

Location Composition

Category	County	% of State
2010 Population	133,893	4.51%
2010 Households	50,459	4.50%
2010 Group Quarters	1,236	1.24%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	98,808	73.80%	English	126,256	94.30%
Black	29,074	21.71%	Spanish	4,196	3.13%
Hispanic	5,357	4.00%	Vietnamese	1,890	1.41%
Asian	2,710	2.02%	German	395	0.30%
Multiracial	1,907	1.42%	French	309	0.23%
Other race	1,104	0.82%	Tagalog	182	0.14%
Nat. Amer.	247	0.18%	Chinese	162	0.12%
Hawaiian/PI	44	0.03%	Greek	137	0.10%

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 Jackson County, MS

MISSIONAL COUNTY DIGEST

Top County Communities

Inside

Communities	1
Lifestyles	2
Evangelscape	2
Needscape	3
Churchscape	3
Composition	4
Ethnoscape	4
Notes	4

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: 12,855
Percent: 25.48%

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: 9,271
Percent: 18.37%

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: 8,094
Percent: 16.04%

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



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: 7,500
Percent: 14.86%



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: 5,941
Percent: 11.77%



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: 5,066
Percent: 10.04%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	34,137	67.65%
Religious but NOT Evangelical	8,981	17.8%
Spiritual but NOT Evangelical	5,282	10.47%
Non-Evangelical but NOT Interested	19,982	39.6%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	28,932	32.80%
Adult High School dropouts (as % of Adults yrs 25+)	19,494	22.10%
Adult Poor or Fair Health (as % of Adults yrs 25+)	16,671	18.90%
Children in Poverty (as % of all children)	8,732	24.90%
Adult Unemployment Rate (as % of Adults yrs 25+)	6,047	9.40%
Household Violent Crime incidents (as % of all hhlds)	1,204	2.39%
Adult STD Incidents (as % of Adults yrs 25+)	580	0.66%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 36,671
% HH: 72.68%



Connectors

Looking for relationship

HH: 33,795
% HH: 66.98%



Creators

Looking for innovation

HH: 32,495
% HH: 64.40%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	6,652	13.18%
Evangelical Protestant Heritage	30,356	60.16%
Mainline Protestant Heritage	8,094	16.04%
Other World Religions Heritage	7,150	14.17%