

## Location Composition

Category	County	% of State
2010 Population	163,226	5.50%
2010 Households	57,480	5.13%
2010 Group Quarters	651	0.65%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	122,957	75.33%	English	153,470	94.02%
Black	31,479	19.29%	Spanish	6,731	4.12%
Hispanic	7,477	4.58%	French	431	0.26%
Multiracial	4,521	2.77%	Arabic	363	0.22%
Asian	1,875	1.15%	Tagalog	269	0.16%
Other race	1,692	1.04%	Chinese	207	0.13%
Nat. Amer.	640	0.39%	German	204	0.12%
Hawaiian/PI	61	0.04%	Gujarati	184	0.11%

## 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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Reaching DeSoto County, MS

# 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: 18,727  
Percent: 32.58%

## Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



Households: 16,965  
Percent: 29.51%

## Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.



Households: 8,394  
Percent: 14.6%

## Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 – 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.

## Top Lifestyle Segments



### Prime Middle America (65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Households: 13,182  
Percent: 22.93%



### Small-town Success (69% Unreached)

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.

Households: 7,029  
Percent: 12.23%



### 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: 7,028  
Percent: 12.23%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	38,985	67.82%
Religious but NOT Evangelical	8,794	15.3%
Spiritual but NOT Evangelical	6,966	12.12%
Non-Evangelical but NOT Interested	23,233	40.42%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	33,559	32.70%
Adult High School dropouts (as % of Adults yrs 25+)	21,551	21.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	16,728	16.30%
Children in Poverty (as % of all children)	6,791	15.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	6,097	7.80%
Household Violent Crime incidents (as % of all hhlds)	826	1.44%
Adult STD Incidents (as % of Adults yrs 25+)	702	0.68%

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

## Motivescape: Attitudinal Indicators



**Approvers**  
Looking for recognition

# HH: 41,965  
% HH: 73.01%



**Connectors**  
Looking for relationship

# HH: 39,861  
% HH: 69.35%



**Creators**  
Looking for innovation

# HH: 36,082  
% HH: 62.77%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	9,857	17.15%
Evangelical Protestant Heritage	29,125	50.67
Historically Black Protestant Heritage	11,496	20.00
Other World Religions Heritage	7,662	13.33