Location Composition

Category	County	% of State
2010 Population	8,585	0.09%
2010 Households	4,106	0.11%
2010 Group Quarters	60	0.02%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	8,372	97.52%	English	7,855	91.50%
Multiracial	92	1.07%	German	324	3.78%
Nat. Amer.	83	0.97%	W. Germanic	233	2.71%
Hispanic	76	0.89%	Spanish	88	1.03%
Other race	30	0.35%	Other IE.	20	0.24%
Asian	4	0.05%	Other lang.	14	0.17%
Black	4	0.05%	Serbo-Croat.	14	0.17%
			Italian	10	0.12%

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.

Reaching Oscoda County, MI

MISSIONAL COUNTY DIGEST

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:

Intercultural Institute *for Contextual Ministry*
www.iicm.net

Top County Communities

Country Communities

Households: 1,936
Percent: 47.15%

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

Households: 1,195
Percent: 29.1%

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.

Urban Communities

Households: 629
Percent: 15.32%

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.

BAPTIST STATE CONVENTION of MICHIGAN

Top Lifestyle Segments

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: 1,493
Percent: 36.36%

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: 1,057
Percent: 25.74%

Rugged Rural Style   (58% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

Households: 629
Percent: 15.32%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	2,599	63.3%
Religious but NOT Evangelical	515	12.55%
Spiritual but NOT Evangelical	607	14.78%
Non-Evangelical but NOT Interested	1,477	35.98%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	2,002	31.50%
Adult High School dropouts (as % of Adults yrs 25+)	1,328	20.90%
Adult Poor or Fair Health (as % of Adults yrs 25+)	941	14.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	723	19.30%
Children in Poverty (as % of all children)	619	36.00%
Household Violent Crime incidents (as % of all hhlds)	50	1.22%
Adult STD Incidents (as % of Adults yrs 25+)	7	0.11%

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

Motivescape: Attitudinal Indicators

Approvers
Looking for recognition

HH: 3,098
% HH: 75.45%

Connecters
Looking for relationship

HH: 2,871
% HH: 69.91%

Creators
Looking for innovation

HH: 2,610
% HH: 63.57%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	661	16.11%
Evangelical Protestant Heritage	1,642	40.00
Mainline Protestant Heritage	1,232	30.00
Roman Catholic Heritage	616	15.00