Multiracial	522	1.45%	Korean	28	0.08%
Asian	84	0.23%	Italian	23	0.06%
Other race	49	0.14%	German	22	0.06%
Nat. Amer.	9	0.02%	Vietnamese	22	0.06%
			Arabic	13	0.03%

Getting Involved

To learn more about this location, please contact Scheryl Ng (sng@mbcb.org) in the MBCB Church Planting Department.

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.

MISSIONAL COUNTY DIGEST

Top County Communities

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:

Intercultural Institute
for Contextual Ministry
www.iicm.net

Country Communities

Households: 5,149
Percent: 39.03%

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

Households: 3,899
Percent: 29.56%

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.

Urban Communities

Households: 1,570
Percent: 11.9%

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.

MISSISSIPPI **BAPTISTS**

Top Lifestyle Segments

Hinterland Families   (41% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 4,300
Percent: 32.6%

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: 1,462
Percent: 11.08%

Grass-roots Living   (70% Unreached)

Located in rural villages and aging industrial towns throughout the Midwest and South, Grass-roots Living consists of a racially diverse mix of couples, families and divorced men and women living in lower-middle-class circumstances. Educational levels are low, and nearly a quarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture.

Households: 1,414
Percent: 10.72%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	7,821	59.29%
Religious but NOT Evangelical	1,714	12.99%
Spiritual but NOT Evangelical	1,105	8.38%
Non-Evangelical but NOT Interested	5,055	38.32%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	7,974	32.20%
Adult High School dropouts (as % of Adults yrs 25+)	5,993	24.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	5,819	23.50%
Children in Poverty (as % of all children)	2,877	32.40%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,806	11.70%
Adult STD Incidents (as % of Adults yrs 25+)	86	0.35%
Household Violent Crime incidents (as % of all hhlds)	0	0.00%

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

Motivescape: Attitudinal Indicators

Approvers
Looking for recognition

HH: 9,893
% HH: 74.99%

Connecters
Looking for relationship

HH: 9,308
% HH: 70.56%

Creators
Looking for innovation

HH: 8,329
% HH: 63.14%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	4,041	30.63%
Evangelical Protestant Heritage	5,772	43.75
Mainline Protestant Heritage	3,024	22.92
Roman Catholic Heritage	2,748	20.83