

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

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TOP 20 ZIP CODES FOR SECOND-GENERATION SUCCESS IN MICHIGAN WITH # OF HOUSEHOLDS

49424-Holland	1430
48310-Sterling Heights	510
48126-Dearborn	484
49464-Zeeland	414
49423-Holland	413
48195-Southgate	400
49690-Williamsburg	365
48386-White Lake	358
49509-Wyoming	281
48076-Southfield	250
48174-Romulus	234
48329-Waterford	231
49306-Belmont	229
49085-Saint Joseph	217
48442-Holly	212
48083-Troy	210
48359-Lake Orion	191
48237-Oak Park	177
48843-Howell	175
48462-Ortonville	173

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Second-generation Success in Zip 49424

These grandchildren of immigrants who live in Second-generation Success, life is sweet. These multi-ethnic households-of Asian, Hispanic and varied European descent-have achieved upper-middle-class status through hard work and devotion to family. They are primarily married couples with children. Their household size with five or more people is almost double the U.S. average. More than half of adults have attended college, landing a mix of blue- and white-collar jobs in retail, manufacturing, transportation and public administration. In these metro fringe communities,



UNREACHED SERGIO & SOFIA

Upper-middle-class and large multi-ethnic households working in white and blue-collar jobs within metro fringe communities

located primarily in coastal states, many households strive to balance the need to assimilate with the desire to retain their cultural traditions. For

now, most have found the American Dream in a single detached house built in the early 1980s in what was then the suburban frontier.

Unreached Status: 73.84% Unreached in 49424

A significant number of the households in the Second-generation Success 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 49424 zipcode there are 1055 Second-generation Success households that have not been reached with the gospel. Will you be part of a missional team to reach the Second-generation Success households?

SECOND-GENERATION SUCCESS THUMBNAIL DEMOGRAPHICS

(B05 Percent in Holland, Michigan)

8.72% of Zip 49424
1430 households
3867 Population

Generations:

<20 Years	29.6%
20-34 Years	28.2%
35-54 Years	25.67%
55-64 Years	8.74%
65+ Years	7.8%

Family Life Cycle:

Married Couples:	29.87%
Married w/Children	34.33%
Single Parents:	9.21%
Singles (not married):	23.18%
2+Male 2+ Female:	3.48%

Education:

College 4+ yrs:	7.7%
College 1-3 yrs:	44.11%
High Schl Graduates:	37.09%
No High Sch Diploma:	14.58%

Household Income:

Less than \$25,000:	11.89%
\$25,000 – \$49,999:	33.03%
\$50,000 – \$74,999:	23.85%
\$75,000 – \$99,999:	13.23%
\$100,000 – \$149,999:	11.18%
\$150,000 – \$199,999:	5.94%
\$200,000+:	0.88%

Ethnicity:

White:	79.22%
Black:	2.7%
Hispanic:	18.73%
Asian:	15.6%
Native American:	0.44%
Hawaiian/Pacific Islands:	0.03%
Other/Multiple Race:	2.01%

Armed Forces:

