

Location Composition

Category	County	% of State
2010 Population	611,218	6.16%
2010 Households	226,767	5.87%
2010 Group Quarters	12,705	4.99%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	497,113	81.33%	English	542,356	88.73%
Black	58,602	9.59%	Spanish	43,571	7.13%
Hispanic	57,068	9.34%	Vietnamese	5,119	0.84%
Other race	23,190	3.79%	Serbo-Croat.	2,320	0.38%
Multiracial	15,073	2.47%	German	1,752	0.29%
Asian	14,413	2.36%	W. Germanic	1,713	0.28%
Nat. Amer.	2,557	0.42%	African lang.	1,678	0.27%
Hawaiian/PI	270	0.04%	Chinese	1,555	0.25%

Getting Involved

To learn more about this location, please contact convention office (info@bscm.org).

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 Kent County, MI

MISSIONAL COUNTY DIGEST

Top County Communities

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Luke 10:2

Jesus told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field."

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Households: 79,727
Percent: 35.16%

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.



Households: 57,504
Percent: 25.36%

Working Communities

Most residents of Working Communities 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. These jobs 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.



Households: 33,382
Percent: 14.72%

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. Residents go into the city to visit clubs and malls.

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: 44,202
Percent: 19.49%



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: 28,543
Percent: 12.59%



Small-town Success (69% Unreached)

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.

Households: 25,131
Percent: 11.08%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	156,103	68.84%
Religious but NOT Evangelical	35,960	15.86%
Spiritual but NOT Evangelical	25,704	11.34%
Non-Evangelical but NOT Interested	94,728	41.77%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	119,579	30.30%
Adult High School dropouts (as % of Adults yrs 25+)	98,663	25.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	43,412	11.00%
Children in Poverty (as % of all children)	36,053	23.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	31,413	10.20%
Household Violent Crime incidents (as % of all hhlds)	8,554	3.77%
Adult STD Incidents (as % of Adults yrs 25+)	2,955	0.75%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 167,681
% HH: 73.94%



Connectors

Looking for relationship

HH: 155,789
% HH: 68.70%



Creators

Looking for innovation

HH: 143,676
% HH: 63.36%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	33,229	14.65%
Evangelical Protestant Heritage	116,286	51.28
Other World Religions Heritage	38,959	17.18
Mainline Protestant Heritage	33,153	14.62