

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

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TOP 20 ZIP CODES FOR COLLEGE TOWN COMMUNITIES IN MICHIGAN WITH # OF HOUSEHOLDS

48858-Mount Pleasant	5507
48197-Ypsilanti	3275
48823-East Lansing	3091
49006-Kalamazoo	2053
49009-Kalamazoo	1959
48910-Lansing	1780
49307-Big Rapids	1609
48104-Ann Arbor	1442
49007-Kalamazoo	1431
48105-Ann Arbor	1222
49931-Houghton	1054
48439-Grand Blanc	984
49503-Grand Rapids	967
49855-Marquette	890
49008-Kalamazoo	806
49321-Comstock Park	625
49544-Grand Rapids	622
49001-Kalamazoo	552
48423-Davison	463
49401-Allendale	443

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College Town Communities in Zip 48858

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses-places like Manhattan, KS (Kansas State), Charlottesville, VA. (University of Virginia) and Boone, NC (Caldwell State)-residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than half the national average. The highest concentration of



UNREACHED RYAN & MEGAN

Young, single and college educated households and students living in and around college oriented communities

workers is employed in education but retailing and food services also account for a major portion of the job base. With

housing prices higher than most recent grads can afford, most households live in low- and high-rise apartments.

Unreached Status: 82.95% Unreached in 48858

A significant number of the households in the College Town Communities 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 48858 zipcode there are 4568 College Town Communities households that have not been reached with the gospel. Will you be part of a missional team to reach the College Town Communities households?

COLLEGE TOWN COMMUNITIES THUMBNAIL DEMOGRAPHICS

(J04 Percent in Mount Pleasant, Michigan)

31.47% of Zip 48858
 5507 households
 18225 Population

Generations:

<20 Years	28.4%
20-34 Years	50.28%
35-54 Years	10.67%
55-64 Years	3.98%
65+ Years	6.65%

Family Life Cycle:

Married Couples:	9.66%
Married w/Children	8.18%
Single Parents:	7.66%
Singles (not married):	29.48%
2+Male 2+ Female:	44.79%

Education:

College 4+ yrs:	15.65%
College 1-3 yrs:	54.88%
High Schl Graduates:	34.02%
No High Sch Diploma:	8.05%

Household Income:

Less than \$25,000:	58.21%
\$25,000 – \$49,999:	20.17%
\$50,000 – \$74,999:	8.74%
\$75,000 – \$99,999:	6.07%
\$100,000 – \$149,999:	5.57%
\$150,000 – \$199,999:	0.59%
\$200,000+:	0.64%

Ethnicity:

White:	88.32%
Black:	4.72%
Hispanic:	2.49%
Asian:	3.33%
Native American:	1.65%
Hawaiian/Pacific Islands:	0.07%
Other/Multiple Race:	1.91%

Armed Forces:

