Composition of Zipcode 48135

Category	Zip Code
2010 Population	28,501
2010 Households	10,663
2010 Group Quarters	18

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	8,518	80%
HH Uses Computer For Internet/E-mail	6,716	63%
McDonald's	6,121	57%
Watching Diet (Health/Weight)-Presently	5,852	55%
Controlling Diet		
Voted in fed/state/local election	5,618	53%
Reading Books	5,604	53%
Non-Presc-For Regular Headaches	5,588	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 patterns

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 Garden City, Michigan

MISSIONAL ZIPCODE DIGEST

Zipcode 48135 Community Types

Inside		
Community Types	1	
Lifestyle Segments	2	WARE H
Spiritual Indicators	2	
Religious Indicators	3	
Zip Composition	4	Households: 6,885
Cultural Bridges	4	Percent: 64.57%
Notes	4	



Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes

Working Communities

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.

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.

Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



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Rev. 5:9 And they sang a new

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





Households: 1,997

Percent: 18.73%

Households: 1,487 Percent: 13.95%

(65% Unreached)

Top Lifestyle Segments in Zipcode 48135



Households: 6,719 Percent: 63.01%

Households: 1,959

Percent: 18.37%

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.

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.

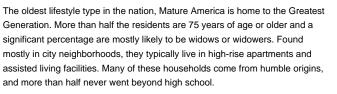
Prime Middle America

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Mature America

(81% Unreached)

(72% Unreached







Households: 208 Percent: 1.95%



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: 985 Percent: 9.24%

Stable Careers

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 services and professional offices.

Households: 144 Percent: 1.35%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	7,257	68.05%
Religious but NOT Evangelical	1,732	16.24%
Spiritual but NOT Evangelical	1,191	11.17%
Non-Evangelical but NOT Interested	4,334	40.64%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,281	12.02%
Inactive Evangelical HHIds	2,125	19.93%