

## Location Composition

Category	0-1.5 MI	1.5-3 MI	3-7 MI
2010 Population	21,398	49,416	231,545
2010 Households	8,499	17,946	88,232
2010 Group Quarters	85	1,426	2,998

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	7,411	87%
HH Uses Computer For Internet/E-mail	6,541	77%
Reading Books	5,369	63%
Watching Diet (Health/Weight)-Presently	5,211	61%
Controlling Diet		
HH Uses Computer For Word Processing	4,983	59%
Voted in fed/state/local election	4,806	57%
McDonald's	4,782	56%

## Getting Involved

This mission site is located in the Region Five of the Baptist State Convention of Michigan. For more information about this need, contact the regional Church Planting Strategist: convention office (info@bscm.org)

### NOTES:

The Location Summary identifies the center of the smallest ring in the map above. The location data provides various types of identification to better describe the location. The GIS data can be used to map the location in Google maps or Google Earth.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community. The last item in this section reveals how many churches are needed in order to have a minimum of one church for every 2000 hhlds (4000-5000 people).

Location Composition: Listed are the total number of people and the total number of households corresponding to each of the three bands indicated on the map on page one.

Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

## Reaching Plymouth, Michigan

# MISSION SITE DIGEST

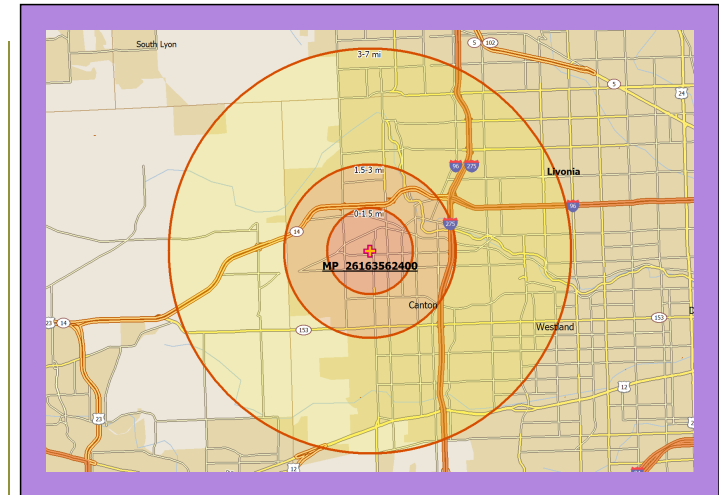
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### Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them.

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This location has been identified as one of the areas in Michigan in need of new ministries or new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

### Location Summary

Central Street Address	45124 Brookside Ct
Zip Code	48170
State Region	Region Five
GIS Latitude	42.362570
GIS Longitude	-83.485480
Sitescape Category	Suburbscape
Sitescape Group	Medium Suburbs

## Top Community Types



Households: 6,476  
Percent: 76.2%

### 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 Boomer parents. Most work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts. For upscale community households, disposable income is at a peak. These families enjoy large homes, comfortable lifestyles and shopping for the latest high-tech electronics.



Households: 902  
Percent: 10.61%

### 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. Outside the nation's larger metro areas, residents can savor the familiarity of the small town cafe, or venture into the city to frequent comedy clubs, nightclubs and malls.



Households: 685  
Percent: 8.06%

### Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. Truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 and 34. Sixty percent are renting singles; others live on military bases or in college dorms. They are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas. Career builders who enjoy a moderate income in middle management, they thrive within the IT, sales, administration, education and health care professions.

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	6,054	71.24%
Religious but NOT Evangelical	1,335	15.7%
Spiritual but NOT Evangelical	1,071	12.6%
Non-Evangelical but NOT Interested	3,648	42.93%

## Top Lifestyle Segments

### Dream Weavers

(72% Unreached)

Dream Weavers is home to well-off families living an affluent, suburban version of the American Dream. Ranked second in terms of wealth, they live in new-money subdivisions, possess high incomes, have college degrees and own large houses valued at more than twice the national average. Many households contain families with school-aged children-no segment has a higher rate of married residents-and more than half contain dual-income couples.



Households: 2,040  
Percent: 24%

### 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: 1,539  
Percent: 18.11%

### 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: 1,384  
Percent: 16.28%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	920	10.82%
Inactive Evangelical HHlds	1,525	17.94%
# New Ministries/Churches Needed	4	