Location Composition

Category	County	% of State
2010 Population	173,778	1.75%
2010 Households	65,718	1.70%
2010 Group Quarters	6,447	2.53%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	139,294	80.16%	English	165,941	95.49%
Black	24,762	14.25%	Spanish	4,933	2.84%
Hispanic	7,983	4.59%	German	479	0.28%
Multiracial	4,770	2.75%	French	329	0.19%
Other race	2,646	1.52%	Polish	231	0.13%
Nat. Amer.	1,226	0.71%	Other Indic	224	0.13%
Asian	1,016	0.58%	W. Germanic	196	0.11%
Hawaiian/PI	63	0.04%	Arabic	153	0.09%

Getting Involved

convention office

(info@bscm.org).

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

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 Muskegon County, MI

MISSIONAL COUNTY DIGEST

Top County Communities



4

4



Percent: 27.99%



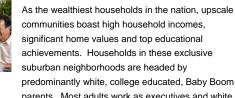
Households: 15,304 Percent: 23.29%



Households: 12,201 Percent: 18.57%







Working Communities

through blue collar jobs in manufacturing, construction, health services, retail, wholesale and

Most residents of Working Communities are high school educated. Some have even been to college.

Their education affords them lower middle incomes

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.

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.

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.



Ask the Lord of the harvest, therefore,

Inside

Lifestyles

Communities

Evangelscape

Needscape

Churchscape

Composition

Ethnoscape

Luke 10:2

Jesus told them.

Notes

"The

harvest is

plentiful, but the workers are few.

to send workers into his harvest field."

www.iicm.net

Missional County Digest

Top Lifestyle Segments



Steadfast Conservatives

(69% Unreached)

A guietly 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: 15,693 Percent: 23.88%



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: 11,452 Percent: 17.43%



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: 8,522 Percent: 12.97%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	40,175	34.70%
Adult High School dropouts (as % of Adults yrs 25+)	33,113	28.60%
Adult Poor or Fair Health (as % of Adults yrs 25+)	18,640	16.10%
Children in Poverty (as % of all children)	12,024	28.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	11,292	13.40%
Household Violent Crime incidents (as % of all hhlds)	2,401	3.65%
Adult STD Incidents (as % of Adults yrs 25+)	1,341	1.16%

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

Motivescape: Attitudinal Indicators



recognition

47,624

72.47%

HH:

% HH:







Creators Looking for innovation # HH: 42,050 % HH: 63.99%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	44,366	67.51%
Religious but NOT Evangelical	11,432	17.4%
Spiritual but NOT Evangelical	6,645	10.11%
Non-Evangelical but NOT Interested	26,658	40.56%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	7,363	11.20%
Evangelical Protestant Heritage	27,615	42.02
Mainline Protestant Heritage	11,816	17.98
Other World Religions Heritage	9,937	15.12