

# MISSIONAL ZIPCODE

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

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### TOP 8 ZIP CODES FOR NUEVO HISPANIC FAMILIES IN MICHIGAN WITH # OF HOUSEHOLDS

48209-Detroit	2622
49507-Grand Rapids	1624
49503-Grand Rapids	1363
49423-Holland	1159
49509-Wyoming	440
48210-Detroit	368
48216-Detroit	329
49424-Holland	141

## Nuevo Hispanic Families in Zip 49423

Centered in the nation's big cities, Nuevo Hispanic Families is a cluster of young Hispanic family households living in working-class neighborhoods. Nearly eight in ten residents are Hispanic. About two-thirds of the households are under 45 years old and many contain large families with mixed-aged children that have settled into comfortable bungalows and low-rise apartments. Education attainment is low, with one-third -third having less than a high school education. They earn lower-middle incomes from jobs



### UNREACHED JORGE & ANA

Young and lower income Latino family households living, in working-class neighborhoods of large cities

as construction laborers, retail clerks and food service workers. A fairly mobile group, many

express the hope that they'll be trading up soon to better jobs and bigger homes.

## Unreached Status: 70.43% Unreached in 49423

A significant number of the households in the Nuevo Hispanic Families 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 49423 zipcode there are 816 Nuevo Hispanic Families households that have not been reached with the gospel. Will you be part of a missional team to reach the Nuevo Hispanic Families households?

[www.missionalzipcode.org](http://www.missionalzipcode.org)

powered by:



**NUEVO HISPANIC FAMILIES THUMBNAIL DEMOGRAPHICS**

(D01 Percent in Holland, Michigan)

6.72% of Zip 49423  
 1159 households  
 5298 Population

**Generations:**

<20 Years	33.21%
20-34 Years	28.19%
35-54 Years	22.17%
55-64 Years	6.57%
65+ Years	9.85%

**Family Life Cycle:**

Married Couples:	17.78%
Married w/Children	28.41%
Single Parents:	16.83%
Singles (not married):	30.76%
2+Male 2+ Female:	6.03%

**Education:**

College 4+ yrs:	7.16%
College 1-3 yrs:	37.63%
High Schl Graduates:	39.24%
No High Sch Diploma:	18.76%

**Household Income:**

Less than \$25,000:	23.97%
\$25,000 – \$49,999:	39.63%
\$50,000 – \$74,999:	20.09%
\$75,000 – \$99,999:	9.98%
\$100,000 – \$149,999:	4.44%
\$150,000 – \$199,999:	1.5%
\$200,000+:	0.33%

**Ethnicity:**

White:	81.19%
Black:	6.1%
Hispanic:	58.33%
Asian:	3.56%
Native American:	1.15%
Hawaiian/Pacific Islands:	0.05%
Other/Multiple Race:	7.94%

