Location Composition

| Category | County | % of State |
|---------------------|--------|------------|
| 2010 Population | 2,345 | 0.02% |
| 2010 Households | 1,069 | 0.03% |
| 2010 Group Quarters | 96 | 0.04% |

| RACE/ETH | #POP | %POP | LANG. | #POP | %POP |
|-------------|-------|--------|--------------|-------|--------|
| White | 2,307 | 98.40% | English | 2,257 | 96.23% |
| Hawaiian/PI | 18 | 0.75% | Other lang. | 57 | 2.43% |
| Hispanic | 10 | 0.42% | Spanish | 20 | 0.84% |
| Multiracial | 8 | 0.33% | Serbo-Croat. | 7 | 0.30% |
| Other race | 7 | 0.28% | French | 2 | 0.10% |
| Black | 6 | 0.24% | Italian | 1 | 0.05% |
| | | | Scandinavian | 1 | 0.05% |

Getting Involved

convention office

(info@bscm.org).

location, please contact

number of households, and the percent of the county. To learn more about this

NOTES:

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

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 Keweenaw County, MI

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4

MISSIONAL COUNTY DIGEST

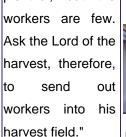
Top County Communities



Households: 517 Percent: 48.36%



Households: 504 Percent: 47.15%



Households: 31 Percent: 2.9%





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.

Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established

relational ties. These moderately educated wage

neighborhoods where residents enjoy strong

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.



Luke 10:2

Jesus told them. "The harvest is plentiful, but the

Inside

Lifestyles

Communities

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to workers into

Top Lifestyle Segments



Professional Urbanites

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Households: 470 Percent: 43.97%



Industrious Country Living

(68% Unreached)

(72% 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: 296 Percent: 27.69%



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: 203 Percent: 18.99%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | COUNTY HOUSEHOLDS | COUNTY % |
|------------------------------------|-------------------|----------|
| Unreached | 728 | 68.08% |
| Religious but NOT Evangelical | 148 | 13.84% |
| Spiritual but NOT Evangelical | 178 | 16.65% |
| Non-Evangelical but NOT Interested | 402 | 37.59% |

Needscape: Social Issues

| MAJOR SOCIAL ISSUES | #POP | %POP |
|---|------|--------|
| Adult Obesity (as % of Adults yrs 25+) | 568 | 31.60% |
| Adult Unemployment Rate (as % of Adults yrs 25+) | 150 | 13.60% |
| Children in Poverty (as % of all children) | 90 | 22.80% |
| Adult STD Incidents (as % of Adults yrs 25+) | 12 | 0.67% |
| Household Violent Crime incidents (as % of all hhlds) | 6 | 0.56% |
| Adult High School dropouts (as % of Adults yrs 25+) | 0 | 0.00% |
| Adult Poor or Fair Health (as % of Adults yrs 25+) | 0 | 0.00% |

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

Motivescape: Attitudinal Indicators



recognition

HH:

% HH:



| Connecters | | |
|--------------|--------|--|
| Looking for | | |
| relationship | | |
| # HH: | 771 | |
| % HH: | 72.16% | |

Churchscape: Religious Indicators

829

77.59%

| SPIRITUALITY INDICATOR | COUNTY HOUSEHOLDS | COUNTY % |
|---------------------------------|-------------------|----------|
| Active Evangelical HHlds | 43 | 4.00% |
| Mainline Protestant Heritage | 802 | 75.00 |
| Evangelical Protestant Heritage | 267 | 25.00 |

Creators

Looking for

innovation

684

63.98%

HH:

% HH: