Composition of Zipcode 48084

Category	Zip Code
2010 Population	14,185
2010 Households	6,522
2010 Group Quarters	19

Missionscape: Cultural Bridges

NOTES

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	5,651	87%
HH Uses Computer For Internet/E-mail	5,035	77%
Reading Books	4,176	64%
Watching Diet (Health/Weight)-Presently	3,810	58%
Controlling Diet		
HH Uses Computer For Word Processing	3,630	56%
McDonald's	3,499	54%
Non-Presc-For Regular Headaches	3,408	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).

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 Troy, Michigan

MISSIONAL ZIPCODE DIGEST

Zipcode 48084 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

blood you purchased

tribe

were

because vou

every

and nation."



Households: 3,363 Percent: 51.56%



Households: 2,720 Percent: 41.7%



Households: 305 Percent: 4.68%





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.

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.

Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic 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.



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Top Lifestyle Segments in Zipcode 48084



Households: 3,363 Percent: 51.56%



Young Cosmopolitans

(78% Unreached)

(72% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

Households: 1,390 Percent: 21.31%

Dream Weavers

Dream Weavers is home to well-off families living an affluent, suburban version of the American Dream. Ranked second in terms of wealth, they live in new-money subdivisions, possess high incomes, have college degrees and own large houses valued at more than twice the national average. Many households contain families with school-aged children-no segment has a higher rate of married residents-and more than half contain dual-income

White-Collar Suburbia

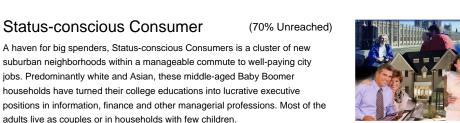
Status-conscious Consumer

adults live as couples or in households with few children.

White-collar Suburbia is a haven for upscale Baby Boomers living in suburban comfort. But unlike the overwhelmingly white suburbs of a generation ago, this cluster has the highest concentration of Asians in the nation-about four times the U.S. average. Most of the adults are married couples with children, have attended college and are employed as white-collar professionals, managers and executives.



Households: 433 Percent: 6.64%



Households: 354 Percent: 5.43%



Small-town Success

couples.

(69% Unreached)

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: 446 Percent: 6.84%

Unattached Multi-cultures

(69% Unreached)

(81% Unreached)

Unattached Multi-cultures is filled with multi-ethnic singles, single parents and unmarried couples living in downtown neighborhoods in cities. Nearly two-thirds of the adults are under 35 years old and more than a third of the residents are minorities. Living in low-income urban areas, these less educated households possess median incomes barely above the poverty line with home values only half the national average.



Households: 305 Percent: 4.68%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	4,907	75.24%
Religious but NOT Evangelical	1,054	16.17%
Spiritual but NOT Evangelical	966	14.81%
Non-Evangelical but NOT Interested	2,887	44.27%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	304	4.66%
Inactive Evangelical HHIds	1,311	20.10%