Composition of Zipcode 48045

Category	Zip Code
2010 Population	25,370
2010 Households	11,277
2010 Group Quarters	51

Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	9,378	83%
HH Uses Computer For Internet/E-mail	7,739	69%
Reading Books	6,660	59%
Watching Diet (Health/Weight)-Presently	6,416	57%
Controlling Diet		
McDonald's	6,354	56%
Non-Presc-For Regular Headaches	5,914	52%
Voted in fed/state/local election	5,847	52%

Getting Informed

More zip information may be found on the 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).

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

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

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.

Reaching Harrison Township, MI

MISSIONAL ZIPCODE DIGEST

Zipcode 48045 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

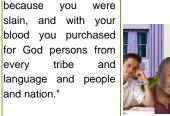
every



Households: 5,813 Percent: 51.55%



Households: 3,010 Percent: 26.69%



Households: 1.370 Percent: 12.15%





community in business clubs, environmental groups and the arts. Working Communities Most residents of Working Communities are high

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes,

predominantly white, college educated, Baby Boom

parents. Most adults work as executives and white

collar professionals. They are active members of the

significant home values and top educational

achievements. Households in these exclusive suburban neighborhoods are headed by

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.

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.



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Moderate Conventionalists

Top Lifestyle Segments in Zipcode 48045



Small-town Success

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.

Households: 2,310 Percent: 20.48%

Urban Commuter Families

(67% Unreached)

(69% 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: 2,034 Percent: 18.04%



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: 1,864 Percent: 16.53%

Successful Suburbia

services and professional offices.

The households in Successful Suburbia are located primarily in East Coast towns on the metro fringe. Predominantly white and college educated, these middle-aged couples and families have settled in upscale homes built around 1985. These homeowners earn relatively high incomes from a combination of management and professional jobs in health care, retail and manufacturing. This cluster is a haven for married couples with children.

(67% Unreached)

With many key demographic measures close to the national average-including age, income and education- members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and hold well-paying blue-collar and white-collar jobs.

Stable Careers is a collection of young and ethnically diverse singles living in

big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A quarter

of the households are of Hispanic and Asian and are slightly less affluent than

others dominated by Generation Y residents. More than half of households

have gone to college and most have landed white-collar jobs in retail, health

Stable Careers

(72% Unreached)

(75% Unreached)



Households: 788 Percent: 6.99%

Households: 772 Percent: 6.85%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	7,783	69.02%
Religious but NOT Evangelical	1,784	15.82%
Spiritual but NOT Evangelical	1,276	11.32%
Non-Evangelical but NOT Interested	4,746	42.09%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	548	4.86%
Inactive Evangelical HHlds	2,946	26.13%



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Households: 1,045 Percent: 9.27%