

# MISSIONAL ZIPCODE

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

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### TOP 20 ZIP CODES FOR NEW GENERATION ACTIVISTS IN MICHIGAN WITH # OF HOUSEHOLDS

49504-Grand Rapids	3933
48212-Hamtramck	2882
49503-Grand Rapids	2518
48210-Detroit	2240
48209-Detroit	1924
48060-Port Huron	1862
48708-Bay City	1543
48602-Saginaw	903
49546-Grand Rapids	734
49001-Kalamazoo	730
49221-Adrian	715
49505-Grand Rapids	713
49091-Sturgis	707
48906-Lansing	678
48867-Owosso	655
49201-Jackson	649
48161-Monroe	589
48220-Ferndale	583
49017-Battle Creek	570
48912-Lansing	550

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## New Generation Activists in Zip 48210

Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, e, households earn a median income that's about half the national average. Those in the workforce are employed primarily in entry-level

A significant number of the households in the New Generation Activists 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 ANDRE & AMANDA

Less educated, young, low income minority singles and single-parent families concentrated in the nation's inner cities

service jobs in retail, manufacturing, food service and health care. Given their low wages, few can afford their own homes or new cars.

To get to jobs and entertainment, nearly a third use public transportation or carpool in compact cars with friends.

## Unreached Status: 67.34% Unreached in 48210

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 48210 zipcode there are 1508 New Generation Activists households that have not been reached with the gospel. Will you be part of a missional team to reach the New Generation Activists households?

**NEW GENERATION  
ACTIVISTS  
THUMBNAIL  
DEMOGRAPHICS**

(K05 Percent in Detroit,  
Michigan)

23.01% of Zip 48210  
2240 households  
8380 Population

**Generations:**

<20 Years	32.5%
20-34 Years	23.33%
35-54 Years	24.5%
55-64 Years	9.94%
65+ Years	9.73%

**Family Life Cycle:**

Married Couples:	13.84%
Married w/Children	20.88%
Single Parents:	18.87%
Singles (not married):	40.58%
2+Male 2+ Female:	5.7%

**Education:**

College 4+ yrs:	3.53%
College 1-3 yrs:	24.27%
High Schl Graduates:	34.47%
No High Sch Diploma:	37.54%

**Household Income:**

Less than \$25,000:	48.5%
\$25,000 – \$49,999:	28.95%
\$50,000 – \$74,999:	12.07%
\$75,000 – \$99,999:	5.02%
\$100,000 – \$149,999:	4.25%
\$150,000 – \$199,999:	0.33%
\$200,000+:	0.89%

**Ethnicity:**

White:	65.38%
Black:	20.58%
Hispanic:	46.87%
Asian:	2.37%
Native American:	0.93%
Hawaiian/Pacific Islands:	0.45%
Other/Multiple Race:	10.3%

**Armed Forces:**

Armed Forces Pop:	0
Armed Forces %:	0%

# Socioscape: Lifestyle Topography

## Consumer Behavior

Reflecting their largely unmarried status, the members of New Generation Activists like to spend their free time socializing at night and frequent nightclubs, comedy clubs, education courses and health clubs. These Generation Xers and Yers exercise regularly by jogging, taking aerobics classes and playing sports like volleyball, baseball and basketball. They also treat shopping like an indoor sport and enjoy exploring new stores and different brands at popular retailers like Big Lots, Fashion Bug and Burlington Coat Factory. With a third of households containing young children, parents buy a lot of toys, dolls, board games and video game players. Between jobs and kids' activities, these households rarely sit down to a meal, and many survive on easy-to-microwave foods like TV dinners, instant potatoes and frozen foods.

## Media Usage

New Generation Activists consists of TV-centric households. They like a variety of cable channels, including TBS, FX, Spike TV and ABC Family. They often watch sitcoms and dramas such as "CSI," "Law & Order" and "My Wife and Kids." The heavy minority presence is reflected in the popularity of ethnic media, such as the high ratings for radio stations that play urban contemporary and ranchera music. Residents describe magazines as a major source of entertainment, alternating between black-oriented publications like Ebony and Jet and mainstream titles like Entertainment Weekly, National Enquirer and Lucky. Unlike other young Americans, however, these households express little interest in high technology and very rarely go online.

## K05 Map for ZIP 48210



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

Location of K05, New Generation Activists households  
in zip code 48210 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 New Generation Activists 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 New Generation Activists lifestyle segment in Zip Code 48210.

