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Search Result for Zip Code: #49307, Big Rapids, Michigan

| Code | Lifestyle Segment | Description | Unreached Names | Unreached HH | Military Pop |
|------------------------------|----------------------------|--|--------------------|--------------|--------------|
| <input type="checkbox"/> J04 | College Town Communities | Young, single and college educated households and students living in and around college oriented communities | Ryan & Megan | 1334 | 0 |
| <input type="checkbox"/> F01 | Steadfast Conservatives | Home to high-school educated mature singles and couples living in middle-class urban blue-collar neighborhoods | Archie & Edith | 842 | 0 |
| <input type="checkbox"/> B03 | Urban Commuter Families | Upscale, college educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe | Salvatore & Joanne | 685 | 0 |
| <input type="checkbox"/> I01 | Industrious Country Living | High school educated, upper-middle-class hard-working couples and families found in industrial remote towns and villages across the country | Jerry & Beverly | 369 | 0 |
| <input type="checkbox"/> C04 | Family Convenience | Sprawling families living in remote towns and military bases containing dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military | Tyler & Taylor | 343 | 0 |
| <input type="checkbox"/> K05 | New Generation Activists | Less educated, young, low income minority singles and single-parent families concentrated in the nation's inner cities | Andre & Amanda | 223 | 0 |
| <input type="checkbox"/> C02 | Prime Middle America | A mix of young, upper-middle-class couples and families living in both small towns and mid-sized cities working in well paying white-collar and blue-collar jobs | Shawn & Shannon | 214 | 0 |

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|-----------------------------|-----|---------------------------|--|-----------------|-----|---|
| <input type="checkbox"/> | K01 | Unattached Multi-cultures | Highly mobile, multi-ethnic singles, single parents and unmarried couples living in low-income downtown urban neighbourhoods | Brian & Amy | 184 | 0 |
| <input type="checkbox"/> | G01 | Hardy Rural Families | Predominantly middle-class, older Americans living rustic lifestyles in older single-family houses and mobile homes located in tiny towns and isolated villages | Bob & Bonnie | 177 | 0 |
| <input type="checkbox"/> | D02 | Working Rural Communities | Middle-class empty-nesting couples, middle-aged families and single seniors living in older, industrial towns skilled in blue-collar construction and manufacturing jobs | Bill & Marjorie | 148 | 0 |
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