## **Location Composition**

Category	0-0.5 MI	0.5-1.5 MI	1.5-3 MI
2010 Population	6,102	29,544	72,410
2010 Households	2,233	11,401	27,712
2010 Group Quarters	22	535	3,943

Missionscape: Cultural Bridges

•		
Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	1,395	62%
McDonald's	1,287	58%
Reading Books	1,156	52%
Watching Diet (Health/Weight)-Presently	1,039	47%
Controlling Diet		
Non-Presc-For Regular Headaches	997	45%
Heartburn/Indigestion Aids/Anti-Nausea-Use	982	44%
HH Uses Computer For Internet/E-mail	972	44%

#### 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).

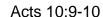
Location Composition: Listed are the total number of people and the total number of households corresponding to each of the three bands indicated on the map on page one.

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 Grand Rapids, MI

# **MISSION SITE DIGEST**

Inside	
Location	1
Communities	2
Evangelscape	2
Lifestyles	3
Churchscape	3
Composition	4
Missionscape	4
Notes	4



During the night a vision appeared to Paul: a Macedonian man was standing and with pleading 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.





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 924 Davis Ave NW
Zip Code 49504
State Region Region Two
GIS Latitude 42.980600
GIS Longitude -85.685290
Sitescape Category Cityscape

Sitescape Group Small Cities



Page 2

## Top Community Types

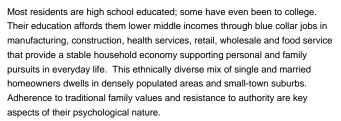


Households: 1,260 Percent: 56.45%

#### **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.

## Working Communities



#### Households: 863 Percent: 38.66%



Households: 74 Percent: 3.32%

#### **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.

## Top Lifestyle Segments

#### New Generation Activists

(67% Unreached)

Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, households earn about half the national average.



Households: 1,207 Percent: 54.08%

#### 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: 625 Percent: 28%

#### Southern Blues

(70% Unreached)

Racially mixed and lower-middle-class, Southern Blues is home to singles, couples and divorced men and women living in satellite cities throughout the South, especially in Florida. With two-thirds of households unmarried and almost half under 40 years old, this cluster reflects a relatively young and unattached populace. A high percentage of residents live in older, garden-style apartments.



Households: 113 Percent: 5.06%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	1,515	67.86%
Religious but NOT Evangelical	264	11.82%
Spiritual but NOT Evangelical	278	12.47%
Non-Evangelical but NOT Interested	974	43.64%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	337	15.09%
Inactive Evangelical HHlds	380	17.01%
# New Ministries/Churches Needed	1	