Composition of Zipcode 49001

Category	Zip Code
2010 Population	21,000
2010 Households	8,898
2010 Group Quarters	307

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	6,411	72%
McDonald's	4,995	56%
HH Uses Computer For Internet/E-mail	4,851	55%
Reading Books	4,732	53%
Watching Diet (Health/Weight)-Presently	4,619	52%
Controlling Diet		
Non-Presc-For Regular Headaches	4,412	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	4,265	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 patterns

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 Kalamazoo, Michigan

MISSIONAL ZIPCODE DIGEST

Zipcode 49001 Community Types

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

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."



Households: 4,920 Percent: 55.29%



Households: 2,381 Percent: 26.76%



Households: 745 Percent: 8.37%





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

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.

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.

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.



© Copyright 2012 by IICM and its data suppliers.

Top Lifestyle Segments in Zipcode 49001



Steadfast Conservatives

(69% Unreached)

A guietly 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: 4,087 Percent: 45.93%



Households: 730 Percent: 8.2%

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.

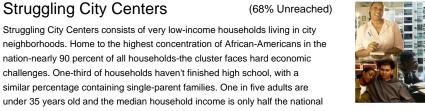
Urban Commuter Families

Struggling City Centers

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: 503 Percent: 5.65%



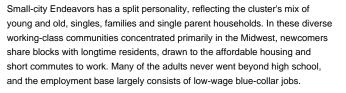
(67% Unreached)

Households: 424 Percent: 4.77%

Small-city Endeavors

average.

(67% Unreached)





Households: 379 Percent: 4.26%

College Town Communities

(83% Unreached)

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.

Households: 552 Percent: 6.2%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	6,245	70.19%
Religious but NOT Evangelical	1,628	18.3%
Spiritual but NOT Evangelical	960	10.79%
Non-Evangelical but NOT Interested	3,681	41.37%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	832	9.35%
Inactive Evangelical HHIds	1,821	20.47%