

Location Composition

| Category | 0-3 MI | 3-7 MI | 7-10 MI |
|---------------------|--------|--------|---------|
| 2010 Population | 52,416 | 35,465 | 11,097 |
| 2010 Households | 21,124 | 14,459 | 4,261 |
| 2010 Group Quarters | 1,814 | 900 | 23 |

Missionscape: Cultural Bridges

| Cultural Bridge | #HHlds | %HHlds |
|--|--------|--------|
| Home Personal Computer-HH Own | 15,213 | 72% |
| McDonald's | 12,097 | 57% |
| HH Uses Computer For Internet/E-mail | 11,427 | 54% |
| Watching Diet (Health/Weight)-Presently | 11,102 | 53% |
| Controlling Diet | | |
| Reading Books | 10,966 | 52% |
| Non-Presc-For Regular Headaches | 10,585 | 50% |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 10,343 | 49% |

Getting Involved

This mission site is located in the Region Two 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 Battle Creek, MI

MISSION SITE DIGEST

Inside

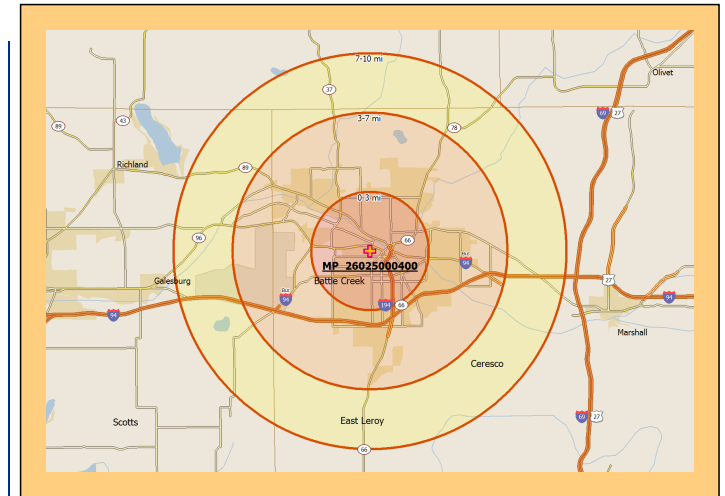
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Acts 10:9-10

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 | 104 W Fountain St |
| Zip Code | 49037 |
| State Region | Region Two |
| GIS Latitude | 42.315170 |
| GIS Longitude | -85.195380 |
| Sitescape Category | Townscape |
| Sitescape Group | Large Towns |

Top Community Types



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: 11,986
Percent: 56.74%



Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families. Unemployment is double the national average. For the minority 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. Those who drive choose economy, import, and domestic cars or small trucks. This group finds employment within food and health services, education, retail, and the entertainment industry.

Households: 4,066
Percent: 19.25%



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: 2,750
Percent: 13.02%

Evangeliscope: Spiritual Indicators

| SPIRITUALITY INDICATOR | BAND HHLDS | BAND % |
|------------------------------------|------------|--------|
| Unreached | 14,472 | 68.51% |
| Religious but NOT Evangelical | 3,949 | 18.69% |
| Spiritual but NOT Evangelical | 1,894 | 8.97% |
| Non-Evangelical but NOT Interested | 8,754 | 41.44% |

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: 8,498
Percent: 40.23%

Small-city Endeavors

(67% Unreached)

Small-city Endeavors has a split personality, reflecting the cluster's mix of young and old, singles, families and single parent households. In these diverse working-class communities concentrated primarily in the Midwest, newcomers share blocks with longtime residents, drawn to the affordable housing and short commutes to work. Many of the adults never went beyond high school, and the employment base largely consists of low-wage blue-collar jobs.



Households: 2,242
Percent: 10.61%

Struggling City Centers

(68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.



Households: 2,179
Percent: 10.32%

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | MI RING | RING % |
|----------------------------------|---------|--------|
| Active Evangelical HHlds | 2,085 | 9.87% |
| Inactive Evangelical HHlds | 4,566 | 21.62% |
| # New Ministries/Churches Needed | 11 | |