

Composition of Zipcode 48334

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 17,214 |
| 2010 Households | 7,369 |
| 2010 Group Quarters | 405 |

Missionscape: Cultural Bridges

| Cultural Bridge | #HHlds | %HHlds |
|-----------------------------------------|--------|--------|
| Home Personal Computer-HH Own | 6,178 | 84% |
| HH Uses Computer For Internet/E-mail | 5,280 | 72% |
| Reading Books | 4,647 | 63% |
| Watching Diet (Health/Weight)-Presently | 4,530 | 61% |
| Controlling Diet | | |
| Voted in fed/state/local election | 4,057 | 55% |
| McDonald's | 3,955 | 54% |
| HH Uses Computer For Word Processing | 3,929 | 53% |

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.

© Copyright 2012 by IICM and its data suppliers.

Reaching Farmington, Michigan

MISSIONAL ZIPCODE DIGEST

Zipcode 48334 Community Types

Inside

| | |
|----------------------|---|
| Community Types | 1 |
| Lifestyle Segments | 2 |
| Spiritual Indicators | 2 |
| Religious Indicators | 3 |
| Zip Composition | 4 |
| Cultural Bridges | 4 |
| Notes | 4 |

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: 4,222
Percent: 57.29%

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.



Households: 2,015
Percent: 27.34%

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.



Households: 823
Percent: 11.17%

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.

Top Lifestyle Segments in Zipcode 48334



Professional Urbanites (72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Households: 928
Percent: 12.59%



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: 902
Percent: 12.24%



Dream Weavers (72% Unreached)

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 couples.

Households: 762
Percent: 10.34%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 5,374 | 72.93% |
| Religious but NOT Evangelical | 1,228 | 16.67% |
| Spiritual but NOT Evangelical | 937 | 12.71% |
| Non-Evangelical but NOT Interested | 3,211 | 43.58% |

Young Cosmopolitans (78% 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: 725
Percent: 9.84%

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: 698
Percent: 9.47%

White-Collar Suburbia (81% Unreached)

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: 625
Percent: 8.48%

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-------|--------|
| Active Evangelical HHlds | 375 | 5.09% |
| Inactive Evangelical HHlds | 1,620 | 21.98% |