

## Composition of Zipcode 49855

Category	Zip Code
2010 Population	33,749
2010 Households	12,609
2010 Group Quarters	4,277

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	9,620	76%
HH Uses Computer For Internet/E-mail	7,863	62%
Reading Books	7,132	57%
McDonald's	7,099	56%
Watching Diet (Health/Weight)-Presently	6,855	54%
Controlling Diet		
Non-Presc-For Regular Headaches	6,544	52%
Heartburn/Indigestion Aids/Anti-Nausea-Use	6,174	49%

## Getting Informed

More zip information may be found on the [MissionalCorps.org](http://MissionalCorps.org) website and more specific data for each lifestyle segment may be accessed at the BSCM Missional Resources web page.

## Getting Involved

To learn more about this location, please contact convention office ([info@bscm.org](mailto:info@bscm.org)).

### NOTES:

The Communities Summary identifies the top three types of communities in the zip code, the number of households, and the percent of the zip code. Communities are comprised of multiple lifestyle segments.

The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of households, percent of the zip code households, and the percent of households that are unreached. Lifestyle Segments are individual groups of people with similar living preferences and patterns.

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.

Location Composition: Listed are the total number of people and the total number of households in the county.

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.

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## Reaching Marquette, Michigan

# MISSIONAL ZIPCODE DIGEST

## Zipcode 49855 Community Types

### Inside

Community Types	1
Lifestyle Segments	2
Spiritual Indicators	2
Religious Indicators	3
Zip Composition	4
Cultural Bridges	4
Notes	4

### Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and people and language and people and nation."



Households: 3,787  
Percent: 30.03%

### 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 Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.



Households: 3,628  
Percent: 28.77%

### Working Communities

Most residents of Working Communities 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. These jobs 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.



Households: 1,563  
Percent: 12.4%

### Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. 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.

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## Top Lifestyle Segments in Zipcode 49855



### 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: 3,232  
Percent: 25.63%



### 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: 1,984  
Percent: 15.73%



### Working Rural Communities (60% Unreached)

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.

Households: 937  
Percent: 7.43%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	8,552	67.82%
Religious but NOT Evangelical	1,716	13.61%
Spiritual but NOT Evangelical	1,639	13%
Non-Evangelical but NOT Interested	5,196	41.21%

### Family Convenience (64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.



Households: 898  
Percent: 7.12%

### 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: 890  
Percent: 7.06%

### 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: 762  
Percent: 6.04%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	636	5.04%
Inactive Evangelical HHlds	3,421	27.13%