### **Location Composition**

Category	County	% of State
2010 Population	28,957	0.98%
2010 Households	9,347	0.83%
2010 Group Quarters	4,199	4.20%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
Black	20,953	72.36%	English	28,255	97.58%
White	7,613	26.29%	Spanish	446	1.54%
Hispanic	371	1.28%	French	85	0.29%
Other race	175	0.60%	Chinese	63	0.22%
Asian	112	0.39%	Arabic	41	0.14%
Multiracial	69	0.24%	Italian	32	0.11%
Nat. Amer.	19	0.07%	Tagalog	15	0.05%
Hawaiian/PI	16	0.06%	Other Asian	12	0.04%

### Getting Involved

To learn more about this location, please contact Scheryl 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 Sunflower 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

'The

Jesus told them.

plentiful, but the

workers are few.

Ask the Lord of the

harvest, therefore

send

workers into

harvest field."

harvest is

out

his



Households: 6,093 Percent: 65.19%



Households: 2,008 Percent: 21.48%



Households: 420 Percent: 4.49%

### **Urban Communities**

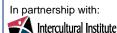
The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate 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.

### **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.



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# Top Lifestyle Segments

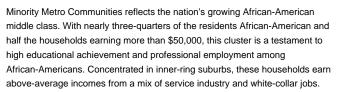


Households: 5,698 Percent: 60.96%

# 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.

### Minority Metro Communities (74% Unreached)



Households: 2,007 Percent: 21.47%



### **Urban Commuter Families**

(67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 295 Percent: 3.16%

### **Evangelscape: Spiritual Indicators**

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	6,463	69.15%
Religious but NOT Evangelical	2,530	27.07%
Spiritual but NOT Evangelical	291	3.11%
Non-Evangelical but NOT Interested	3,961	42.38%

### Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	7,598	41.80%
Adult High School dropouts (as % of Adults yrs 25+)	6,325	34.80%
Adult Poor or Fair Health (as % of Adults yrs 25+)	4,508	24.80%
Children in Poverty (as % of all children)	3,790	53.90%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,647	15.60%
Adult STD Incidents (as % of Adults yrs 25+)	439	2.42%
Household Violent Crime incidents (as % of all hhlds)	405	4.33%

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

### Motivescape: Attitudinal Indicators



Looking for recognition
# HH: 6,357
% HH: 68.01%



Connecters
Looking for
relationship

# HH: 5,991 % HH: 64.09%



Creators
Looking for
innovation

# HH: 5,617 % HH: 60.10%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,899	20.31%
Mainline Protestant Heritage	4,721	50.51
Evangelical Protestant Heritage	3,052	32.65
Other World Religions Heritage	667	7.14