Armed Forces Pop:	0
Armed Forces %:	0%

Socioscape: Lifestyle Topography

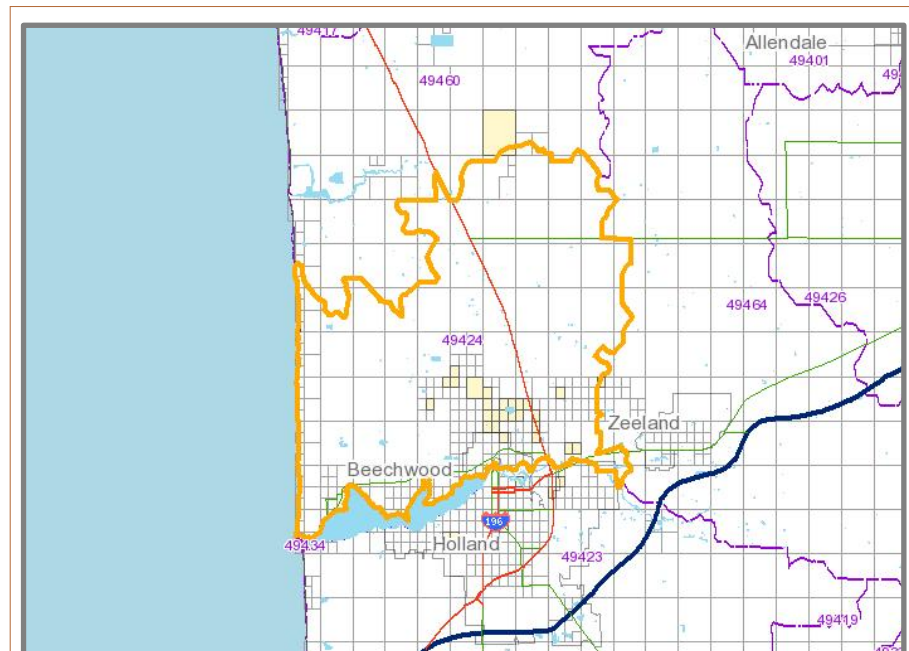
Consumer Behavior

With their upscale incomes and children of all ages, Second-generation Success households enjoy active, family-centered lifestyles. They participate in a number of team sports, including soccer, basketball, football and baseball. On weekends, they typically pile into their vans and SUVs for outings to a zoo, aquarium, cinema or one of the kids' sporting games. Those vehicles also come in handy when they go on shopping excursions patronizing big-box stores such as Home Depot, Toys R Us and Best Buy. Indeed, these relatively young families make a strong market for toys, sporting goods and high-tech products, and they say they're heavily influenced by their children when shopping. With these households, most of their savings is tied up in their home equity. At the supermarket they buy a lot of fresh fish, poultry and meat for home-cooked meals.

Media Usage

Second-generation Success is a media-filled lifestyle where residents enjoy virtually all media channels at above-average rates. They watch network television programs that feature sitcoms, sports, reality shows and even animation-the grownups watching alongside their kids. They read celebrity publications such as People and Us Weekly as well as Spanish-language newspapers and magazines. Radio preferences vary but with many of the households whose families are of Hispanic origin there is a tendency for ranchero and Tejano music. When it comes to the Internet, this ethnic mix has relatively high rates for surfing the Internet to download music, get sports scores, upload family pictures and search for jobs.

B05 Map for ZIP 49424



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

Location of B05, Second-generation Success households in zip code 49424 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 Second-generation Success 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 Second-generation Success lifestyle segment in Zip Code 49424.

EVANGELSCOPE	B05 HH	B05%
Active Evangelical Presence	107	7.46%
Religious but not Evangelical	277	19.39%
Spiritual but not Religious	86	6.03%
Non-evangelicals Not Interested	693	48.43%

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

Linkscape: Connectional Topography

Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in Second-generation Success.

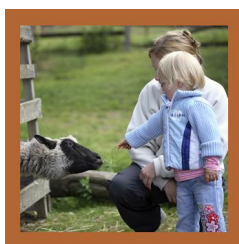
Potential Cultural Bridges	HH
Home Personal Computer-HH Own	1151
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	964
Movies-Attended Movie In Last 6 Months	959
Listening To Music	917
HH Uses Computer For Internet/E-mail	886
Like To Have Circle Of Close Friends	840
Ailments Last Yr-Any Ailment	800
Vitamin/Mineral Tabs/Caps/Liquid (Non-Prescription)-Use	754
Internet Use: E-Mail	720
Consider Myself A Spiritual Person	704

Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	650
Prefer To Have Few Possessions As Possible	629
Find It Difficult To Say No To My Kids	539
Woman's Place Is In The Home	517
Like Control Over People And Resources	493
Friends More Important Than My Family	460
Speak My Mind Even If It Upsets People	450
If Won Lottery Would Never Work Again	384
Don't Judge People/Way They Live Life	384
Too Much Sponsorship In Arts/Sports	375

