

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

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TOP 20 ZIP CODES FOR SOUTHERN BLUES IN MICHIGAN WITH # OF HOUSEHOLDS

48220-Ferndale	1082
48910-Lansing	802
48912-Lansing	743
49503-Grand Rapids	633
49504-Grand Rapids	565
49505-Grand Rapids	539
48340-Pontiac	517
48126-Dearborn	450
48507-Flint	407
48212-Hamtramck	346
48228-Detroit	306
48320-Keego Harbor	297
49417-Grand Haven	284
48183-Trenton	266
49548-Grand Rapids	265
48186-Westland	254
49008-Kalamazoo	249
49441-Muskegon	244
48239-Redford	235
49203-Jackson	211

Southern Blues in Zip 48910

Racially mixed and lower-middle-class, Southern Blues is home to singles, couples and divorced men and women living in satellite cities throughout the South, especially in Florida. With two-thirds of households unmarried and almost half under 40 years old, this cluster reflects a relatively young and unattached populace. A high percentage of residents live in older, garden-style apartments. Most of the households are high school educated and are working at lower-echelon jobs in manufacturing, retail, health



UNREACHED CURTIS & CONNIE

Racially mixed, young and lower-middle-class singles and couples living in older, garden style apartments in satellite cities throughout the South

care and food services. Although they pay average rents for their apartments, their median household

income is lower-middle-class and they've yet to achieve financial security.

Unreached Status: 70.45% Unreached in 48910

A significant number of the households in the Southern Blues lifestyle segment do not consider themselves to be evangelical or born again. This information is based on a national survey conducted by the Simmons Market Research Bureau, the oldest and most authoritative source for market research in the

US today. Their methodology interviews over 27,000 people across the United States; and their national results are similar to the findings of Barna Research and the Gallup Poll. However, the large sampling size enables IICM to cross reference their findings across each of the

social lifestyle enclaves in the US. Thus within the 48910 zipcode there are 565 Southern Blues households that have not been reached with the gospel. Will you be part of a missional team to reach the Southern Blues households?

www.missionalzipcode.org

powered by:



**SOUTHERN BLUES
THUMBNAIL
DEMOGRAPHICS**

(F03 Percent in Lansing,
Michigan)

5.4% of Zip 48910

802 households

496 Population

Generations:

<20 Years	23.65%
20-34 Years	26.96%
35-54 Years	27.99%
55-64 Years	9.26%
65+ Years	12.14%

Family Life Cycle:

Married Couples:	27.64%
Married w/Children	17.59%
Single Parents:	12.56%
Singles (not married):	34.17%
2+Male 2+ Female:	8.04%

Education:

College 4+ yrs:	8.99%
College 1-3 yrs:	57.06%
High Schl Graduates:	26.11%
No High Sch Diploma:	9.27%

Household Income:

Less than \$25,000:	26.13%
\$25,000 – \$49,999:	34.17%
\$50,000 – \$74,999:	30.65%
\$75,000 – \$99,999:	4.02%
\$100,000 – \$149,999:	3.02%
\$150,000 – \$199,999:	0.5%
\$200,000+:	1.51%

Ethnicity:

White:	85.7%
Black:	8.33%
Hispanic:	5.56%
Asian:	3.09%
Native American:	0.62%
Hawaiian/Pacific Islands:	0%
Other/Multiple Race:	2.26%

Armed Forces:

Armed Forces Pop:	0
Armed Forces %:	0%

Socioscape: Lifestyle Topography

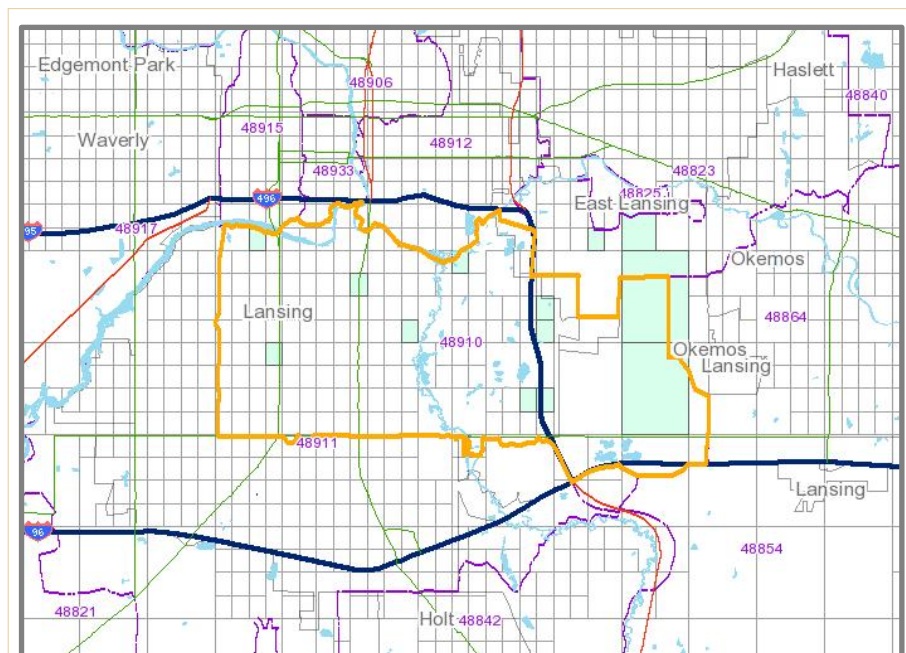
Consumer Behavior

The lifestyle of Southern Blues reflects a young, working-class sensibility. With limited means for expensive leisure activities, residents spend their free time playing sports like basketball, soccer and volleyball. Their lack of discretionary income keeps them close to home, frequenting local establishments to play pool and socialize. Although they like to buy the latest fashion, they're budget-conscious shoppers who frequent discount clothiers like Marshall's and T.J. Maxx. These households travel infrequently and own few investments of any kind. They are mostly independent and would prefer spending times with friends then family.

Media Usage

The members of Southern Blues are dedicated TV fans. They watch primetime sitcoms and daytime soaps on network TV, and they watch a variety of cable channels at high rates, including BET, MTV, Spike TV, Lifetime and Comedy Central. Unlike many other Mosaic types with young populations, these residents aren't big on the Internet-except when they have a chance to visit online job sites. They do excel in more traditional media patterns, reading newspapers (especially the Sunday classifieds) and listening to radio stations that play Spanish, urban contemporary and top-40 music. They say they like to read magazines to stay informed, but what they're mostly interested in is the latest news in music and pop culture. Among their most read titles include Vibe, Stuff, Esquire and Jet.

F03 Map for ZIP 48910



Map produced by MissionalCulturescape.org in association with InteractiveGIS.com.

Location of F03, Southern Blues households in zip code 48910 in Lansing, Michigan

Additional maps available by subscription to MissionalCulturescape.org

Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the Southern Blues lifestyle segment. Represented within the group are active and inactive evangelicals, those who are not evangelical but are active in some form of organized religion (either Christian or non-Christian), those who are involved in some form of spirituality that is not associated with organized religion, and those non-evangelicals who are not

interested religion or spirituality. The chart below outlines the spiritual topography of the Southern Blues lifestyle segment in Zip Code 48910.

EVANGELSCAPE	F03	HH	F03%
Active Evangelical Presence	68		8.43%
Religious but not Evangelical	152		18.96%
Spiritual but not Religious	64		8.04%
Non-evangelicals Not Interested	348		43.45%

Data Sources: 2008 AGS, Inc. / Experian; ScanUS, Inc. 2008 microgrid estimates; 2008 Simmons Research Bureau; 2006 TheAmericanChurch.org; and IICM analysis

SOUTHERN BLUES CONSUMER PATTERNS

(F03 Index in Lansing, Michigan)

National average is equal to 100

WHAT'S HOT:

Foreign Travel 1st 3 yrs-Argentina	2190.12
Foreign Travel 1st 3 yrs-Venezuela	1772.19
Foreign Travel 1st 3 yrs-El Salvador	1210.45
Automotive Store-NTB (National Tire and Battery)	1152.24
Piccadilly Cafeteria	886.50
Foreign Travel 1st 3 yrs-Australia/New Zealand	805.74
Contributions-Amount Health-\$200 Or More	794.76
Own Tax Shelters	736.34
Rallies	710.42
Home Personal Computer-# HH Owns-4 or More	695.08
Resort Visits-Stayed Last Yr-Other Type Resort	634.45
Don Pablo's	615.33

WHAT'S NOT:

Would Like To Set Up Own Business	4.01
Bought Women's Heavyweight/Ski Jacket Last Yr	3.88
Lawn/Garden Equip-Own Power Garden Tractor	3.82
HH Appliances/Durables-Bought Last Yr-Outdoor Gas Grill	3.60
Bedding Bath/Linens-Bought Last Yr-Other (Bedding Bath Linens)	3.28
Home Improvements-Wall-to-Wall Carpeting	2.97
Home Improvements-Hot Water Heater	2.87
Toys-Construction Toys	2.71
Designer Label Improves Person's Image	2.27
Bought Women's Raincoat/All Weather Coat Last Yr	2.00
Cents-Off Coupons-Other	1.63
Have Radial/Arm Saw	1.51

HOT MEDIA:

TV-Freq Watch Weight Lifting	399.64
TV-Freq Watch WNBA Basketball Reg Season	399.03
TV-Occas Watch Cart Racing	398.20
TV Dayparts-Ave Day-Sat 1am-7am	343.39
TV-Occas Watch MLS Soccer	335.40
Watched Pay-Per-View Sports	329.40
TV-Occas Watch Volleyball	316.87
BET (Black Entertainment TV)	308.68
TV-Freq Watch National Dog Show	291.92
TV-Occas Watch Other Soccer	285.24
TV-Occas Watch Arenacross	284.80
MTV2	282.78

COLD MEDIA:

TV-Occas Watch Arena Football	9.42
TV-Occas Watch College Football Post Season	8.07
TV-Occas Watch Indy Racing	4.58
Movies-Genre-Foreign Language/Independent	4.42
TV-Occas Watch NFL Football Post Season	1.97

Linkscope: Connectional Topography

Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in Southern Blues.

