

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

INSIDE THIS ISSUE

Thumbnail Demographics	2
Socioscape: Lifestyle	2
Holland K04 Map	2
Consumer Patterns	3
Evangeliscape: Spirituality	3
Linkscape: Connections	3
APEPT Missional Roles	4

TOP 20 ZIP CODES FOR URBAN DIVERSITY IN MICHIGAN WITH # OF HOUSEHOLDS

49423-Holland	899
49221-Adrian	887
49548-Grand Rapids	720
48091-Warren	708
49503-Grand Rapids	611
48188-Canton	570
48197-Ypsilanti	508
48449-Lennon	494
48198-Ypsilanti	479
49048-Kalamazoo	409
49546-Grand Rapids	364
48044-Macomb	360
49002-Portage	354
48420-Clio	349
49009-Kalamazoo	342
48910-Lansing	324
48867-Owosso	316
48911-Lansing	311
48609-Saginaw	298
48131-Dundee	283

Urban Diversity in Zip 49423

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care

and food services. With a high unemployment rate, the median income is a third below the general population, and sometimes

Unreached Status: 72.03% Unreached in 49423

A significant number of the households in the Urban Diversity 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



UNREACHED MARCUS & MONIQUE

Young and mobile multi-ethnic singles and single-parent families living in inter-city neighborhoods in a mix of rowhouses and high-rise apartment buildings

it's a stretch for households to make the rent for their less-than-lavish apartments that nevertheless cost more than the U.S.

average. Young and mobile, a disproportionate number have lived in their units less than a year and mostly alone.

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 647 Urban Diversity households that have not been reached with the gospel. Will you be part of a missional team to reach the Urban Diversity households?

www.missionalzipcode.org
powered by:



**URBAN DIVERSITY
THUMBNAIL
DEMOGRAPHICS**

(K04 Percent in Holland,
Michigan)

5.21% of Zip 49423
899 households
2461 Population

Generations:

<20 Years	23.97%
20-34 Years	21.94%
35-54 Years	17.15%
55-64 Years	7.48%
65+ Years	29.42%

Family Life Cycle:

Married Couples:	21.27%
Married w/Children	16.48%
Single Parents:	17.48%
Singles (not married):	39.64%
2+Male 2+ Female:	4.79%

Education:

College 4+ yrs:	10.89%
College 1-3 yrs:	40.99%
High Schl Graduates:	30.22%
No High Sch Diploma:	19.63%

Household Income:

Less than \$25,000:	27.28%
\$25,000 – \$49,999:	29.4%
\$50,000 – \$74,999:	18.04%
\$75,000 – \$99,999:	11.36%
\$100,000 – \$149,999:	6.01%
\$150,000 – \$199,999:	3.79%
\$200,000+:	4.01%

Ethnicity:

White:	87.44%
Black:	5.28%
Hispanic:	24.95%
Asian:	2.8%
Native American:	0.69%
Hawaiian/Pacific Islands:	0%
Other/Multiple Race:	3.78%

Armed Forces:

Armed Forces Pop:	1
Armed Forces %:	0.04%

Socioscape: Lifestyle Topography

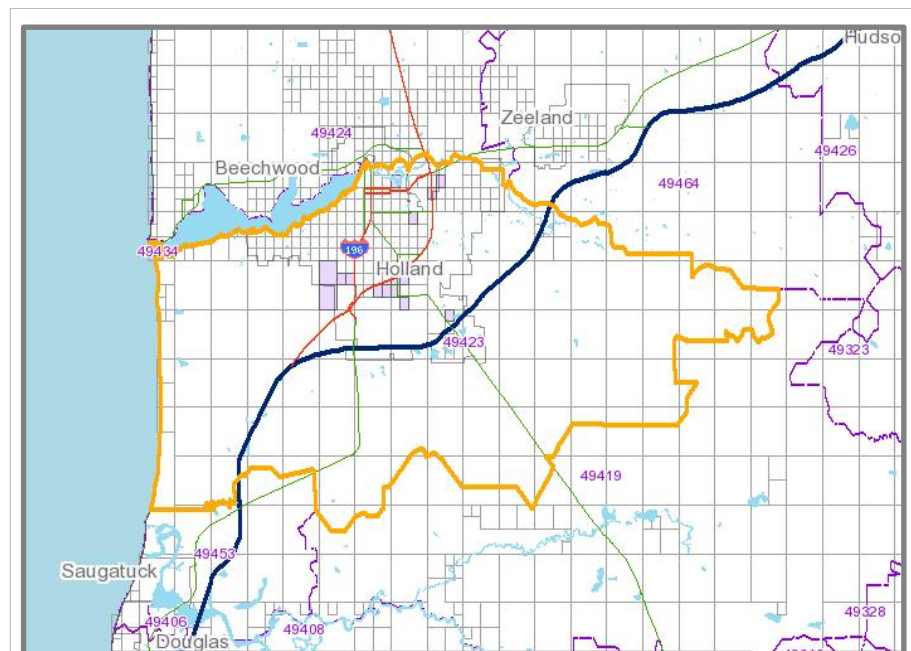
Consumer Behavior

Modest incomes haven't kept the young members of Urban Diversity from leading vibrant lifestyles. They have high rates for going to nightclubs, theme parks, comedy clubs and bowling alleys. They enjoy an impressive number of athletic activities, from soccer and basketball to weight lifting and jogging. Residents describe themselves as the first among their friends to try a new store and fashion, but they also frequent retail chains like Old Navy, Marshalls and Mervyn's. With a third of households having children, this is a strong market for kids' products including toys, books, dolls, board games and easy-to-prepare foods such as lunch kits and frozen pizza. They buy consumer electronics for themselves and their kids, including video game devices, MP3 players and digital cameras. They claim they're not good at saving money, but prefer the safety of short-term CDs versus stocks or other investments.

