Composition of Zipcode 48140

CategoryZip Code2010 Population3,2372010 Households1,1222010 Group Quarters31

Missionscape: Cultural Bridges

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	950	85%
HH Uses Computer For Internet/E-mail	802	71%
McDonald's	692	62%
Watching Diet (Health/Weight)-Presently	641	57%
Controlling Diet		
Non-Presc-For Regular Headaches	637	57%
Reading Books	627	56%
Voted in fed/state/local election	615	55%

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).

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 Ida, Michigan

MISSIONAL ZIPCODE DIGEST

Zipcode 48140 Community Types

Inside Community Types 1 Lifestyle Segments 2 Spiritual Indicators 2 Religious Indicators 3

Households: 700 Percent: 62.39%



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.

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational

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

achievements. Households in these exclusive suburban neighborhoods are headed by

Upscale Communities



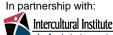
Households: 256 Percent: 22.82%

Households: 166 Percent: 14.8%

Urban Communities

and the arts.

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.



Zip Composition

Cultural Bridges

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

for God persons from

language and people

tribe

and

because vou

every

and nation."

Notes

www.iicm.net



Top Lifestyle Segments in Zipcode 48140



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: 694 Percent: 61.85%

Rugged Rural Style

(58% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.



Households: 72 Percent: 6.42%



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: 206 Percent: 18.36%

Small-town Success

(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: 47 Percent: 4.19%



Academic Influences

(61% Unreached)

Students help to set the tone of Academic Influences, a cluster of multi-ethnic campus communities where one in five residents lives in a dormitory. Young families also dominate the demographics of this cluster, thanks to recent college graduates who are now married with children. As a group, these well-educated households have above average incomes from white-collar jobs in education and health care.

Households: 94 Percent: 8.38%

Prime Middle America

(65% Unreached)

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.



Households: 6 Percent: 0.53%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	719	64.09%
Religious but NOT Evangelical	105	9.34%
Spiritual but NOT Evangelical	156	13.86%
Non-Evangelical but NOT Interested	459	40.9%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	101	9.01%
Inactive Evangelical HHlds	302	26.90%