**Armed Forces:**

Armed Forces Pop:	1
Armed Forces %:	0.02%

# Socioscape: Lifestyle Topography

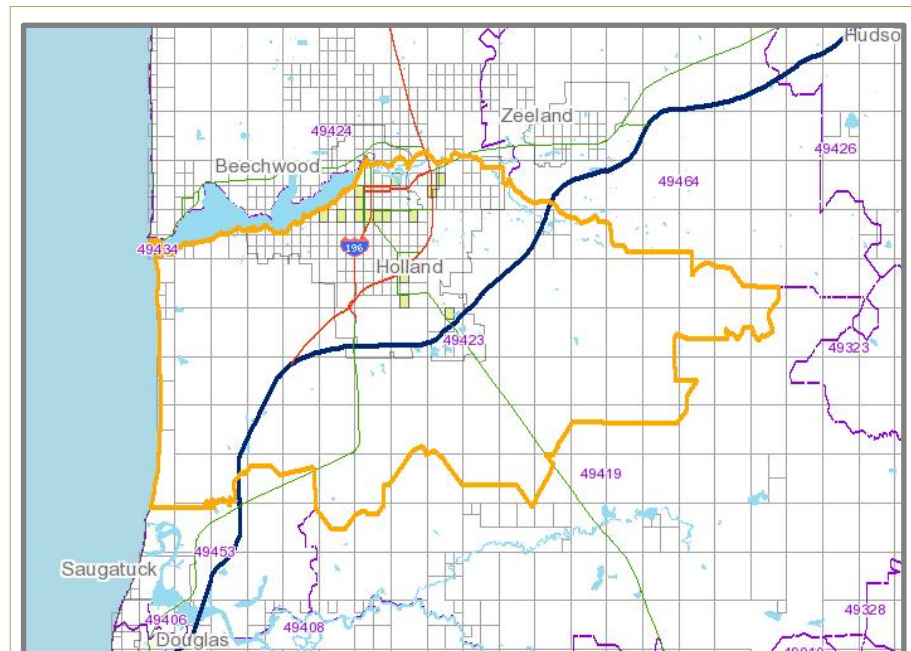
## Consumer Behavior

With their modest educations and salaries, households in Nuevo Hispanic Families pursue economical lifestyles. They lack the discretionary income for many leisure activities or vacation travel as they support family members. They're avid fans of outdoor sports, especially soccer, basketball and baseball. As a family, they are frequent shoppers who like to browse stores patronizing retailers that sell athletic attire, such as Nike, Finish Line and Footlocker. These typical bi-lingual consumers claim that they can afford to buy designer clothes, and many like to clothes shop at specialty stores where they can converse with knowledgeable clerks. Nuevo Hispanic Families households want to stand out in a crowd, and many concede that they need more money to look the part. They own relatively few cars or financial investments at above-average rates.

## Media Usage

What Nuevo Hispanic Families may lack in money, they more than make up in their passion for various media. They have high rates for watching network and cable television, listening to the radio and reading newspapers and magazines. Their favorite cable channels feature family-friendly fare: Disney, Nickelodeon and Cartoon Network are among the most popular. They tune in to Spanish and Mexican music stations at more than eight times the national average. Their top-rated magazines are all Spanish oriented- Hispanic Magazine, Urban Latino and Latina Style- in addition to several English language titles on fashion and gaming. Their Internet activity is low which can be linked to a low propensity to own desktop and laptops computers.

## D01 Map for ZIP 49423



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

Location of D01, Nuevo Hispanic Families households in zip code 49423 in Holland, Michigan

Additional maps available by subscription to MissionalCulturescape.org

## Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the Nuevo Hispanic Families 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 Nuevo Hispanic Families lifestyle segment in Zip Code 49423.

EVANGELSCOPE	D01 HH	D01%
Active Evangelical Presence	98	8.44%
Religious but not Evangelical	170	14.67%
Spiritual but not Religious	66	5.73%
Non-evangelicals Not Interested	580	50.03%

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

## Linkscope: Connectional Topography

### Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in Nuevo Hispanic Families.

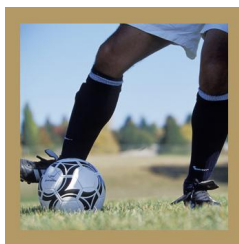
Potential Cultural Bridges	HH
Home Personal Computer-HH Own	743
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	734
Movies-Attended Movie In Last 6 Months	726
Listening To Music	677
Like To Have Circle Of Close Friends	674
Ailments Last Yr-Any Ailment	651
Music Important Part of My Life	580
Consider Myself A Spiritual Person	562
Heartburn/Indigestion Aids/Anti-Nausea-Use	533
I Am An Optimist	532

### Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	579
Like Control Over People And Resources	540
Prefer To Have Few Possessions As Possible	515
Woman's Place Is In The Home	492
Friends More Important Than My Family	436
Too Much Sponsorship In Arts/Sports	421
Like To Pursue Challenge/Novelty/Change	384
Don't Judge People/Way They Live Life	368
Find It Difficult To Say No To My Kids	345
Speak My Mind Even If It Upsets People	333

