

## Location Composition

Category	County	% of State
2010 Population	145,554	4.91%
2010 Households	52,975	4.72%
2010 Group Quarters	5,299	5.30%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	113,733	78.14%	English	140,338	96.42%
Black	27,480	18.88%	Spanish	3,390	2.33%
Hispanic	3,589	2.47%	Other Indic	264	0.18%
Asian	1,468	1.01%	Chinese	258	0.18%
Multiracial	1,345	0.92%	Hindi	203	0.14%
Other race	1,224	0.84%	French	201	0.14%
Nat. Amer.	304	0.21%	Vietnamese	141	0.10%
			Italian	138	0.09%

## 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 Rankin 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: 17,014  
Percent: 32.12%

## 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: 10,110  
Percent: 19.08%

## Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.



Households: 9,626  
Percent: 18.17%

## 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



### 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: 8,527  
Percent: 16.1%



### 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: 6,793  
Percent: 12.82%



### 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: 4,823  
Percent: 9.1%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	36,231	68.39%
Religious but NOT Evangelical	9,163	17.3%
Spiritual but NOT Evangelical	5,930	11.19%
Non-Evangelical but NOT Interested	21,152	39.93%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	33,559	34.90%
Adult High School dropouts (as % of Adults yrs 25+)	17,886	18.60%
Adult Poor or Fair Health (as % of Adults yrs 25+)	15,962	16.60%
Children in Poverty (as % of all children)	6,999	20.00%
Adult Unemployment Rate (as % of Adults yrs 25+)	5,027	6.70%
Household Violent Crime incidents (as % of all hhlds)	516	0.97%
Adult STD Incidents (as % of Adults yrs 25+)	467	0.49%

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

## Motivescape: Attitudinal Indicators



**Approvers**  
Looking for  
recognition

# HH: 38,688  
% HH: 73.03%



**Connectors**  
Looking for  
relationship

# HH: 36,272  
% HH: 68.47%



**Creators**  
Looking for  
innovation

# HH: 33,866  
% HH: 63.93%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	7,349	13.87%
Evangelical Protestant Heritage	28,045	52.94
Mainline Protestant Heritage	15,580	29.41
Other World Religions Heritage	6,230	11.76