

## Location Composition

Category	0-7 MI	7-10 MI	10-15 MI
2010 Population	5,585	918	8,449
2010 Households	2,229	366	2,588
2010 Group Quarters	0	0	1,372

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	1,739	78%
HH Uses Computer For Internet/E-mail	1,321	59%
Watching Diet (Health/Weight)-Presently	1,275	57%
Controlling Diet		
McDonald's	1,269	57%
Non-Presc-For Regular Headaches	1,185	53%
Reading Books	1,170	52%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,076	48%

## 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 Gwinn, Michigan

# MISSION SITE DIGEST

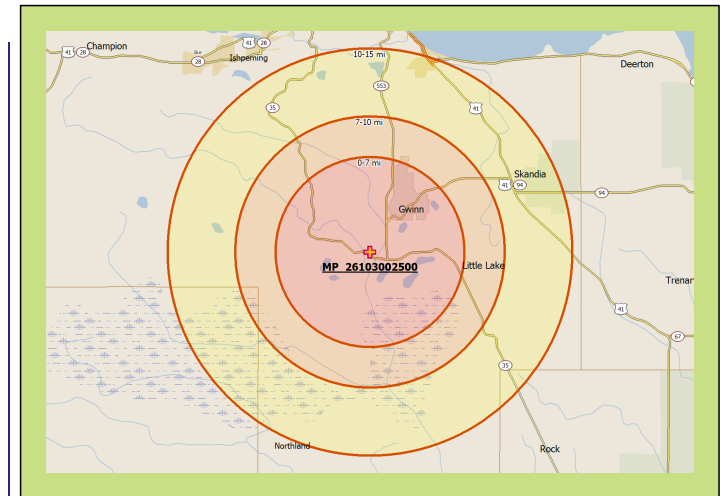
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### Acts 10:9-10

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	201-233 N Elm St
Zip Code	49841
State Region	Region One
GIS Latitude	46.283200
GIS Longitude	-87.441860
Sitescape Category	Countryside
Sitescape Group	Distant Settlements

## 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: 1,036  
Percent: 46.48%



### 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: 461  
Percent: 20.68%



### 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: 403  
Percent: 18.08%

## Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	1,497	67.18%
Religious but NOT Evangelical	334	15%
Spiritual but NOT Evangelical	256	11.51%
Non-Evangelical but NOT Interested	907	40.67%

## 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: 602  
Percent: 27.01%

### 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: 403  
Percent: 18.08%

### Urban Grit

(74% Unreached)

Life can be hard in Urban Grit, a cluster of blue-collar neighborhoods in second-tier cities scattered around the country. In this working-class lifestyle, the population is ethnically mixed-more than half the residents are Hispanic or African American-and predominantly young. Nearly a third of the populace is under 35 years old, and most households contain singles or single-parent families with less than one in five containing married couples with children.



Households: 390  
Percent: 17.5%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	115	5.14%
Inactive Evangelical HHlds	617	27.68%
# New Ministries/Churches Needed	1	