



Southern Rancheros

Most hold jobs in manufacturing, retail, sales, health, food and other service industries. Fifty percent are under age 35 and a quarter over age 50.

Less than 40 percent are married-couple households. Only 20 percent of households have children. Nearly 20 percent are lone parents living with children.

80% have a below secondary level of education. 5% have prep school degrees. High levels of functional illiteracy are common.

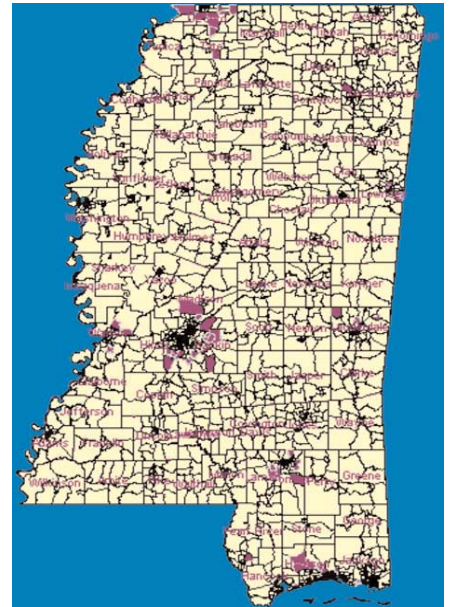
Their median household income is \$33,000. Twenty percent claim interest or dividend income, 22 percent collect Social Security, and about 15 percent have retirement income. Thirty percent earn less than \$25,000, while more than 60 percent earn between \$25,000 and \$75,000.

Only a few are homeowners, with median home values of \$82,000.

They drive economy imported and domestic cars, vans and pick-ups. Well-below-average home PC owners, they're not Internet users.

A small percentage of the group enjoys catalog shopping from Spiegel, Fingerhut, Avon or Mary Kay cosmetics.

For music, news and entertainment they rely on cable programming. They prefer Univision, Spanish Premium programming, and premium movie channels. They enjoy watching basket-



ball, boxing, pro-wrestling and soccer.

Other leisure activities include going to movies, participating in church groups and casino gambling.

A small percentage travels domestically by chartered bus.

Mosaic Lifestyles represented in this People Group

F03 Southern Blues
F04 Urban Grit

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Contextuality Issues

Relevant Teaching and Preaching

This group rates high as oral and visual learners. Teaching needs to be facilitative and narrative. Use of chronological Bible storying in evangelism and discipleship is extremely more effective than traditional use of literature based education.

Care should be taken to insure the reproducibility of any teaching method or resource used. The students should be able to reproduce any method or resource easily.

Preaching should be limited to short discourses due to short attention spans. Parable style preaching with relevant application will be understood by this audience. Teaching for worldview change is the goal.

Traditions and culture are barriers to the gospel. This group has centuries of tradition that they must overcome in order to come to Christ. They have been taught for a long time or they have heard from sources that they trust the truths that they now value. Because they do not have a habit of reading, many will value the Bible although they have never read any of it.

To be hispanic is to be catholic. To change from being catholic is to reject their

country, their families, their identity as a people and as a person. Christianity must be taught as a relationship with Christ and not as a different religion. Care should be taken to never condemn or place their traditional religion in a bad light or in contrast to Christianity. Allow the Holy Spirit time and respect the Holy Spirit's ability to convince this people of their need to receive Christ.

Traditionally what the religious leader says is never questioned. So the church leaders must emphasize the priesthood of the believer and help the members to learn how to feed themselves the Word and help them to be empowered to not only question their Bible teachers, but also quickly see themselves as having the authority to fulfill the Great Commission.

Sound doctrinal teaching will need to proceed straight from scripture and not from the opinion of the teacher. Let the Bible teach and just facilitate the recipient reading God's Word for themselves.

Contextual Worship

Worship is extremely lively and will vary in style between sub-cultures within this group. Mexicans and Central Americans from rural environments will prefer typical "Ranchero" style music while those from more urban settings and from South America will prefer more contemporary Latin rhythms. Caribbean hispanics prefer the rhythms typical of the islands - salsa, reggae, etc.

Worship is an experiential process and not an event. Southern Rancheros are very sensual people who are easily swayed by emotionalism. Although, this emotionalism is sincere and is used of God to place the Hispanics attention on Him. Conservative worship environments will be less attractive and less effective than more lively environments in order to help someone worship.

