Location Composition

Category	County	% of State
2010 Population	13,789	0.46%
2010 Households	5,706	0.51%
2010 Group Quarters	148	0.15%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	8,391	60.85%	English	13,706	99.40%
Black	5,324	38.61%	Spanish	45	0.33%
Hispanic	93	0.68%	German	14	0.10%
Multiracial	51	0.37%	Italian	13	0.09%
Nat. Amer.	23	0.16%	Japanese	12	0.08%

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

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Reaching Yalobusha County, MS

MISSIONAL COUNTY DIGEST

Top County Communities

Inside Communities Lifestyles Evangelscape Needscape 3 Churchscape 3 Composition Ethnoscape 4 Notes

Luke 10:2

'The

Jesus told them.

plentiful, but the

send

workers into

harvest field."

harvest is



Households: 2,569 Percent: 45.02%



Aspiring Communities

in apartments.

Urban Communities

double the national average. For the

The people are poor, struggling and largely single. Some are single parents with large families; most

have below-average incomes. Unemployment is

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



Households: 1,426 Percent: 24.99%

workers are few. Ask the Lord of the harvest, therefore, his

> Households: 998 Percent: 17.49%

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.



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Top Lifestyle Segments

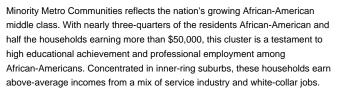


Households: 2,231 Percent: 39.1%

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: 1,426 Percent: 24.99%



Households: 529 Percent: 9.27%

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.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	3,828	67.09%
Religious but NOT Evangelical	1,328	23.28%
Spiritual but NOT Evangelical	320	5.6%
Non-Evangelical but NOT Interested	2,305	40.4%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	3,510	38.10%
Adult High School dropouts (as % of Adults yrs 25+)	3,317	36.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	2,276	24.70%
Children in Poverty (as % of all children)	1,124	37.90%
Adult Unemployment Rate (as % of Adults yrs 25+)	740	13.00%
Adult STD Incidents (as % of Adults yrs 25+)	113	1.23%
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: 3,948
% HH: 69.18%



Looking for relationship # HH: 3,731

Connecters

3,948 # HH: 3,731 69.18% % HH: 65.39%



Creators
Looking for
innovation

HH: 3,521 % HH: 61.71%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	2,119	37.14%
Evangelical Protestant Heritage	4,517	79.17
Historically Black Protestant Heritage	475	8.33
Mainline Protestant Heritage	357	6.25