### Composition of Zipcode 48529

Category Zip Code 2010 Population 10.596 2010 Households 4,371 2010 Group Quarters 66

Missionscape: Cultural Bridges		
Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	3,194	73%
McDonald's	2,552	58%
HH Uses Computer For Internet/E-mail	2,413	55%
Reading Books	2,228	51%
Non-Presc-For Regular Headaches	2,200	50%
Watching Diet (Health/Weight)-Presently	2,186	50%
Controlling Diet		
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,182	50%

# 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).

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 Burton, Michigan

# MISSIONAL ZIPCODE DIGEST

### **Zipcode 48529 Community Types**

# Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3

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

In partnership with:

Intercultural Institute

www.iicm.net

tribe

and

because vou

every

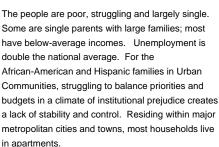
and nation."

Notes

Households: 3,388 Percent: 77.51%

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,

# Urban Communities



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.



Households: 352 Percent: 8.05%



Households: 295

Percent: 6.75%

## **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.



# Top Lifestyle Segments in Zipcode 48529



#### Steadfast Conservatives

(69% 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: 2,588 Percent: 59.21%



#### **Small-city Endeavors**

(67% Unreached)

Small-city Endeavors has a split personality, reflecting the cluster's mix of young and old, singles, families and single parent households. In these diverse working-class communities concentrated primarily in the Midwest, newcomers share blocks with longtime residents, drawn to the affordable housing and short commutes to work. Many of the adults never went beyond high school, and the employment base largely consists of low-wage blue-collar jobs.

Households: 658 Percent: 15.05%



#### Households: 308 Percent: 7.05%

**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.

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	2,949	67.48%
Religious but NOT Evangelical	728	16.66%
Spiritual but NOT Evangelical	418	9.57%
Non-Evangelical but NOT Interested	1,803	41.25%

#### Urban Blues

(64% Unreached)

While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic-roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.



Households: 243 Percent: 5.56%

### Rural Southern Living

(59% Unreached)

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.



Households: 230 Percent: 5.26%

#### **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: 84 Percent: 1.92%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	535	12.24%
Inactive Evangelical HHlds	887	20.29%