

# MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*<sup>TM</sup>

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### TOP 20 ZIP CODES FOR AMERICA'S WEALTHIEST IN MICHIGAN WITH # OF HOUSEHOLDS

48168-Northville	3139
48302-Bloomfield Hills	2829
48304-Bloomfield Hills	2054
48301-Bloomfield Hills	1738
48009-Birmingham	1443
48104-Ann Arbor	1268
48236-Grosse Pointe	973
48323-West Bloomfield	923
48025-Franklin	839
48105-Ann Arbor	785
48230-Grosse Pointe	629
48640-Midland	594
48642-Midland	456
48138-Grosse Ile	452
49503-Grand Rapids	387
49036-Coldwater	326
48331-Farmington	304
48657-Sanford	294
49301-Ada	270
49083-Richland	265

www.missionalzipcode.org  
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## America's Wealthiest in Zip 48104

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities like Saddle River, NJ, Potomac, MD, and Beverly Hills, CA. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white, with a high concentration of Asians. In the



### UNREACHED ANDREW & SUZANNE

The nation's most wealthy households are financially secure with expensive tastes, living the most luxurious of lifestyles in the most affluent and exclusive communities

workplace, they typically hold executive and management positions in finance, real estate and professional services. Though nearly

half of the households contain dual-working couples, about a third has just one highly paid breadwinner in the family.

## Unreached Status: 80.25% Unreached in 48104

A significant number of the households in the America's Wealthiest 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 48104 zipcode there are 1017 America's Wealthiest households that have not been reached with the gospel. Will you be part of a missional team to reach the America's Wealthiest households?

**AMERICA'S WEALTHIEST THUMBNAIL DEMOGRAPHICS**

(A01 Percent in Ann Arbor, Michigan)

8.37% of Zip 48104  
 1268 households  
 4010 Population

**Generations:**

<20 Years	20.91%
20-34 Years	10.64%
35-54 Years	28.7%
55-64 Years	17.86%
65+ Years	21.89%

**Family Life Cycle:**

Married Couples:	43.17%
Married w/Children	25.89%
Single Parents:	3.86%
Singles (not married):	21.97%
2+Male 2+ Female:	4.55%

**Education:**

College 4+ yrs:	65.2%
College 1-3 yrs:	31.58%
High Schl Graduates:	2.33%
No High Sch Diploma:	0.94%

**Household Income:**

Less than \$25,000:	5.87%
\$25,000 – \$49,999:	5.37%
\$50,000 – \$74,999:	10.8%
\$75,000 – \$99,999:	9.13%
\$100,000 – \$149,999:	22.86%
\$150,000 – \$199,999:	18.28%
\$200,000+:	27.69%

**Ethnicity:**

White:	82.59%
Black:	5.41%
Hispanic:	2.38%
Asian:	10.56%
Native American:	0.16%
Hawaiian/Pacific Islands:	0%
Other/Multiple Race:	1.27%