EVANGELSCAPE	K05	HH	K05%
Active Evangelical Presence	209		9.32%
Religious but not Evangelical	153		6.84%
Spiritual but not Religious	348		15.55%
Non-evangelicals Not Interested	1007		44.94%

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

## NEW GENERATION ACTIVISTS CONSUMER PATTERNS

(K05 Index in Detroit, Michigan)

National average is equal to 100

### WHAT'S HOT:

Small Kitchen Appl-Bought Last Yr-Wok	1183.18
Ailments Last Yr-Genital Herpes	1050.10
Small Kitchen Appl-Bought Last Yr-Pressure Cooker	664.22
Collect Warner Bros/Hanna Barbera/Other	637.64
HH Furnishings (Not Linen/Bed)-Total Expenditures \$101-\$150	632.14
Small Kitchen Appl-Bought Last Yr-Electric Slicer/Shredder	631.33
Remodeling-Add Other Room	618.16
Motor Oil-Added/Changed by Relative/Friend	611.42
Expecting A Baby	579.91
Own/Lease-Plymouth	563.07
Have Senior Citizens Club	560.20
Bought Children's Clothing Last Yr-Kids <1 Year-Spent \$150 Or More	485.68

### WHAT'S NOT:

Don Pablo's	2.07
Insurance-Boat Owners/Inland Marine	2.07
Ailments Last Yr-Eczema/Psoriasis	1.68
Marie Callender's	1.64
Automotive Store-Kmart	1.59
Used Washington Mutual	1.59
Own/Lease Foreign-Entry Sport Utility	1.54
Joe's Crab Shack	1.45
Insurance-Umbrella Coverage Liability	1.44
Papa Murphy's	1.43
Bojangles	1.41
Home Improvements-Ceramic Tiles-Floor/Wall	1.07

### HOT MEDIA:

TV-Freq Watch NHL Hockey Reg Season	258.68
TV-Freq Watch NHL Hockey Post Season	249.28
TV Dayparts-Ave Day-Sat 1am-7am	246.70
Books-Purchased Last Yr-Audiobook	244.92
TV Dayparts-Ave Day-Mon-Fri 1am-2am	211.53
Radio-NHL Hockey Post Season	191.03
TV-Occas Watch Arena Football	185.72
Movies-Genre-Horror	182.24
Viewed Adult Pay Per View TV	178.40
Watched Video-On-Demand Movies Last Yr	174.05
Spike TV	172.15
TV Dayparts-Ave Day-Mon-Fri midnight-1am	171.62

### COLD MEDIA:

TV-Freq Watch LPGA	2.36
Fuse	2.25
TV-Occas Watch Supercross	1.77
Discovery Home	1.57
The Golf Channel	1.26

## Linkscope: Connectional Topography

### Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in New Generation Activists.

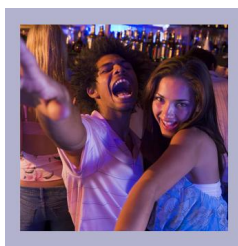
Potential Cultural Bridges	HH
Listening To Music	1534
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	1343
Movies-Attended Movie In Last 6 Months	1246
Reading Books	1191
Like To Have Circle Of Close Friends	1187
Dining Out (Not Fast Food)	1185
Ailments Last Yr-Any Ailment	1170
Home Personal Computer-HH Own	1146
Vitamin/Mineral Tabs/Caps/Liquid (Non-Prescription)-Use	1103
I Am An Optimist	1072

### Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	969
Don't Judge People/Way They Live Life	875
Like Control Over People And Resources	742
Speak My Mind Even If It Upsets People	703
Find It Difficult To Say No To My Kids	667
Like To Do Unconventional Things	590
Prefer To Have Few Possessions As Possible	573
Too Much Sponsorship In Arts/Sports	573
Like To Pursue Challenge/Novelty/Change	520
Marijuana Should Be Legalized	501

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	1144
Important To Respect Customs And Beliefs	1020
Important To Juggle Various Tasks	821
Like To Understand About Nature	740
Prefer Work Part Of Team Than Alone	690
Good At Fixing Things	579
Prefer To Have Few Possessions As Possible	573
Important Feel Respected By My Peers	565
Like To Just Enjoy Life	542
People Have To Take Me As They Find Me	532





# APEPT Missional Roles

TAKE THE  
APEPT SURVEY  
ONLINE  
[www.apept.org](http://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 New Generation Activists in Zip 48210



APEPT Missional<sup>TM</sup> 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](http://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 New Generation Activists 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 New Generation Activists in culturally-appropriate ways.

## Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the New Generation Activists 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	1906
Family Restaurants/Steak Houses-Visit Any	1534
McDonald's	1308
Burger King	946
Wendy's	732
Applebee's	727
Subway	600
Kentucky Fried Chicken (KFC)	557
Dunkin' Donuts	504
Taco Bell	448

## 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	757
Recycled products	597
Worked as volunteer (non political)	252
Engaged in fund raising	199
Religious club member	144

## 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	693
Urban Contemporary Radio	554
Adult Contemporary Radio	321
Variety Radio	290
Country Radio	260
Oldies Radio	208
Rock Radio	195
Alternative Radio	179
Classic Rock Radio	172