

## Location Composition

Category	State
2010 Population	9,929,418
2010 Households	3,861,542
2010 Group Quarters	254,515

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	7,876,881	79.33%	English	9,045,069	91.09%
Black	1,398,339	14.08%	Spanish	291,921	2.94%
Hispanic	422,422	4.25%	Arabic	102,694	1.03%
Asian	242,318	2.44%	German	45,041	0.45%
Multiracial	210,295	2.12%	Chinese	39,897	0.40%
Other race	144,494	1.46%	Other IE.	36,603	0.37%
Nat. Amer.	54,375	0.55%	French	29,184	0.29%
Hawaiian/PI	2,716	0.03%	Polish	28,668	0.29%

## 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 state, the number of households, and the percent of the state.

The Lifestyle Summary identifies the top six lifestyle segments in the state, the number of households, percent of the state 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 state. 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 state.

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 Michigan

# MISSIONAL STATE DIGEST

## Top State 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."

In partnership with:



Households: 1,197,255  
Percent: 31%

## 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: 965,442  
Percent: 25%

## 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: 564,268  
Percent: 14.61%

## 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: 736,018

Percent: 19.06%



### 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: 532,520

Percent: 13.79%



### Family Convenience

(64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Households: 294,049

Percent: 7.61%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	STATE HOUSEHOLDS	STATE %
Unreached	2,649,551	68.61%
Religious but NOT Evangelical	641,213	16.61%
Spiritual but NOT Evangelical	432,581	11.2%
Non-Evangelical but NOT Interested	1,585,590	41.06%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	2,101,314	31.60%
Adult High School dropouts (as % of Adults yrs 25+)	1,510,147	22.71%
Adult Poor or Fair Health (as % of Adults yrs 25+)	938,191	14.11%
Adult Unemployment Rate (as % of Adults yrs 25+)	596,834	12.59%
Children in Poverty (as % of all children)	537,002	23.50%
Household Violent Crime incidents (as % of all hhlds)	153,253	3.97%
Adult STD Incidents (as % of Adults yrs 25+)	45,696	0.69%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for  
recognition

# HH: 2,848,198

% HH: 73.76%



### Connectors

Looking for  
relationship

# HH: 2,657,863

% HH: 68.83%



### Creators

Looking for  
innovation

# HH: 2,475,644

% HH: 64.11%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	STATE HOUSEHOLDS	STATE %
Active Evangelical HHlds	345,871	8.96%
Evangelical Protestant Heritage	1,956,728	50.67%
Mainline Protestant Heritage	725,644	18.79%
Other World Religions Heritage	643,255	16.66%