

Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	2,196	2,163	1,466
2010 Households	1,120	1,053	719
2010 Group Quarters	0	0	0

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	818	73%
Watching Diet (Health/Weight)-Presently	661	59%
Controlling Diet		
Reading Books	624	56%
McDonald's	621	55%
HH Uses Computer For Internet/E-mail	617	55%
Heartburn/Indigestion Aids/Anti-Nausea-Use	549	49%
Non-Presc-For Regular Headaches	548	49%

Getting Involved

This mission site is located in the Region One 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 Lewiston, Michigan

MISSION SITE DIGEST

Inside

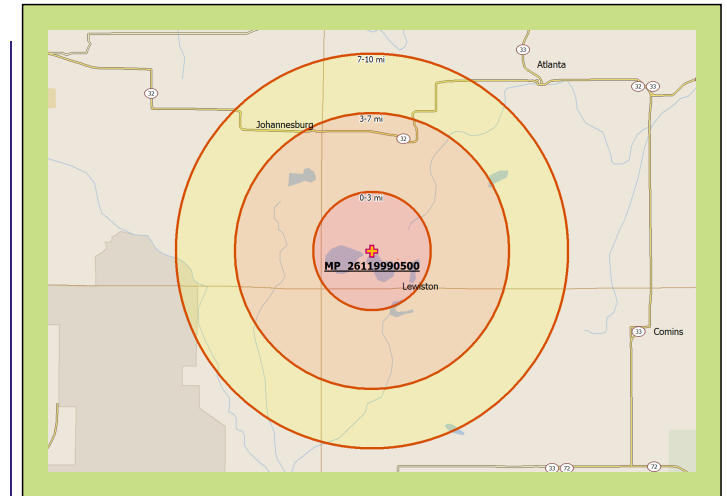
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Acts 10:9-10

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	2691-2775 County Road
	612
Zip Code	49756
State Region	Region One
GIS Latitude	44.887500
GIS Longitude	-84.338410
Sitescape Category	Townscape
Sitescape Group	Small Towns

Top Community Types



Country Communities

Land, family and community are central to the day-to-day lives of the people. 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. Pickup trucks, sedans and compact cars are the most common vehicles of choice. More than two-thirds are middle-aged households who do not have children living at home.

Households: 436
Percent: 38.93%



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: 285
Percent: 25.45%



Working Communities

Most residents 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 that 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. Adherence to traditional family values and resistance to authority are key aspects of their psychological nature.

Households: 270
Percent: 24.11%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	741	66.2%
Religious but NOT Evangelical	148	13.18%
Spiritual but NOT Evangelical	181	16.18%
Non-Evangelical but NOT Interested	413	36.85%

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: 400
Percent: 35.71%

Mature America

(81% Unreached)

The oldest lifestyle type in the nation, Mature America is home to the Greatest Generation. More than half the residents are 75 years of age or older and a significant percentage are mostly likely to be widows or widowers. Found mostly in city neighborhoods, they typically live in high-rise apartments and assisted living facilities. Many of these households come from humble origins, and more than half never went beyond high school.



Households: 199
Percent: 17.77%

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: 190
Percent: 16.96%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	95	8.48%
Inactive Evangelical HHlds	284	25.32%
# New Ministries/Churches Needed	1	