

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

INSIDE THIS ISSUE

Thumbnail Demographics	2
Socioscape: Lifestyle	2
Muskegon J03 Map	2
Consumer Patterns	3
Evangeliscape: Spirituality	3
Linkscape: Connections	3
APEPT Missional Roles	4

TOP 20 ZIP CODES FOR STRUGGLING CITY CENTERS IN MICHIGAN WITH # OF HOUSEHOLDS

48238-Detroit	9671
48227-Detroit	8506
48204-Detroit	8037
48203-Highland Park	7865
48228-Detroit	7631
48505-Flint	7492
48213-Detroit	7485
48205-Detroit	7447
48214-Detroit	7000
48601-Saginaw	6596
48234-Detroit	5721
48504-Flint	5302
49022-Benton Harbor	4867
48206-Detroit	4619
48212-Hamtramck	4390
48223-Detroit	4004
48219-Detroit	3520
48210-Detroit	3302
49444-Muskegon	3200
48202-Detroit	3137

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Struggling City Centers in Zip 49442

Struggling City Centers consists of very low-income households living in city neighborhoods throughout the South. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults under 35 years old and the median household income is only half the national average. Most adults work at low-level blue-collar and service industry



UNREACHED CLARENCE & GLORIA

Young, single and single-parent minority renters living in very low-income city neighborhoods throughout the South

jobs in manufacturing, health and food services. The unemployment rate is more than twice the national average, with half of the households having no workers present in the family. For these residents, it's a tough road to leave Struggling City Centers.

Unreached Status: 67.8% Unreached in 49442

A significant number of the households in the Struggling City Centers 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 49442 zipcode there are 1869 Struggling City Centers households that have not been reached with the gospel. Will you be part of a missional team to reach the Struggling City Centers households?

STRUGGLING CITY CENTERS THUMBNAIL DEMOGRAPHICS

(J03 Percent in Muskegon, Michigan)

17.26% of Zip 49442
2758 households
8790 Population

Generations:

<20 Years	35.84%
20-34 Years	26.1%
35-54 Years	21.29%
55-64 Years	7.6%
65+ Years	9.17%

Family Life Cycle:

Married Couples:	10.86%
Married w/Children	15.86%
Single Parents:	28.53%
Singles (not married):	38.31%
2+Male 2+ Female:	6.37%

Education:

College 4+ yrs:	2.29%
College 1-3 yrs:	38.64%
High Schl Graduates:	37.7%
No High Sch Diploma:	20.66%

Household Income:

Less than \$25,000:	49.64%
\$25,000 – \$49,999:	30.76%
\$50,000 – \$74,999:	13.08%
\$75,000 – \$99,999:	2.89%
\$100,000 – \$149,999:	2.94%
\$150,000 – \$199,999:	0.54%
\$200,000+:	0.15%

Ethnicity:

White:	42.52%
Black:	51.32%
Hispanic:	10.98%
Asian:	0.42%
Native American:	0.99%
Hawaiian/Pacific Islands:	0.1%
Other/Multiple Race:	4.64%

Armed Forces:

