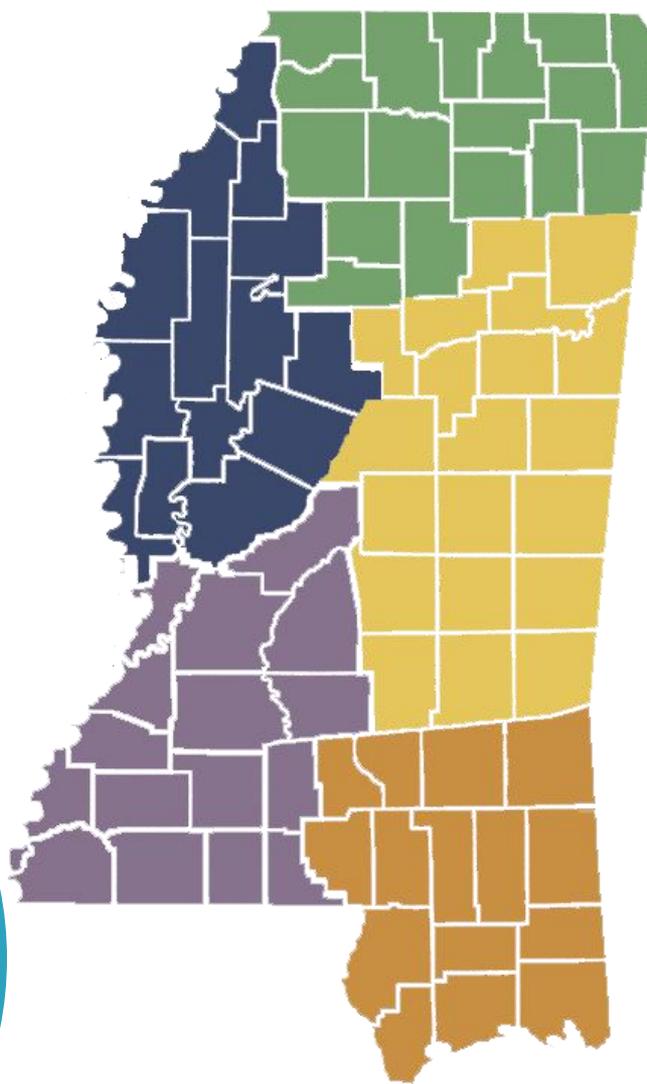


MISSISSIPPI:

Missional Landscape



**Presentation for the
MBCB AMD March
2014 Meeting
by Dr. Curt Watke**

DOWNLOAD THIS PRESENTATION NOW



<http://downloads.iicm.net/MBCB/ml/2-MississippiMissionalLandscape.pdf>

WHY A “MISSIONAL LANDSCAPE” ?

□ Proverbs 3:13

- *Happy is a man who finds wisdom and who acquires understanding*
- **To Acquire Understanding**
- **To Seek Wisdom in Application**
- **Goal: To penetrate lostness & multiply believers, leaders, and ministries**

WHY A “MISSIONAL LANDSCAPE” ?



This
Analysis
is to be
USED

- **GO DEEPER IN UNDERSTANDING**
 - ▣ Community Types We are Reaching, Those We are NOT
 - ▣ Where We are Reaching, Where We are NOT
 - ▣ People Groups We are Reaching, Who We are NOT

- **GO BROADER IN APPLICATION**
 - ▣ Create Awareness
 - ▣ Personalize Lostness
 - ▣ Facilitate Missional Strategy
 - ▣ Stimulate Action Plans

It's Not About the Numbers



HOW WELL ARE WE DOING IN REACHING MISSISSIPPI ?

- ❑ 6 TYPES OF SOCIAL ENVIRONMENTS (Communities)
 - ❑ Upscale Communities (mostly suburban)
 - ❑ Mainstay Communities (established small town)
 - ❑ Working Communities (blue collar)
 - ❑ Country Communities (rural)
 - ❑ Aspiring Communities (young, postmodern)
 - ❑ Urban Communities (inner city, etc.)

HOW WELL ARE WE DOING IN REACHING MISSISSIPPI ?

- 5 REGIONAL AREAS OF THE STATE
 - ▣ Hills Region
 - ▣ Pines Region
 - ▣ Gulf Coast Region
 - ▣ Delta Region
 - ▣ Capital River Region

HOW WELL ARE WE DOING IN REACHING MISSISSIPPI ?

- ❑ 6 Basic Ethnic Group
 - ❑ Asian Groups
 - ❑ Black Groups
 - ❑ Hispanic Groups
 - ❑ Native American Groups
 - ❑ Pacific Islander Groups
 - ❑ White Groups



