

## Location Composition

Category	County	% of State
2010 Population	37,100	1.25%
2010 Households	13,144	1.17%
2010 Group Quarters	1,701	1.70%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	18,238	49.16%	English	35,651	96.09%
Black	17,709	47.73%	Spanish	973	2.62%
Hispanic	987	2.66%	Arabic	163	0.44%
Other race	642	1.73%	German	117	0.32%
Multiracial	335	0.90%	Native Amer.	84	0.23%
Asian	110	0.30%	Tagalog	43	0.12%
Nat. Amer.	62	0.17%	African lang.	42	0.11%
Hawaiian/PI	4	0.01%	Chinese	27	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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Reaching Marshall 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: 5,179  
Percent: 39.4%



Households: 4,806  
Percent: 36.56%



Households: 2,117  
Percent: 16.11%

## 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.

## 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.

## 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.

## 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: 4,749  
Percent: 36.13%



### 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: 4,398  
Percent: 33.46%



### Rural Southern Living (59% Unreached)

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

Households: 733  
Percent: 5.58%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	9,044	68.81%
Religious but NOT Evangelical	3,326	25.31%
Spiritual but NOT Evangelical	763	5.81%
Non-Evangelical but NOT Interested	5,201	39.57%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	9,455	38.70%
Adult High School dropouts (as % of Adults yrs 25+)	7,330	30.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	5,815	23.80%
Children in Poverty (as % of all children)	3,136	36.70%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,955	12.90%
Adult STD Incidents (as % of Adults yrs 25+)	345	1.41%
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: 9,059  
% HH: 68.92%



**Connectors**  
Looking for relationship

# HH: 8,531  
% HH: 64.91%



**Creators**  
Looking for innovation

# HH: 8,350  
% HH: 63.52%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	2,313	17.60%
Evangelical Protestant Heritage	9,161	69.70%
Mainline Protestant Heritage	2,589	19.70%
Other World Religions Heritage	996	7.58%