

Location Composition

Category	County	% of State
2010 Population	10,837	0.11%
2010 Households	5,029	0.13%
2010 Group Quarters	413	0.16%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	9,375	86.51%	English	10,632	98.11%
Black	1,028	9.49%	Spanish	139	1.28%
Multiracial	221	2.04%	German	20	0.18%
Hispanic	197	1.82%	French	16	0.14%
Nat. Amer.	108	1.00%	Native Amer.	10	0.09%
Other race	74	0.68%	Russian	7	0.06%
Asian	31	0.28%	Other IE.	6	0.05%
			Scandinavian	4	0.04%

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.

© Copyright 2012 by the Intercultural Institute for Contextual Ministry and its data suppliers. Additional information at www.iicm.net.

Reaching Lake County, MI

MISSIONAL COUNTY DIGEST

Top County Communities

Inside

Communities	1
Lifestyles	2
Evangelscape	2
Needscape	3
Churchscape	3
Composition	4
Ethnoscape	4
Notes	4

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:



www.iicm.net



Households: 2,596
Percent: 51.62%



Households: 1,627
Percent: 32.35%



Households: 345
Percent: 6.86%

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.

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.

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: 1,638
Percent: 32.57%



Rugged Rural Style (58% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

Households: 1,104
Percent: 21.95%



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: 554
Percent: 11.02%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	3,147	62.57%
Religious but NOT Evangelical	635	12.63%
Spiritual but NOT Evangelical	740	14.72%
Non-Evangelical but NOT Interested	1,796	35.7%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	3,852	47.80%
Adult Obesity (as % of Adults yrs 25+)	2,595	32.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,370	17.00%
Children in Poverty (as % of all children)	905	45.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	633	15.50%
Household Violent Crime incidents (as % of all hhlds)	134	2.66%
Adult STD Incidents (as % of Adults yrs 25+)	24	0.30%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 3,744
% HH: 74.44%



Connectors
Looking for relationship

HH: 3,437
% HH: 68.35%



Creators
Looking for innovation

HH: 3,214
% HH: 63.91%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	472	9.39%
Evangelical Protestant Heritage	3,122	62.07
Mainline Protestant Heritage	1,041	20.69
Other World Religions Heritage	347	6.90