**REALITY
CHECK !
Communities
Regions
Ethnicities**

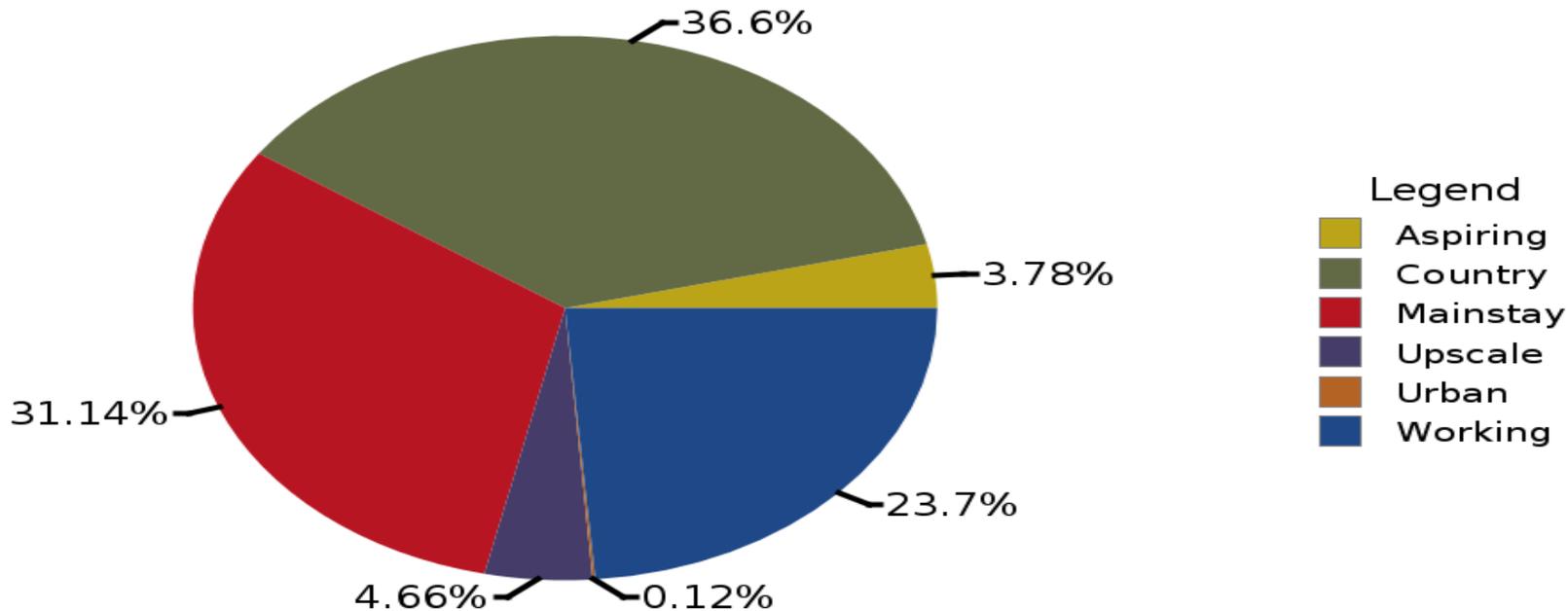


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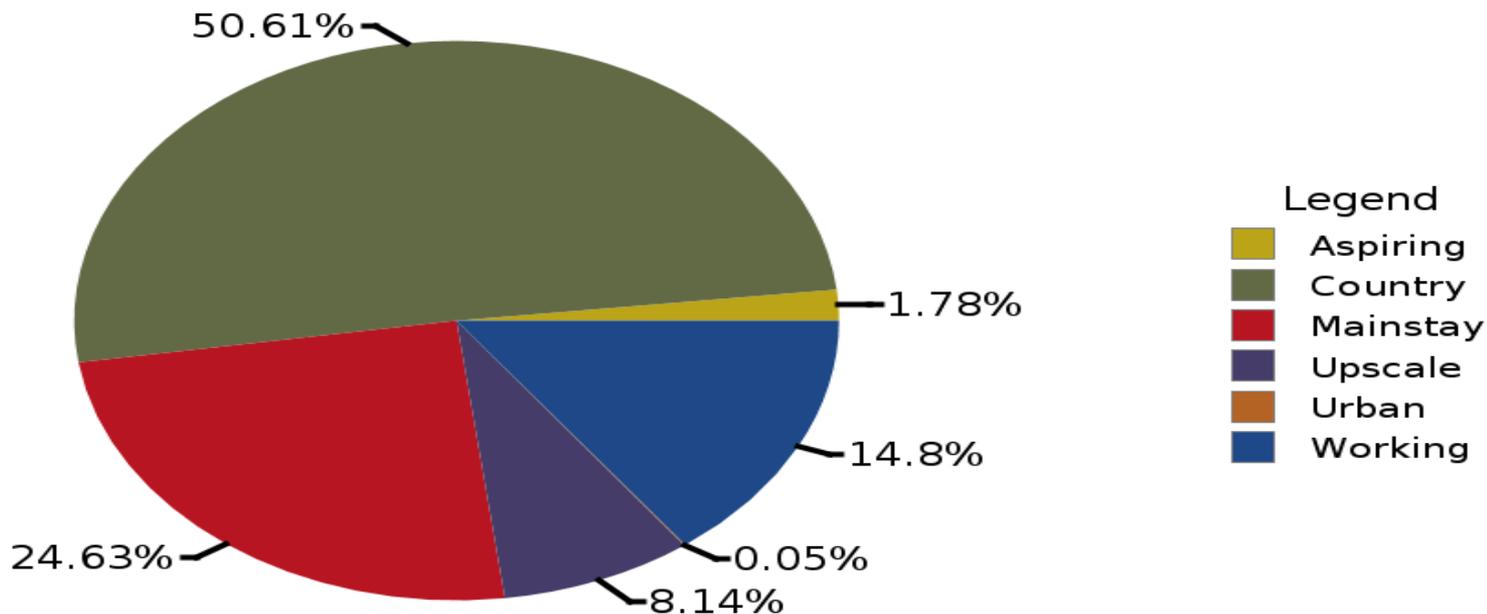
MISSISSIPPI COMMUNITY TYPES

MISSISSIPPI STATEWIDE POPULATION BY COMMUNITY TYPE



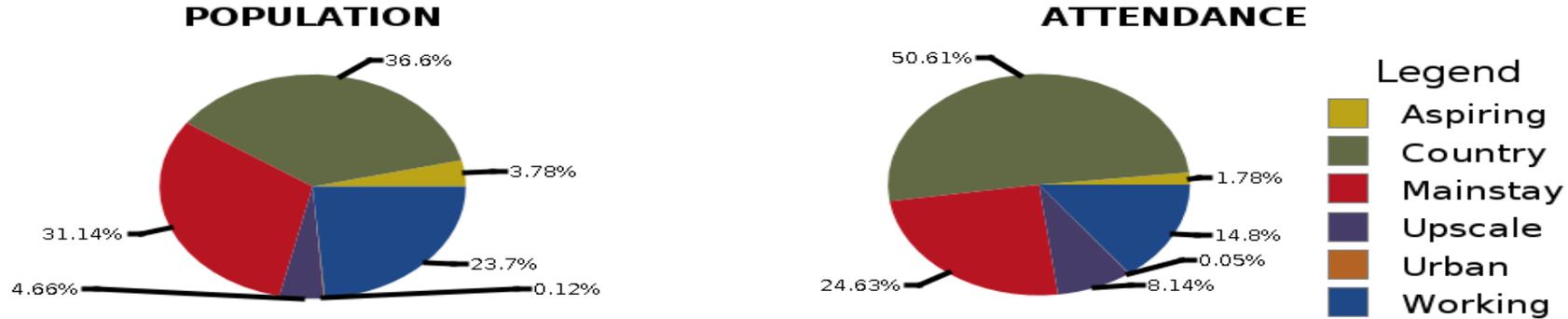
- Mississippi is primarily a Country, Mainstay (small town) & Working (blue collar) state.
- Upscale, Aspiring & Urban communities are relatively small.

