

## Location Composition

Category	County	% of State
2010 Population	15,769	0.53%
2010 Households	6,425	0.57%
2010 Group Quarters	131	0.13%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	11,881	75.35%	English	15,591	98.87%
Black	3,759	23.84%	Spanish	167	1.06%
Hispanic	138	0.88%	Italian	11	0.07%
Multiracial	65	0.41%			
Other race	52	0.33%			
Asian	12	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 Smith 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: 3,528  
Percent: 54.91%



Households: 1,614  
Percent: 25.12%



Households: 532  
Percent: 8.28%

## 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.

## 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.

## 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: 2,578  
Percent: 40.12%



### 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: 1,614  
Percent: 25.12%



### Coal and Crops (61% Unreached)

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-quarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

Households: 459  
Percent: 7.14%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	3,698	57.56%
Religious but NOT Evangelical	967	15.05%
Spiritual but NOT Evangelical	412	6.41%
Non-Evangelical but NOT Interested	2,338	36.4%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	3,467	34.00%
Adult High School dropouts (as % of Adults yrs 25+)	2,274	22.30%
Adult Poor or Fair Health (as % of Adults yrs 25+)	2,264	22.20%
Children in Poverty (as % of all children)	1,304	31.00%
Adult Unemployment Rate (as % of Adults yrs 25+)	658	10.20%
Adult STD Incidents (as % of Adults yrs 25+)	83	0.81%
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: 4,858  
% HH: 75.62%



### Connectors

Looking for relationship

# HH: 4,509  
% HH: 70.17%



### Creators

Looking for innovation

# HH: 4,126  
% HH: 64.21%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,710	26.61%
Evangelical Protestant Heritage	3,310	51.52
Mainline Protestant Heritage	2,336	36.36
Roman Catholic Heritage	389	6.06