

Location Composition

Category	County	% of State
2010 Population	1,207,302	12.16%
2010 Households	478,774	12.40%
2010 Group Quarters	14,145	5.56%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	945,649	78.33%	English	1,037,273	85.92%
Black	154,151	12.77%	Spanish	31,823	2.64%
Asian	67,988	5.63%	Arabic	16,981	1.41%
Hispanic	40,362	3.34%	Chinese	11,303	0.94%
Multiracial	23,484	1.95%	Other lang.	11,038	0.91%
Other race	12,423	1.03%	Other Asian	9,823	0.81%
Nat. Amer.	3,247	0.27%	Other IE.	9,171	0.76%
Hawaiian/PI	361	0.03%	German	8,645	0.72%

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 Evangscape 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 Oakland 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."

In partnership with:



Households: 267,824
Percent: 55.94%

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: 70,451
Percent: 14.71%

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 – 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.



Households: 69,031
Percent: 14.42%

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



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: 69,207
Percent: 14.46%



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: 51,813
Percent: 10.82%



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: 46,760
Percent: 9.77%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	340,836	71.19%
Religious but NOT Evangelical	85,134	17.78%
Spiritual but NOT Evangelical	53,523	11.18%
Non-Evangelical but NOT Interested	202,561	42.31%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	226,588	27.30%
Adult High School dropouts (as % of Adults yrs 25+)	169,318	20.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	92,959	11.20%
Adult Unemployment Rate (as % of Adults yrs 25+)	72,437	12.10%
Children in Poverty (as % of all children)	37,083	13.30%
Household Violent Crime incidents (as % of all hhlds)	11,163	2.33%
Adult STD Incidents (as % of Adults yrs 25+)	3,653	0.44%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 359,148
% HH: 75.01%



Connectors
Looking for
relationship

HH: 336,261
% HH: 70.23%



Creators
Looking for
innovation

HH: 303,431
% HH: 63.38%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	25,946	5.42%
Evangelical Protestant Heritage	172,885	36.11
Mainline Protestant Heritage	133,003	27.78
Other World Religions Heritage	93,074	19.44