MBCB STATEWIDE ATTENDANCE BY COMMUNITY TYPE



- **Mississippi BAPTIST church attenders are PRIMARILY Country (rural).**
- **With smaller representations in Mainstay (small town) and Working (blue collar).**

MBCB STATEWIDE COMPARISON BY COMMUNITY TYPE



Observations & Implications

1. Country communities are “over-represented” in comparison to other communities.
2. Upscale communities are “over-represented” in comparison to other communities.
3. Aspiring communities are *severely* “under-represented” in comparison
4. Mainstay & Working communities are “under-represented” in comparison

MBCB STATEWIDE PENETRATION BY COMMUNITY TYPE

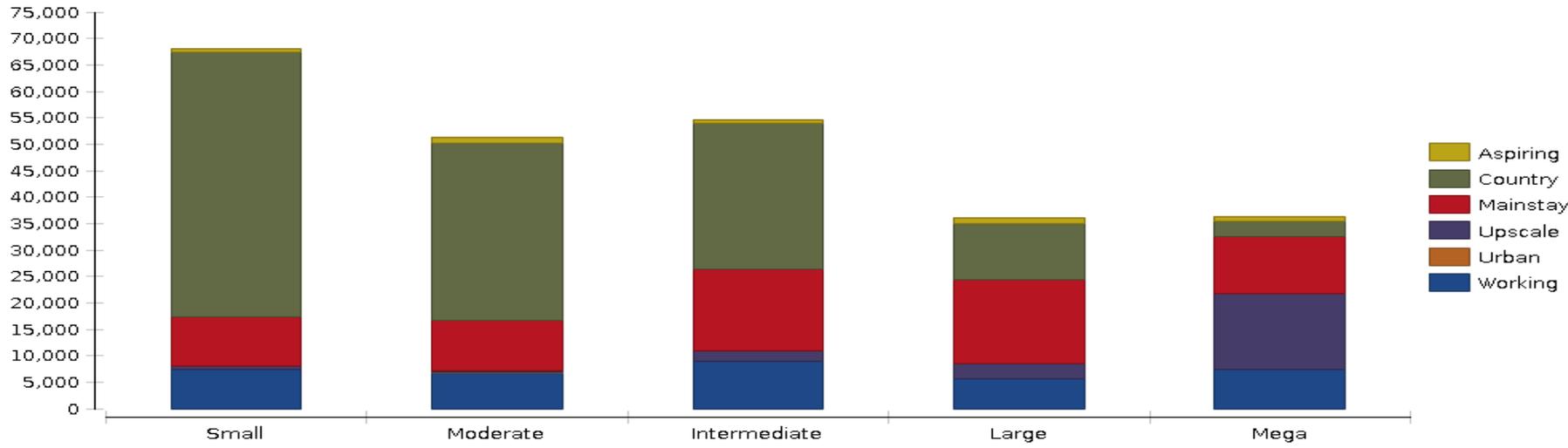
IDENTITATE Population: 2,986,655 Total PENDEX %: 8.25%
 CHURCH Attendance: 246,531 PENDEX Community Average: 7.44%

		STATE		CHURCH		PENDEX	
#	TYPE NAME	#POP	%POP	#ATTD	%ATTD	PERCENT	INDEX
1	Upscale	139,188	4.66%	20,059	8.14%	14.41%	175
2	Country	1,092,989	36.60%	124,770	50.61%	11.42%	138
3	Mainstay	929,963	31.14%	60,723	24.63%	6.53%	79
4	Working	707,840	23.70%	36,483	14.80%	5.15%	62
5	Aspiring	113,005	3.78%	4,379	1.78%	3.87%	47
6	Urban	3,670	0.12%	118	0.05%	3.23%	39

Observations & Implications

1. Upscale communities are reached proportionately at almost double the pop percent and are reached the most as a total percentage.
2. Country communities are the largest and are the largest percentage of our attenders. We are also reaching them at a better than average rate.
3. Mainstay, Working, Aspiring & Urban are reached at a lower rate than the average.

WORSHIP ATTENDANCE BY SIZE OF CHURCH BY COMMUNITY TYPE



Observations & Implications

1. Size of church is represented by the bars: 0-100; 100-200; 200-400; 400-800; 800+
2. Vertical axis shows total number of attenders statewide in each size church
3. Colors represent the community types of the attenders

Source: 2011 ACS 5 yr summary, US Census / SlavnikLabs and © 2014, Intercultural Institute for Contextual Ministry and MBCB ACP data

MBCB CHURCH SIZE BY COMMUNITY TYPE

REGION NAME	CHURCH SIZE				
	SMALL 0-100	MODERATE 100-200	INTERMEDIATE 200-400	LARGE 400-800	MEGA 800+
Aspiring	16	7	3	2	1
Country	1072	242	102	20	3
Mainstay	204	66	54	29	9
Upscale	18	2	7	5	6
Urban	0	1	0	0	0
Working	170	47	33	10	5

Observations & Implications

1. The size church with the largest number in every community type except Urban is “Small”
2. Half of the churches in the state are Country churches (1072) who are “Small” under 100 in attendance.
3. The largest number of “Mega” churches (9) are in Mainstay environments, followed by (6) in Upscale communities and (5) in Working communities.

MBCB REGIONAL PENETRATION BY COMMUNITY TYPE

#	TYPE NAME	STATE		CHURCH		PENDEX	
		#POP	%POP	#ATTD	%ATTD	PERCENT	INDEX
1	Upscale Capital River Region	83,375	2.79%	15,799	6.41%	18.95%	230
2	Country Hills Region	230,910	7.73%	32,236	13.08%	13.96%	169
3	Country Pines Region	273,982	9.17%	34,321	12.53%	12.53%	152
4	Country Gulf Coast Region	30,957	1.03%	4,417	14.27%	10.57%	128
5	Country Capital River Region	207,503	6.91%	21,585	10.41%	10.41%	126
6	Working Hills Region	97,546	3.27%	9,620	3.90%	9.86%	119
7	Mainstay Capital River Region	196,480	6.58%	17,276	7.01%	8.79%	107
8	Upscale Hills Region	45,631	1.53%	3,750	1.52%	8.22%	100
9	Country Delta Region	149,836	5.02%	12,211	4.95%	8.15%	99
10	Mainstay Hills Region	190,412	6.38%	15,410	6.25%	8.09%	98
11	Mainstay Pines Region	148,357	4.97%	10,546	4.28%	7.11%	86
12	Working Pines Region	104,633	3.50%	6,362	2.58%	6.08%	74
13	Aspiring Hills Region	40,777	1.37%	2,205	0.89%	5.41%	66
14	Mainstay Gulf Coast Region	324,810	10.88%	17,393	7.06%	5.35%	65
15	Upscale Gulf Coast Region	10,182	0.34%	509	0.21%	5.00%	61
16	Working Gulf Coast Region	191,858	6.42%	9,455	3.84%	4.93%	60
17	Working Capital River Region	222,675	7.46%	9,157	3.71%	4.11%	50
18	Urban Capital River Region	3,670	0.12%	118	0.05%	3.23%	39
19	Aspiring Capital River Region	65,982	2.21%	2,073	0.84%	3.14%	38
20	Aspiring Gulf Coast Region	4,677	0.16%	101	0.04%	2.16%	26
21	Working Delta Region	91,128	3.05%	1,890	0.77%	2.07%	25
22	Mainstay Delta Region	69,904	2.34%	98	0.04%	0.14%	2
23	Aspiring Pines Region	1,569	0.05%	0	0.00%	0.00%	0

