

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

INSIDE THIS ISSUE

Thumbnail Demographics	2
Socioscape: Lifestyle	2
Highland Park K06 Map	2
Consumer Patterns	3
Evangelscape: Spirituality	3
Linkscape: Connections	3
APEPT Missional Roles	4

TOP 20 ZIP CODES FOR GETTING BY IN MICHIGAN WITH # OF HOUSEHOLDS

48201-Detroit	5532
48206-Detroit	2552
48203-Highland Park	2323
48197-Ypsilanti	2074
49022-Benton Harbor	1809
48202-Detroit	1789
48180-Taylor	1669
48207-Detroit	1656
48208-Detroit	1605
48601-Saginaw	1356
48238-Detroit	1351
48226-Detroit	1297
48204-Detroit	1274
48237-Oak Park	1192
48205-Detroit	1180
48503-Flint	1155
48213-Detroit	1102
48214-Detroit	1027
48198-Ypsilanti	999
48342-Pontiac	942

Getting By in Zip 48203

Getting By stands at the bottom rung of the socioeconomic ladder, a financially challenged cluster of young high school-educated and mainly African-American households where the median income is lowest in the nation. Much of the housing consists of older rowhouses and low-rise apartments worth less than half the national average. Located in the dense neighborhoods of small cities, these single and single-parent minority households struggle with high unemployment and low-paying, entry-level jobs in health care, food services



UNREACHED DARNELL & ERICA

Very low income minority single and single-parent households located in dense neighborhoods of small cities

or manufacturing. With less than half of residents in the workforce, few own their own homes. Residents have

the fewest cars in the nation, getting around by carpooling and riding public transportation.

Unreached Status: 76.15% Unreached in 48203

A significant number of the households in the Getting By 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 48203 zipcode there are 1768 Getting By households that have not been reached with the gospel. Will you be part of a missional team to reach the Getting By households?

www.missionalzipcode.org
powered by:



GETTING BY THUMBNAIL DEMOGRAPHICS

(K06 Percent in Highland Park, Michigan)

17.64% of Zip 48203
2323 households
5627 Population

Generations:

<20 Years	27.66%
20-34 Years	19.16%
35-54 Years	28.5%
55-64 Years	11.65%
65+ Years	13.03%

Family Life Cycle:

Married Couples:	5.82%
Married w/Children	5.21%
Single Parents:	23.56%
Singles (not married):	61.09%
2+Male 2+ Female:	4.37%

Education:

College 4+ yrs:	4.19%
College 1-3 yrs:	37.65%
High Schl Graduates:	39.72%
No High Sch Diploma:	22.04%

Household Income:

Less than \$25,000:	58.21%
\$25,000 – \$49,999:	26.89%
\$50,000 – \$74,999:	8.51%
\$75,000 – \$99,999:	2.87%
\$100,000 – \$149,999:	2.93%
\$150,000 – \$199,999:	0.04%
\$200,000+:	0.55%

Ethnicity:

White:	12.08%
Black:	85.55%
Hispanic:	2.17%
Asian:	0.47%
Native American:	0.24%
Hawaiian/Pacific Islands:	0.17%
Other/Multiple Race:	1.49%

Armed Forces:

