

Location Composition

Category	County	% of State
2010 Population	29,067	0.29%
2010 Households	13,261	0.34%
2010 Group Quarters	566	0.22%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	28,371	97.61%	English	27,900	95.98%
Hispanic	310	1.06%	German	358	1.23%
Multiracial	267	0.92%	Polish	238	0.82%
Black	153	0.53%	Spanish	228	0.78%
Asian	143	0.49%	Chinese	79	0.27%
Nat. Amer.	76	0.26%	French	58	0.20%
Other race	57	0.20%	Vietnamese	42	0.14%
			Russian	34	0.12%

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 Alpena 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: 6,079
Percent: 45.84%



Households: 2,454
Percent: 18.51%



Households: 2,424
Percent: 18.28%

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.

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.

Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

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: 4,856
Percent: 36.62%



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: 2,020
Percent: 15.23%



Hardy Rural Families (61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Households: 1,194
Percent: 9%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	8,851	66.74%
Religious but NOT Evangelical	1,887	14.23%
Spiritual but NOT Evangelical	1,675	12.63%
Non-Evangelical but NOT Interested	5,288	39.88%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	6,543	31.40%
Adult High School dropouts (as % of Adults yrs 25+)	5,001	24.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	2,896	13.90%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,845	13.00%
Children in Poverty (as % of all children)	1,620	27.00%
Household Violent Crime incidents (as % of all hhlds)	250	1.89%
Adult STD Incidents (as % of Adults yrs 25+)	17	0.08%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 9,754
% HH: 73.55%



Connectors
Looking for relationship

HH: 9,094
% HH: 68.58%



Creators
Looking for innovation

HH: 8,410
% HH: 63.42%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,106	8.34%
Evangelical Protestant Heritage	6,835	51.54
Mainline Protestant Heritage	3,797	28.63
Other World Religions Heritage	1,695	12.78