#### Location Composition

Category	County	% of State
2010 Population	14,049	0.14%
2010 Households	6,046	0.16%
2010 Group Quarters	692	0.27%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	13,274	94.49%	English	13,810	98.30%
Black	297	2.12%	Spanish	70	0.50%
Multiracial	290	2.07%	Other Indic	39	0.28%
Hispanic	156	1.11%	German	38	0.27%
Nat. Amer.	104	0.74%	French	26	0.18%
Asian	74	0.52%	Scandinavian	25	0.18%
Other race	8	0.06%	Gujarati	11	0.08%
Hawaiian/PI	2	0.01%	Hungarian	10	0.07%

# Getting Involved

number of households, and the percent of the county. To learn more about this The Lifestyle Summary identifies the top six lifestyle segments in the county, the number of

location, please contact convention office (info@bscm.org).

NOTES:

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.

The Communities Summary identifies the top three types of communities in the county, the

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 Crawford County, MI

# MISSIONAL COUNTY DIGEST

# **Top County Communities**



4

4

4

Inside

Lifestyles

Communities

Evangelscape

Needscape

Churchscape

Composition

Ethnoscape

Luke 10:2

plentiful, but the

Notes

Jesus

"The

to

Households: 2,674 Percent: 44.23%



Households: 1,907 Percent: 31.54%

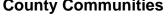
workers are few. Ask the Lord of the harvest, therefore, send out workers into his harvest field."

told them.

harvest is

Households: 687 Percent: 11.36%





## **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.

#### 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.

#### 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.



Missional County Digest

# Top Lifestyle Segments



### 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: 2,057 Percent: 34.02%



#### 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: 1,177 Percent: 19.47%



#### 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: 548 Percent: 9.06%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	3,895	64.43%
Religious but NOT Evangelical	784	12.97%
Spiritual but NOT Evangelical	922	15.25%
Non-Evangelical but NOT Interested	2,190	36.22%

### Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	3,290	32.00%
Adult Obesity (as % of Adults yrs 25+)	3,105	30.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,491	14.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	793	13.10%
Children in Poverty (as % of all children)	741	27.80%
Household Violent Crime incidents (as % of all hhlds)	123	2.03%
Adult STD Incidents (as % of Adults yrs 25+)	29	0.28%

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

## Motivescape: Attitudinal Indicators



recognition

4,510

74.59%

# HH:

% HH:



Connecters Looking for relationship # HH: 4,226 % HH: 69.90%



Creators Looking for innovation # HH: 3,839 % HH: 63.50%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	270	4.46%
Evangelical Protestant Heritage	2,351	38.89
Mainline Protestant Heritage	1,680	27.78
Other World Religions Heritage	672	11.11