

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

INSIDE THIS ISSUE

Thumbnail Demographics	2
Socioscape: Lifestyle	2
Westland H01 Map	2
Consumer Patterns	3
Evangelscape: Spirituality	3
Linkscape: Connections	3
APEPT Missional Roles	4

TOP 20 ZIP CODES FOR YOUNG COSMOPOLITANS IN MICHIGAN WITH # OF HOUSEHOLDS

48103-Ann Arbor	3828
48335-Farmington	3800
48084-Troy	3363
48823-East Lansing	2600
48377-Novı	2549
48104-Ann Arbor	2505
48307-Rochester	2449
48105-Ann Arbor	2177
48067-Royal Oak	2042
48317-Utica	2025
48864-Okemos	1919
48187-Canton	1843
48185-Westland	1774
48439-Grand Blanc	1728
48073-Royal Oak	1725
48197-Ypsilanti	1637
48840-Haslett	1389
48917-Lansing	1343
48326-Auburn Hills	1235
48316-Utica	1186

Young Cosmopolitans in Zip 48185

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities-including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice as likely as average Americans to have graduate degrees. Many hold fast-track jobs in finance,



UNREACHED SEAN & STEPHANIE

Residents are young, single, college educated and earning upper-middle-class incomes as white-collar professionals, managers and executives living in luxury apartments and condos in fast growing cities

information services and the arts. If they're married, it's a given that both spouses are working and their dual incomes provide comfortable, upper-middle-class lifestyles.

Unreached Status: 78.3% Unreached in 48185

A significant number of the households in the Young Cosmopolitans 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 48185 zipcode there are 1389 Young Cosmopolitans households that have not been reached with the gospel. Will you be part of a missional team to reach the Young Cosmopolitans households?

www.missionalzipcode.org

powered by:



YOUNG COSMOPOLITANS THUMBNAIL DEMOGRAPHICS

(H01 Percent in Westland, Michigan)

8.23% of Zip 48185
 1774 households
 4395 Population

Generations:

<20 Years	21.2%
20-34 Years	26.53%
35-54 Years	29.09%
55-64 Years	10.51%
65+ Years	12.67%

Family Life Cycle:

Married Couples:	18.42%
Married w/Children	14%
Single Parents:	7.6%
Singles (not married):	53%
2+Male 2+ Female:	7.04%

Education:

College 4+ yrs:	10.26%
College 1-3 yrs:	51.3%
High Schl Graduates:	27.08%
No High Sch Diploma:	10.94%

Household Income:

Less than \$25,000:	19.35%
\$25,000 – \$49,999:	28.87%
\$50,000 – \$74,999:	21.48%
\$75,000 – \$99,999:	14.26%
\$100,000 – \$149,999:	12.92%
\$150,000 – \$199,999:	2.1%
\$200,000+:	1.02%

Ethnicity:

White:	71.99%
Black:	15.94%
Hispanic:	3.52%
Asian:	10.9%
Native American:	0.22%
Hawaiian/Pacific Islands:	0.03%
Other/Multiple Race:	0.92%

Armed Forces:

