

## Location Composition

Category	County	% of State
2010 Population	9,035	0.30%
2010 Households	3,871	0.35%
2010 Group Quarters	301	0.30%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	6,109	67.62%	English	8,872	98.20%
Black	2,888	31.97%	Spanish	65	0.72%
Asian	27	0.30%	French	54	0.60%
Multiracial	8	0.09%	Vietnamese	21	0.23%
Hispanic	2	0.02%	African lang.	8	0.09%
Other race	2	0.02%	Tagalog	8	0.09%
			Gujarati	7	0.07%

## Getting Involved

To learn more about this location, please contact Sheryl 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.

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# 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."

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Households: 1,506  
Percent: 38.9%



Households: 1,323  
Percent: 34.18%



Households: 442  
Percent: 11.42%

## Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

## 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.

## Working Communities

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

## Top Lifestyle Segments



### Minority Metro Communities (74% Unreached)

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.

Households: 1,323  
Percent: 34.18%



### Coal and Crops (61% Unreached)

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

Households: 1,291  
Percent: 33.35%



### Professional Urbanites (72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Households: 270  
Percent: 6.97%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	2,599	67.13%
Religious but NOT Evangelical	805	20.8%
Spiritual but NOT Evangelical	351	9.06%
Non-Evangelical but NOT Interested	1,453	37.55%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	2,038	33.80%
Adult High School dropouts (as % of Adults yrs 25+)	1,640	27.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,152	19.10%
Children in Poverty (as % of all children)	775	38.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	441	13.10%
Adult STD Incidents (as % of Adults yrs 25+)	55	0.91%
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: 2,723  
% HH: 70.34%



**Connectors**  
Looking for relationship

# HH: 2,574  
% HH: 66.50%



**Creators**  
Looking for innovation

# HH: 2,494  
% HH: 64.44%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	798	20.61%
Evangelical Protestant Heritage	2,688	69.44
Mainline Protestant Heritage	538	13.89
Historically Black Protestant Heritage	322	8.33