

# MISSIONAL ZIPCODE

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

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## TOP 20 ZIP CODES FOR AFRICAN-AMERICAN NEIGHBORHOODS IN MICHIGAN WITH # OF HOUSEHOLDS

48221-Detroit	5717
48224-Detroit	4460
48141-Inkster	2943
48235-Detroit	2513
48234-Detroit	2433
48227-Detroit	2104
48228-Detroit	2040
48342-Pontiac	1893
48034-Southfield	1861
48911-Lansing	1827
48219-Detroit	1709
48198-Ypsilanti	1708
48601-Saginaw	1694
48205-Detroit	1676
48238-Detroit	1595
48075-Southfield	1429
48213-Detroit	1429
48038-Clinton Township	1411
48505-Flint	1393
48504-Flint	1270

## African-American Neighborhoods in Zip 48228

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks aychecks through jobs in health care, education and food services. With incomes about one-third



**UNREACHED JERMAINE & KEISHA**  
Young, working-class minority city dwellers and single-parent families with low educational levels living in older homes and low-rise apartments

below the national average, most of these young households reside low-rise apartments and

in older homes with approximately a third owning single-family homes.

## Unreached Status: 69.94% Unreached in 48228

A significant number of the households in the African-American Neighborhoods 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 48228 zipcode there are 1426 African-American Neighborhoods households that have not been reached with the gospel. Will you be part of a missional team to reach the African-American Neighborhoods households?

www.missionalzipcode.org  
powered by:



**AFRICAN-AMERICAN NEIGHBORHOODS THUMBNAIL DEMOGRAPHICS**

(K03 Percent in Detroit, Michigan)

10.32% of Zip 48228  
2040 households  
4611 Population

**Generations:**

<20 Years	32.98%
20-34 Years	21.56%
35-54 Years	27.33%
55-64 Years	9.67%
65+ Years	8.46%

**Family Life Cycle:**

Married Couples:	11.83%
Married w/Children	15.18%
Single Parents:	29.1%
Singles (not married):	39.11%
2+Male 2+ Female:	5.15%

**Education:**

College 4+ yrs:	3.17%
College 1-3 yrs:	39.68%
High Schl Graduates:	35.87%
No High Sch Diploma:	20.01%

**Household Income:**

Less than \$25,000:	37.21%
\$25,000 – \$49,999:	31.64%
\$50,000 – \$74,999:	17.56%
\$75,000 – \$99,999:	7.78%
\$100,000 – \$149,999:	4.8%
\$150,000 – \$199,999:	0.54%
\$200,000+:	0.46%

**Ethnicity:**

White:	31.22%
Black:	64.73%
Hispanic:	5.45%
Asian:	1.09%
Native American:	0.42%
Hawaiian/Pacific Islands:	0%
Other/Multiple Race:	2.53%

