

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

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TOP 20 ZIP CODES FOR SMALL-CITY ENDEAVORS IN MICHIGAN WITH # OF HOUSEHOLDS

48506-Flint	2960
48060-Port Huron	2041
48602-Saginaw	1909
48186-Westland	1152
49014-Battle Creek	1005
48503-Flint	1003
48906-Lansing	996
48091-Warren	987
48066-Roseville	960
49202-Jackson	922
48228-Detroit	868
49783-Sault Sainte Marie	860
48912-Lansing	832
49441-Muskegon	804
48507-Flint	758
49548-Grand Rapids	739
48089-Warren	726
48212-Hamtramck	698
49686-Traverse City	673
48910-Lansing	661

Small-city Endeavors in Zip 48910

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 in manufacturing, retail and health services. Most



UNREACHED TODD & HEATHER

A mix of lower income, young and old, singles, families and single parents living in older homes and small apartments in working-class towns

households live in older homes and small apartments valued at less than half the national

average. One in twenty lives in a nursing home or assisted living facility.

Unreached Status: 67.38% Unreached in 48910

A significant number of the households in the Small-city Endeavors 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 445 Small-city Endeavors households that have not been reached with the gospel. Will you be part of a missional team to reach the Small-city Endeavors households?

www.missionalzipcode.org

powered by:



SMALL-CITY ENDEAVORS THUMBNAIL DEMOGRAPHICS

(D04 Percent in Lansing, Michigan)

4.45% of Zip 48910
661 households
2916 Population

Generations:

<20 Years	31.4%
20-34 Years	24.58%
35-54 Years	24.65%
55-64 Years	9.32%
65+ Years	10.06%

Family Life Cycle:

Married Couples:	17.59%
Married w/Children	16.59%
Single Parents:	22.04%
Singles (not married):	34.71%
2+Male 2+ Female:	9.1%

Education:

College 4+ yrs:	5.91%
College 1-3 yrs:	39.09%
High Schl Graduates:	36.32%
No High Sch Diploma:	21.6%

Household Income:

Less than \$25,000:	41.49%
\$25,000 – \$49,999:	34.12%
\$50,000 – \$74,999:	13.21%
\$75,000 – \$99,999:	4.73%
\$100,000 – \$149,999:	6.05%
\$150,000 – \$199,999:	0%
\$200,000+:	0.41%

Ethnicity:

White:	69.54%
Black:	22.11%
Hispanic:	12.52%
Asian:	2.41%
Native American:	1.13%
Hawaiian/Pacific Islands:	0%
Other/Multiple Race:	4.82%

Armed Forces:

Armed Forces Pop:	0
Armed Forces %:	0%

Socioscape: Lifestyle Topography

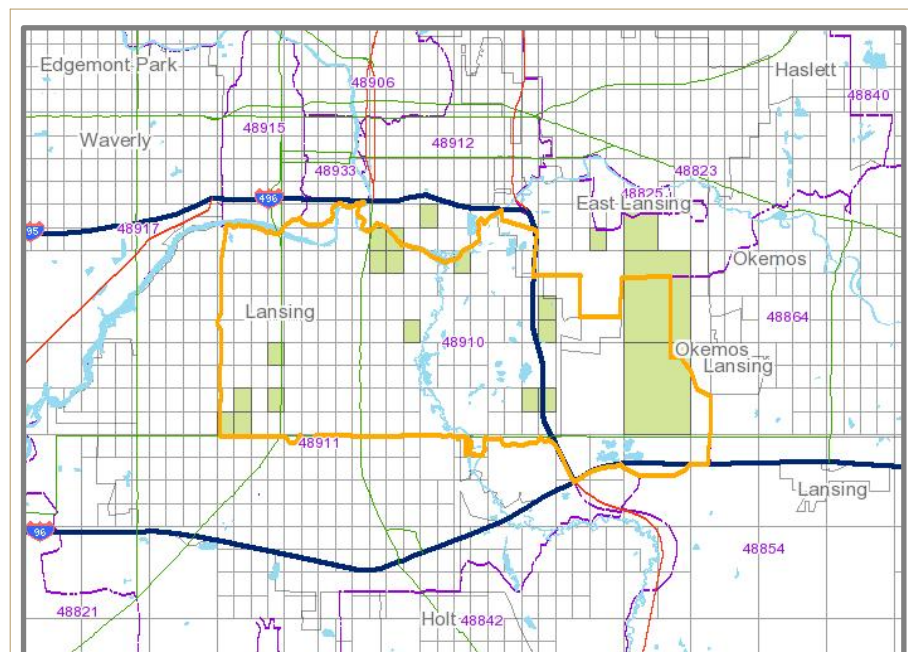
Consumer Behavior

Given its mix of ages and family types, the Small-city Endeavors cluster is characterized by diverse lifestyles. In these small towns, pastimes like basketball and go-carting coexist with antiquing and board games. Most households enjoy outdoor activities like camping, boating and fishing. With their low incomes, there's not a lot of discretionary spending on travel or cultural activities, and consumers limit their shopping trips to discount stores like Wal-Mart, Payless Shoes and Fashion Bug. They are frequent shoppers at toy, hobby and sporting goods stores. Many are late adopters of technology and typically seek the advice of others when buying electronic products. Financially, they are likely to take out personal and payday loans and they carry a variety of low-value car, life and homeowner's insurance products.

Media Usage

Small-city Endeavors represents a solid audience for a number of media. They're big TV fans-both network and cable-and watch daytime soaps, game shows, evening newscasts and reality programs all at high rates. Their favorite cable channels run the gamut-from CNN and Discovery to the Sci-Fi Channel and ABC Family. The cluster's broad age range is seen in the popularity of magazine titles such as Rolling Stone, Seventeen, Woman's Day and Soap Opera Digest. Folks here love their country music stars, whether they're on radio or television. Internet usage rates are low. However, when they are online, they use the Internet to check sports and likely to explore new and interesting sites that they've never been to before as they search the vast online world.