Sound doctrinal worship can be emotional and exciting without being fanatical and out of control.

Fellowship Implications

Southern Rancheros are extremely relational. Time, organization, structure, purpose take second place to the relationship. This group has a tendency to gather in small groups according to socio-economic and geographic similarities. Men from the same region of Mexico will relate well with each other before relating to those from another country or those of a higher or drastically lower economic level.

South Americans tend to be much more transparent and sincere in their relationships while Mexicans and Central Americans are much more humble, saying and doing whatever will please the others even if it is false.

Food and soccer are the great unifiers. Although each region has different culinary tastes, as long as it is food, it will gather a crowd. Small groups are highly effective for establishing significant relationships and developing trust.

Effective Outreach

Relational evangelism is the most effective method of outreach to this group. They will not relate well to those they do not know or trust. They will not be open or sincere to those they do not know. Therefore, any effective outreach and evangelism will be done on the heels of effective relationship building and friendships.

Ministry evangelism is useful for finding prospects and making new contacts.

Effective outreach through special events will include movies, block parties, outdoor vbs, and concerts. This highly visual and audio stimulating events will draw from the people group as long as the proper promotion has been made. People will be more apt to bring their friends to events that are entertaining than to the highly religious worship service.

Children's events will open doors to single mothers and families' homes. While it may be necessary to pick up children and have transportation services available, care should be taken not to teach adults to depend on others for discipleship initiative.

Effective social ministries will provide contacts within the communities of the Southern Rancheros, but immediate followup should be done with the purpose of developing relationships that will lead to witnessing opportunities.

Home Bible studies are great entry points to introduce this group to the Word and to allow the Holy Spirit to begin to teach them.

Segment Specific Ministries

Social ministry is the greatest need and greatest opportunity by the church to open doors for relationship and evangelism within this people group. The Southern Hispanic by and large, chooses to live in the humble settings they have. The varied exceptions will need occasional food help, blankets and jackets for winter, utilities paid, furniture donations, and some medical help.

Care should be taken to investigate well if their need is real or only felt. Southern Rancheros are readily receptive of any welfare system. However, they also value what they have to pay for even if it is only a token amount.

English as a Second Language (ESL) is effective if the ministry is consistent over a long period of time. In other words, even though the ministry may take winter and summer breaks, year after year, it is a constant that the community knows they can rely on.

Translation help in courts and hospitals is a constant need. Occasional trips to local immigration lawyers or to immigration offices of New Orleans or Memphis are also a viable ministry.

Parenting classes, mother's day out, and inexpensive (not free) childcare will benefit this people group.

Marital counseling and support groups for alcoholism and battered women are constant needs.

Resources

Spiritual Renewal

Kingdom Praying.
Brokenness

Effective Community Impact Books

Barna, George. Habits of the Effective Church.
Schwarz. Natural Church Development.

Minatrea, Milfred. Shaped by God's Heart

McNeal, Reggie. The Present Future.

Rainer, Tom. The Unchurched Next Door

Sweet, Leonard. Aqua Church

Ramos, Jorge. Atravesando Fronteras

Sweet, Leonard. Church in Emerging Culture

Strategic Church Evaluation

MBCB. Sunday School Church Growth Plan.

NAMB. Basic Training 2.

Understanding Ethnic Perspectives

Conde-Frazier, Steve Kang, Gary Parrett. A Many Colored Kingdom

Conn, Harvie. The Urban Face of Mission

Winter, Ralph and Steven Hawthorne. Perspectives on the World Christian Movement

Hiebert, Paul. Anthropological Insights for Missionaries.

Hiebert, Paul. Anthropological Reflections on Missiological Issues

Missiological Web Links

Expanded MS People Group Information
(coming Fall 2005)

www.mbc.org/mspeoples

NAMB Church Planting Resources

www.churchplantingvillage.net

IMB People Group Database

www.imb.org/WE

Language Peoples Mapping

www.MLA.org

www.uscensus.gov



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Resource

Mississippi People Group Profiling is a ministry of the

Evangelism Awareness Team
MS Baptist Convention Board
PO Box 530
Jackson, MS 39205-0530
1-800-748-1651

**For Demographic Assistance
Existing Churches
Contact**

Tom Prather
Church and Community Impact

**Seeking to start a new church
Contact**

David Alexander
Church Planting

This resource made possible by MS Baptists' contributions to the cooperative program.