**Armed Forces:**

Armed Forces Pop:	0
Armed Forces %:	0%

# Socioscape: Lifestyle Topography

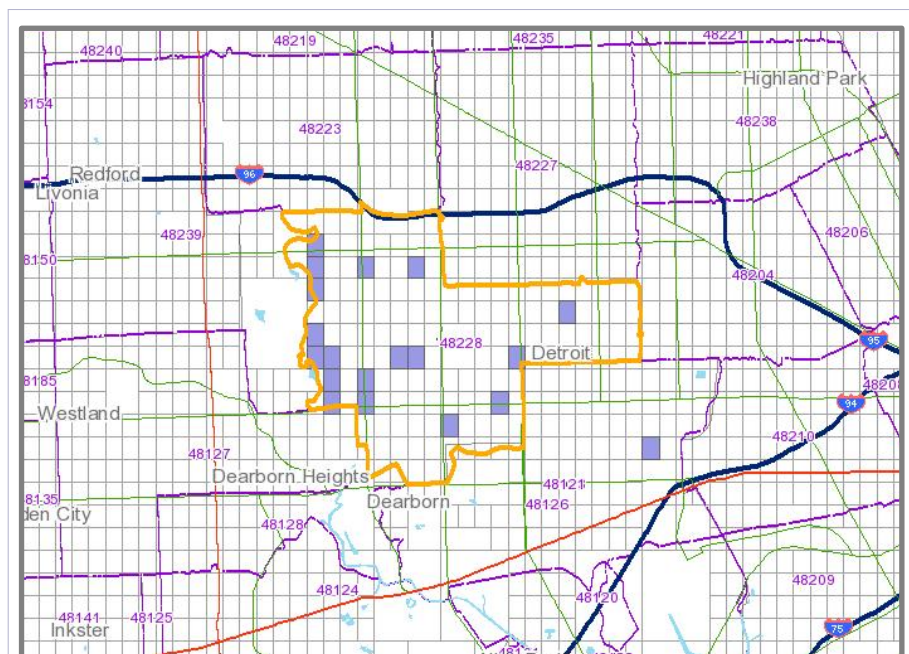
## Consumer Behavior

Despite their limited incomes, the households in African-American Neighborhoods pursue an active and comfortable lifestyle. They go to plays, dance performances and comedy clubs at high rates. They enjoy a variety of sports at neighborhood parks and gyms, playing basketball, volleyball, football and baseball. These young consumers like discovering new stores and new styles, shopping for designer bargains at Bloomingdale's, Burlington Coat Factory and Value City. They indulge their children with educational toys, music players and video games and indicate that their kids have an impact on the brands they buy. Many of the parents look to save time by buying convenience foods, filling their shopping carts with microwaveable dinners, packaged muffins and canned spaghetti. Looking to their children's future, many have established 529 college savings plans for their children.

## Media Usage

African-American Neighborhoods represents a lucrative media market. It's hard to find a cable TV channel that they don't watch at high rates. Their preferred programming runs the gamut, from soaps and sitcoms to cartoons and judge shows. The residents still prefer ethnic-targeted print media, reading Jet, Ebony and Vibe at high rates. Their taste in music ranges wider, including contemporary hit radio as well as rhythm and blues stations. These enterprising households have truly eclectic usage patterns when it comes to the Internet. They go online to download games, use dating services, send e-greeting cards and search for new jobs.

## K03 Map for ZIP 48228



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

Location of K03, African-American Neighborhoods households in zip code 48228 in Detroit, Michigan

Additional maps available by subscription to MissionalCulturescape.org

## Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the African-American Neighborhoods 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 African-American Neighborhoods lifestyle segment in Zip Code 48228.

EVANGELSCAPE	K03	HH	K03%
Active Evangelical Presence	175		8.57%
Religious but not Evangelical	668		32.74%
Spiritual but not Religious	24		1.19%
Non-evangelicals Not Interested	735		36.01%

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 African-American Neighborhoods.

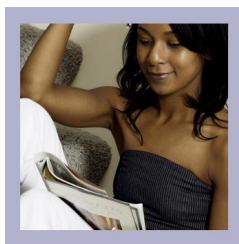
Potential Cultural Bridges	HH
Listening To Music	1461
Movies-Attended Movie In Last 6 Months	1362
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	1236
Ailments Last Yr-Any Ailment	1204
Like To Have Circle Of Close Friends	1061
I Am An Optimist	1038
Vitamin/Mineral Tabs/Caps/Liquid (Non-Prescription)-Use	1018
Consider Myself A Spiritual Person	991
Important To Be Well Informed	990
Home Personal Computer-HH Own	979

### Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	1068
Like Control Over People And Resources	874
Woman's Place Is In The Home	700
Speak My Mind Even If It Upsets People	697
Don't Judge People/Way They Live Life	675
I Am A Workaholic	663
Too Much Sponsorship In Arts/Sports	631
Prefer To Have Few Possessions As Possible	562
Find It Difficult To Say No To My Kids	553
Money Is Best Measure Of Success	472