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	894
You Should Seize Opportunities In Life	750
Prefer To Have Few Possessions As Possible	629
Like To Understand About Nature	503
Important Feel Respected By My Peers	477
Important To Juggle Various Tasks	446
Prefer Work Part Of Team Than Alone	386
Good At Fixing Things	377
Like To Just Enjoy Life	371
People Have To Take Me As They Find Me	335

SECOND-GENERATION SUCCESS CONSUMER PATTERNS

(B05 Index in Holland, Michigan)

National average is equal to 100

WHAT'S HOT:

Small Kitchen Appl-Own Jet-Stream Oven	581.63
Child Care-Children Age <=6-At Child's Home By Other Relative	492.06
Small Kitchen Appl-Bought Last Yr-Electric Espresso/Cappuccino Maker	464.60
Small Kitchen Appl-Bought Last Yr-Thermal Carafe/Server	423.40
Small Kitchen Appl-Bought Last Yr-Jet-stream Oven	396.81
HH Appliances/Durables-Bought Last Yr-Stacked Washer/Dryer	371.00
Foreign Travel 1st 3 yrs-Other Asian Countries	340.50
Chevy's	324.96
Ailments Last Yr-Hepatitis C	322.15
Automotive Store-The Pep Boys	320.37
Small Kitchen Appl-Bought Last Yr-Food Dehydrator	315.40
Wienerschnitzel	311.37

WHAT'S NOT:

Casino Gambling-Tunica (MS)	14.81
Cruise Ship Vacation-Areas Traveled-Other European Destination	14.71
O'Charley's	14.44
Cruise Ship Vacation-Areas Traveled-Hawaii	13.82
Used US Bank	13.63
Attend Skiing	13.24
Cruise Ship Vacation-Areas Traveled-South America/Panama Canal	12.88
Foreign Travel 1st 3 yrs-US Virgin Islands	12.31
Own Other US Government Bonds	11.74
Own/Lease-Lexus	8.20
Own/Lease-Cadillac	7.45
Casino Gambling-Riverboat	5.94

HOT MEDIA:

Radio-NASCAR Craftsman Truck Series	680.64
Viewed Adult Pay Per View TV	427.90
Radio-NASCAR Busch Series	349.33
TV-Freq Watch Supercross	229.75
TV-Freq Watch MLS Soccer	197.87
TV-Freq Watch Gravity Games	174.88
TV-Freq Watch Boxing	172.33
TV-Freq Watch NASCAR Craftsman Truck Series	170.02
TV-Freq Watch Other Soccer	169.04
Satellite Radio-Own XM	167.57
TV-Freq Watch X-Games	166.67
Radio-NBA Basketball Reg Season	162.77

COLD MEDIA:

Radio-College Basketball Reg Season	25.93
Radio-Indy Racing	25.85
Radio-College Baseball	15.60
TV-Freq Watch Tractor and Truck Pulling	8.18
TV-Freq Watch Volleyball	5.95



MINISTRY AREAS	PURPOSE
APEPT Missionality	Roles
Missional Coach	Mentoring
Missional College	Training
Missional Context	Researching
Missional Corps	Networking
Missional Culturescape	Mapping
Missional Cyclopeda	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.

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APEPT Missional Roles

The APEPT missional roles are: Apostolic, Prophetic, Evangelistic, Pastoral and Teaching. It will take all of these roles working together in order to reach Second-generation Success in Zip 49424



APEPT Missional Roles™ is based upon Ephesians 4:11-12

Apostolic Role: Doing It New

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

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Second-generation Success 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	1168
Family Restaurants/Steak Houses-Visit Any	1117
McDonald's	700
Burger King	452
Taco Bell	450
Kentucky Fried Chicken (KFC)	378
Subway	377
Wendy's	375
Jack-In-The-Box	351
Applebee's	348

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	603
Recycled products	563
Worked as volunteer (non political)	200
Religious club member	118
Engaged in fund raising	111

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	396
Adult Contemporary Radio	354
Country Radio	236
Rock Radio	192
Oldies Radio	186
Alternative Radio	172
Urban Contemporary Radio	161
Variety Radio	142
Hispanic Radio	134