## Composition of Zipcode 48507

Category	Zip Code
2010 Population	29,108
2010 Households	13,203
2010 Group Quarters	256

## Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	9,785	74%
McDonald's	7,443	56%
HH Uses Computer For Internet/E-mail	7,357	56%
Reading Books	6,909	52%
Watching Diet (Health/Weight)-Presently	6,812	52%
Controlling Diet		
Non-Presc-For Regular Headaches	6,607	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	6,310	48%

# 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

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 Flint, Michigan

## **MISSIONAL ZIPCODE DIGEST**

## Zipcode 48507 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,

tribe

were

because vou

every

and nation."



construction, health services, retail, wholesale and food service. These jobs provide a stable household Households: 7.151 economy supporting personal and family pursuits in Percent: 54.16% everyday life. This ethnically diverse mix of single

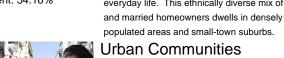


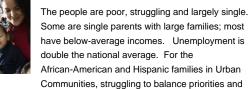
Households: 1,926 Percent: 14.59%



Households: 1,791 Percent: 13.57%







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.

## **Upscale** Communities

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,

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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(69% Unreached)

Getting By

Small-city Endeavors

Small-city Endeavors has a split personality, reflecting the cluster's mix of

share blocks with longtime residents, drawn to the affordable housing and

and the employment base largely consists of low-wage blue-collar jobs.

short commutes to work. Many of the adults never went beyond high school,

Getting By stands at the bottom rung of the socioeconomic ladder, a financially

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

challenged cluster of young high school-educated and mainly

young and old, singles, families and single parent households. In these diverse

working-class communities concentrated primarily in the Midwest, newcomers



## Steadfast Conservatives

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: 5,226 Percent: 39.58%



## 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: 1,675 Percent: 12.69%



## 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: 1,030 Percent: 7.8%

## Moderate Conventionalists

with high unemployment and low paying jobs.

With many key demographic measures close to the national average-including age, income and education- members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and hold well-paying blue-collar and white-collar jobs.

Households: 758 Percent: 5.74%

(67% Unreached)

(76% Unreached)

(67% Unreached)



Households: 704 Percent: 5.33%



### Households: 521 Percent: 3.95%

## **Evangelscape:** Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	9,089	68.84%
Religious but NOT Evangelical	2,500	18.93%
Spiritual but NOT Evangelical	1,275	9.66%
Non-Evangelical but NOT Interested	5,321	40.3%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,548	11.72%
Inactive Evangelical HHIds	2,566	19.44%