Armed Forces Pop:	1
Armed Forces %:	0.01%

Socioscape: Lifestyle Topography

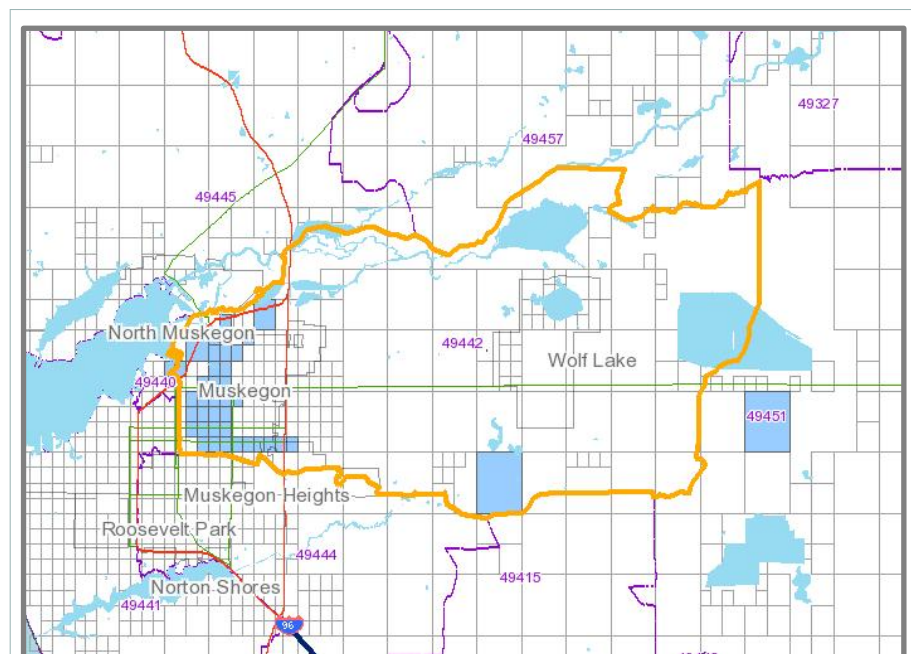
Consumer Behavior

For the members of Struggling City Centers, social activities provide some relief from economic burdens. Residents have high rates for belonging to churches, going bowling and frequenting comedy and dance clubs. They play a lot of sports in nearby parks and playgrounds, such as basketball, baseball, football and volleyball. These consumers make a strong market for discount chains like Big Lots, Value City and Payless Shoes as well as drug stores like Rite-Aid and CVS where they buy cosmetics and toiletries at high rates. They spend freely on their kids, buying dolls, action figures and video games. Investments are almost non-existent, but residents do have high rates for taking out auto and home improvement loans. Despite their diminished economic conditions, many say they're working hard for a better life and to provide things for their children that they never had.

Media Usage

The households in Struggling City Centers show above-average rates for consuming most traditional media, but they're especially fond of television. These viewers enjoy programs that feature minority stars, such as "The Parkers," "One on One" and "The Bernie Mac Show." They're willing to pay for cable channel packages that include BET and TNT and even premium networks such as HBO, Showtime and Cinemax. This is a strong market for music and ethnic-targeted media-Essence, Jet and Ebony rank high among magazine titles-and few Mosaic types score higher when it comes to listening to radio stations that play urban contemporary and Southern gospel music. These households are least likely to be on the Internet, but those who do go online frequent sites for downloading music and games.

J03 Map for ZIP 49442



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

Location of J03, Struggling City Centers households in zip code 49442 in Muskegon, Michigan

Additional maps available by subscription to MissionalCulturescape.org

Evangelscape: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the Struggling City Centers 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 Struggling City Centers lifestyle segment in Zip Code 49442.

EVANGELSCAPE	J03	HH	J03%
Active Evangelical Presence	253	9.19%	
Religious but not Evangelical	796	28.85%	
Spiritual but not Religious	0	0%	
Non-evangelicals Not Interested	1229	44.55%	

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

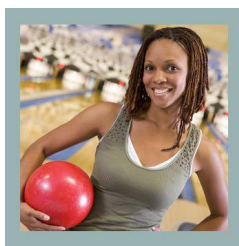
Linkscape: Connectional Topography

Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in Struggling City Centers.

