

Location Composition

Category	County	% of State
2010 Population	21,902	0.22%
2010 Households	9,717	0.25%
2010 Group Quarters	220	0.09%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	20,439	93.32%	English	20,720	94.60%
Hispanic	809	3.70%	Spanish	794	3.62%
Nat. Amer.	709	3.24%	German	115	0.52%
Multiracial	423	1.93%	Other Indic	82	0.38%
Other race	277	1.26%	French	55	0.25%
Asian	44	0.20%	Arabic	31	0.14%
Black	10	0.05%	Native Amer.	22	0.10%
			Polish	18	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.

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Reaching Leelanau 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: 4,056
Percent: 41.74%

Upscale Communities

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.



Households: 3,155
Percent: 32.47%

Mainstay Communities

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.



Households: 1,779
Percent: 18.31%

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.

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: 3,164
Percent: 32.56%



Professional Urbanites (72% Unreached)

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: 1,644
Percent: 16.92%



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: 955
Percent: 9.83%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	6,525	67.15%
Religious but NOT Evangelical	1,368	14.08%
Spiritual but NOT Evangelical	1,248	12.84%
Non-Evangelical but NOT Interested	3,909	40.22%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	5,041	31.40%
Adult High School dropouts (as % of Adults yrs 25+)	1,782	11.10%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,349	8.40%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,085	10.10%
Children in Poverty (as % of all children)	609	14.70%
Household Violent Crime incidents (as % of all hhlds)	50	0.51%
Adult STD Incidents (as % of Adults yrs 25+)	34	0.21%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 7,338
% HH: 75.52%



Connectors

Looking for relationship

HH: 6,758
% HH: 69.54%



Creators

Looking for innovation

HH: 6,288
% HH: 64.71%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	200	2.06%
Evangelical Protestant Heritage	6,108	62.86
Mainline Protestant Heritage	1,943	20.00
Other World Religions Heritage	1,111	11.43