

# MISSIONAL ZIPCODE

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

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### TOP 18 ZIP CODES FOR ASPIRING HISPANIA IN MICHIGAN WITH # OF HOUSEHOLDS

49424-Holland	1027
48126-Dearborn	696
48375-Nov	616
48603-Saginaw	526
49048-Kalamazoo	306
48335-Farmington	266
48167-Northville	221
48732-Essexville	205
49505-Grand Rapids	193
48326-Auburn Hills	191
48507-Flint	185
48071-Madison Heights	179
48910-Lansing	162
49251-Leslie	134
49071-Mattawan	133
48917-Lansing	132
49508-Grand Rapids	108
49417-Grand Haven	105

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## Aspiring Hispania in Zip 49424

A cluster of urban gateway communities, Aspiring Hispania is the first stop for many relatively young Hispanics striving for better lives in America. More than half the residents are Hispanic and split fairly evenly between married and single households. Many of these newcomers have large families and feel squeezed between high rents and lower-middle-class incomes. With their modest educations-more than one-quarter have not completed high school-the cluster's residents typically work in low-paying service industries including food services, retail and transportation.

A significant number of the households in the Aspiring Hispania 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 CESAR & ADRIANA**  
Young, married and single Hispanic households earning lower-middle-class incomes and living in urban gateway communities

Their housing choices are also limited with a majority living in small apartment buildings or semi-detached houses. Reflecting economic challenges combined with ambitions to improve their living conditions and opportunities, two out of three households have multiple workers in the family.

## Unreached Status: 67.25% Unreached in 49424

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 690 Aspiring Hispania households that have not been reached with the gospel. Will you be part of a missional team to reach the Aspiring Hispania households?

## ASPIRING HISPANIA THUMBNAIL DEMOGRAPHICS

(H04 Percent in Holland,  
Michigan)

6.26% of Zip 49424

1027 households

3041 Population

### Generations:

<20 Years	32.6%
20-34 Years	30.37%
35-54 Years	22.77%
55-64 Years	7.19%
65+ Years	7.07%

### Family Life Cycle:

Married Couples:	19.18%
Married w/Children	30.46%
Single Parents:	19.9%
Singles (not married):	23.38%
2+Male 2+ Female:	7.08%

### Education:

College 4+ yrs:	5.36%
College 1-3 yrs:	40.82%
High Schl Graduates:	39.08%
No High Sch Diploma:	18.65%

### Household Income:

Less than \$25,000:	15.59%
\$25,000 – \$49,999:	29.95%
\$50,000 – \$74,999:	20.72%
\$75,000 – \$99,999:	15.38%
\$100,000 – \$149,999:	11.28%
\$150,000 – \$199,999:	4.72%
\$200,000+:	2.36%

### Ethnicity:

White:	73.85%
Black:	7.67%
Hispanic:	37.76%
Asian:	13.16%
Native American:	0.74%
Hawaiian/Pacific Islands:	0.2%
Other/Multiple Race:	4.37%

### Armed Forces:

Armed Forces Pop:	0
Armed Forces %:	0%

# Socioscape: Lifestyle Topography

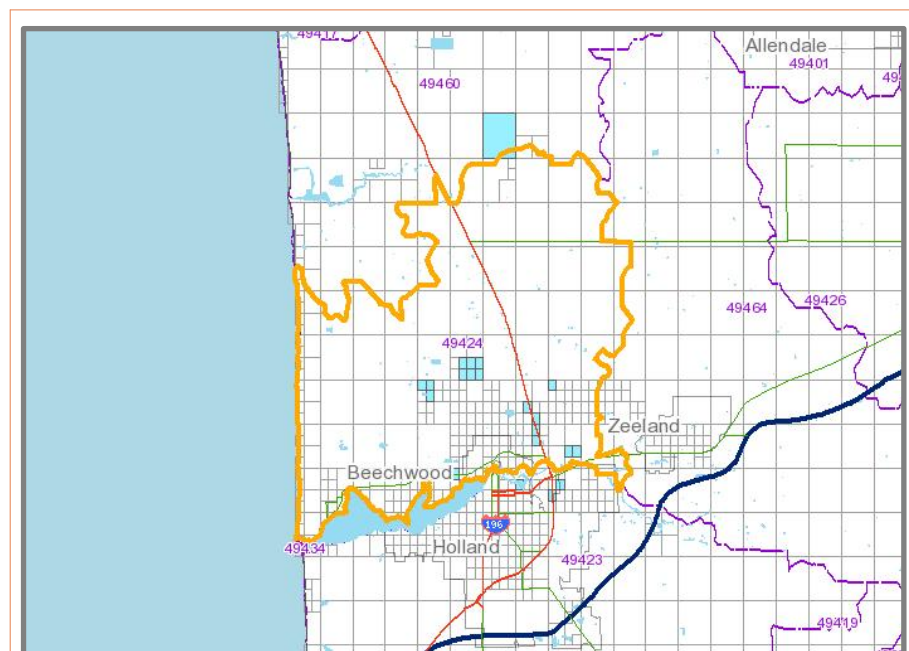
## Consumer Behavior

Aspiring Hispania households tend to have low-key lifestyles. They lack discretionary income to spend on many leisure activities, but they do enjoy playing sports like soccer, baseball and basketball. When they can, they will splurge on their kids, taking them to theme parks and buying an array of games, toys, dolls and action figures. They outfit their homes and apartments with furnishings from Ikea and Levitz Furniture. Even with their limited financial resources, they are also willing to spend money on the latest photography equipment including digital camcorders and cameras to capture their new experiences. Although they may not be able to afford frequent trips home-they're more likely to take domestic car trips than travel abroad-they do send money to relatives at high rates. Aspiring for a better life in America, many would like to own their own business. They want to get to the top in their career give and will give up time with the family in order to do so.