**Armed Forces:**

Armed Forces Pop:	0
Armed Forces %:	0%

# Socioscape: Lifestyle Topography

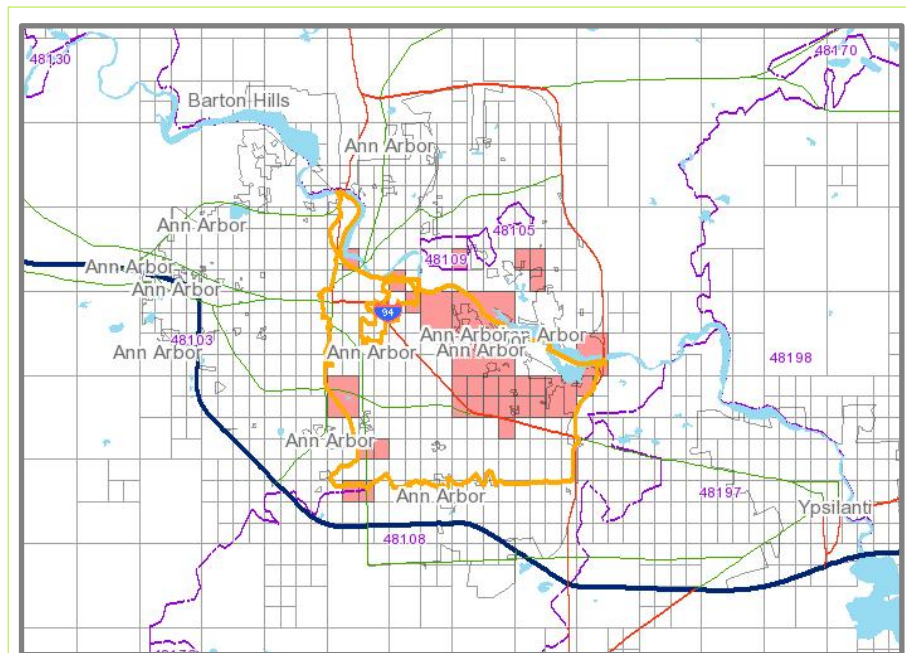
## Consumer Behavior

Wealthy and educated, the members of America's Wealthiest live the most luxurious of lifestyles. They love to vacation abroad, belong to country clubs and drive luxury cars and high-end SUVs. They're early tech adopters who were among the first to buy BlackBerry devices, iPods and satellite radios. Many are philanthropic and support environmental causes, human rights groups and art associations. Indeed, these Americans frequent the theater, classical music concerts and movies all at high rates. Their exercise of choice is to take a yoga class, play tennis or go skiing at exotic locales. When they shop, they're concerned more about quality than price, buying clothes at Nordstrom and home furnishings at Williams-Sonoma. Active investors, they own a broad range of stocks, mutual funds, government bonds and Treasury bills.

## Media Usage

America's Wealthiest households are also the nation's premier news hounds. They're avid readers of print media, perusing daily and Sunday newspapers for articles about business, science, fashion and travel. It's hard to find a financial magazine that they don't read with rates at more than triple the national average, including Barron's, Fortune and The Economist. When they watch television, they watch network newscasts and weekly news magazines as well as cable news channels such as CNN, CNBC and MSNBC. These technological sophisticates have taken to the Internet in a big way, logging on to shop, book airline tickets and gather financial information. Self-described "careful money managers," residents frequently go online to trade stocks themselves, but they are willing to pay any price for good financial advice.

## A01 Map for ZIP 48104



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

Location of A01, America's Wealthiest households in zip code 48104 in Ann Arbor, Michigan

Additional maps available by subscription to MissionalCulturescape.org

## Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the America's Wealthiest 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 America's Wealthiest lifestyle segment in Zip Code 48104.

EVANGELSCAPE	A01 HH	A01%
Active Evangelical Presence	71	5.63%
Religious but not Evangelical	391	30.83%
Spiritual but not Religious	83	6.55%
Non-evangelicals Not Interested	544	42.87%

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

## AMERICA'S WEALTHIEST CONSUMER PATTERNS

(A01 Index in Ann Arbor, Michigan)

National average is equal to 100

### WHAT'S HOT:

Foreign Travel 1st 3 yrs-Brazil	916.00
Own Other Securities (Commodities/Warrants/Puts)	910.00
Own/Lease Foreign-Mid Luxury	842.00
Contributions-Amount Public Television-\$200 Or More	815.00
Own/Lease Foreign Entry Luxury SUV	798.00
Contributions-Amount Arts/Culture/Humanities-\$200 Or More	771.00
Own/Lease Foreign Luxury SUV	747.00
Foreign Travel 1st 3 yrs-Spain	740.00
Contributions-Amount Public Radio-\$200 Or More	739.00
Own/Lease-BMW	700.00
Foreign Travel 1st 3 yrs-Switzerland	642.00
Contributions-Amount Political Organization-\$200 Or More	620.00

### WHAT'S NOT:

Automotive Store-Meineke	10.00
Home Improvements-Vinyl Flooring-Sheet	10.00
Bought Children's Clothing Last Yr-All Children-Spent \$150-\$199	9.00
HH Furnishings (Not Linen/Bed)-Total Expenditures \$50 Or Less	9.00
Domestic Travel Last Yr-Traveled By Recreational Vehicle	9.00
Bought Children's Clothing Last Yr-Kids 6-11 Years-Spent \$100-\$149	8.00
Church's Fried Chicken	8.00
Bought Children's Clothing Last Yr-Kids <1 Year-Spent \$100-\$149	7.00
Domestic Travel Last Yr-Traveled By Other Truck	7.00
Attend Tractor and Truck Pulling	4.00
Long John Silver's	3.00
Mazzio's	2.00

