## Composition of Zipcode 49630

Category	Zip Code
2010 Population	1,381
2010 Households	677
2010 Group Quarters	0

### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	526	78%
HH Uses Computer For Internet/E-mail	435	64%
Watching Diet (Health/Weight)-Presently	412	61%
Controlling Diet		
Reading Books	392	58%
McDonald's	380	56%
Voted in fed/state/local election	359	53%
Non-Presc-For Regular Headaches	350	52%

# 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).

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

The Communities Summary identifies the top three types of communities in the zip code, the

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.

Reaching Empire, Michigan

# **MISSIONAL ZIPCODE DIGEST**

# Zipcode 49630 Community Types



4

Inside

Notes

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

tribe

vou

were

because

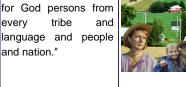
and nation."

every

Households: 270 Percent: 39.88%



Households: 202 Percent: 29.84%



Households: 173 Percent: 25.55%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net

# 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.

### **Country Communities**

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.



© Copyright 2012 by IICM and its data suppliers.

(67% Unreached)

# Top Lifestyle Segments in Zipcode 49630



Households: 201 Percent: 29.69%



# **Professional Urbanites**

care and education services.

Urban Commuter Families

## (72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Not all families have fled the nation's cities for the far-out suburbs. In Urban

Many of these upscale, college-educated households contain dual-income

Commuter Families, Baby Boomer families and couples are content to live in

comfortable, single detached homes in city neighborhoods on the metro fringe.

couples who put in long hours as professionals and managers in retail, health

**Family Convenience** 

Industrious Country Living

households earning more than \$75,000 per year.

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.

Found in remote towns and villages across the country, Industrious Country

manufacturing, construction, retail and wholesale trades and home

relatively new homes. They earn respectable incomes with one in three

Living consists of hard-working couples and families who earn their living from

businesses. They're predominantly white, high school educated and owners of



Households: 83 Percent: 12.26%

Households: 70

Percent: 10.34%

(64% Unreached)

(68% Unreached)

(58% Unreached)

#### Households: 161 Percent: 23.78%



# Hardy Rural Families

#### (61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Households: 103 Percent: 15.21%

# Rugged Rural Style

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

Households: 21 Percent: 3.1%

# Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	454	67.04%
Religious but NOT Evangelical	93	13.76%
Spiritual but NOT Evangelical	98	14.52%
Non-Evangelical but NOT Interested	262	38.76%

# Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	14	2.07%
Inactive Evangelical HHlds	209	30.89%