## Media Usage

Aspiring Hispania represents one of the few Mosaic types with above-average usage rates for every kind of media-TV, radio, magazines and movies. They're big fans of television, especially news shows, animation programs and the music videos on MTV, VH1 and E! Entertainment. They listen to a mix of urban contemporary and Mexican and Spanish music on their compact car radios. Their taste in magazines reflects their varied passions for fashions (Vogue), family (Parenting), music (FHM) and their Hispanic heritage (Latin Style). When online they use instant messaging, frequent chat rooms, watch streaming video and visit sports sites.

## H04 Map for ZIP 49424



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

Location of H04, Aspiring Hispania 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 Aspiring Hispania 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 Aspiring Hispania lifestyle segment in Zip Code 49424.

EVANGELSCAPE	H04 HH	H04%
Active Evangelical Presence	96	9.34%
Religious but not Evangelical	92	8.96%
Spiritual but not Religious	135	13.12%
Non-evangelicals Not Interested	464	45.17%

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

## ASPIRING HISPANIA CONSUMER PATTERNS

(H04 Index in Holland, Michigan)

National average is equal to 100

### WHAT'S HOT:

Foreign Travel 1st 3 yrs-El Salvador	1277.51
Foreign Travel 1st 3 yrs-Other Middle East	785.44
Bedding Bath/Linens-Total Expenditure Last Yr-\$475 Or More	730.18
Attend Motocross Events	674.36
Foreign Travel 1st 3 yrs-Puerto Rico	665.88
Small Kitchen Appl-Bought Last Yr-Jet-stream Oven	631.79
Small Kitchen Appl-Own Jet-Stream Oven	612.05
Internet Use: Online Gambling	580.61
Small Kitchen Appl-Bought Last Yr-Thermal Carafe/Server	560.50
Retirement Homes/Assisted Living Facility/Nursing Homes-Any in HH Used Last Yr	529.18
Foreign Travel 1st 3 yrs-Ireland	524.85
Internet Use: Chat Forums	505.43

### WHAT'S NOT:

Internet Use: Personal Ads/Dating Services	6.36
Miami Subs	6.01
Own/Lease Domestic-Full Size Pick-up	5.71
Motorcycles-Any Bought New	5.66
HH Appliances/Durables-Own Room Dehumidifier	5.62
Have Other	4.62
Donato's Pizza	4.55
Have Other Stationary Power Tools	4.14
Krystal	3.30
Home Improvements-Roofing	2.90
Drink Other Carbonated (Non-Cola) Diet Drinks-Diet Mountain Dew	2.28
Lawn/Garden Equip-Own Power Garden Tractor	1.81

### HOT MEDIA:

Radio-Winter Olympics	467.72
TV-Occas Watch Monster Truck Racing	324.69
Watch Television Home Shopping Last 3 Mos-Other	316.70
Radio-World Cup Soccer	299.44
Radio-Boxing	289.87
Watch Television Home Shopping Last 3 Mos-ShopNBC	270.56
G4 (Formerly G4TechTV)	265.99
Get TV Info From Radio	261.70
Watched Other Video-On-Demand Last Yr	252.68
TV-Freq Watch Cart Racing	248.42
TV Dayparts-Ave Day-Sun 11am-noon	244.96
TV Dayparts-Ave Day-Sun 10am-11am	237.31

### COLD MEDIA:

Radio-College Football Post Season	16.24
Radio-NBA Basketball Post Season	14.68
Radio-College Basketball Reg Season	11.89
Radio-College Basketball Post Season	8.63
TV-Freq Watch Fishing	2.12

## Linkscape: Connectional Topography

### Cultural Bridges

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

Potential Cultural Bridges	HH
Home Personal Computer-HH Own	864
Movies-Attended Movie In Last 6 Months	821
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	734
Like To Have Circle Of Close Friends	672
HH Uses Computer For Internet/E-mail	656
Ailments Last Yr-Any Ailment	633
Consider Myself A Spiritual Person	626
Internet Use: E-Mail	593
Listening To Music	586
Non-Presc-For Regular Headaches	578

### Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	498
Woman's Place Is In The Home	481
Prefer To Have Few Possessions As Possible	471
Like Control Over People And Resources	439
Find It Difficult To Say No To My Kids	406
Speak My Mind Even If It Upsets People	405
Friends More Important Than My Family	387
Don't Judge People/Way They Live Life	362
Too Much Sponsorship In Arts/Sports	362
Like to Stand Out In A Crowd	352

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	693
You Should Seize Opportunities In Life	640
Like To Understand About Nature	489
Prefer Work Part Of Team Than Alone	476
Good At Fixing Things	472
Prefer To Have Few Possessions As Possible	471
Important To Juggle Various Tasks	454
Important Feel Respected By My Peers	391
Like To Just Enjoy Life	373
Have Keen Sense Of Adventure	372





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](http://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 Aspiring Hispania in Zip 49424



APEPT Missionality™ 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 Aspiring Hispania 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 Aspiring Hispania in culturally-appropriate ways.

### Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Aspiring Hispania 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	930
Family Restaurants/Steak Houses-Visit Any	820
McDonald's	498
Burger King	422
Pizza Hut	289
TGI Friday's	274
Subway	263
Applebee's	256
Kentucky Fried Chicken (KFC)	250
Domino's Pizza	235

### 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	344
Recycled products	307
Worked as volunteer (non political)	142
Engaged in fund raising	92
Religious club member	51

### 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	258
Hispanic Radio	227
Urban Contemporary Radio	197
Variety Radio	174
Adult Contemporary Radio	154
Country Radio	112
Oldies Radio	102
Rock Radio	90
Alternative Radio	77