45.74% **64.50%**

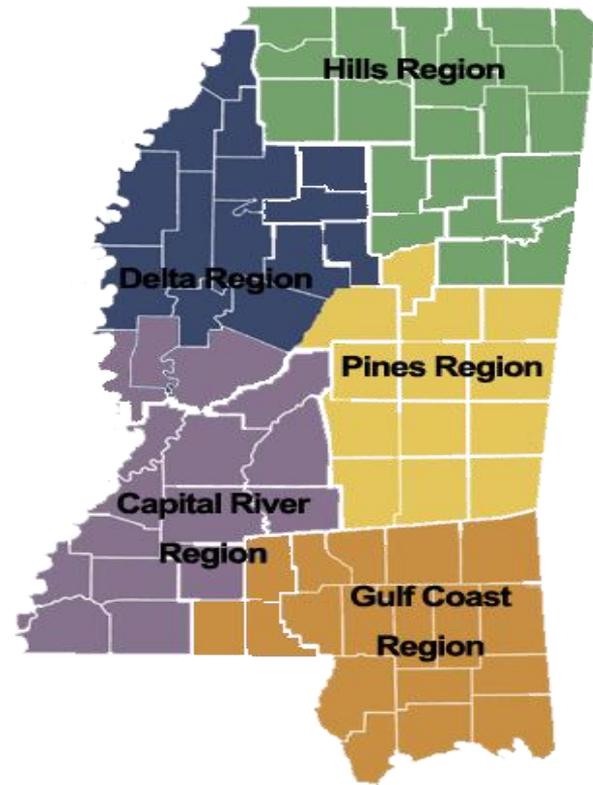
Source: 2011 ACS 5 yr summary, US Census / SlavnikLabs and © 2014, Intercultural Institute for Contextual Ministry and MBCB ACP data

MBCB REGIONAL PENETRATION BY COMMUNITY TYPE

Observations & Implications

1. Upscale Communities in the Capital River Region are reached the most as a percentage of the population: 18.95%
2. The largest percentage of MBCB attenders come from the Country Communities in the Pines Region: 13.92%. In fact, 27% of all attenders come from Country Communities in the Pines and Hills Regions.
3. Out of 23 types of communities in the state, we are proportionately reaching 8 of them well – with one more than twice the average penetration rate.
4. However, in the case of 15 types of communities in the state, we are NOT reaching them very well at all.

HOW WELL ARE WE REACHING THEM?

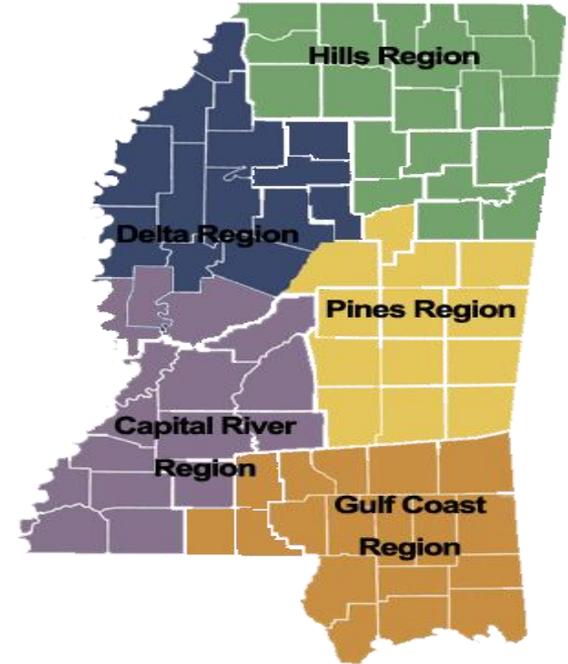
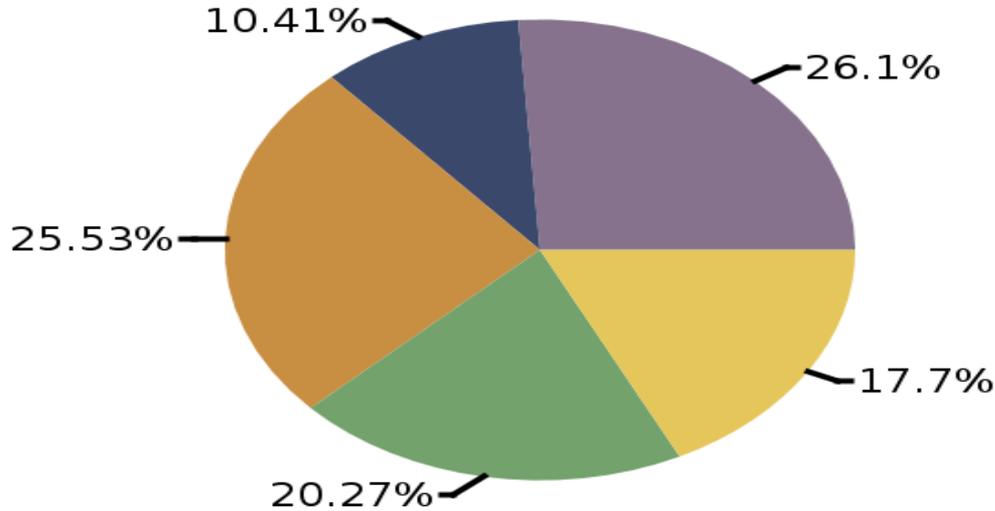