### HOT MEDIA:

Movies-Genre-Foreign Language/Independent	393.98
TV-Freq Watch Skiing	312.50
TV-Freq Watch Other Soccer	312.43
TV-Freq Watch World Cup Soccer	291.32
Radio-MLB Baseball Post Season	264.70
TV-Freq Watch Men's Tennis	261.61
Radio-Summer Olympics	255.90
Books-Purchased Last Yr-Audiobook	240.38
TV-Occas Watch Skiing	236.31
Currently Receive Other Pay Channels	232.37
Radio-MLB Baseball Reg Season	230.53
Watched Video-On-Demand Movies Last Yr	230.01

### COLD MEDIA:

TV Dayparts-Ave Day-Mon-Fri 1am-2am	13.62
TV-Occas Watch Cart Racing	13.34
TV-Freq Watch NASCAR Busch Series	11.81
TV-Occas Watch Tractor and Truck Pulling	9.26
TV-Occas Watch Monster Truck Racing	6.84

## Linkscope: Connectional Topography

### Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in America's Wealthiest.

Potential Cultural Bridges	HH
Home Personal Computer-HH Own	1220
Movies-Attended Movie In Last 6 Months	1046
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	1024
HH Uses Computer For Internet/E-mail	1015
Reading Books	963
Listening To Music	934
Vitamin/Mineral Tabs/Caps/Liquid (Non-Prescription)-Use	921
Internet Use: E-Mail	918
Dining Out (Not Fast Food)	916
Like To Have Circle Of Close Friends	897

### Cultural Barriers

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

Potential Cultural Barriers	HH
Prefer To Have Few Possessions As Possible	802
Important Continue Learning New Things	780
If Won Lottery Would Never Work Again	727
Friends More Important Than My Family	639
Find It Difficult To Say No To My Kids	522
Don't Judge People/Way They Live Life	510
Woman's Place Is In The Home	450
Speak My Mind Even If It Upsets People	430
Like Control Over People And Resources	417
Marijuana Should Be Legalized	406

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
Important To Respect Customs And Beliefs	976
You Should Seize Opportunities In Life	902
Prefer To Have Few Possessions As Possible	802
Important Feel Respected By My Peers	591
Like To Just Enjoy Life	515
Like To Understand About Nature	497
Prefer Work Part Of Team Than Alone	489
Have Keen Sense Of Adventure	436
Worried About Pollution Caused By Cars	423
People Have To Take Me As They Find Me	417



# APEPT Missional Roles

TAKE THE  
APEPT SURVEY  
ONLINE  
[www.apept.org](http://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 America's Wealthiest in Zip 48104



APEPT Missionalilty™ 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 America's Wealthiest 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 America's Wealthiest in culturally-appropriate ways.

## Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the America's Wealthiest 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](http://www.missionalzipcode.org).

To request other information contact:

**Dr. Curt Watke**

Executive Director

Intercultural Institute for Contextual Ministry  
6 Wateroak Court  
North Augusta, SC 29841

Office: 803-279-5828

Fax: 803-279-5822

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)

Web: [www.iicm.net](http://www.iicm.net)



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
Family Restaurants/Steak Houses-Visit Any	956
Fast Food/Drive-In Restaurant-Visit Any	927
McDonald's	511
Subway	331
Starbucks	305
Taco Bell	246
Wendy's	244
Burger King	234
Applebee's	206
Quiznos Sub	198

## 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	774
Recycled products	733
Worked as volunteer (non political)	320
Engaged in fund raising	214
Wrote to elected offcl about publ bus	161

## Communication

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

Top Radio Formats	HH
All News Radio	368
News/Talk Radio	331
Adult Contemporary Radio	295
CHR-Contemporary Hit Radio	239
Oldies Radio	207
Alternative Radio	201
Classical Radio	196
Variety Radio	169
Classic Rock Radio	165