

## Location Composition

Category	County	% of State
2010 Population	23,006	0.78%
2010 Households	7,157	0.64%
2010 Group Quarters	664	0.66%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	20,448	88.88%	English	22,444	97.56%
Black	1,957	8.51%	Spanish	519	2.26%
Hispanic	486	2.11%	Gujarati	25	0.11%
Multiracial	298	1.30%	German	12	0.05%
Other race	248	1.08%	French	6	0.02%
Asian	50	0.22%			
Nat. Amer.	4	0.02%			

## 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 George 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: 3,573  
Percent: 49.92%



Households: 1,510  
Percent: 21.1%



Households: 798  
Percent: 11.15%

## 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.

## 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.

## Urban Communities

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.

## 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: 1,499  
Percent: 20.94%



### Family Convenience (64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Households: 1,152  
Percent: 16.1%



### Industrious Country Living (68% Unreached)

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.

Households: 1,096  
Percent: 15.31%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	4,329	60.48%
Religious but NOT Evangelical	825	11.52%
Spiritual but NOT Evangelical	770	10.76%
Non-Evangelical but NOT Interested	2,753	38.47%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	5,456	37.90%
Adult High School dropouts (as % of Adults yrs 25+)	4,679	32.50%
Adult Poor or Fair Health (as % of Adults yrs 25+)	3,441	23.90%
Children in Poverty (as % of all children)	1,534	25.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	987	10.10%
Adult STD Incidents (as % of Adults yrs 25+)	82	0.57%
Household Violent Crime incidents (as % of all hhlds)	55	0.77%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 5,304  
% HH: 74.11%



### Connectors

Looking for relationship

# HH: 4,879  
% HH: 68.17%



### Creators

Looking for innovation

# HH: 4,566  
% HH: 63.80%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	2,128	29.73%
Evangelical Protestant Heritage	4,544	63.49
Mainline Protestant Heritage	1,136	15.87
Other World Religions Heritage	1,023	14.29