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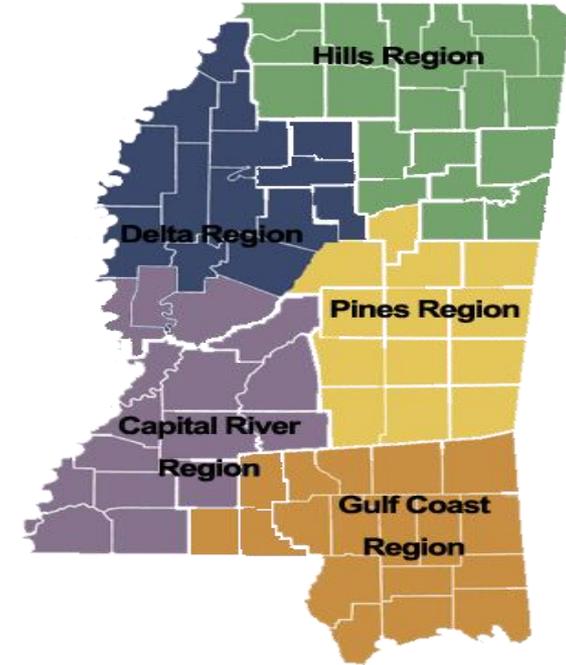
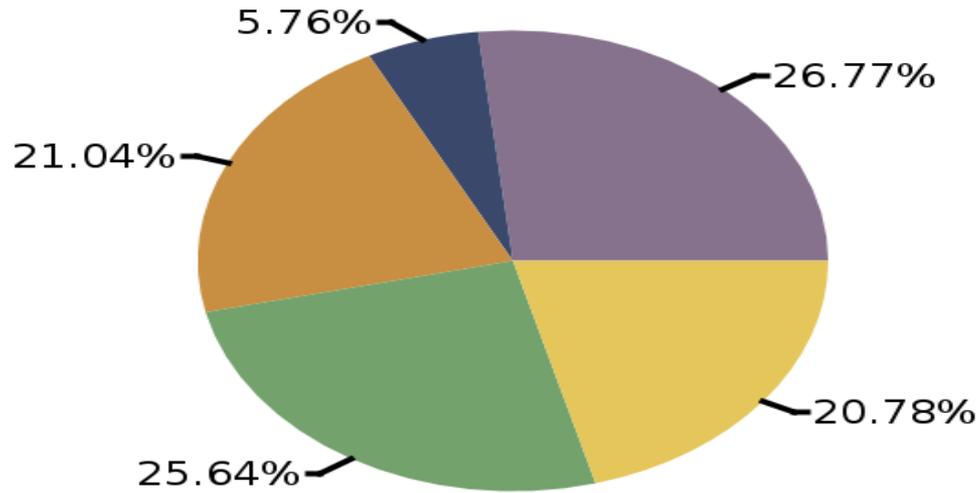
MISSISSIPPI REGIONS

MISSISSIPPI STATEWIDE POPULATION BY REGION



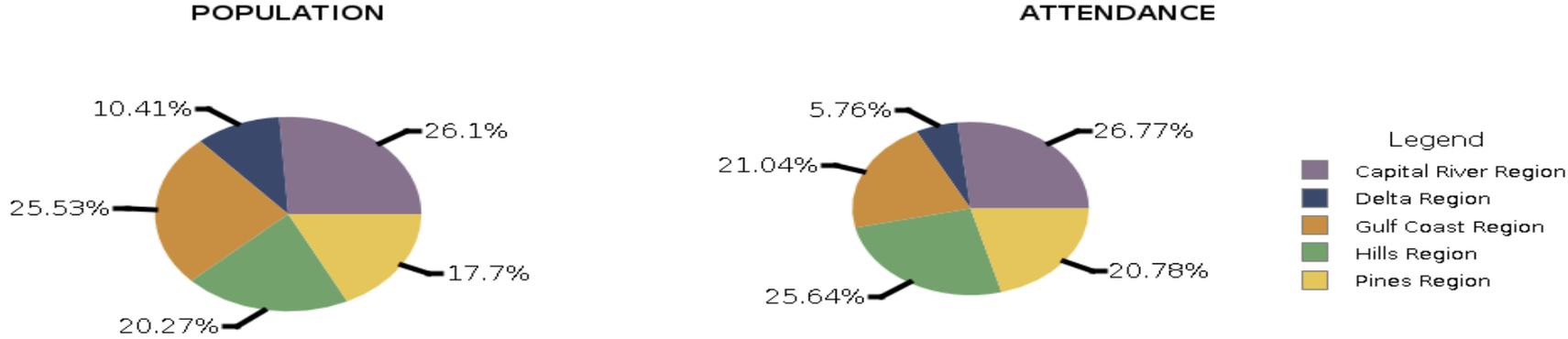
- **Gulf Coast & Capital River Regions are Fairly Close in Population Size**
- **Hills & Pines Regions are the Next Largest in Size; with the Delta Region as Smallest**

MBCB STATEWIDE ATTENDANCE BY REGION



- **Mississippi BAPTIST church attenders primarily are from Capital River & Hills Regions.**
- **Gulf Coast & Pines Regions are similar in the number of church attenders**

MBCB STATEWIDE COMPARISON BY REGION



Observations & Implications

1. The Capital River Population and Attendance are proportionately the same.
2. The Delta Region has 10.41% of the state population, but only 5.76% of attenders.
3. MBCB is reaching the Pines & Hills Regions slightly better proportionately.
4. MBCB is reaching the Gulf Coast Region slightly less proportionately.

