

## Location Composition

Category	County	% of State
2010 Population	44,027	0.44%
2010 Households	16,251	0.42%
2010 Group Quarters	3,018	1.19%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	41,236	93.66%	English	40,550	92.10%
Hispanic	1,824	4.14%	Spanish	1,416	3.22%
Black	1,326	3.01%	Arabic	688	1.56%
Multiracial	643	1.46%	German	587	1.33%
Other race	396	0.90%	W. Germanic	263	0.60%
Asian	265	0.60%	Japanese	117	0.27%
Nat. Amer.	151	0.34%	French	107	0.24%
Hawaiian/PI	10	0.02%	Other Asian	81	0.18%

## 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 Branch 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: 5,053  
Percent: 31.09%

## 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.



Households: 4,519  
Percent: 27.81%

## 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: 3,677  
Percent: 22.63%

## 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: 2,715  
Percent: 16.71%



### Industrious Country Living (68% Unreached)

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.

Households: 2,450  
Percent: 15.08%



### 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: 1,866  
Percent: 11.48%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	10,650	65.53%
Religious but NOT Evangelical	2,013	12.39%
Spiritual but NOT Evangelical	2,051	12.62%
Non-Evangelical but NOT Interested	6,586	40.53%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	9,802	33.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	5,792	19.50%
Adult High School dropouts (as % of Adults yrs 25+)	3,802	12.80%
Children in Poverty (as % of all children)	2,977	28.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,520	12.20%
Household Violent Crime incidents (as % of all hhlds)	282	1.74%
Adult STD Incidents (as % of Adults yrs 25+)	86	0.29%

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

## Motivescape: Attitudinal Indicators



**Approvers**  
Looking for  
recognition

# HH: 12,005  
% HH: 73.87%



**Connectors**  
Looking for  
relationship

# HH: 11,210  
% HH: 68.98%



**Creators**  
Looking for  
innovation

# HH: 10,334  
% HH: 63.59%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,229	7.56%
Evangelical Protestant Heritage	10,157	62.50
Other World Religions Heritage	2,709	16.67
Mainline Protestant Heritage	2,031	12.50