

## Location Composition

Category	0-1.5 MI	1.5-3 MI	3-7 MI
2010 Population	26,364	63,005	161,582
2010 Households	11,444	26,641	62,577
2010 Group Quarters	171	613	15,696

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	8,481	74%
McDonald's	6,507	57%
HH Uses Computer For Internet/E-mail	6,320	55%
Watching Diet (Health/Weight)-Presently	5,960	52%
Controlling Diet		
Reading Books	5,930	52%
Non-Presc-For Regular Headaches	5,735	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	5,576	49%

## Getting Involved

This mission site is located in the Region Four of the Baptist State Convention of Michigan. For more information about this need, contact the regional Church Planting Strategist: convention office (info@bscm.org)

### NOTES:

The Location Summary identifies the center of the smallest ring in the map above. The location data provides various types of identification to better describe the location. The GIS data can be used to map the location in Google maps or Google Earth.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community. The last item in this section reveals how many churches are needed in order to have a minimum of one church for every 2000 hhlds (4000-5000 people).

Location Composition: Listed are the total number of people and the total number of households corresponding to each of the three bands indicated on the map on page one.

Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

## Reaching Lansing, Michigan

# MISSION SITE DIGEST

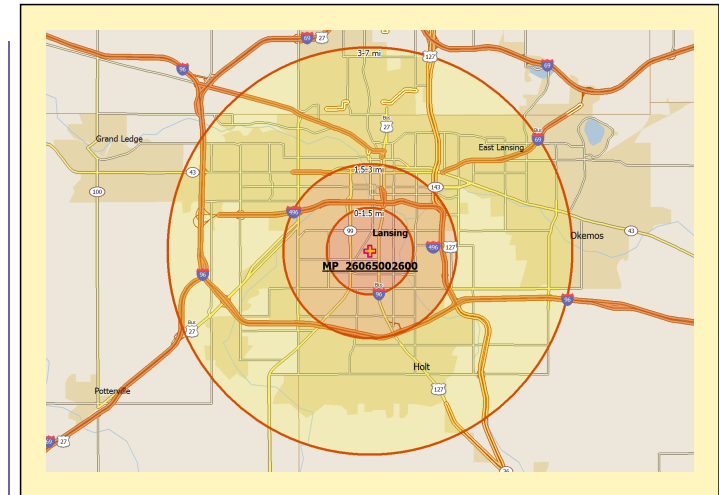
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## Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them.

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This location has been identified as one of the areas in Michigan in need of new ministries or new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

## Location Summary

Central Street Address	204 Dunlap St
Zip Code	48910
State Region	Region Four
GIS Latitude	42.702410
GIS Longitude	-84.554230
Sitescape Category	Suburbscape
Sitescape Group	Medium Suburbs

## Top Community Types



### Working Communities

Most residents are high school educated; some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service that provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs. Adherence to traditional family values and resistance to authority are key aspects of their psychological nature.

Households: 8,615  
Percent: 75.25%



### Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families. Unemployment is double the national average. For the minority 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. Those who drive choose economy, import, and domestic cars or small trucks. This group finds employment within food and health services, education, retail, and the entertainment industry.

Households: 1,488  
Percent: 13%



### Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Outside the nation's larger metro areas, residents can savor the familiarity of the small town cafe, or venture into the city to frequent comedy clubs, nightclubs and malls.

Households: 480  
Percent: 4.19%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	7,901	69.04%
Religious but NOT Evangelical	2,139	18.69%
Spiritual but NOT Evangelical	1,084	9.47%
Non-Evangelical but NOT Interested	4,698	41.05%

## Top Lifestyle Segments

### Steadfast Conservatives

(69% Unreached)

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.



Households: 7,248  
Percent: 63.31%

### Southern Blues

(70% Unreached)

Racially mixed and lower-middle-class, Southern Blues is home to singles, couples and divorced men and women living in satellite cities throughout the South, especially in Florida. With two-thirds of households unmarried and almost half under 40 years old, this cluster reflects a relatively young and unattached populace. A high percentage of residents live in older, garden-style apartments.



Households: 585  
Percent: 5.11%

### Small-city Endeavors

(67% Unreached)

Small-city Endeavors has a split personality, reflecting the cluster's mix of young and old, singles, families and single parent households. In these diverse working-class communities concentrated primarily in the Midwest, newcomers share blocks with longtime residents, drawn to the affordable housing and short commutes to work. Many of the adults never went beyond high school, and the employment base largely consists of low-wage blue-collar jobs.



Households: 472  
Percent: 4.12%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	778	6.80%
Inactive Evangelical HHlds	2,768	24.19%
# New Ministries/Churches Needed	6	