

## Location Composition

Category	County	% of State
2010 Population	347,476	3.50%
2010 Households	134,721	3.49%
2010 Group Quarters	18,437	7.24%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	260,398	74.94%	English	298,322	85.85%
Black	43,185	12.43%	Spanish	9,693	2.79%
Asian	27,496	7.91%	Chinese	8,718	2.51%
Hispanic	13,257	3.82%	Korean	3,795	1.09%
Multiracial	11,392	3.28%	Arabic	3,448	0.99%
Other race	3,767	1.08%	Other Asian	2,673	0.77%
Nat. Amer.	1,195	0.34%	French	2,230	0.64%
Hawaiian/PI	43	0.01%	German	2,119	0.61%

## 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 Washtenaw 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: 63,570  
Percent: 47.19%

## 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: 28,737  
Percent: 21.33%

## 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: 19,915  
Percent: 14.78%

## Urban Communities

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.

## 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: 17,090  
Percent: 12.69%



### 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: 14,050  
Percent: 10.43%



### Young Cosmopolitans (78% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

Households: 12,249  
Percent: 9.09%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	96,932	71.95%
Religious but NOT Evangelical	24,581	18.25%
Spiritual but NOT Evangelical	16,066	11.93%
Non-Evangelical but NOT Interested	56,321	41.81%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	54,037	24.60%
Adult High School dropouts (as % of Adults yrs 25+)	32,071	14.60%
Adult Poor or Fair Health (as % of Adults yrs 25+)	20,429	9.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	14,782	8.10%
Children in Poverty (as % of all children)	9,580	13.40%
Household Violent Crime incidents (as % of all hhlds)	3,647	2.71%
Adult STD Incidents (as % of Adults yrs 25+)	1,148	0.52%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 101,628  
% HH: 75.44%



### Connectors

Looking for relationship

# HH: 96,424  
% HH: 71.57%



### Creators

Looking for innovation

# HH: 88,289  
% HH: 65.53%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	7,108	5.28%
Evangelical Protestant Heritage	63,925	47.45%
Mainline Protestant Heritage	28,184	20.92%
Other World Religions Heritage	22,916	17.01%