

# MISSIONAL ZIPCODE

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

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### TOP 14 ZIP CODES FOR LATINO NUEVO IN MICHIGAN WITH # OF HOUSEHOLDS

48209-Detroit	2811
48210-Detroit	2127
49519-Wyoming	676
49424-Holland	480
49507-Grand Rapids	333
49504-Grand Rapids	298
48340-Pontiac	216
48216-Detroit	211
48843-Howell	193
48342-Pontiac	179
48197-Ypsilanti	175
49503-Grand Rapids	143
48444-Imlay City	139
48217-Detroit	103

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## Latino Nuevo in Zip 48210

In Latino Nuevo, the American Dream lives in young, recent immigrants looking for better lives. Concentrated in the barrios of border states as Texas and California, the populace is more than 90 percent Hispanic and more than three-quarters of adults are under the age of 45. These households are filled with child-rearing families-no cluster contains more large families-and they tend to live in old apartments and homes valued at half the national average. With half of the residents never completing high school, the vast majority of adults work as laborers



### UNREACHED FRANCISCO & ROSA

Primarily young, un-educated, but large-family Hispanic households concentrated in the barrios of border states like Texas and California earning very low incomes as laborers and service workers

or service workers. Although their incomes are one of the lowest in the country-household income is 40 percent below the U.S. average-many residents

may have come from countries where economic conditions are worse. For them, Latino Nuevo holds the promise of opportunity.

## Unreached Status: 67.98% Unreached in 48210

A significant number of the households in the Latino Nuevo 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 48210 zipcode there are 1445 Latino Nuevo households that have not been reached with the gospel. Will you be part of a missional team to reach the Latino Nuevo households?

**LATINO NUEVO  
THUMBNAIL  
DEMOGRAPHICS**

(J02 Percent in Detroit,  
Michigan)

21.84% of Zip 48210  
2127 households  
9646 Population

**Generations:**

<20 Years	32.94%
20-34 Years	23.88%
35-54 Years	24.25%
55-64 Years	9.46%
65+ Years	9.48%

**Family Life Cycle:**

Married Couples:	14.29%
Married w/Children	22.4%
Single Parents:	19.91%
Singles (not married):	38.48%
2+Male 2+ Female:	4.91%

**Education:**

College 4+ yrs:	3.01%
College 1-3 yrs:	23.4%
High Schl Graduates:	33.98%
No High Sch Diploma:	39.53%

**Household Income:**

Less than \$25,000:	48.92%
\$25,000 – \$49,999:	27.94%
\$50,000 – \$74,999:	14.23%
\$75,000 – \$99,999:	3.96%
\$100,000 – \$149,999:	3.54%
\$150,000 – \$199,999:	0.49%
\$200,000+:	0.91%

**Ethnicity:**

White:	62.82%
Black:	24.02%
Hispanic:	53.39%
Asian:	1.63%
Native American:	0.92%
Hawaiian/Pacific Islands:	0.24%
Other/Multiple Race:	10.36%

**Armed Forces:**

Armed Forces Pop:	0
Armed Forces %:	0%

# Socioscape: Lifestyle Topography

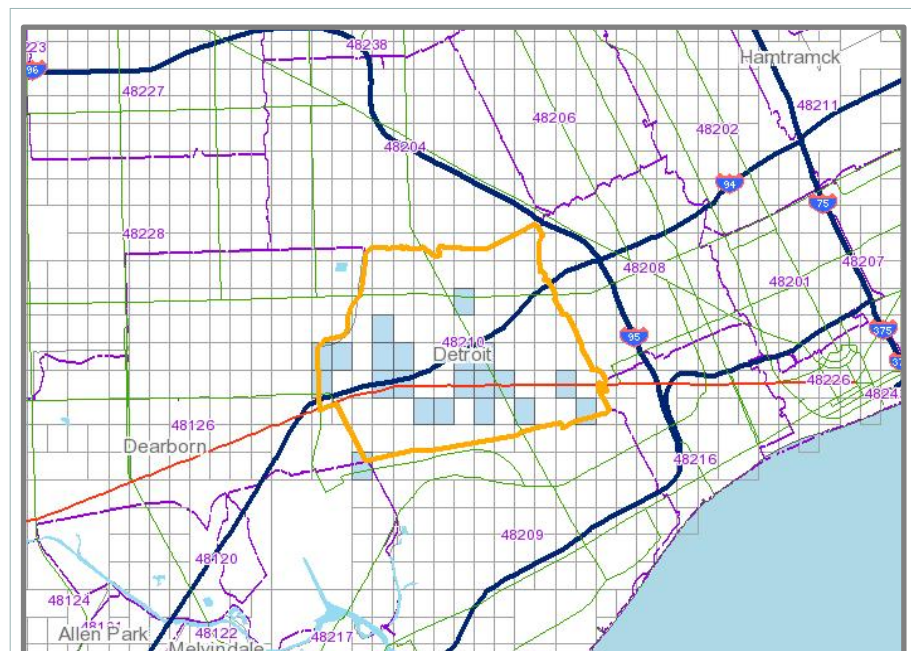
## Consumer Behavior

Latino Nuevo households are typically living paycheck to paycheck. Residents are unable to afford many leisure activities, so they gravitate to sports that can be played in public parks including soccer, basketball, baseball and volleyball. They support large families and manage to buy infant toys, dolls, video games and Disney related products. To stretch their budgets, residents frequent stores like Toys R Us, Foot Locker and Ross Dress for Less. They're above-average purchasers of many inexpensive grocery items—such as dry soup, Jell-o, powdered soft drinks—in addition to Mexican food, cheese and fresh chicken. They mostly pay in cash since many don't have bank accounts or the creditworthiness to qualify for credit cards, debit cards and loans. While they're off the radar for many traditional banking services, they are frequent users of money transfer companies using them most likely to send money to support relatives in their home countries.