Armed Forces Pop:	0
Armed Forces %:	0%

Socioscape: Lifestyle Topography

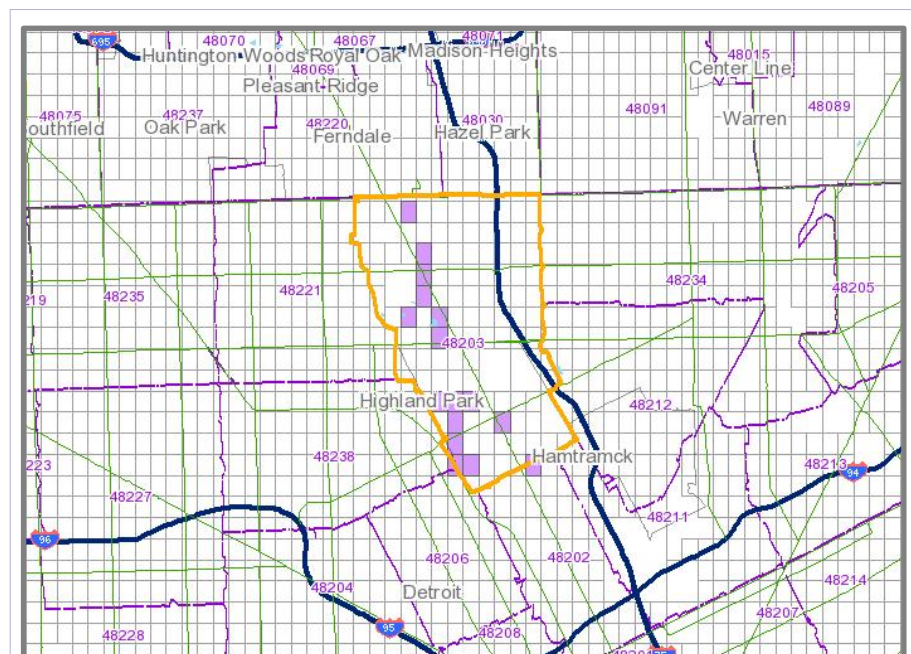
Consumer Behavior

Given the low-income economics, the lifestyle in Getting By can appear very constrained. Most leisure activities are home-based, whether it's listening to music, reading or working out on exercise equipment. When residents go out, it's typically to a movie, church social or civic club for bingo. The young people in this cluster are athletic and spend a lot of time playing sports such as baseball, basketball and football. As consumers, they can't always satisfy their desire to make a fashion statement or be the first to own a high-tech device. Typically, these households shop at discount clothiers, drug stores and sporting goods chains. At the grocery store, they stock up on inexpensive filler foods, like peanut butter, hot dogs, rice and canned macaroni. They like to take their kids shopping and admit it's hard to resist their requests and indulge them with things that they never had.

Media Usage

The households in Getting By indicate high rates for varied media. Their television is probably on all day, watching sitcoms, reality shows, courtroom dramas and talk shows like "Maury" and "Montel." They have high rates for subscribing to cable packages that include premium channels such as Starz! and Showtime. This is one of the top segments for listening to gospel, rhythm and blues and urban contemporary music on the radio. And residents are big fans of mainstream and ethnic-targeted magazines as Vibe, Black Enterprise and Jet. These households have limited access to the Internet but when they go online they are most likely to surf for sports scores, jobs medical information, and download music and streaming videos.

K06 Map for ZIP 48203



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

Location of K06, Getting By households in zip code 48203 in Highland Park, Michigan

Additional maps available by subscription to MissionalCulturescape.org

Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the Getting By 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 Getting By lifestyle segment in Zip Code 48203.

EVANGELSCOPE	K06	HH	K06%
Active Evangelical Presence	158	6.8%	
Religious but not Evangelical	896	38.56%	
Spiritual but not Religious	145	6.23%	
Non-evangelicals Not Interested	728	31.36%	

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

GETTING BY CONSUMER PATTERNS

(K06 Index in Highland Park, Michigan)

National average is equal to 100

WHAT'S HOT:

Own/Lease-Mitsubishi	1604.22
Contributions-Amount Environmental-\$200 Or More	1447.19
Attend Skiing	1059.09
Software-Amount Spent Last Yr-\$500 Or More	1020.94
Prescription Lenses-Wear Soft Contact Lenses	994.53
Own/Lease Foreign-Sporty Car	769.37
Remember Advertised Products When Shopping	747.74
Attend Arena Football	569.74
Child Care-Children Age <=6-Group Care Center-Community Daycare	556.36
Supplement Section In Newspapers Make Them Interesting	534.27
HH Appliances/Durables-Bought Last Yr-Water Purifier/Conditioner/Filter	531.14
HH Appliances/Durables-Bought Last Yr-Hand-Held Vacuum	530.03

