

Location Composition

Category	County	% of State
2010 Population	94,890	3.20%
2010 Households	35,613	3.18%
2010 Group Quarters	2,257	2.26%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	55,232	58.21%	English	89,519	94.34%
Black	36,235	38.19%	Spanish	2,989	3.15%
Hispanic	2,528	2.66%	Other Asian	286	0.30%
Asian	1,936	2.04%	Chinese	246	0.26%
Other race	973	1.03%	Arabic	221	0.23%
Multiracial	395	0.42%	Urdu	215	0.23%
Nat. Amer.	95	0.10%	French	195	0.21%
Hawaiian/PI	25	0.03%	Hindi	178	0.19%

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 Evangscape 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 Madison 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: 13,059
Percent: 36.67%

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: 9,945
Percent: 27.93%

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.



Households: 8,105
Percent: 22.76%

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



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: 6,698
Percent: 18.81%



Struggling City Centers (68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

Households: 5,248
Percent: 14.74%



New Suburbia Families (68% Unreached)

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 4,919
Percent: 13.81%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	25,207	70.78%
Religious but NOT Evangelical	7,601	21.34%
Spiritual but NOT Evangelical	3,358	9.43%
Non-Evangelical but NOT Interested	14,541	40.83%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	17,292	28.70%
Adult High School dropouts (as % of Adults yrs 25+)	14,099	23.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	9,399	15.60%
Children in Poverty (as % of all children)	4,408	17.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	3,555	7.60%
Adult STD Incidents (as % of Adults yrs 25+)	568	0.94%
Household Violent Crime incidents (as % of all hhlds)	538	1.51%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 25,812
% HH: 72.48%



Connectors

Looking for relationship

HH: 24,496
% HH: 68.78%



Creators

Looking for innovation

HH: 22,414
% HH: 62.94%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	5,872	16.49%
Evangelical Protestant Heritage	23,227	65.22
Mainline Protestant Heritage	7,742	21.74
Historically Black Protestant Heritage	2,322	6.52