## Media Usage

The households of Latino Nuevo are traditional media fans who seek out Spanish-language formats wherever they can find them. Their favorite radio stations play Tejano, ranchera and other forms of Mexican and Spanish music. Their preferred magazines are targeted to Hispanic readers including Latin Style, Latina Style, Hispanic Magazine, Urban Latino and Hispanic Business. Few can afford cable packages, but many homemakers keep their TV sets on all day, watching a variety of ethnic-oriented sitcoms, talk shows and animation like "The Simpsons." Newspapers are another popular source of information, especially news related to the Hispanic community. A small percentage of households are exploring the Internet to download music, gamble and visit chat rooms.

## J02 Map for ZIP 48210



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

Location of J02, Latino Nuevo 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 Latino Nuevo 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 Latino Nuevo lifestyle segment in Zip Code 48210.

EVANGELSCAPE	J02	HH	J02%
Active Evangelical Presence	194	9.13%	
Religious but not Evangelical	336	15.78%	
Spiritual but not Religious	160	7.52%	
Non-evangelicals Not Interested	950	44.68%	

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

## LATINO NUEVO CONSUMER PATTERNS

(J02 Index in Detroit, Michigan)

National average is equal to 100

### WHAT'S HOT:

Own/Lease-Plymouth	612.63
Insecticides-Use Ant/Roach Killing Gel Most Often	569.24
El Pollo Loco	487.23
Sent Money Outside USA Last Year	395.51
Own/Lease-Mercury	380.97
Small Kitchen Appl-Bought Last Yr-Jet-stream Oven	372.75
Often Swayed By Coupons To Try New Food	346.49
Child Care-Children Age <=6-At Child's Home By Other Relative	338.80
Church's Fried Chicken	324.35
Luby's	319.53
Baby Oil/Baby Lotions-Baby Oil Used by Children (2-17 Years)	316.99
Sizzler	316.05

### WHAT'S NOT:

Attend Motocross Events	2.58
Home Personal Computer-# HH Owns-3	2.53
HH Appliances/Durables-Bought Last Yr-Room Air Cleaner	2.28
Contributions-Public Television	2.20
Foreign Travel 1st 3 yrs-Bahamas	2.00
Foreign Travel 1st 3 yrs-India	1.98
Foreign Travel 1st 3 yrs-Japan	1.71
Frequent Flyer Program America West	1.71
Resort Visits-Stayed Last Yr-Skiing/Winter Sports	1.58
Frequent Flyer Program Delta Airlines	1.29
Lawn/Garden Equip-Own Power Snow Blower	0.26
Frequent Flyer Program United Airlines	0.26

### HOT MEDIA:

TV-Freq Watch Other Soccer	400.51
None	298.27
TV-Freq Watch WWE	280.86
TV-Freq Watch World Cup Soccer	274.76
Radio-Boxing	273.05
TV-Freq Watch MLS Soccer	261.63
Get TV Info From Radio	257.33
TV-Freq Watch Supercross	256.79
Watched Pay-Per-View Sports	249.68
TV-Freq Watch Weight Lifting	248.97
Media Quintiles-Cable TV 5 (Lowest)	248.16
TV-Freq Watch Boxing	237.74

### COLD MEDIA:

TV Dayparts-Ave Day-Sun 1am-7am	7.24
TV-Freq Watch NHL Hockey Reg Season	5.32
TV-Freq Watch NHL Hockey Post Season	3.52
Radio-College Basketball Reg Season	3.32
Radio-NHL Hockey Reg Season	2.62

## Linkscape: Connectional Topography

### Cultural Bridges

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

Potential Cultural Bridges	HH
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	1295
Listening To Music	1259
Movies-Attended Movie In Last 6 Months	1232
Home Personal Computer-HH Own	1152
Like To Have Circle Of Close Friends	1132
Ailments Last Yr-Any Ailment	1112
Heartburn/Indigestion Aids/Anti-Nausea-Use	1031
I Am An Optimist	972
Consider Myself A Spiritual Person	964
Sore Throat Products (Non-Prescription)-Use	960

### Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	1051
Like Control Over People And Resources	927
Too Much Sponsorship In Arts/Sports	816
Woman's Place Is In The Home	811
I Am A Workaholic	762
Like To Pursue Challenge/Novelty/Change	690
Speak My Mind Even If It Upsets People	678
Prefer To Have Few Possessions As Possible	625
Don't Judge People/Way They Live Life	593
Marijuana Should Be Legalized	564

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	1107
Important To Juggle Various Tasks	807
Like To Understand About Nature	768
Important To Respect Customs And Beliefs	701
Important Feel Respected By My Peers	696
Good At Fixing Things	644
Prefer To Have Few Possessions As Possible	625
Looking For New Ideas To Improve Home	622
Prefer Work Part Of Team Than Alone	610
Consider Myself Interested In The Arts	551



# 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 Latino Nuevo in Zip 48210



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 Latino Nuevo 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 Latino Nuevo in culturally-appropriate ways.

## Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Latino Nuevo 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	1661
Family Restaurants/Steak Houses-Visit Any	1292
McDonald's	1036
Burger King	845
Pizza Hut	530
Domino's Pizza	526
Denny's	523
Taco Bell	522
Jack-In-The-Box	514
Kentucky Fried Chicken (KFC)	486

## 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	539
Voted in fed/state/local election	403
Worked as volunteer (non political)	167
Engaged in fund raising	76
Religious club member	75

## 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	977
CHR-Contemporary Hit Radio	564
Variety Radio	382
Oldies Radio	368
Urban Contemporary Radio	359
Country Radio	217
Adult Contemporary Radio	176
Alternative Radio	107
Rock Radio	105