

Composition of Zipcode 48208

Category	Zip Code
2010 Population	11,341
2010 Households	4,353
2010 Group Quarters	651

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	2,650	61%
McDonald's	2,455	56%
Urban Contemporary	2,218	51%
Reading Books	2,034	47%
Watching Diet (Health/Weight)-Presently	1,924	44%
Controlling Diet		
Movies-Genre-Action/Adventure	1,923	44%
Movies-Genre-Comedy	1,891	43%

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 Detroit, Michigan

MISSIONAL ZIPCODE DIGEST

Zipcode 48208 Community Types

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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 you were slain, and with your blood you purchased for God persons from every tribe and people and language and people and nation."

In partnership with:



Households: 3,865
Percent: 88.79%

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.



Households: 417
Percent: 9.58%

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.



Households: 47
Percent: 1.08%

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.

Top Lifestyle Segments in Zipcode 48208



Struggling City Centers (68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

Households: 1,994
Percent: 45.81%



Getting By (76% Unreached)

Getting By stands at the bottom rung of the socioeconomic ladder, a financially challenged cluster of young high school-educated and mainly African-American households where the median income is lowest in the nation. Much of the housing consists of older rowhouses and low-rise apartments worth less than half the national average. Located in dense neighborhoods, these single and single-parent minority households struggle with high unemployment and low paying jobs.

Households: 1,605
Percent: 36.87%



Minority Metro Communities (74% Unreached)

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.

Households: 417
Percent: 9.58%

Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	3,118	71.64%
Religious but NOT Evangelical	1,372	31.52%
Spiritual but NOT Evangelical	152	3.5%
Non-Evangelical but NOT Interested	1,706	39.18%

New Generation Activists (67% Unreached)

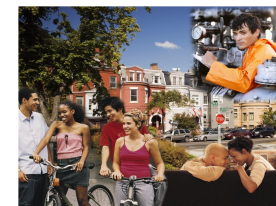
Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, households earn about half the national average.



Households: 106
Percent: 2.44%

Metro Beginnings (74% Unreached)

Married couples with children would feel lonely in Metro Beginnings. No cluster has a higher proportion of one-person households, and most residents live in apartments filled with under-45-year-old singles, divorced men and women, and solo-parent families. In their diverse inner-city neighborhoods-Hispanics and African Americans make up more than half the populace-households struggle against high unemployment, low educational levels and low incomes.



Households: 85
Percent: 1.95%

African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.



Households: 75
Percent: 1.72%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	464	10.67%
Inactive Evangelical HHlds	770	17.69%