

Location Composition

Category	County	% of State
2010 Population	1,898,563	19.12%
2010 Households	699,322	18.11%
2010 Group Quarters	32,766	12.87%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	987,623	52.02%	English	1,670,012	87.96%
Black	778,780	41.02%	Spanish	71,766	3.78%
Hispanic	94,332	4.97%	Arabic	61,712	3.25%
Asian	49,809	2.62%	Other Indic	12,236	0.64%
Other race	39,640	2.09%	Other IE.	9,644	0.51%
Multiracial	36,296	1.91%	Polish	7,762	0.41%
Nat. Amer.	5,953	0.31%	Chinese	6,421	0.34%
Hawaiian/PI	462	0.02%	French	6,197	0.33%

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 Evangscape 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 Wayne 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: 201,374
Percent: 28.8%

Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the 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 in apartments.



Households: 163,006
Percent: 23.31%

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: 158,315
Percent: 22.64%

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.

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: 137,791
Percent: 19.7%



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.

Households: 112,046
Percent: 16.02%



Minority Metro Communities (74% Unreached)

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.

Households: 98,060
Percent: 14.02%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	489,789	70.04%
Religious but NOT Evangelical	152,338	21.78%
Spiritual but NOT Evangelical	56,789	8.12%
Non-Evangelical but NOT Interested	286,981	41.04%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	427,955	34.20%
Adult High School dropouts (as % of Adults yrs 25+)	372,896	29.80%
Adult Poor or Fair Health (as % of Adults yrs 25+)	221,485	17.70%
Children in Poverty (as % of all children)	156,419	34.60%
Adult Unemployment Rate (as % of Adults yrs 25+)	123,597	14.50%
Household Violent Crime incidents (as % of all hhlds)	67,829	9.70%
Adult STD Incidents (as % of Adults yrs 25+)	18,778	1.50%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 503,123
% HH: 71.94%



Connectors
Looking for
relationship

HH: 466,367
% HH: 66.69%



Creators
Looking for
innovation

HH: 445,059
% HH: 63.64%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	78,825	11.27%
Evangelical Protestant Heritage	397,425	56.83
Other World Religions Heritage	147,137	21.04
Mainline Protestant Heritage	91,821	13.13