Armed Forces Pop:	4
Armed Forces %:	0.09%

Socioscape: Lifestyle Topography

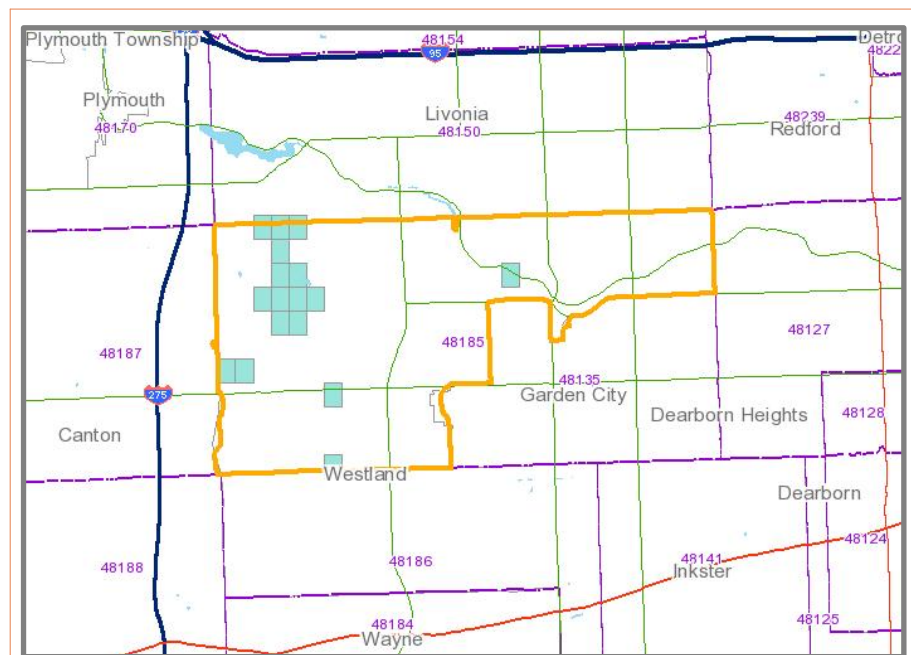
Consumer Behavior

Young Cosmopolitans households work hard and play hard. They have prosperous leisure lives, traveling frequently for business and pleasure, and enjoying city-quality amenities such as restaurants, movies, theaters and the night life. They like to stay fit by jogging, lifting weights, doing yoga and working out on cardio machines at health clubs. As consumers, they patronize high-end stores like Bloomingdale's, J. Crew and Victoria's Secret. They're also big purchasers of all kinds of tech gear, including iPods, BlackBerry devices and Xbox consoles. Their desire to stay abreast of the latest styles extends to home design, and they fill their condos and apartments with furnishings from Crate & Barrel, Pottery Barn and Ikea. The members of Young Cosmopolitans like to look good and feel good, whether they're on the town or at home.

Media Usage

Young Cosmopolitans residents are often too busy to stay at home to watch TV or read a magazine. They'd rather go out and get their entertainment on a stage or big screen. When they do relax at home, these households make a strong audience for news, comedy and late-night talk show hosts such as Letterman and Leno. They enjoy catching music videos on MTV and VH1, and they keep their radios tuned to alternative rock and adult contemporary music stations. They're not big fans of magazines, other than youth-oriented fashion and fitness titles such as Elle, Shape and Men's Health. Increasingly, they're spending their free time online, going to news and travel sites and checking out social networking forums in search of a date or a mate.

H01 Map for ZIP 48185



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

Location of H01, Young Cosmopolitans households in zip code 48185 in Westland, Michigan

Additional maps available by subscription to MissionalCulturescape.org

Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the Young Cosmopolitans 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 Young Cosmopolitans lifestyle segment in Zip Code 48185.

EVANGELSCAPE	H01	HH	H01%
Active Evangelical Presence	110		6.19%
Religious but not Evangelical	254		14.31%
Spiritual but not Religious	308		17.39%
Non-evangelicals Not Interested	827		46.59%

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

YOUNG COSMOPOLITANS CONSUMER PATTERNS

(H01 Index in Westland, Michigan)

National average is equal to 100

WHAT'S HOT:

Foreign Travel 1st 3 yrs-Belgium	606.63
Foreign Travel 1st 3 yrs-Venezuela	559.17
Foreign Travel 1st 3 yrs-Argentina	496.93
HH Appliances/Durables-Bought Last Yr-Piano/Organ	449.17
Own/Lease Foreign-Mid Luxury	447.03
Foreign Travel 1st 3 yrs-Ireland	405.56
Own/Lease-Mazda	371.11
Foreign Travel 1st 3 yrs-Other Asian Countries	365.59
Attend Fishing	360.93
Foreign Travel 1st 3 yrs-Peru	359.95
Attend NHL Hockey Regular Season	339.35
Casino Gambling-Tunica (MS)	337.11

WHAT'S NOT:

