

Location Composition

Category	County	% of State
2010 Population	27,448	0.28%
2010 Households	10,230	0.26%
2010 Group Quarters	764	0.30%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	25,237	91.95%	English	24,433	89.01%
Hispanic	3,556	12.96%	Spanish	2,614	9.52%
Other race	1,173	4.27%	German	134	0.49%
Multiracial	526	1.92%	W. Germanic	81	0.29%
Nat. Amer.	255	0.93%	African lang.	59	0.21%
Black	156	0.57%	French	51	0.19%
Asian	94	0.34%	Hungarian	16	0.06%
Hawaiian/PI	6	0.02%	Tagalog	14	0.05%

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 Oceana 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: 4,466
Percent: 43.66%



Households: 2,641
Percent: 25.82%



Households: 1,910
Percent: 18.67%

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.

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.

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: 2,323
 Percent: 22.71%



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: 1,661
 Percent: 16.24%



Hardy Rural Families (61% Unreached)
 Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Households: 1,307
 Percent: 12.78%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	6,596	64.48%
Religious but NOT Evangelical	1,290	12.61%
Spiritual but NOT Evangelical	1,298	12.69%
Non-Evangelical but NOT Interested	4,008	39.18%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	6,356	35.30%
Adult Poor or Fair Health (as % of Adults yrs 25+)	3,223	17.90%
Adult High School dropouts (as % of Adults yrs 25+)	2,665	14.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,112	15.00%
Children in Poverty (as % of all children)	2,094	32.70%
Household Violent Crime incidents (as % of all hhlds)	137	1.34%
Adult STD Incidents (as % of Adults yrs 25+)	41	0.23%

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

Motivescape: Attitudinal Indicators



Approvers
 Looking for recognition

HH: 7,633
 % HH: 74.61%



Connectors
 Looking for relationship

HH: 7,032
 % HH: 68.74%



Creators
 Looking for innovation

HH: 6,488
 % HH: 63.42%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	797	7.80%
Evangelical Protestant Heritage	5,845	57.14
Mainline Protestant Heritage	1,252	12.24
Other World Religions Heritage	1,252	12.24