Media Usage

The households of Urban Diversity are omnivorous media fans. They describe themselves as TV addicts, radio lovers, regular movie-goers and Internet surfers. Television is still their entertainment source of choice, and they watch sitcoms, reality shows, evening animation and late-night talk shows all at high rates. On their radios, they gravitate to talk stations, Spanish programming and urban contemporary music. Residents alternate between reading ethnic-targeted magazines and mainstream titles covering music, parenting and popular culture. They pick up a daily newspaper for job and TV listings. These young households typically go online each day for a variety of activities, from finding sports scores and job openings to listening to streaming radio and trying their luck at gambling sites.

K04 Map for ZIP 49423



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

Location of K04, Urban Diversity 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 Urban Diversity 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 Urban Diversity lifestyle segment in Zip Code 49423.

EVANGELSCAPE	K04	HH	K04%
Active Evangelical Presence	72		7.98%
Religious but not Evangelical	141		15.73%
Spiritual but not Religious	107		11.9%
Non-evangelicals Not Interested	399		44.41%

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

URBAN DIVERSITY CONSUMER PATTERNS

(K04 Index in Holland, Michigan)

National average is equal to 100

WHAT'S HOT:

Own/Lease-Acura	1778.70
Own/Lease Domestic-Full Size Van	1583.87
Own/Lease Foreign-Sporty Car	1131.76
Automotive Store-Meineke	904.76
Attend Motocross Events	634.73
Foreign Travel 1st 3 yrs-Russia	606.15
Foreign Travel 1st 3 yrs-Greece	605.47
Drain Cleaners-Use Crystal Most Often	567.55
Cruise Ship Vacation-Areas Traveled-Mediterranean	501.57
Small Kitchen Appl-Bought Last Yr-Electric Toaster	495.71
Attend Monster Truck Racing	479.10
Attend Figure Skating	463.17

WHAT'S NOT:

Contributions-Public Radio	2.70
Have Radial/Arm Saw	2.70
Have Portable Generator	2.14
Insurance-Convalescent (Long Term) Care	2.13
Own/Lease Foreign-Compact Van	2.12
Seeds/Bulls/Fertilizers-Bought Last Yr-Lawn Seeds	1.94
Own Common Stock In Any Other Company	1.60
Own Common/Preferred Stock In Company Work For	1.44
Gas/Diesel Fuel-Most Often Use Diesel	1.28
Watching Diet (Health/Weight)-Reason-Calcium Intake	1.01
Like a New Car Every 2 or 3 Years	0.74
Well Designed Outdoor Ads Improve Urband Landscape	0.73

HOT MEDIA:

Radio-Summer Olympics	744.62
Radio-Winter Olympics	684.65
Get TV Info From Radio	461.91
TV-Freq Watch Monster Truck Racing	382.37
TV-Freq Watch Arenacross	366.62
TV-Occas Watch Cart Racing	351.74
TV-Freq Watch Gravity Games	339.20
TV-Freq Watch Open Wheel Racing	337.44
TV-Occas Watch Supercross	305.56
TV-Freq Watch Other Soccer	294.20
TV-Freq Watch Volleyball	269.21
TV-Occas Watch Arenacross	264.61

COLD MEDIA:

Satellite Radio-Own Sirius	7.40
Radio-NFL Football Post Season	6.76
Radio-College Basketball Reg Season	5.44
TV-Occas Watch MLS Soccer	4.72
Books-Purchased Last Yr-Audiobook	3.23

Linkscape: Connectional Topography

Cultural Bridges

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

Potential Cultural Bridges	HH
Home Personal Computer-HH Own	538
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	514
Ailments Last Yr-Any Ailment	489
Movies-Attended Movie In Last 6 Months	475
Listening To Music	458
Watching Diet (Health/Weight)-Presently Controlling Diet	450
Reading Books	432
Vitamin/Mineral Tabs/Caps/Liquid (Non-Prescription)-Use	427
HH Uses Computer For Internet/E-mail	423
Like To Have Circle Of Close Friends	422

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 Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	323
Like Control Over People And Resources	315
Woman's Place Is In The Home	271
Speak My Mind Even If It Upsets People	262
Don't Judge People/Way They Live Life	218
Too Much Sponsorship In Arts/Sports	216
If Won Lottery Would Never Work Again	198
Like To Do Unconventional Things	194
Friends More Important Than My Family	185
Prefer To Have Few Possessions As Possible	168

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	385
Important To Respect Customs And Beliefs	345
Important Feel Respected By My Peers	292
Important To Juggle Various Tasks	282
Like To Understand About Nature	271
Good At Fixing Things	237
Prefer Work Part Of Team Than Alone	207
Like To Just Enjoy Life	175
Prefer To Have Few Possessions As Possible	168
Looking For New Ideas To Improve Home	166



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 Urban Diversity in Zip 49423



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



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.

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
Web: www.iicm.net



Apostolic Role: Doing It New

Believers with the apostolic gift are needed to start new approaches, ministries, and congregations that reach Urban Diversity 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 Urban Diversity in culturally-appropriate ways.

Teaching Role: Doing It Right

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

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	734
Family Restaurants/Steak Houses-Visit Any	630
McDonald's	382
Burger King	298
Kentucky Fried Chicken (KFC)	239
Taco Bell	221
Applebee's	205
Pizza Hut	195
Subway	186
Jack-In-The-Box	181

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	328
Recycled products	311
Worked as volunteer (non political)	116
Engaged in fund raising	73
Religious club member	56

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	165
Adult Contemporary Radio	148
Country Radio	145
Urban Contemporary Radio	132
Alternative Radio	113
Classic Rock Radio	105
News/Talk Radio	95
Rock Radio	91
Variety Radio	90