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	1110
Important To Respect Customs And Beliefs	954
Like To Understand About Nature	877
Prefer Work Part Of Team Than Alone	828
Important To Juggle Various Tasks	754
Good At Fixing Things	718
Important Feel Respected By My Peers	667
Have Keen Sense Of Adventure	645
Prefer To Have Few Possessions As Possible	562
Provide My Kids With The Little Extras	558

## AFRICAN-AMERICAN NEIGHBORHOODS CONSUMER PATTERNS

(K03 Index in Detroit, Michigan)

National average is equal to 100

### WHAT'S HOT:

Automotive Store-Midas Muffler	552.74
Foreign Travel 1st 3 yrs-Other Central/South America Countries	528.45
Bought Women's Fur Jacket/Coat Last Yr-Real	527.89
Casino Gambling-Tunica (MS)	525.22
Own/Lease-Mazda	518.14
Home Permanents/Relaxers-Use	486.06
Baby Oil/Baby Lotions-Baby Oil Used by Children (2-17 Years)	427.23
Character Uses Brand Name/Likely To Use	374.10
Bought Women's Fur Jacket/Coat Last Yr-Synthetic/Fake	367.17
Baby Oil/Baby Lotions-Baby Lotion Used by Children (2-17 Years)	344.51
Automotive Store-AAMCO	339.24
Remember Advertised Products When Shopping	331.55

### WHAT'S NOT:

Domestic Travel Last Yr-Traveled By Recreational Vehicle	4.51
Own/Lease-Lexus	3.93
Foreign Travel 1st 3 yrs-France	3.37
Own/Lease-Volkswagen	3.13
Own/Lease Foreign-Entry Midsize	2.90
Foreign Travel 1st 3 yrs-China	2.47
Attend Rodeo	2.44
Child Care-Children Age <=6-Group Care Center-Private Daycare	2.43
Cruise Ship Vacation-Areas Traveled-Mexico	1.76
Attend Auto Racing Events	1.70
Attend Golf Tournament	1.63
Cruise Ship Vacation-Areas Traveled-Alaska	1.61

### HOT MEDIA:

Radio-Winter Olympics	461.77
BET (Black Entertainment TV)	445.77
Soapnet	355.95
Radio-Boxing	327.42
TV Dayparts-Ave Day-Sat 1am-7am	297.90
TV-Freq Watch Weight Lifting	292.06
In Demand	289.36
TV-Occas Watch WNBA Basketball Reg Season	289.01
INSP (Inspirational Network)	282.26
ESPN Classic	282.04
Fine Living	280.45
TV-Occas Watch WNBA Basketball Post Season	275.74

### COLD MEDIA:

TV-Freq Watch Monster Truck Racing	4.23
Radio-NFL Football Post Season	3.26
Radio-NASCAR Nextel Cup Series	2.89
TV-Freq Watch NASCAR Busch Series	2.27
TV-Occas Watch Supercross	2.01





# APEPT Missional Roles

TAKE THE  
APEPT SURVEY  
ONLINE  
[www.apept.org](http://www.apept.org)

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

The APEPT missional roles are: Apostolic, Prophetic, Evangelistic, Pastoral and Teaching. It will take all of these roles working together in order to reach African-American Neighborhoods in Zip 48228



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 African-American Neighborhoods 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 African-American Neighborhoods in culturally-appropriate ways.

## Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the African-American Neighborhoods 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	1544
Family Restaurants/Steak Houses-Visit Any	1285
McDonald's	950
Burger King	773
Kentucky Fried Chicken (KFC)	611
Wendy's	584
Subway	406
Popeyes	391
Pizza Hut	383
Taco Bell	361

## 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	766
Engaged in fund raising	310
Recycled products	307
Worked as volunteer (non political)	172
Religious club member	135

## 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	1007
CHR-Contemporary Hit Radio	351
Variety Radio	238
All News Radio	188
Oldies Radio	174
Gospel Radio	168
Jazz Radio	131
All Talk Radio	114
Adult Contemporary Radio	104