

## 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

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 Muskegon 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: 18,394  
Percent: 27.99%



Households: 15,304  
Percent: 23.29%



Households: 12,201  
Percent: 18.57%

## 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.

## 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.

## 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.

## Top Lifestyle Segments



### 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: 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%

## 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%

## 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



**Approvers**  
Looking for  
recognition

# HH: 47,624  
% HH: 72.47%



**Connectors**  
Looking for  
relationship

# HH: 44,347  
% HH: 67.48%



**Creators**  
Looking for  
innovation

# HH: 42,050  
% HH: 63.99%

## 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%