Potential Cultural Bridges	HH
Ailments Last Yr-Any Ailment	1805
Movies-Attended Movie In Last 6 Months	1799
Listening To Music	1740
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	1702
Like To Have Circle Of Close Friends	1680
Home Personal Computer-HH Own	1617
Consider Myself A Spiritual Person	1554
Important To Be Well Informed	1550
I Am An Optimist	1534
Watching Diet (Health/Weight)-Presently Controlling Diet	1471

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	1642
Speak My Mind Even If It Upsets People	1298
Like Control Over People And Resources	1234
Don't Judge People/Way They Live Life	1123
Too Much Sponsorship In Arts/Sports	1108
Woman's Place Is In The Home	980
I Am A Workaholic	962
Find It Difficult To Say No To My Kids	949
Like to Stand Out In A Crowd	833
We Should Strive For Equality For All	735

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	1655
Important To Respect Customs And Beliefs	1383
Like To Understand About Nature	1151
Prefer Work Part Of Team Than Alone	1077
Important To Juggle Various Tasks	1025
Good At Fixing Things	976
Have Keen Sense Of Adventure	878
Important Feel Respected By My Peers	854
Consider Myself Interested In The Arts	800
Provide My Kids With The Little Extras	792

STRUGGLING CITY CENTERS CONSUMER PATTERNS

(J03 Index in Muskegon, Michigan)

National average is equal to 100

WHAT'S HOT:

HH Appliances/Durables-Bought Last Yr-Separate Room Heating System	915.83
Child Care-Children Age <=6-At Child's Home By Other Relative	554.27
Rallys	552.29
Home Permanents/Relaxers-Use	515.76
Piccadilly Cafeteria	427.05
Own/Lease-Kia	377.78
Church's Fried Chicken	376.66
Drink Malt Liquor	376.23
Insecticides-Use Indoor Fogger Most Often	363.01
Pizza Inn	362.14
Krystal	360.70
Own/Lease-Cadillac	356.69

WHAT'S NOT:

Own/Lease-Honda	3.99
Own Other US Government Bonds	3.82
Foreign Travel 1st 3 yrs-US Virgin Islands	3.74
Drink Micro Brewed Beer	3.67
Own Keogh/SEP-IRA/Pension	3.62
HH Appliances/Durables-Bought Last Yr-Separate Clothes Dryer	3.34
Have Senior Citizens Club	3.15
Bought Men's Ski Clothes (Excluding Boots) Last Yr	1.64
Attend Golf Tournament	1.37
Have American Express Card	1.16
Casino Gambling-Reno/Lake Tahoe	1.11
Own Common Stock In Any Other Company	0.42

HOT MEDIA:

BET (Black Entertainment TV)	525.58
TV-Freq Watch WNBA Basketball Reg Season	514.16
TV-Freq Watch WNBA Basketball Post Season	455.89
TV-Occas Watch WNBA Basketball Reg Season	383.20
Radio-World Cup Soccer	382.73
TV-Occas Watch Weight Lifting	357.14
TV-Occas Watch WNBA Basketball Post Season	347.21
Radio By Daypart-Sat-Sun Midnight-6am	326.19
TV-Occas Watch Gravity Games	319.86
TV-Freq Watch Boxing	316.50
Viewed Adult Pay Per View TV	294.95
Soapnet	288.05

COLD MEDIA:

Radio-MLB Baseball Reg Season	9.94
Radio-MLB Baseball Post Season	5.52
Radio-NFL Football Reg Season	3.20
TV-Freq Watch Cart Racing	2.93
TV-Freq Watch X-Games	1.29



APEPT Missional Roles

TAKE THE
APEPT SURVEY
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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 Struggling City Centers in Zip 49442



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.

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Apostolic Role: Doing It New

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

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Struggling City Centers 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	2490
Family Restaurants/Steak Houses-Visit Any	1929
McDonald's	1596
Kentucky Fried Chicken (KFC)	1314
Burger King	1136
Wendy's	1070
Subway	928
Pizza Hut	843
Taco Bell	778
Popeyes	773

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	875
Recycled products	400
Worked as volunteer (non political)	234
Engaged in fund raising	202
Religious club member	169

Communication

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

Top Radio Formats	HH
Urban Contemporary Radio	1531
Jazz Radio	354
CHR-Contemporary Hit Radio	321
Gospel Radio	313
Variety Radio	271
Adult Contemporary Radio	269
Oldies Radio	248
Country Radio	204
Alternative Radio	133