

Location Composition

Category	County	% of State
2010 Population	35,521	0.36%
2010 Households	14,298	0.37%
2010 Group Quarters	3,110	1.22%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	33,645	94.72%	English	33,025	92.97%
Asian	962	2.71%	Other lang.	515	1.45%
Hispanic	439	1.24%	Chinese	372	1.05%
Black	306	0.86%	German	276	0.78%
Nat. Amer.	260	0.73%	Spanish	262	0.74%
Multiracial	248	0.70%	Arabic	190	0.54%
Other race	79	0.22%	Other Indic	148	0.42%
Hawaiian/PI	20	0.06%	Hindi	92	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 Houghton 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: 4,899
Percent: 34.26%



Households: 3,694
Percent: 25.84%



Households: 2,451
Percent: 17.14%

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.

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.

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: 2,233
Percent: 15.62%



College Town Communities (83% Unreached)

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.

Households: 1,754
Percent: 12.27%



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: 1,643
Percent: 11.49%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	9,743	68.14%
Religious but NOT Evangelical	1,706	11.93%
Spiritual but NOT Evangelical	2,322	16.24%
Non-Evangelical but NOT Interested	5,716	39.97%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	5,618	26.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	3,602	16.80%
Adult High School dropouts (as % of Adults yrs 25+)	1,994	9.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,896	10.90%
Children in Poverty (as % of all children)	1,578	21.20%
Adult STD Incidents (as % of Adults yrs 25+)	24	0.11%
Household Violent Crime incidents (as % of all hhlds)	0	0.00%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 10,648
% HH: 74.47%



Connectors
Looking for relationship

HH: 10,259
% HH: 71.75%



Creators
Looking for innovation

HH: 9,611
% HH: 67.22%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	857	5.99%
Mainline Protestant Heritage	6,397	44.74
Evangelical Protestant Heritage	4,610	32.24
Other World Religions Heritage	1,411	9.87