

# MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*<sup>™</sup>

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### TOP 20 ZIP CODES FOR PROFESSIONAL URBANITES IN MICHIGAN WITH # OF HOUSEHOLDS

48315-Utica	1775
48823-East Lansing	1705
49546-Grand Rapids	1350
48322-West Bloomfield	1292
49441-Muskegon	1127
48430-Fenton	1114
48170-Plymouth	1084
48304-Bloomfield Hills	1061
48152-Livonia	990
48309-Rochester	954
48334-Farmington	928
49686-Traverse City	891
48038-Clinton Township	872
49346-Stanwood	869
48335-Farmington	859
48093-Warren	785
48124-Dearborn	782
48706-Bay City	753
48120-Dearborn	736
48127-Dearborn Heights	693

## Professional Urbanites in Zip 48304

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care. And they tend to live in relatively new



### UNREACHED JACK & JOAN

An upper-middle-class retirement oasis in the metropolitan sprawl containing very active empty nesting couples and older singles

homes and well-kept apartments, enjoying an upscale

lifestyle in the twilight of their careers.

## Unreached Status: 72.3% Unreached in 48304

A significant number of the households in the Professional Urbanites lifestyle segment do not consider themselves to be evangelical or born again. This information is based on a national survey conducted by the Simmons Market Research Bureau, the oldest and most authoritative source for market research in the

US today. Their methodology interviews over 27,000 people across the United States; and their national results are similar to the findings of Barna Research and the Gallup Poll. However, the large sampling size enables IICM to cross reference their findings across each of the

social lifestyle enclaves in the US. Thus within the 48304 zipcode there are 767 Professional Urbanites households that have not been reached with the gospel. Will you be part of a missional team to reach the Professional Urbanites households?

[www.missionalzipcode.org](http://www.missionalzipcode.org)

powered by:



**PROFESSIONAL  
URBANITES  
THUMBNAIL  
DEMOGRAPHICS**

(E03 Percent in Bloomfield Hills,  
Michigan)

15.71% of Zip 48304  
1061 households  
2536 Population

**Generations:**

<20 Years	15.5%
20-34 Years	6.23%
35-54 Years	26.81%
55-64 Years	26.85%
65+ Years	24.61%

**Family Life Cycle:**

Married Couples:	43.38%
Married w/Children	16.58%
Single Parents:	3.01%
Singles (not married):	34.54%
2+Male 2+ Female:	2.75%

**Education:**

College 4+ yrs:	28.7%
College 1-3 yrs:	54.02%
High Schl Graduates:	14.16%
No High Sch Diploma:	2.74%

**Household Income:**

Less than \$25,000:	6.7%
\$25,000 – \$49,999:	16.41%
\$50,000 – \$74,999:	14.95%
\$75,000 – \$99,999:	14.35%
\$100,000 – \$149,999:	24.31%
\$150,000 – \$199,999:	9.97%
\$200,000+:	13.32%

**Ethnicity:**

White:	79.61%
Black:	11.51%
Hispanic:	1.74%
Asian:	8.08%
Native American:	0.08%
Hawaiian/Pacific Islands:	0%
Other/Multiple Race:	0.71%

