

Location Composition

Category	County	% of State
2010 Population	160,748	1.62%
2010 Households	63,778	1.65%
2010 Group Quarters	4,794	1.88%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	125,863	78.30%	English	148,671	92.49%
Black	24,715	15.37%	Spanish	5,786	3.60%
Hispanic	6,831	4.25%	German	1,350	0.84%
Other race	3,624	2.25%	Other Indic	490	0.30%
Multiracial	3,143	1.96%	Chinese	473	0.29%
Asian	2,604	1.62%	African lang.	455	0.28%
Nat. Amer.	751	0.47%	Korean	447	0.28%
Hawaiian/PI	48	0.03%	French	414	0.26%

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 Berrien 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: 22,202
Percent: 34.81%



Households: 13,248
Percent: 20.77%



Households: 9,857
Percent: 15.46%

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.

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.

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: 18,714
Percent: 29.34%



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: 7,723
Percent: 12.11%



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: 4,963
Percent: 7.78%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	43,451	68.13%
Religious but NOT Evangelical	11,124	17.44%
Spiritual but NOT Evangelical	6,680	10.47%
Non-Evangelical but NOT Interested	25,929	40.66%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	35,419	32.80%
Adult High School dropouts (as % of Adults yrs 25+)	20,949	19.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	18,141	16.80%
Children in Poverty (as % of all children)	10,209	28.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	9,455	12.30%
Household Violent Crime incidents (as % of all hhlds)	1,964	3.08%
Adult STD Incidents (as % of Adults yrs 25+)	851	0.79%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 46,595
% HH: 73.06%



Connectors
Looking for
relationship

HH: 43,622
% HH: 68.40%



Creators
Looking for
innovation

HH: 40,537
% HH: 63.56%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	10,196	15.99%
Evangelical Protestant Heritage	46,239	72.50%
Other World Religions Heritage	7,972	12.50%
Mainline Protestant Heritage	6,378	10.00%