

Location Composition

Category	County	% of State
2010 Population	82,517	0.83%
2010 Households	32,797	0.85%
2010 Group Quarters	1,420	0.56%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	77,896	94.40%	English	78,734	95.42%
Hispanic	1,721	2.09%	Spanish	1,465	1.78%
Multiracial	1,562	1.89%	German	332	0.40%
Asian	1,354	1.64%	French	238	0.29%
Black	851	1.03%	Other Asian	217	0.26%
Other race	591	0.72%	Vietnamese	205	0.25%
Nat. Amer.	237	0.29%	Chinese	189	0.23%
Hawaiian/PI	27	0.03%	Arabic	187	0.23%

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 Midland 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: 14,362
Percent: 43.79%

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: 7,186
Percent: 21.91%

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: 6,418
Percent: 19.57%

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



Small-town Success (69% Unreached)

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.

Households: 5,065
Percent: 15.44%



Family Convenience (64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Households: 3,787
Percent: 11.55%



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: 3,719
Percent: 11.34%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	22,497	68.59%
Religious but NOT Evangelical	4,837	14.75%
Spiritual but NOT Evangelical	4,130	12.59%
Non-Evangelical but NOT Interested	13,530	41.26%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	17,411	31.20%
Adult High School dropouts (as % of Adults yrs 25+)	10,157	18.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	6,920	12.40%
Adult Unemployment Rate (as % of Adults yrs 25+)	3,936	9.40%
Children in Poverty (as % of all children)	2,841	14.60%
Household Violent Crime incidents (as % of all hhlds)	417	1.27%
Adult STD Incidents (as % of Adults yrs 25+)	118	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: 24,698
% HH: 75.31%



Connectors

Looking for relationship

HH: 23,147
% HH: 70.58%



Creators

Looking for innovation

HH: 21,049
% HH: 64.18%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	3,552	10.83%
Evangelical Protestant Heritage	14,506	44.23
Mainline Protestant Heritage	12,614	38.46
Other World Religions Heritage	4,414	13.46