**Armed Forces:**

Armed Forces Pop:	0
Armed Forces %:	0%

# Socioscape: Lifestyle Topography

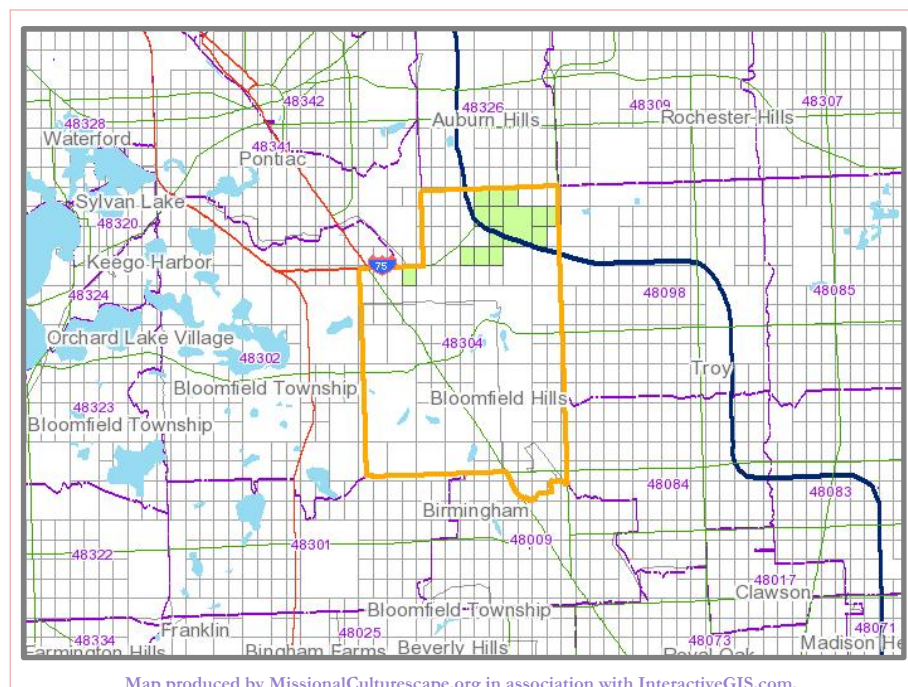
## Consumer Behavior

The financially secure members of Professional Urbanites enjoy cosmopolitan lifestyles. They have high rates for traveling abroad, taking cruises and staying at vacation resorts in the U.S. Their favorite leisure activities include attending live theater and operas, frequenting restaurants and antique shows, and visiting gambling casinos. Their preferred sports are golfing and boating. These well-off, conservative consumers like to drive full-sized luxury cars and hang on to old consumer electronics such as stereos, and favor 35-mm cameras over digital models. When they go shopping, they like to buy clothes at upscale boutique stores like Talbot's and Ann Taylor, and home furnishings from big-box stores like Costco, Home Depot and Bed, Bath & Beyond. Increasingly, they look for products that are environmentally friendly and, in their words, "have stood the test of time-much like themselves.

## Media Usage

Professional Urbanites residents are media traditionalists. They're more likely than average Americans to read newspapers, subscribe to magazines and listen to the radio. They're avid fans of news oriented magazines such as U.S. News & World Report, Newsweek and the New Yorker and turning to cable news networks like CNN, CNBC and Fox News. They're also fans of family-friendly entertainment, and they have high rates for watching the Hallmark Channel, Turner Classic Movies and A&E. Their preferred radio stations go back to an earlier age big band, easy listening and classical music. They're still relative new comers when it comes to the Internet, and some find computers confusing and will never get used to them. However, they're starting to go online to trade stocks, make travel reservations and seek out medical information.

## E03 Map for ZIP 48304



Location of E03, Professional Urbanites households in zip code 48304 in Bloomfield Hills, Michigan

Additional maps available by subscription to MissionalCulturescape.org

## Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the Professional Urbanites lifestyle segment. Represented within the group are active and inactive evangelicals, those who are not evangelical but are active in some form of organized religion (either Christian or non-Christian), those who are involved in some form of spirituality that is not associated with organized religion, and those non-evangelicals who are not

interested religion or spirituality. The chart below outlines the spiritual topography of the Professional Urbanites lifestyle segment in Zip Code 48304.

EVANGELSCAPE	E03	HH	E03%
Active Evangelical Presence	84		7.9%
Religious but not Evangelical	205		19.28%
Spiritual but not Religious	145		13.71%
Non-evangelicals Not Interested	417		39.3%

Data Sources: 2008 AGS, Inc. / Experian; ScanUS, Inc. 2008 microgrid estimates; 2008 Simmons Research Bureau; 2006 TheAmericanChurch.org; and IICM analysis

## PROFESSIONAL URBANITES CONSUMER PATTERNS

(E03 Index in Bloomfield Hills, Michigan)

National average is equal to 100

### WHAT'S HOT:

Own/Lease Domestic-Premium Sporty	866.85
Foreign Travel 1st 3 yrs-Ireland	797.60
Foreign Travel 1st 3 yrs-Reason For Trip-Accompany Spouse On Business	793.25
Foreign Travel 1st 3 yrs-Russia	726.86
Foreign Travel 1st 3 yrs-Panama	646.65
Foreign Travel 1st 3 yrs-Belgium	628.79
Cruise Ship Vacation-Areas Traveled-South America/Panama Canal	547.70
Own Other US Government Bonds	543.80
Own Corporate Bonds	543.59
Cruise Ship Vacation-Areas Traveled-Other European Destination	538.21
Foreign Travel 1st 3 yrs-Holland/The Netherlands	518.23
Contributions-Amount Political Organization-\$200 Or More	517.80

### WHAT'S NOT:

Child Care-Children Age <=6-At Another Home By Relative	8.97
Karate/Martial Arts/Kickboxing	7.02
Hate Brand Names In TV Shows For Commercial Purpose	6.65
Used Disposable Diapers/Training Pants Last 6 Months	6.39
Insecticides-Use Ant/roach Killing Gel Most Often	5.56
Surfing/Windsurfing	5.42
Child Care-Children Age <=6-Group Care Center-Private Daycare	4.76
Own/Lease-Mitsubishi	4.56
Liquid/Powdered Baby Formula-HH Used Last Yr	3.28
Insurance-Small Business	3.19
Children In Household-Presence Of Children By Age-Under 2 Years	2.63
Baby Oil/Baby Lotions-Baby Lotion Used by Children (2-17 Years)	1.34

### HOT MEDIA:

TV-Freq Watch Weight Lifting	284.64
TV-Occas Watch LPGA	262.59
TV-Freq Watch PGA	252.91
The Golf Channel	248.18
Movies-Genre-Foreign Language/Independent	215.72
TV-Freq Watch Arena Football	210.94
Viewed Adult Pay Per View TV	209.12
TV-Freq Watch Champions Tour	208.15
TV-Freq Watch Men's Tennis	205.60
Get TV Info From Newspapers	202.49
TV-Freq Watch LPGA	200.19
TV-Occas Watch NHL Hockey Reg Season	198.60

### COLD MEDIA:

Fuse	9.81
TV-Occas Watch Cart Racing	9.61
TV-Freq Watch WWE	7.63
TV-Freq Watch Monster Truck Racing	1.81
MTV2	1.25

## Linkscope: Connectional Topography

### Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in Professional Urbanites.

