

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

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TOP 8 ZIP CODES FOR NUEVO HISPANIC FAMILIES IN MICHIGAN WITH # OF HOUSEHOLDS

| | |
|--------------------|------|
| 48209-Detroit | 2622 |
| 49507-Grand Rapids | 1624 |
| 49503-Grand Rapids | 1363 |
| 49423-Holland | 1159 |
| 49509-Wyoming | 440 |
| 48210-Detroit | 368 |
| 48216-Detroit | 329 |
| 49424-Holland | 141 |

Nuevo Hispanic Families in Zip 48209

Centered in the nation's big cities, Nuevo Hispanic Families is a cluster of young Hispanic family households living in working-class neighborhoods. Nearly eight in ten residents are Hispanic. About two-thirds of the households are under 45 years old and many contain large families with mixed-aged children that have settled into comfortable bungalows and low-rise apartments. Education attainment is low, with one-third -third having less than a high school education. They earn lower-middle incomes from jobs



UNREACHED JORGE & ANA

Young and lower income Latino family households living, in working-class neighborhoods of large cities

as construction laborers, retail clerks and food service workers. A fairly mobile group, many

express the hope that they'll be trading up soon to better jobs and bigger homes.

Unreached Status: 70.43% Unreached in 48209

A significant number of the households in the Nuevo Hispanic Families 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 48209 zipcode there are 1846 Nuevo Hispanic Families households that have not been reached with the gospel. Will you be part of a missional team to reach the Nuevo Hispanic Families households?

www.missionalzipcode.org

powered by:



NUEVO HISPANIC FAMILIES THUMBNAIL DEMOGRAPHICS

(D01 Percent in Detroit, Michigan)

25.89% of Zip 48209
2622 households
12270 Population

Generations:

| | |
|-------------|--------|
| <20 Years | 33.33% |
| 20-34 Years | 24.28% |
| 35-54 Years | 24.54% |
| 55-64 Years | 9.39% |
| 65+ Years | 8.45% |

Family Life Cycle:

| | |
|------------------------|--------|
| Married Couples: | 14.59% |
| Married w/Children | 26.04% |
| Single Parents: | 20.66% |
| Singles (not married): | 33.78% |
| 2+Male 2+ Female: | 5.01% |

Education:

| | |
|----------------------|--------|
| College 4+ yrs: | 3.43% |
| College 1-3 yrs: | 23.64% |
| High Schl Graduates: | 31.39% |
| No High Sch Diploma: | 42.3% |

Household Income:

| | |
|------------------------|--------|
| Less than \$25,000: | 40.32% |
| \$25,000 – \$49,999: | 32.59% |
| \$50,000 – \$74,999: | 12.4% |
| \$75,000 – \$99,999: | 5.79% |
| \$100,000 – \$149,999: | 6.9% |
| \$150,000 – \$199,999: | 1.12% |
| \$200,000+: | 0.87% |

Ethnicity:

| | |
|---------------------------|--------|
| White: | 62.49% |
| Black: | 20.54% |
| Hispanic: | 84.62% |
| Asian: | 1.53% |
| Native American: | 1.31% |
| Hawaiian/Pacific Islands: | 0.16% |
| Other/Multiple Race: | 13.96% |

Armed Forces:

| | |
|-------------------|----|
| Armed Forces Pop: | 0 |
| Armed Forces %: | 0% |