Contributions-Amount Public Radio-\$200 Or More	6.32
Home Improvements-Outdoor/Exterior Siding	6.21
HH Appliances/Durables-Bought Last Yr-Room Air Conditioner	5.99
Contributions-Amount Public Television-\$200 Or More	5.90
Own Other Securities (Commodities/Warrants/Puts)	5.70
Lawn/Garden Equip-Own Power Garden Tractor	5.43
Gas/Diesel Fuel-Most Often Use Diesel	4.64
Insecticides-Use Indoor Fogger Most Often	4.54
Domestic Travel Last Yr-Traveled By Recreational Vehicle	4.36
Own/Lease Domestic-Full Size Car	4.29
Attend Tractor and Truck Pulling	4.02
Godfather's Pizza	3.77

HOT MEDIA:

Radio-Winter Olympics	346.54
Movies-Genre-Foreign Language/Independent	343.49
Media Quintiles-Internet At Work 1 (Highest)	304.43
TV-Freq Watch Arenacross	258.82
TV-Occas Watch Champions Tour	229.22
BBC America	228.93
TV-Occas Watch NHL Hockey Post Season	215.53
TV-Occas Watch World Cup Soccer	214.18
IFC (Independent Film Channel)	204.06
Movies-Genre-Documentary	202.99
Media Quintiles-Internet At Home 2 (2nd Highest)	200.02
Media Quintiles-Internet At Work 2 (2nd Highest)	199.25

COLD MEDIA:

TV-Occas Watch Open Wheel Racing	17.55
TV-Occas Watch Supercross	14.59
TV-Occas Watch Tractor and Truck Pulling	12.92
TV-Freq Watch Tractor and Truck Pulling	7.74
TV-Freq Watch WNBA Basketball Reg Season	1.94

Linkscope: Connectional Topography

Cultural Bridges

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

Potential Cultural Bridges	HH
Home Personal Computer-HH Own	1456
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	1394
Movies-Attended Movie In Last 6 Months	1392
Listening To Music	1282
HH Uses Computer For Internet/E-mail	1263
Internet Use: E-Mail	1171
Reading Books	1157
Dining Out (Not Fast Food)	1124
Ailments Last Yr-Any Ailment	1092
Vitamin/Mineral Tabs/Caps/Liquid (Non-Prescription)-Use	1067

Cultural Barriers

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

Potential Cultural Barriers	HH
Prefer To Have Few Possessions As Possible	905
Important Continue Learning New Things	848
Find It Difficult To Say No To My Kids	699
Friends More Important Than My Family	628
Speak My Mind Even If It Upsets People	562
Don't Judge People/Way They Live Life	536
Money Is Best Measure Of Success	536
If Won Lottery Would Never Work Again	502
Like Control Over People And Resources	484
Woman's Place Is In The Home	469

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	1252
You Should Seize Opportunities In Life	1074
Prefer To Have Few Possessions As Possible	905
Like To Understand About Nature	656
Important Feel Respected By My Peers	620
Like To Just Enjoy Life	561
Worried About Pollution Caused By Cars	539
Important To Juggle Various Tasks	530
People Have To Take Me As They Find Me	509
Have Keen Sense Of Adventure	465



APEPT Missional Roles

TAKE THE
APEPT SURVEY
ONLINE
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 Young Cosmopolitans in Zip 48185



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 Young Cosmopolitans 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 Young Cosmopolitans in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Young Cosmopolitans 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.

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



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	1432
Family Restaurants/Steak Houses-Visit Any	1417
McDonald's	918
Burger King	533
Taco Bell	461
Starbucks	439
Wendy's	421
Applebee's	417
Subway	415
Kentucky Fried Chicken (KFC)	380

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	861
Recycled products	810
Worked as volunteer (non political)	360
Engaged in fund raising	185
Wrote to elected offfcl about publ bus	151

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	374
Adult Contemporary Radio	357
News/Talk Radio	342
Alternative Radio	309
Country Radio	257
Rock Radio	217
Variety Radio	207
Oldies Radio	190
Urban Contemporary Radio	189