Composition of Zipcode 48429

Category	Zip Code
2010 Population	8,995
2010 Households	3,556
2010 Group Quarters	155

Missionscape: Cultural Bridges

NOTES

#HHIds	%HHIds
2,800	79%
2,246	63%
2,064	58%
1,943	55%
1,905	54%
1,885	53%
1,794	50%
	2,800 2,246 2,064 1,943 1,905 1,885

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

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

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.

Reaching Durand, Michigan

MISSIONAL ZIPCODE DIGEST

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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,

tribe

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lor Contextual Ministry

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were

because vou

every

and nation."



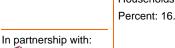
Households: 1.220 Percent: 34.31%



Households: 1,193 Percent: 33.55%



Households: 583 Percent: 16.39%



Zipcode 48429 Community Types

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.

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.

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.



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Family Convenience

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: 886 Percent: 24.92%



Steadfast Conservatives

(69% Unreached)

(64% 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.

Households: 858 Percent: 24.13%



Urban Commuter Families

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: 479 Percent: 13.47%

Urban Diversity (67% Unreached) Not all families have fled the nation's cities for the far-out suburbs. In Urban

average.

Working Rural Communities

New Generation Activists

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.

Concentrated in the nation's inner cities, New Generation Activists is often the

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

first home-on-their-own cluster for young singles and single-parent families.



Households: 237 Percent: 6.66%



Households: 198 Percent: 5.57%

(72% Unreached)

(60% Unreached)

(67% Unreached)

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care and food services.

Households: 153 Percent: 4.3%

Evangelscape: Spiritual Indicators

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SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	2,362	66.43%
Religious but NOT Evangelical	443	12.46%
Spiritual but NOT Evangelical	461	12.98%
Non-Evangelical but NOT Interested	1,458	40.99%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHIds	299	8.42%
Inactive Evangelical HHlds	894	25.15%