Armed Forces Pop:	5
Armed Forces %:	0.03%

Socioscape: Lifestyle Topography

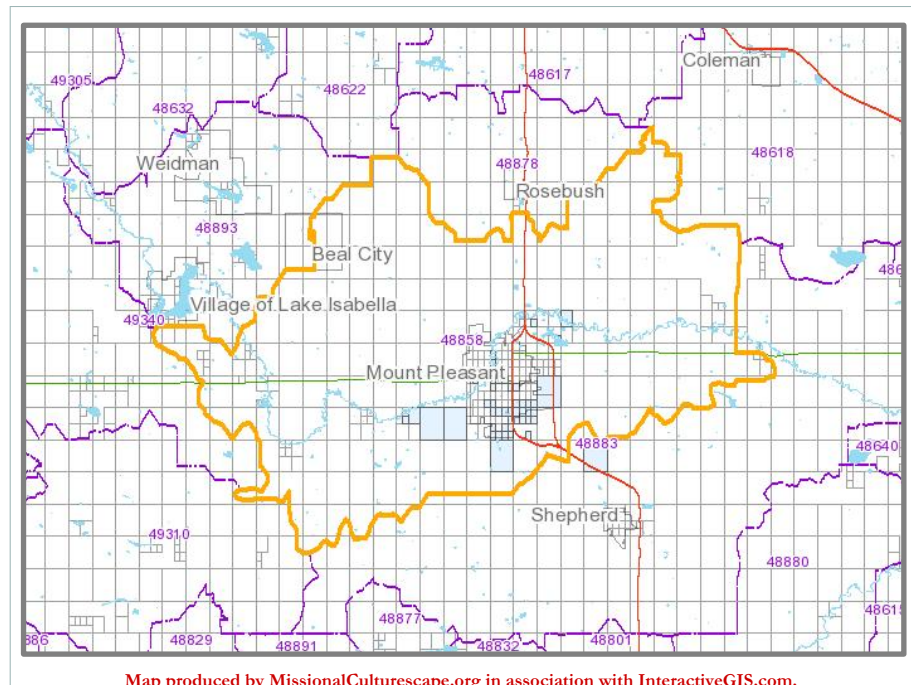
Consumer Behavior

The young and unattached members of College Town Communities lead footloose lifestyles. They like to attend the latest movies, plays, concerts and museum exhibitions. Many are body-conscious individuals who pursue a variety of recreational activities, including biking, yoga, swimming and weight lifting. They have high rates for traveling, visiting cities in the U.S. and abroad. Self-described liberals and early adopters, they like to be the first among their friends to buy the latest laptops, MP3 players and wireless email devices. They seek out the latest fashions, though for these price-sensitive shoppers it may mean looking for sales at the Gap, Banana Republic and J. Crew. Perpetually on the go, these consumers favor groceries made for grazing—bagels, yogurt, pizza and pretzels. They like their beer the way they prefer their cars—imported, and preferably sports cars.

Media Usage

When it comes to media, the households in College Town Communities appreciate anything that offers entertainment. They're big movie fans who have high rates for watching comedies, dramas and action films. Most of their favorite network TV shows are sitcoms ("That '70s Show"), reality programs ("American Idol") and comedy shows ("Saturday Night Live"). It's only when they sit down with a magazine that they suddenly turn serious. Besides favorite pop culture magazines like GQ and Esquire, these households also read titles that appeal to their more cerebral side such as Scientific American, Atlantic Monthly and The New Yorker. These young Americans go online for almost anything including email, downloading music, buying tickets to concerts, directions and listening to Internet radio.

J04 Map for ZIP 48858



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

Location of J04, College Town Communities households in zip code 48858 in Mount Pleasant, Michigan

Additional maps available by subscription to MissionalCulturescape.org

Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the College Town Communities 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 College Town Communities lifestyle segment in Zip Code 48858.

EVANGELSCAPE	J04 HH	J04%
Active Evangelical Presence	268	4.86%
Religious but not Evangelical	710	12.9%
Spiritual but not Religious	1586	28.8%
Non-evangelicals Not Interested	2271	41.24%

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

COLLEGE TOWN COMMUNITIES CONSUMER PATTERNS

(J04 Index in Mount Pleasant, Michigan)

National average is equal to 100

WHAT'S HOT:

Child Care-Children Age <=6-Group Care Center-Private Daycare	1933.18
Bought Children's Clothing Last Yr-Kids 1-5 Years-Spent \$50-\$99	1481.12
Internet Use: Personal Ads/Dating Services	1454.73
HH Appliances/Durables-Bought Last Yr-Water Purifier/Conditioner/Filter	1249.80
Vehicle Features-Radar Detector	1179.17
Grocery-Weekly Average \$31-\$40	1178.00
Casino Gambling-Reno/Lake Tahoe	1147.11
Small Kitchen Appl-Bought Last Yr-Electric Knife Sharpener	1124.67
Bought Children's Clothing Last Yr-All Children-Spent \$50-\$99	1057.74
Have Secured Line Of Credit Account	903.28
Spend A Lot Of Money On Toiletries/Cosmetics	821.85
Own/Lease Foreign-Midsize SUV	812.07

WHAT'S NOT:

