

Composition of Zipcode 49103

Category	Zip Code
2010 Population	12,875
2010 Households	4,434
2010 Group Quarters	1,280

Missionscape: Cultural Bridges

Cultural Bridge	#HHids	%HHids
Home Personal Computer-HH Own	3,538	80%
HH Uses Computer For Internet/E-mail	2,828	64%
Reading Books	2,598	59%
McDonald's	2,480	56%
Watching Diet (Health/Weight)-Presently	2,430	55%
Controlling Diet		
Non-Presc-For Regular Headaches	2,317	52%
Voted in fed/state/local election	2,278	51%

Getting Informed

More zip information may be found on the MissionCorps.org website and more specific data for each lifestyle segment may be accessed at the BSCM Missional Resources web page.

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 unreach ed. Lifestyle Segments are individual groups of people with similar living preferences and patterns.

The numbers in the Evangel scape 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.

Getting Involved

To learn more about this location, please contact convention office (info@bscm.org).

Reaching Berrien Springs, MI

MISSIONAL ZIPCODE DIGEST

Zipcode 49103 Community Types

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



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.



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.



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 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.

Top Lifestyle Segments in Zipcode 49103



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: 1,439

Percent: 32.45%



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: 567

Percent: 12.79%



Academic Influences

(61% Unreached)

Students help to set the tone of Academic Influences, a cluster of multi-ethnic campus communities where one in five residents lives in a dormitory. Young families also dominate the demographics of this cluster, thanks to recent college graduates who are now married with children. As a group, these well-educated households have above average incomes from white-collar jobs in education and health care.

Households: 484

Percent: 10.92%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDs	ZIP %
Unreached	2,983	67.27%
Religious but NOT Evangelical	684	15.43%
Spiritual but NOT Evangelical	487	10.99%
Non-Evangelical but NOT Interested	1,812	40.86%

Family Convenience

(64% Unreached)

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: 395

Percent: 8.91%

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: 251

Percent: 5.66%

Major University Towns

(81% Unreached)

Major University Towns is forever young, thanks to the students who arrive each year to this collection of university-filled cities. More than three-quarters of the households consist of students living in dormitories—the highest rate in the nation. Unlike the College Town Communities cluster, which consists of smaller towns and campus communities, this segment is a collection of satellite cities that house sprawling universities.



Households: 185

Percent: 4.17%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	728	16.42%
Inactive Evangelical HHlds	723	16.31%