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	651
Important To Respect Customs And Beliefs	559
Prefer To Have Few Possessions As Possible	515
Like To Understand About Nature	505
Important To Juggle Various Tasks	433
Important Feel Respected By My Peers	414
Good At Fixing Things	389
Prefer Work Part Of Team Than Alone	330
Like To Just Enjoy Life	321
Real Men Don't Cry	303

## NUEVO HISPANIC FAMILIES CONSUMER PATTERNS

(D01 Index in Holland, Michigan)

National average is equal to 100

### WHAT'S HOT:

Foreign Travel 1st 3 yrs-Venezuela	1167.78
Foreign Travel 1st 3 yrs-Cuba	1107.80
Foreign Travel 1st 3 yrs-El Salvador	695.79
Foreign Travel 1st 3 yrs-Dominican Republic	536.75
Foreign Travel 1st 3 yrs-Honduras	483.10
Sent Money Outside USA Last Year	477.89
Foreign Travel 1st 3 yrs-Guatemala	472.75
Hate Brand Names In Movies For Commercial Purpose	413.68
Attend WNBA Basketball Reg Season	406.22
Own/Lease-Mitsubishi	402.64
Insecticides-Use Ant/Roach Killing Gel Most Often	401.97
Fashion Magazines Help Determine Clothes I Buy	383.36

### WHAT'S NOT:

Own Mutual Funds	14.79
Resort Visits-Stayed Last Yr-Water Sports/Beach Activities	14.65
HH Appliances/Durables-Own Room Dehumidifier	14.59
Own/Lease Foreign Entry Luxury SUV	14.19
Ailments Professional Consulted Last Yr-Nurse Practitioner	14.11
Own/Lease-Cadillac	13.43
Contributions-Amount Arts/Culture/Humanities-\$200 Or More	13.00
Domestic Travel Last Yr-11 Or More Roundtrips	11.86
Own Common Stock In Any Other Company	9.20
Own/Lease-Lexus	7.39
Resort Visits-Stayed Last Yr-Golf/Tennis	7.28
Resort Visits-Stayed Last Yr-Skiing/Winter Sports	6.84

### HOT MEDIA:

Radio-World Cup Soccer	433.66
Radio-Boxing	376.07
TV-Freq Watch MLS Soccer	367.54
TV-Freq Watch Weight Lifting	362.76
TV-Freq Watch Other Soccer	354.74
TV-Freq Watch Arenacross	299.64
TV-Freq Watch Supercross	274.19
TV-Freq Watch Volleyball	273.63
Fuse	273.25
FamilyNet	271.90
TV-Freq Watch Open Wheel Racing	262.49
TV-Freq Watch Bowling	260.27

### COLD MEDIA:

Radio-College Basketball Post Season	22.22
TV-Occas Watch NHL Hockey Reg Season	21.90
TV-Occas Watch Skiing	21.33
TV-Occas Watch PGA	12.24
Radio-College Football Post Season	7.84



# 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 Nuevo Hispanic Families in Zip 49423



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

MINISTRY AREAS	PURPOSE
APEPT Missionalilty	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 Nuevo Hispanic Families 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 Nuevo Hispanic Families in culturally-appropriate ways.

## Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Nuevo Hispanic Families 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).

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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	912
Family Restaurants/Steak Houses-Visit Any	813
McDonald's	560
Burger King	424
Taco Bell	337
Pizza Hut	298
Kentucky Fried Chicken (KFC)	296
Domino's Pizza	263
Subway	251
Denny's	236

## 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
Recycled products	361
Voted in fed/state/local election	317
Worked as volunteer (non political)	103
Engaged in fund raising	84
Wrote to editor of mag or newspaper	75

## Communication

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

Top Radio Formats	HH
Hispanic Radio	520
CHR-Contemporary Hit Radio	357
Variety Radio	261
Urban Contemporary Radio	158
Adult Contemporary Radio	115
Oldies Radio	104
Rock Radio	84
Religious Radio	83
Country Radio	69