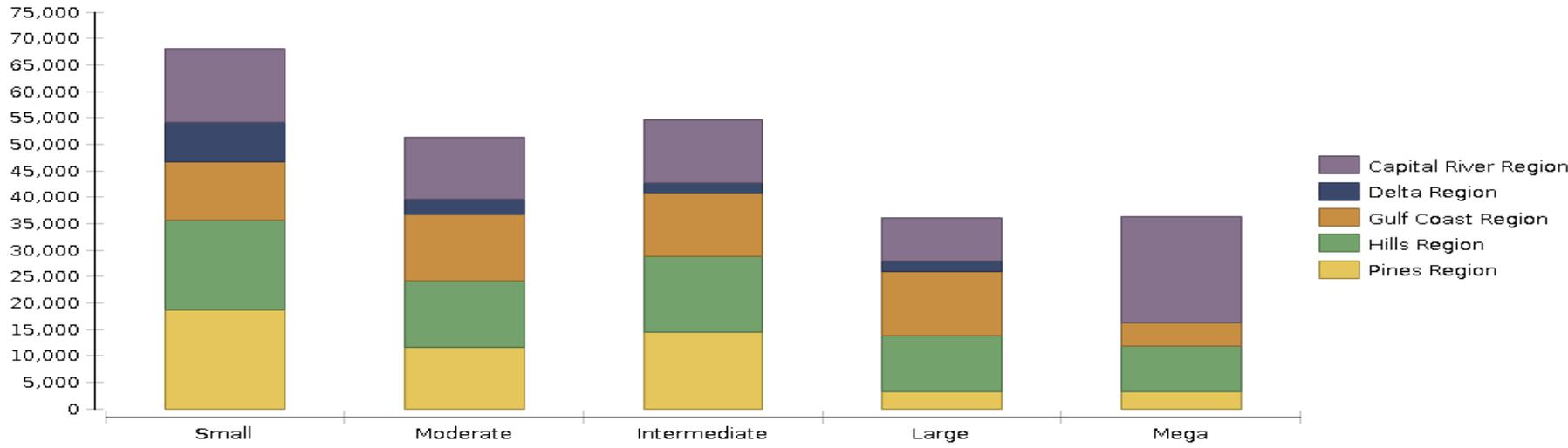
MBCB STATEWIDE PENETRATION BY REGION

#	REGION NAME	STATE		CHURCH		PENDEX	
		#POP	%POP	#ATTD	%ATTD	PERCENT	INDEX
1	Hills Region	605,276	20.27%	63,221	25.63%	10.45%	126
2	Pines Region	528,541	17.70%	51,229	20.77%	9.69%	117
3	Capital River Region	779,485	26.10%	66,008	26.76%	8.47%	103
4	Gulf Coast Region	762,485	25.53%	52,001	21.08%	6.82%	83
5	Delta Region	310,868	10.41%	14,198	5.76%	4.57%	55

Observations & Implications

1. MBCB is reaching Hills, Pines & Capital River Region ABOVE their average.
2. MBCB is reaching the Gulf Coast & Delta Regions LESS than their average.

WORSHIP ATTENDANCE BY SIZE OF CHURCH BY REGION



Observations & Implications

1. Size of church is represented by the bars: 0-100; 100-200; 200-400; 400-800; 800+
2. Vertical axis shows total number of attenders statewide in each size church
3. Colors represent the regions of the attenders

Source: 2011 ACS 5 yr summary, US Census / SlavnikLabs and © 2014, Intercultural Institute for Contextual Ministry and MBCB ACP data

MBCB CHURCH SIZE BY REGION

REGION NAME	CHURCH SIZE				
	SMALL 0-100	MODERATE 100-200	INTERMEDIATE 200-400	LARGE 400-800	MEGA 800+
Capital River Region	289	82	42	15	11
Delta Region	185	20	7	4	0
Hills Region	354	90	53	18	7
Pines Region	417	84	52	6	3
Gulf Coast Region	235	89	45	23	3

Observations & Implications

1. Capital River Region has the MOST mega churches
2. Pines Region has the MOST small churches
3. Delta Region has the LEAST small and LEAST mega churches