D04 Map for ZIP 48910



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

Location of D04, Small-city Endeavors 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 Small-city Endeavors 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 Small-city Endeavors lifestyle segment in Zip Code 48910.

EVANGELSCAPE	D04	HH	D04%
Active Evangelical Presence	62	9.31%	
Religious but not Evangelical	116	17.49%	
Spiritual but not Religious	31	4.73%	
Non-evangelicals Not Interested	299	45.17%	

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

SMALL-CITY ENDEAVORS CONSUMER PATTERNS

(D04 Index in Lansing, Michigan)

National average is equal to 100

WHAT'S HOT:

Foreign Travel 1st 3 yrs-Cuba	2654.54
Cruise Ship Vacation-Areas Traveled-Other European Destination	942.10
Kitchen Appl (Major Appl)-Bought Last Yr-Convection Oven	908.85
HH Appliances/Durables-Bought Last Yr-Room Air Conditioner	855.43
Attend Skiing	765.33
Foreign Travel 1st 3 yrs-Scandinavia	747.45
Cruise Ship Vacation-Areas Traveled-Mediterranean	725.44
Foreign Travel 1st 3 yrs-Other Middle East	719.88
Cruise Ship Vacation-Areas Traveled-South America/Panama Canal	674.17
HH Appliances/Durables-Bought Last Yr-Carpet Cleaner/Shampooer	653.45
Foreign Travel 1st 3 yrs-Bermuda	631.70
Foreign Travel 1st 3 yrs-Japan	631.04

WHAT'S NOT:

Bought Men's Searf Last Yr	5.17
Ailments Last Yr-Hiatal Hernia	4.72
Automotive Store-Discount Tire	4.20
Contributions-Amount Arts/Culture/Humanities-\$200 Or More	4.11
HH Owns Laser Printer	4.09
Auto Maintenance/Repair-Service At Quick Lube Center	3.31
Own/Lease Foreign-Entry Luxury	2.98
Have Home Improvement Loan	2.73
Casino Gambling-Atlantic City	2.57
Telephone Equipment-HH Own Amplifying Telephone	2.28
HH Furnishings/Bedding/Bath/Linen-Total Expenditures-\$101-\$150	1.80
HH Uses Computer For Business Analysis/Forecasting	1.42

HOT MEDIA:

Radio-NASCAR Craftsman Truck Series	1197.41
TV-Freq Watch Arenacross	1190.95
TV-Freq Watch Supercross	1060.14
Radio-Indy Racing	773.06
TV-Freq Watch Gravity Games	600.20
TV-Freq Watch Weight Lifting	577.63
Radio-NASCAR Busch Series	545.76
TV-Freq Watch Open Wheel Racing	522.46
Radio-College Baseball	466.43
TV-Freq Watch Bowling	387.35
Discovery Times	369.25
TV-Freq Watch Arena Football	364.11

COLD MEDIA:

TV-Occas Watch Champions Tour	13.37
TV-Occas Watch Skiing	11.52
Movies-Genre-Foreign Language/Independent	9.67
TV-Occas Watch Fishing	4.31
TV-Occas Watch Other Soccer	2.79

Linkscape: Connectional Topography

Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in Small-city Endeavors.

Potential Cultural Bridges	HH
Ailments Last Yr-Any Ailment	486
Listening To Music	437
Movies-Attended Movie In Last 6 Months	418
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	416
Like To Have Circle Of Close Friends	379
Home Personal Computer-HH Own	370
Heartburn/Indigestion Aids/Anti-Nausea-Use	360
Reading Books	351
Dining Out (Not Fast Food)	347
Non-Presc-For Regular Headaches	337

Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	339
Speak My Mind Even If It Upsets People	237
Woman's Place Is In The Home	192
Money Is Best Measure Of Success	186
Find It Difficult To Say No To My Kids	182
Don't Judge People/Way They Live Life	174
Like Control Over People And Resources	171
Like To Do Unconventional Things	156
Prefer To Have Few Possessions As Possible	140
Too Much Sponsorship In Arts/Sports	139

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	377
Important To Respect Customs And Beliefs	299
Important Feel Respected By My Peers	256
Important To Juggle Various Tasks	219
Prefer Work Part Of Team Than Alone	196
Have Keen Sense Of Adventure	189
Like To Understand About Nature	183
Good At Fixing Things	182
Consider Myself Interested In The Arts	154
Prefer To Have Few Possessions As Possible	140



APEPT Missional Roles

TAKE THE
APEPT SURVEY
ONLINE
www.apept.org

The APEPT missional roles are: Apostolic, Prophetic, Evangelistic, Pastoral and Teaching. It will take all of these roles working together in order to reach Small-city Endeavors in Zip 48910



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

MINISTRY AREAS	PURPOSE
APEPT Missionalities	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 Small-city Endeavors 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 Small-city Endeavors in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Small-city Endeavors 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	604
Family Restaurants/Steak Houses-Visit Any	564
McDonald's	404
Burger King	327
Taco Bell	313
Kentucky Fried Chicken (KFC)	299
Wendy's	232
Applebee's	227
Subway	224
Arby's	171

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	244
Recycled products	162
Worked as volunteer (non political)	101
Engaged in fund raising	65
Fraternal order member	44

Communication

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

Top Radio Formats	HH
Country Radio	187
CHR-Contemporary Hit Radio	139
Rock Radio	126
Adult Contemporary Radio	95
Classic Rock Radio	94
Oldies Radio	82
Urban Contemporary Radio	76
News/Talk Radio	56
Variety Radio	44