Location Composition

Category	County	% of State
2010 Population	33,767	0.34%
2010 Households	14,174	0.37%
2010 Group Quarters	587	0.23%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	31,493	93.27%	English	32,548	96.39%
Nat. Amer.	1,041	3.08%	Spanish	521	1.54%
Multiracial	688	2.04%	French	144	0.43%
Hispanic	479	1.42%	Native Amer.	142	0.42%
Asian	190	0.56%	German	102	0.30%
Black	180	0.53%	Polish	87	0.26%
Other race	157	0.47%	Chinese	50	0.15%
Hawaiian/PI	17	0.05%	Japanese	26	0.08%

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.

Reaching Emmet County, MI

MISSIONAL COUNTY DIGEST

Top County Communities

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:

Intercultural Institute *for Contextual Ministry*
www.iicm.net

Mainstay Communities

Households: 4,035
Percent: 28.47%

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.

Upscale Communities

Households: 3,350
Percent: 23.63%

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

Households: 3,037
Percent: 21.43%

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.

BAPTIST STATE CONVENTION of MICHIGAN

Top Lifestyle Segments

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: 2,814
Percent: 19.85%

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: 2,205
Percent: 15.56%

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: 1,538
Percent: 10.85%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	7,545	31.70%
Adult Poor or Fair Health (as % of Adults yrs 25+)	3,737	15.70%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,815	14.60%
Adult High School dropouts (as % of Adults yrs 25+)	2,309	9.70%
Children in Poverty (as % of all children)	1,225	17.00%
Household Violent Crime incidents (as % of all hhlds)	134	0.95%
Adult STD Incidents (as % of Adults yrs 25+)	46	0.19%

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

Motivescape: Attitudinal Indicators

Approvers	Connecters	Creators
Looking for recognition	Looking for relationship	Looking for innovation
# HH: 10,458	# HH: 9,773	# HH: 9,039
% HH: 73.78%	% HH: 68.95%	% HH: 63.77%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	9,452	66.69%
Religious but NOT Evangelical	1,858	13.11%
Spiritual but NOT Evangelical	1,912	13.49%
Non-Evangelical but NOT Interested	5,683	40.1%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	888	6.27%
Evangelical Protestant Heritage	6,313	44.54
Mainline Protestant Heritage	3,335	23.53
Other World Religions Heritage	2,978	21.01