

## Location Composition

Category	County	% of State
2010 Population	67,405	0.68%
2010 Households	24,905	0.64%
2010 Group Quarters	6,473	2.54%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	60,335	89.51%	English	63,621	94.39%
Nat. Amer.	2,298	3.41%	Spanish	1,089	1.62%
Hispanic	2,128	3.16%	Chinese	420	0.62%
Black	1,726	2.56%	Native Amer.	338	0.50%
Multiracial	1,524	2.26%	French	220	0.33%
Asian	1,079	1.60%	W. Germanic	179	0.27%
Other race	435	0.65%	German	172	0.25%
Hawaiian/PI	9	0.01%	Japanese	169	0.25%

## 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 Isabella County, MI

# MISSIONAL COUNTY DIGEST

## Top County Communities

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Households: 7,027  
Percent: 28.22%

### 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.



Households: 5,695  
Percent: 22.87%

### 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.

## 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."



Households: 5,347  
Percent: 21.47%

### 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.

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## Top Lifestyle Segments



### 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: 5,587  
Percent: 22.43%



### 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: 4,194  
Percent: 16.84%



### 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: 2,050  
Percent: 8.23%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	17,411	69.91%
Religious but NOT Evangelical	3,230	12.97%
Spiritual but NOT Evangelical	4,042	16.23%
Non-Evangelical but NOT Interested	10,140	40.71%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	12,268	32.70%
Adult High School dropouts (as % of Adults yrs 25+)	6,341	16.90%
Adult Poor or Fair Health (as % of Adults yrs 25+)	4,315	11.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	3,317	8.80%
Children in Poverty (as % of all children)	2,772	22.50%
Household Violent Crime incidents (as % of all hhlds)	372	1.49%
Adult STD Incidents (as % of Adults yrs 25+)	203	0.54%

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

## Motivescape: Attitudinal Indicators



**Approvers**  
Looking for recognition

# HH: 19,042  
% HH: 76.46%



**Connectors**  
Looking for relationship

# HH: 18,626  
% HH: 74.79%



**Creators**  
Looking for innovation

# HH: 17,487  
% HH: 70.21%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,175	4.72%
Evangelical Protestant Heritage	17,790	71.43
Mainline Protestant Heritage	3,141	12.61
Other World Religions Heritage	2,929	11.76