Socioscape: Lifestyle Topography

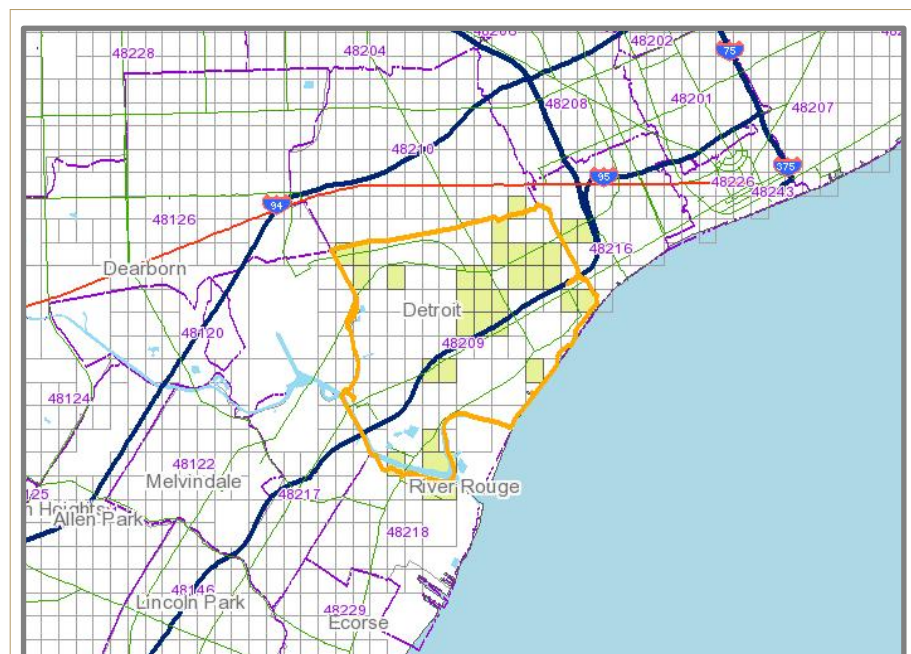
Consumer Behavior

With their modest educations and salaries, households in Nuevo Hispanic Families pursue economical lifestyles. They lack the discretionary income for many leisure activities or vacation travel as they support family members. They're avid fans of outdoor sports, especially soccer, basketball and baseball. As a family, they are frequent shoppers who like to browse stores patronizing retailers that sell athletic attire, such as Nike, Finish Line and Footlocker. These typical bi-lingual consumers claim that they can afford to buy designer clothes, and many like to clothes shop at specialty stores where they can converse with knowledgeable clerks. Nuevo Hispanic Families households want to stand out in a crowd, and many concede that they need more money to look the part. They own relatively few cars or financial investments at above-average rates.

Media Usage

What Nuevo Hispanic Families may lack in money, they more than make up in their passion for various media. They have high rates for watching network and cable television, listening to the radio and reading newspapers and magazines. Their favorite cable channels feature family-friendly fare: Disney, Nickelodeon and Cartoon Network are among the most popular. They tune in to Spanish and Mexican music stations at more than eight times the national average. Their top-rated magazines are all Spanish oriented- Hispanic Magazine, Urban Latino and Latina Style- in addition to several English language titles on fashion and gaming. Their Internet activity is low which can be linked to a low propensity to own desktop and laptops computers.

D01 Map for ZIP 48209



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

Location of D01, Nuevo Hispanic Families households in zip code 48209 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 Nuevo Hispanic Families 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 Nuevo Hispanic Families lifestyle segment in Zip Code 48209.

| EVANGELSCAPE | D01 HH | D01% |
|---------------------------------|--------|--------|
| Active Evangelical Presence | 221 | 8.44% |
| Religious but not Evangelical | 385 | 14.67% |
| Spiritual but not Religious | 150 | 5.73% |
| Non-evangelicals Not Interested | 1312 | 50.03% |

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

NUEVO HISPANIC FAMILIES CONSUMER PATTERNS

(D01 Index in Detroit, Michigan)

National average is equal to 100

WHAT'S HOT:

| | |
|---|---------|
| Foreign Travel 1st 3 yrs-Venezuela | 1167.78 |
| Foreign Travel 1st 3 yrs-Cuba | 1107.80 |
| Foreign Travel 1st 3 yrs-El Salvador | 695.79 |
| Foreign Travel 1st 3 yrs-Dominican Republic | 536.75 |
| Foreign Travel 1st 3 yrs-Honduras | 483.10 |
| Sent Money Outside USA Last Year | 477.89 |
| Foreign Travel 1st 3 yrs-Guatemala | 472.75 |
| Hate Brand Names In Movies For Commercial Purpose | 413.68 |
| Attend WNBA Basketball Reg Season | 406.22 |
| Own/Lease-Mitsubishi | 402.64 |
| Insecticides-Use Ant/Roach Killing Gel Most Often | 401.97 |
| Fashion Magazines Help Determine Clothes I Buy | 383.36 |

WHAT'S NOT:

| | |
|--|-------|
| Own Mutual Funds | 14.79 |
| Resort Visits-Stayed Last Yr-Water Sports/Beach Activities | 14.65 |
| HH Appliances/Durables-Own Room Dehumidifier | 14.59 |
| Own/Lease Foreign Entry Luxury SUV | 14.19 |
| Ailments Professional Consulted Last Yr-Nurse Practitioner | 14.11 |
| Own/Lease-Cadillac | 13.43 |
| Contributions-Amount Arts/Culture/Humanities-\$200 Or More | 13.00 |
| Domestic Travel Last Yr-11 Or More Roundtrips | 11.86 |
| Own Common Stock In Any Other Company | 9.20 |
| Own/Lease-Lexus | 7.39 |
| Resort Visits-Stayed Last Yr-Golf/Tennis | 7.28 |
| Resort Visits-Stayed Last Yr-Skiing/Winter Sports | 6.84 |