Drink Gin	7.62
Growth In Number Cable Networks Diluting Quality TV	7.39
Toys-Pre-school Toys	7.12
Motor Oil-Added/Changed by Repair Shop/Garage	6.89
Manufacturer Incentive Offers-Proof of Purchase Redemption	6.89
Children In Household-Presence Of Children By Age-6-17 Years	6.28
Drink Cordials/Liqueurs	6.13
Small Kitchen Appl-Own Electric Juicer	5.77
HH Appliances/Durables-Own Portable Room Heater	5.74
Foreign Higher Quality Than American	4.37
Have Life Insurance Value \$20000-\$49999	4.02
Usually First to Try New Food Products	1.25

HOT MEDIA:

TV-Freq Watch MLS Soccer	1115.76
TV-Occas Watch Gravity Games	1011.22
Get TV Info From Internet	654.09
Radio-College Basketball Post Season	533.29
TV-Occas Watch X-Games	511.08
TV-Freq Watch Skiing	509.07
TV-Freq Watch World Cup Soccer	458.57
TV-Occas Watch WWE	434.88
TV-Freq Watch Boxing	413.49
Movies-Genre-Foreign Language/Independent	382.14
Radio-College Basketball Reg Season	367.32
TV-Freq Watch College Basketball Reg Season	366.62

COLD MEDIA:

TV Dayparts-Ave Day-Mon-Fri 4pm-5pm	13.86
Media Quintiles-Radio Drive Time 1 (Highest)	12.59
National Geographic Channel	10.42
TV Dayparts-Ave Day-Mon-Fri 10am-11am	8.16
TCM (Turner Classic Movies)	5.75

Linkscope: Connectional Topography

Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in College Town Communities.

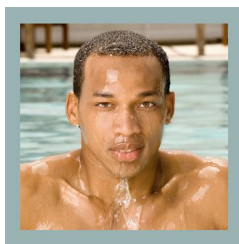
Potential Cultural Bridges	HH
Dining Out (Not Fast Food)	4433
Movies-Attended Movie In Last 6 Months	4156
Listening To Music	3960
Reading Books	3879
Home Personal Computer-HH Own	3864
HH Uses Computer For Internet/E-mail	3715
Like To Have Circle Of Close Friends	3683
Ailments Last Yr-Any Ailment	3452
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	3383
Internet Use: E-Mail	3229

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	3105
Find It Difficult To Say No To My Kids	2875
If Won Lottery Would Never Work Again	2517
Important Continue Learning New Things	2205
I Am A Workaholic	2159
Happy With My Standard Of Living	2090
Friends More Important Than My Family	2009
Don't Judge People/Way They Live Life	2009
Like Control Over People And Resources	1974
Money Is Best Measure Of Success	1882

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	3105
Prefer To Have Few Possessions As Possible	3105
You Should Seize Opportunities In Life	3037
Worried About Pollution Caused By Cars	2817
Prefer Work Part Of Team Than Alone	2540
Like To Understand About Nature	2540
Good At Fixing Things	2447
Have Keen Sense Of Adventure	2067
Important Feel Respected By My Peers	1928
Provide My Kids With The Little Extras	1558



APEPT Missional Roles

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The APEPT missional roles are: Apostolic, Prophetic, Evangelistic, Pastoral and Teaching. It will take all of these roles working together in order to reach College Town Communities in Zip 48858



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 College Town Communities 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 College Town Communities in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the College Town Communities 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	4237
Family Restaurants/Steak Houses-Visit Any	4018
McDonald's	2794
Applebee's	2575
Subway	2055
Bennigan's	1466
Fuddrucker's	1339
Cracker Barrel	1270
Denny's	1247
Domino's Pizza	1143

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	1225
Recycled products	1195
Worked as volunteer (non political)	736
Engaged in fund raising	524
Wrote to editor of mag or newspaper	393

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	1437
Country Radio	1129
Adult Contemporary Radio	1059
Urban Contemporary Radio	1034
Rock Radio	898
Classic Rock Radio	827
Alternative Radio	444
Soft Contemporary Radio	308
News/Talk Radio	273