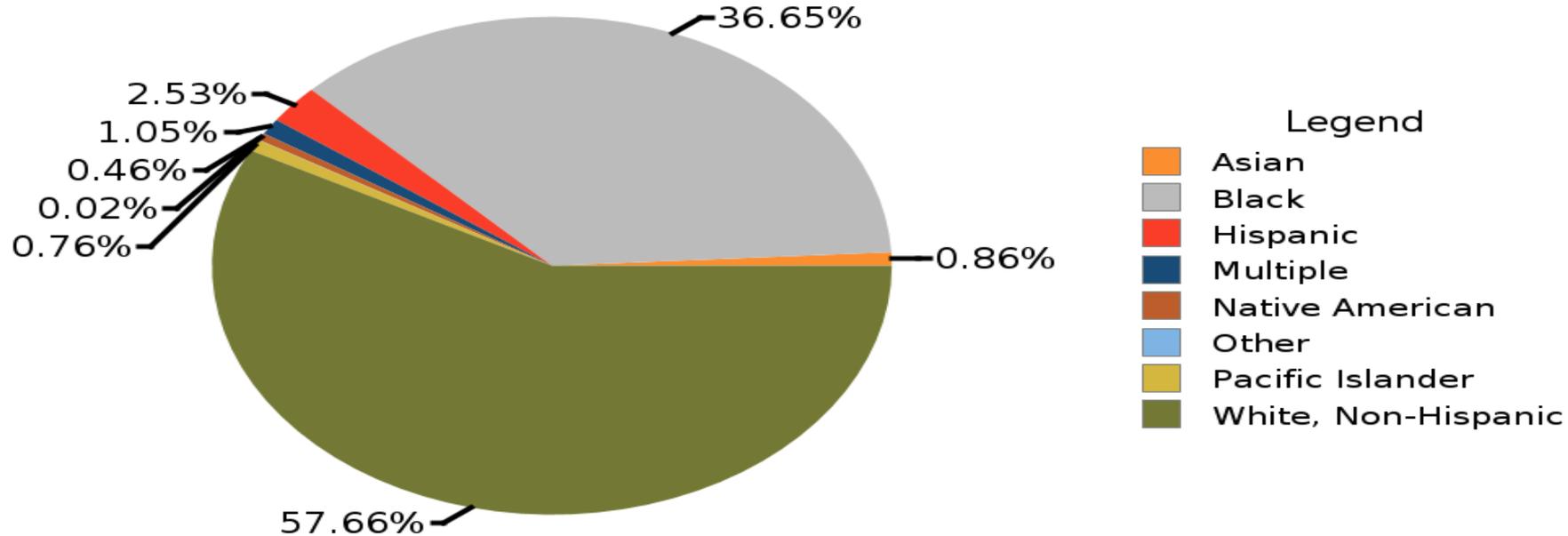


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MISSISSIPPI ETHNIC GROUPS

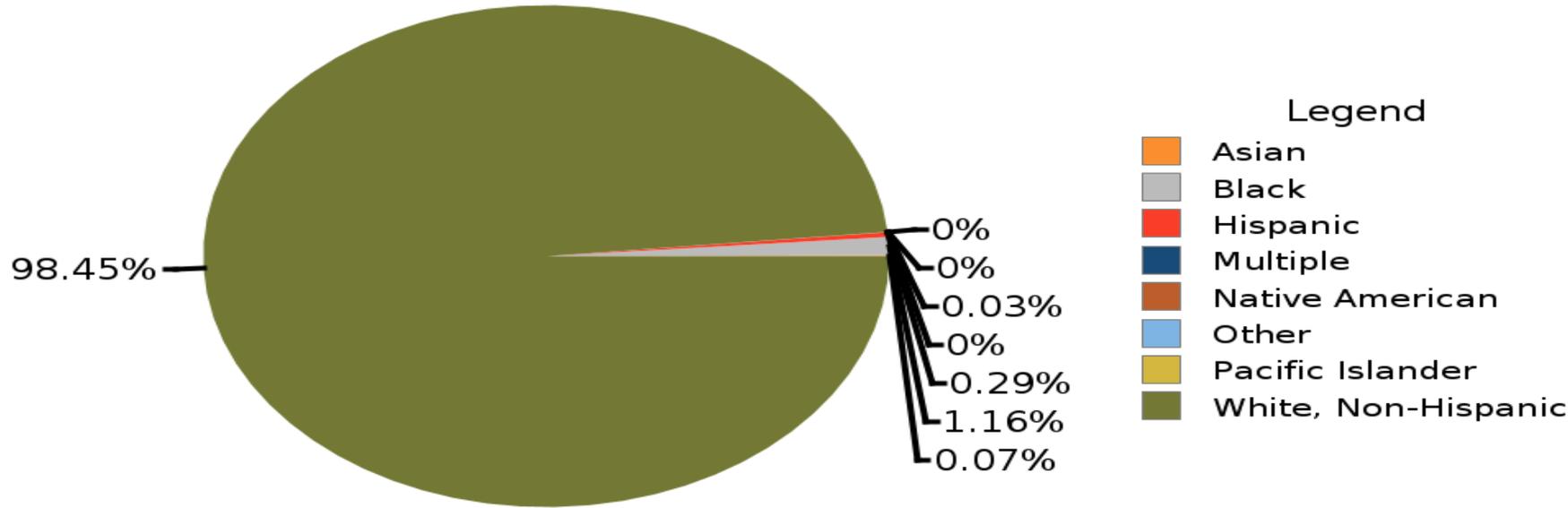
MISSISSIPPI STATEWIDE POPULATION BY ETHNICITY



Observations & Implications

White & Black with a small number of other ethnicities.

MBCB STATEWIDE ATTENDANCE BY ETHNICITY

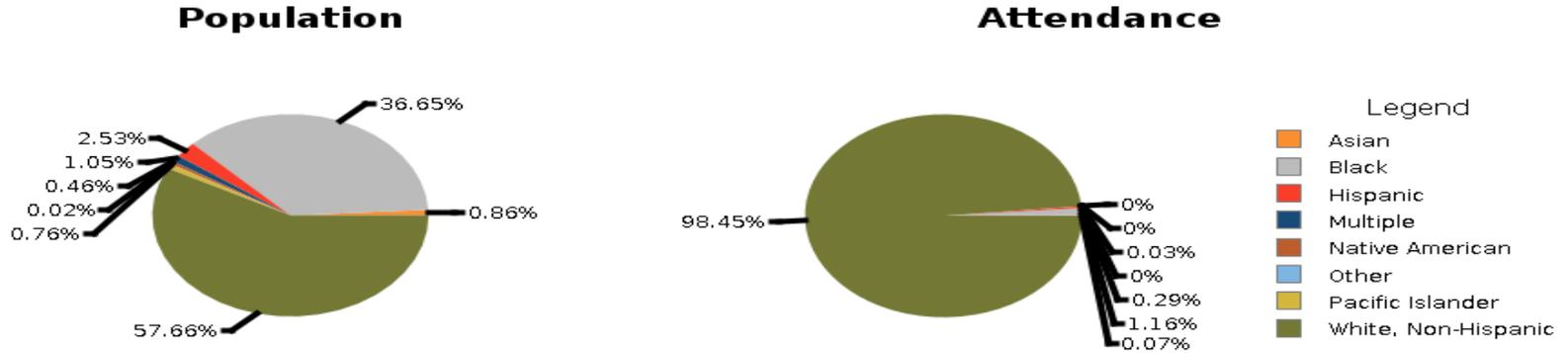


Observations & Implications

SBC Attenders are 98.45% White

Source: 2011 ACS 5 yr summary, US Census / SlavnikLabs and © 2014, Intercultural Institute for Contextual Ministry and MBCB ACP data

MBCB STATEWIDE COMPARISON BY ETHNICITY



Observations & Implications

1. MBCB is NOT reaching the Black population in the state.
2. MBCB is NOT reaching the other ethnicities at a proportionate rate.

MBCB STATEWIDE PENETRATION BY ETHNICITY

#	ETHNICITY *, REGION NAME	STATE		CHURCH		PENDEX	
		#POP	%POP	#ATTD	%ATTD	PERCENT	INDEX
1	White, Non-Hispanic, Pines Region	289,376	9.79%	50,704	20.56%	17.52%	210
2	White, Non-Hispanic, Capital River Region	377,516	12.78%	65,535	26.57%	17.36%	208
3	White, Non-Hispanic, Delta Region	93,080	3.15%	13,599	5.51%	14.61%	175
4	White, Non-Hispanic, Hills Region	431,096	14.59%	62,567	25.37%	14.51%	174
5	White, Non-Hispanic, Gulf Coast Region	531,136	17.98%	50,427	20.44%	9.49%	114
6	Asian, Delta Region	1,226	0.04%	40	0.02%	3.23%	39
7	Hispanic, Delta Region	5,470	0.19%	136	0.05%	2.48%	30
8	Hispanic, Pines Region	10,068	0.34%	189	0.08%	1.87%	22
9	Asian, Pines Region	2,649	0.09%	43	0.02%	1.62%	19
10	Hispanic, Capital River Region	13,880	0.47%	147	0.06%	1.06%	13
11	Hispanic, Hills Region	19,078	0.65%	202	0.08%	1.06%	13
12	Native American, Pines Region	7,806	0.26%	76	0.03%	0.97%	12
13	Black, Gulf Coast Region	171,935	5.82%	1,468	0.60%	0.85%	10
14	Asian, Gulf Coast Region	10,819	0.37%	55	0.02%	0.51%	6
15	Asian, Capital River Region	6,752	0.23%	30	0.01%	0.44%	5
16	Black, Hills Region	134,159	4.54%	452	0.18%	0.34%	4
17	Black, Delta Region	206,452	6.99%	424	0.17%	0.21%	2
18	Hispanic, Gulf Coast Region	27,130	0.92%	50	0.02%	0.18%	2
19	Black, Pines Region	211,549	7.16%	217	0.09%	0.10%	1
20	Black, Capital River Region	370,501	12.54%	296	0.12%	0.08%	1
21	Pacific Islander, Gulf Coast Region	6,892	0.23%	0	0.00%	0.00%	0
22	Pacific Islander, Hills Region	5,895	0.20%	0	0.00%	0.00%	0
23	Pacific Islander, Capital River Region	5,140	0.17%	0	0.00%	0.00%	0
24	Asian, Hills Region	4,361	0.15%	0	0.00%	0.00%	0

Source: 2011 ACS 5 yr summary, US Census / SlavnikLabs and © 2014, Intercultural Institute for Contextual Ministry and MBCB ACP data

