

Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	15,590	6,076	9,792
2010 Households	5,850	2,416	4,242
2010 Group Quarters	2,494	119	432

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	4,328	74%
HH Uses Computer For Internet/E-mail	3,621	62%
Reading Books	3,611	62%
McDonald's	3,161	54%
Watching Diet (Health/Weight)-Presently	3,119	53%
Controlling Diet		
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,941	50%
Non-Presc-For Regular Headaches	2,902	50%

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 Hancock, Michigan

MISSION SITE DIGEST

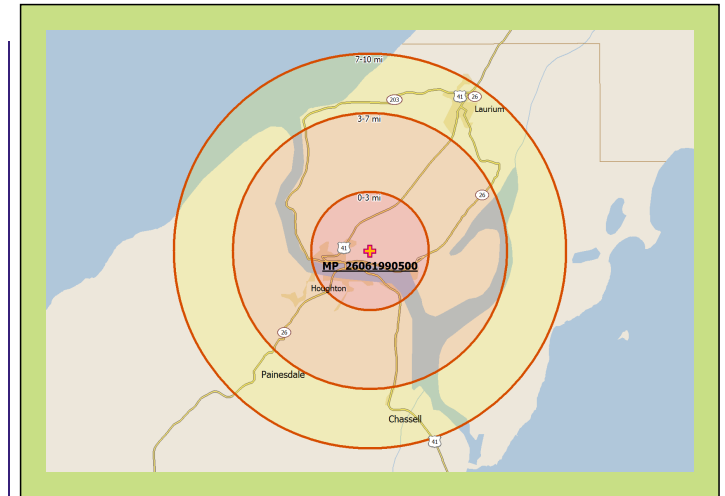
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Acts 10:9-10

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.

In partnership with:
 Intercultural Institute
 for Contextual Ministry
www.iicm.net



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	638-798 3rd St
Zip Code	49930
State Region	Region One
GIS Latitude	47.128780
GIS Longitude	-88.555080
Sitescape Category	Townscape
Sitescape Group	Medium Towns

Top Community Types



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: 1,965

Percent: 33.6%



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: 1,543

Percent: 26.38%



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: 1,135

Percent: 19.41%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	4,151	70.96%
Religious but NOT Evangelical	685	11.72%
Spiritual but NOT Evangelical	1,001	17.11%
Non-Evangelical but NOT Interested	2,465	42.13%

Top Lifestyle Segments

College Town Communities (83% Unreached)

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.



Households: 1,716

Percent: 29.34%

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: 1,031

Percent: 17.63%

Small-town Connections (58% Unreached)

In Small-town Connections, relatively young couples, single and divorced households enjoy an old-fashioned, conservative way of life that's changed little in decades. Predominantly white and high-school educated residents live in older houses and mobile homes. Many work a mix of blue- and white-collar jobs in manufacturing, retail, education and health services. Their lower-middle-class incomes support even lower housing values.



Households: 828

Percent: 14.16%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	319	5.46%
Inactive Evangelical HHlds	1,379	23.56%
# New Ministries/Churches Needed	3	