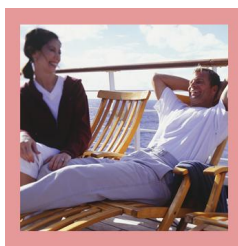
Potential Cultural Bridges	HH
Home Personal Computer-HH Own	833
Ailments Last Yr-Any Ailment	816
Vitamin/Mineral Tabs/Caps/Liquid (Non-Prescription)-Use	786
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	780
Watching Diet (Health/Weight)-Presently Controlling Diet	747
Dining Out (Not Fast Food)	744
Like To Have Circle Of Close Friends	735
Movies-Attended Movie In Last 6 Months	724
Reading Books	712
HH Uses Computer For Internet/E-mail	700

### Cultural Barriers

Values, attitudes or behaviors that might be a barrier to establishing relationships.

Potential Cultural Barriers	HH
Important Continue Learning New Things	535
Prefer To Have Few Possessions As Possible	518
If Won Lottery Would Never Work Again	452
Find It Difficult To Say No To My Kids	393
Speak My Mind Even If It Upsets People	366
Friends More Important Than My Family	340
Like To Do Unconventional Things	329
Like Control Over People And Resources	325
Woman's Place Is In The Home	316
Money Is Best Measure Of Success	288

with these kind of people; or may also be a barrier to their understanding or acceptance of Christ.



Consumer patterns provide opportunities for developing redemptive relationships

### Cultural Themes

Topics that arise out of their culture that we could use in our presentation of the gospel that would help them to understand it.

Potential Cultural Themes	HH
Important To Respect Customs And Beliefs	726
You Should Seize Opportunities In Life	670
Prefer To Have Few Possessions As Possible	518
Like To Understand About Nature	461
Important Feel Respected By My Peers	360
Prefer Work Part Of Team Than Alone	340
Have Keen Sense Of Adventure	333
Important To Juggle Various Tasks	299
People Have To Take Me As They Find Me	288
Good At Fixing Things	277





# APEPT Missional Roles

TAKE THE  
APEPT SURVEY  
ONLINE  
[www.apept.org](http://www.apept.org)

The APEPT missional roles are: Apostolic, Prophetic, Evangelistic, Pastoral and Teaching. It will take all of these roles working together in order to reach Professional Urbanites in Zip 48304



APEPT Missionalilty™ is based upon Ephesians 4:11-12

MINISTRY AREAS	PURPOSE
APEPT Missionality	Roles
Missional Coach	Mentoring
Missional College	Training
Missional Context	Researching
Missional Corps	Networking
Missional Culturescape	Mapping
Missional Cyclopedia	Informing
Missional Library	Resourcing
Missional Zipcode	Implementing

## Apostolic Role: Doing It New

Believers with the apostolic gift are needed to start new approaches, ministries, and congregations that reach Professional Urbanites households.

## Prophetic Role: Doing It Better

Prophetic gifted people are needed to evaluate community & congregational issues

in order to increase effectiveness.

## Evangelistic Role: Doing It Now

Believers gifted as Evangelists are needed to learn how to share the gospel in culturally-appropriate ways to equip and mobilize others

## Pastoral Role: Doing It Together

Pastorally gifted people are needed to disciple new believers in Professional Urbanites in culturally-appropriate ways.

## Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Professional Urbanites group to multiply among them.



We empower and engage evangelical, Christian believers in North America and beyond to collect and develop missional research, training and resources and to disseminate them effectively and globally in order to foster a grass-roots missional movement that impacts local communities in culturally-appropriate ways.

To order another Missional Zipcode Catalogue please visit [www.missionalzipcode.org](http://www.missionalzipcode.org).

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Linkscape (Continued from page 3)

## Shared Places

Places or events these people frequent where we could interact meaningfully with them and develop relationships with them for the sake of the gospel.

Potential Shared Places	HH
Family Restaurants/Steak Houses-Visit Any	926
Fast Food/Drive-In Restaurant-Visit Any	815
McDonald's	545
Applebee's	322
Burger King	293
Olive Garden	287
Wendy's	261
Subway	236
Outback Steakhouse	203
Taco Bell	198

## Shared Projects

The social or community projects in which these kind of people are involved

that we could join in with them as a means of developing relationships while "serving with them."

Potential Shared Projects	HH
Voted in fed/state/local election	607
Recycled products	517
Worked as volunteer (non political)	218
Engaged in fund raising	109
Wrote to elected offfcl about publ bus	84

## Communication

Communications issues related to this group that may impact the way in which believers should communicate with them.

Top Radio Formats	HH
Adult Contemporary Radio	246
CHR-Contemporary Hit Radio	168
News/Talk Radio	159
All Talk Radio	158
Country Radio	135
Oldies Radio	132
Alternative Radio	125
All News Radio	120
Rock Radio	112