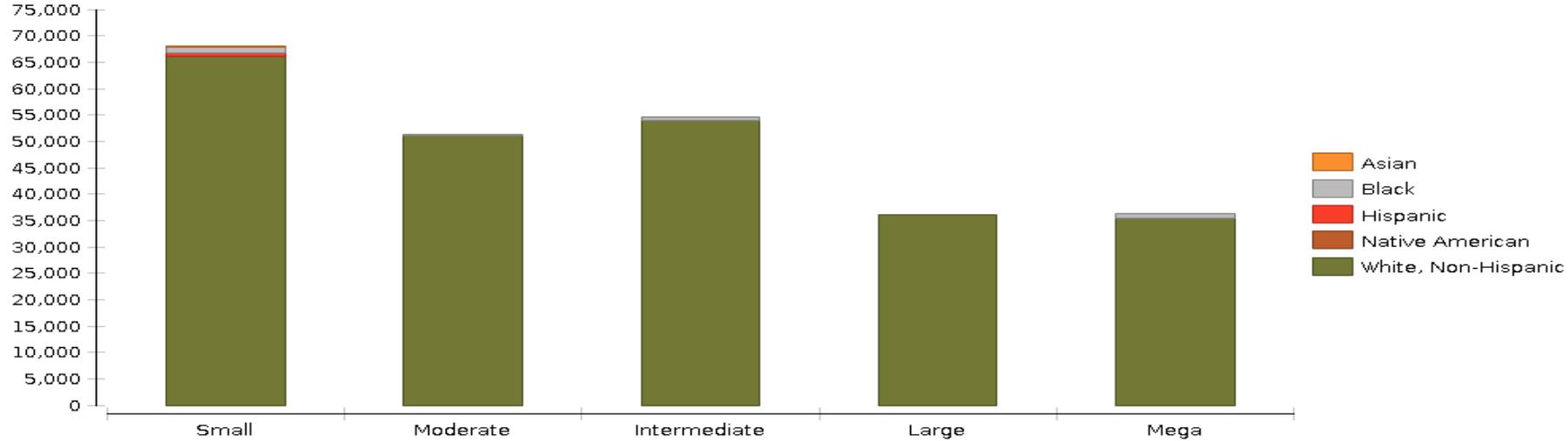
#	ETHNICITY *, REGION NAME	STATE		CHURCH		PENDEX	
		#POP	%POP	#ATTD	%ATTD	PERCENT	INDEX
25	Pacific Islander, Pines Region	2,712	0.09%	0	0.00%	0.00%	0
26	Native American, Gulf Coast Region	2,680	0.09%	0	0.00%	0.00%	0
27	Pacific Islander, Delta Region	2,003	0.07%	0	0.00%	0.00%	0
28	Native American, Hills Region	1,405	0.05%	0	0.00%	0.00%	0
29	Native American, Capital River Region	1,168	0.04%	0	0.00%	0.00%	0
30	Native American, Delta Region	716	0.02%	0	0.00%	0.00%	0

* Excludes individuals of multiple or other ethnicity

Observations & Implications

1. White population is being reached ABOVE the statewide average.
2. All other ethnicities are being reached BELOW the statewide average

WORSHIP ATTENDANCE BY SIZE OF CHURCH BY ETHNICITY



Observations & Implications

1. Size of church is represented by the bars: 0-100; 100-200; 200-400; 400-800; 800+
2. Vertical axis shows total number of attenders statewide in each size church
3. Colors represent the ethnicity of the attenders

MBCB CHURCH SIZE BY ETHNICITY

REGION NAME	CHURCH SIZE				
	SMALL 0-100	MODERATE 100-200	INTERMEDIATE 200-400	LARGE 400-800	MEGA 800+
Asian	5	0	0	0	0
Black	33	2	2	0	1
Hispanic	19	1	0	0	0
Native American	1	0	0	0	0
White, Non-Hispanic	1422	362	197	66	23

Observations & Implications

1. MBCB has 2070 White churches for 57.66% of the population
2. MBCB has 38 Black churches for 36.65% of the population
3. MBCB has 20 Hispanic churches for 2.53% of the population
4. MBCB has 5 Asian churches for 0.86% of the population
5. MBCB has 1 Native American church for 0.46% of the population.

LUKE 10:2

² Jesus told them: “The harvest is abundant, but the workers are few. Therefore, pray to the Lord of the harvest to send out workers into His harvest.”

Any Questions?

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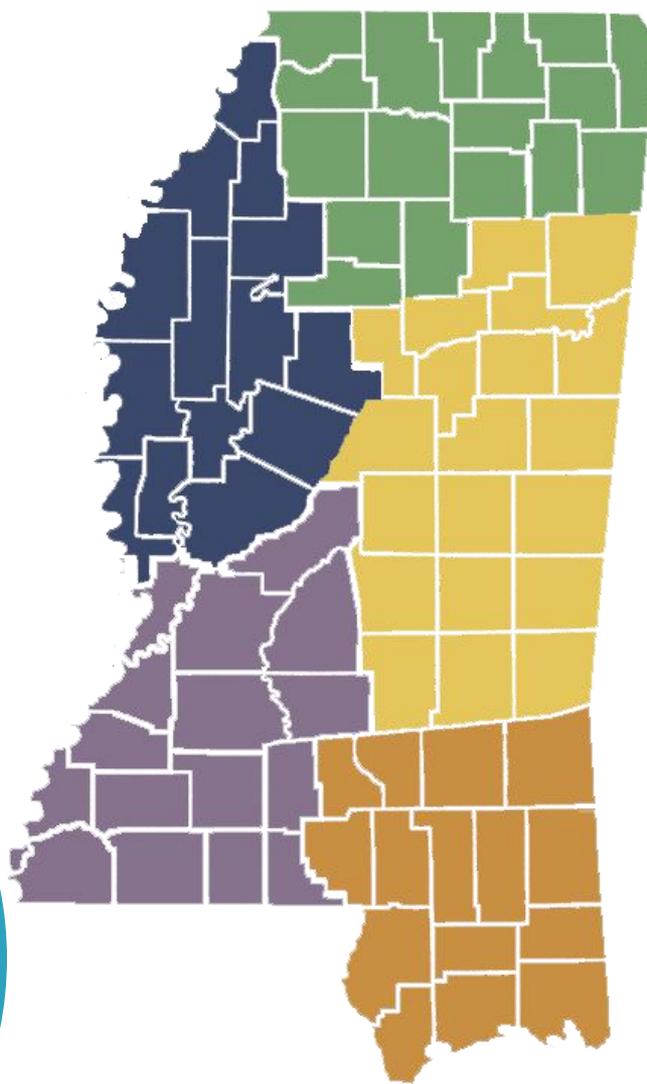
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