HOT MEDIA:

| | |
|---------------------------------|--------|
| Radio-World Cup Soccer | 433.66 |
| Radio-Boxing | 376.07 |
| TV-Freq Watch MLS Soccer | 367.54 |
| TV-Freq Watch Weight Lifting | 362.76 |
| TV-Freq Watch Other Soccer | 354.74 |
| TV-Freq Watch Arenacross | 299.64 |
| TV-Freq Watch Supercross | 274.19 |
| TV-Freq Watch Volleyball | 273.63 |
| Fuse | 273.25 |
| FamilyNet | 271.90 |
| TV-Freq Watch Open Wheel Racing | 262.49 |
| TV-Freq Watch Bowling | 260.27 |

COLD MEDIA:

| | |
|--------------------------------------|-------|
| Radio-College Basketball Post Season | 22.22 |
| TV-Occas Watch NHL Hockey Reg Season | 21.90 |
| TV-Occas Watch Skiing | 21.33 |
| TV-Occas Watch PGA | 12.24 |
| Radio-College Football Post Season | 7.84 |

Linkscope: Connectional Topography

Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in Nuevo Hispanic Families.

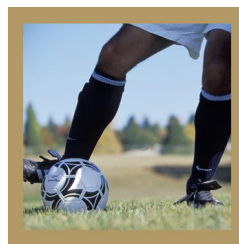
| Potential Cultural Bridges | HH |
|--|------|
| Home Personal Computer-HH Own | 1681 |
| First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use | 1661 |
| Movies-Attended Movie In Last 6 Months | 1643 |
| Listening To Music | 1532 |
| Like To Have Circle Of Close Friends | 1525 |
| Ailments Last Yr-Any Ailment | 1472 |
| Music Important Part of My Life | 1312 |
| Consider Myself A Spiritual Person | 1272 |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 1205 |
| I Am An Optimist | 1203 |

Cultural Barriers

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

| Potential Cultural Barriers | HH |
|--|------|
| Important Continue Learning New Things | 1310 |
| Like Control Over People And Resources | 1223 |
| Prefer To Have Few Possessions As Possible | 1165 |
| Woman's Place Is In The Home | 1113 |
| Friends More Important Than My Family | 986 |
| Too Much Sponsorship In Arts/Sports | 952 |
| Like To Pursue Challenge/Novelty/Change | 869 |
| Don't Judge People/Way They Live Life | 834 |
| Find It Difficult To Say No To My Kids | 780 |
| Speak My Mind Even If It Upsets People | 753 |

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 | 1473 |
| Important To Respect Customs And Beliefs | 1265 |
| Prefer To Have Few Possessions As Possible | 1165 |
| Like To Understand About Nature | 1142 |
| Important To Juggle Various Tasks | 980 |
| Important Feel Respected By My Peers | 938 |
| Good At Fixing Things | 879 |
| Prefer Work Part Of Team Than Alone | 747 |
| Like To Just Enjoy Life | 726 |
| Real Men Don't Cry | 685 |



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 Nuevo Hispanic Families in Zip 48209



APEPT Missionalilty™ is based upon Ephesians 4:11-12

| MINISTRY AREAS | PURPOSE |
|------------------------|--------------|
| APEPT Missionalilty | 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 Nuevo Hispanic Families 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 Nuevo Hispanic Families in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Nuevo Hispanic Families 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 | 2064 |
| Family Restaurants/Steak Houses-Visit Any | 1839 |
| McDonald's | 1268 |
| Burger King | 959 |
| Taco Bell | 763 |
| Pizza Hut | 674 |
| Kentucky Fried Chicken (KFC) | 671 |
| Domino's Pizza | 594 |
| Subway | 567 |
| Denny's | 534 |

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 |
|-------------------------------------|-----|
| Recycled products | 816 |
| Voted in fed/state/local election | 718 |
| Worked as volunteer (non political) | 233 |
| Engaged in fund raising | 189 |
| Wrote to editor of mag or newspaper | 169 |

Communication

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

| Top Radio Formats | HH |
|----------------------------|------|
| Hispanic Radio | 1176 |
| CHR-Contemporary Hit Radio | 807 |
| Variety Radio | 591 |
| Urban Contemporary Radio | 357 |
| Adult Contemporary Radio | 260 |
| Oldies Radio | 235 |
| Rock Radio | 191 |
| Religious Radio | 189 |
| Country Radio | 155 |