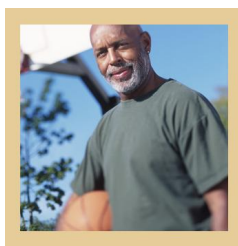
Potential Cultural Bridges	HH
Movies-Attended Movie In Last 6 Months	650
Home Personal Computer-HH Own	604
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	584
Listening To Music	521
Movies-Genre-Action/Adventure	506
Reading Books	503
Sore Throat Products (Non-Prescription)-Use	484
Non-Presc-For Regular Headaches	465
Movies-Genre-Comedy	460
Ailments Last Yr-Any Ailment	459

Cultural Barriers

Values, attitudes or behaviors that might be a barrier to establishing relationships.

Potential Cultural Barriers	HH
Important Continue Learning New Things	414
Find It Difficult To Say No To My Kids	338
Prefer To Have Few Possessions As Possible	313
If Won Lottery Would Never Work Again	263
Too Much Sponsorship In Arts/Sports	230
I Am A Workaholic	228
Speak My Mind Even If It Upsets People	222
Woman's Place Is In The Home	205
Friends More Important Than My Family	191
I Am A Perfectionist	168

with these kind of people; or may also be a barrier to their understanding or acceptance of Christ.



Consumer patterns provide opportunities for developing redemptive relationships

Cultural Themes

Topics that arise out of their culture that we could use in our presentation of the gospel that would help them to understand it.

Potential Cultural Themes	HH
You Should Seize Opportunities In Life	493
Important To Respect Customs And Beliefs	430
Like To Understand About Nature	384
Important To Juggle Various Tasks	349
Prefer To Have Few Possessions As Possible	313
Important Feel Respected By My Peers	289
Have Keen Sense Of Adventure	206
People Have To Take Me As They Find Me	180
Prefer Work Part Of Team Than Alone	179
Looking For New Ideas To Improve Home	143



APEPT Missional Roles

TAKE THE
APEPT SURVEY
ONLINE
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The APEPT missional roles are: Apostolic, Prophetic, Evangelistic, Pastoral and Teaching. It will take all of these roles working together in order to reach Southern Blues in Zip 48910



APEPT Missionality™ is based upon Ephesians 4:11-12

MINISTRY AREAS	PURPOSE
APEPT Missionality	Roles
Missional Coach	Mentoring
Missional College	Training
Missional Context	Researching
Missional Corps	Networking
Missional Culturescape	Mapping
Missional Cyclopedia	Informing
Missional Library	Resourcing
Missional Zipcode	Implementing

Apostolic Role: Doing It New

Believers with the apostolic gift are needed to start new approaches, ministries, and congregations that reach Southern Blues households.

Prophetic Role: Doing It Better

Prophetic gifted people are needed to evaluate community & congregational issues

in order to increase effectiveness.

Evangelistic Role: Doing It Now

Believers gifted as Evangelists are needed to learn how to share the gospel in culturally-appropriate ways to equip and mobilize others

Pastoral Role: Doing It Together

Pastorally gifted people are needed to disciple new believers in Southern Blues in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Southern Blues group to multiply among them.



We empower and engage evangelical, Christian believers in North America and beyond to collect and develop missional research, training and resources and to disseminate them effectively and globally in order to foster a grass-roots missional movement that impacts local communities in culturally-appropriate ways.

To order another Missional Zipcode Catalogue please visit www.missionalzipcode.org.

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Linkscape (Continued from page 3)

Shared Places

Places or events these people frequent where we could interact meaningfully with them and develop relationships with them for the sake of the gospel.

Potential Shared Places	HH
Fast Food/Drive-In Restaurant-Visit Any	738
Family Restaurants/Steak Houses-Visit Any	697
McDonald's	483
Burger King	482
Taco Bell	383
Wendy's	316
Kentucky Fried Chicken (KFC)	302
Sonic	301
Subway	249
Pizza Hut	248

Shared Projects

The social or community projects in which these kind of people are involved

that we could join in with them as a means of developing relationships while "serving with them."

Potential Shared Projects	HH
Voted in fed/state/local election	318
Recycled products	226
Worked as volunteer (non political)	127
Religious club member	69
Engaged in fund raising	59

Communication

Communications issues related to this group that may impact the way in which believers should communicate with them.

Top Radio Formats	HH
CHR-Contemporary Hit Radio	184
Country Radio	141
Adult Contemporary Radio	127
Rock Radio	108
Classic Rock Radio	104
Urban Contemporary Radio	90
Variety Radio	85
Oldies Radio	77
Religious Radio	69