WHAT'S NOT:

HH Appliances/Durables-Own Room Air Cleaner	3.41
Cruise Ship Vacation-Areas Traveled-Other Caribbean Destinations	3.35
Ailments Last Yr-Osteoporosis	2.93
Small Kitchen Appl-Bought Last Yr-Electric Slow Cooker	2.92
Domestic Travel Last Yr-Traveled By Other Truck	2.40
Small Kitchen Appl-Own Food Dehydrator	2.22
Foreign Travel 1st 3 yrs-Canada	1.96
Own/Lease-Dodge	1.74
HH Appliances/Durables-Bought Last Yr-Automatic Washing Machine	1.27
Own/Lease Domestic-Premium Compact	1.25
Home Improvements-Total Expenditures \$251-\$999	0.65
Casino Gambling-Indian Reservation	0.59

HOT MEDIA:

FamilyNet	863.15
Fuse	713.76
TV-Freq Watch Arena Football	561.97
TV-Freq Watch Boxing	519.46
BET (Black Entertainment TV)	509.47
GSN (Formerly Game Show Network)	462.71
Discovery Times	456.26
MTV2	432.81
INSP (Inspirational Network)	425.96
Cartoon Network	422.05
TV-Freq Watch Track and Field	407.75
Radio-Indy Racing	405.43

COLD MEDIA:

TV-Occas Watch NASCAR Racing	7.25
TV-Freq Watch Horse Racing	6.16
TV-Occas Watch Men's Tennis	4.90
TV-Freq Watch WNBA Basketball Post Season	4.53
Movies-Genre-Foreign Language/Independent	4.16

Linkscape: Connectional Topography

Cultural Bridges

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

Potential Cultural Bridges	HH
Movies-Attended Movie In Last 6 Months	1634
Listening To Music	1596
Home Personal Computer-HH Own	1428
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	1411
Ailments Last Yr-Any Ailment	1384
Like To Have Circle Of Close Friends	1252
Movies-Genre-Action/Adventure	1234
Card Games	1206
I Am An Optimist	1129
Important A Company Acts Ethically	1120

Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	1309
Speak My Mind Even If It Upsets People	1014
Like Control Over People And Resources	793
Too Much Sponsorship In Arts/Sports	759
Don't Judge People/Way They Live Life	738
Find It Difficult To Say No To My Kids	705
I Am A Workaholic	628
Very Happy With My Life As It Is	561
We Should Strive For Equality For All	550
Marijuana Should Be Legalized	535

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	1214
Important To Respect Customs And Beliefs	1035
Important Feel Respected By My Peers	1021
Like To Understand About Nature	867
Prefer Work Part Of Team Than Alone	863
Important To Juggle Various Tasks	821
Good At Fixing Things	764
Consider Myself Interested In The Arts	638
People Have To Take Me As They Find Me	576
Worried About Pollution Caused By Cars	570



APEPT Missional Roles

TAKE THE
APEPT SURVEY
ONLINE
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 Getting By in Zip 48203



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

Apostolic Role: Doing It New

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

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Getting By 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.

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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	1926
Family Restaurants/Steak Houses-Visit Any	1412
McDonald's	1280
Burger King	1023
Kentucky Fried Chicken (KFC)	855
Subway	630
TGI Friday's	571
Taco Bell	524
Applebee's	507
Red Lobster	496

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	599
Recycled products	260
Worked as volunteer (non political)	196
Religious club member	168
Took active part in local civic issue	118

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	1160
CHR-Contemporary Hit Radio	467
Adult Contemporary Radio	332
Country Radio	256
Gospel Radio	220
Oldies Radio	173
Jazz Radio	126
Soft Contemporary Radio	109
Variety Radio	95