

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

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TOP 13 ZIP CODES FOR UNATTACHED MULTI-CULTURES IN MICHIGAN WITH # OF HOUSEHOLDS

48104-Ann Arbor	2627
48823-East Lansing	2076
49006-Kalamazoo	1761
48197-Ypsilanti	1351
48858-Mount Pleasant	1045
49442-Muskegon	787
48105-Ann Arbor	732
49009-Kalamazoo	621
48603-Saginaw	434
48084-Troy	305
48198-Ypsilanti	267
49307-Big Rapids	266
49007-Kalamazoo	224

Unattached Multi-cultures in Zip 48858

Unattached Multi-cultures is filled with multi-ethnic singles, single parents and unmarried couples living in downtown neighborhoods in cities including Boston, MA, Brooklyn, NY and New Haven, CT. Nearly two-thirds of the adults are under 35 years old and more than a third of the residents are minorities. Living in low-income urban areas, these less educated households possess median incomes barely above the poverty line with home values only half the national average. Many can't afford cars and get by on public transportation. Unemployment



UNREACHED BRIAN & AMY
Highly mobile, multi-ethnic singles, single parents and unmarried couples living in low-income downtown urban neighbourhoods

is almost twice the national average and those adults employed tend to have entry-level jobs in food, retail and education services.

Residents of Unattached Multi-cultures are always on the move and display one of the highest mobility rates in the nation.

Unreached Status: 69.26% Unreached in 48858

A significant number of the households in the Unattached Multi-cultures 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 723 Unattached Multi-cultures households that have not been reached with the gospel. Will you be part of a missional team to reach the Unattached Multi-cultures households?

www.missionalzipcode.org
powered by:



UNATTACHED MULTI-CULTURES THUMBNAIL DEMOGRAPHICS

(K01 Percent in Mount Pleasant, Michigan)

5.97% of Zip 48858
 1045 households
 4630 Population

Generations:

<20 Years	24.86%
20-34 Years	57.19%
35-54 Years	7.49%
55-64 Years	3.33%
65+ Years	7.04%

Family Life Cycle:

Married Couples:	6.92%
Married w/Children	3.46%
Single Parents:	7.94%
Singles (not married):	29.17%
2+Male 2+ Female:	52.52%

Education:

College 4+ yrs:	26.72%
College 1-3 yrs:	52.08%
High Schl Graduates:	24.06%
No High Sch Diploma:	5.27%

Household Income:

Less than \$25,000:	53.62%
\$25,000 – \$49,999:	22.64%
\$50,000 – \$74,999:	8.18%
\$75,000 – \$99,999:	5.03%
\$100,000 – \$149,999:	8.41%
\$150,000 – \$199,999:	1.02%
\$200,000+:	1.02%

Ethnicity:

White:	86.5%
Black:	6.2%
Hispanic:	2.42%
Asian:	4.71%
Native American:	0.67%
Hawaiian/Pacific Islands:	0.15%
Other/Multiple Race:	1.77%

Armed Forces:

Armed Forces Pop:	2
Armed Forces %:	0.04%

Socioscape: Lifestyle Topography

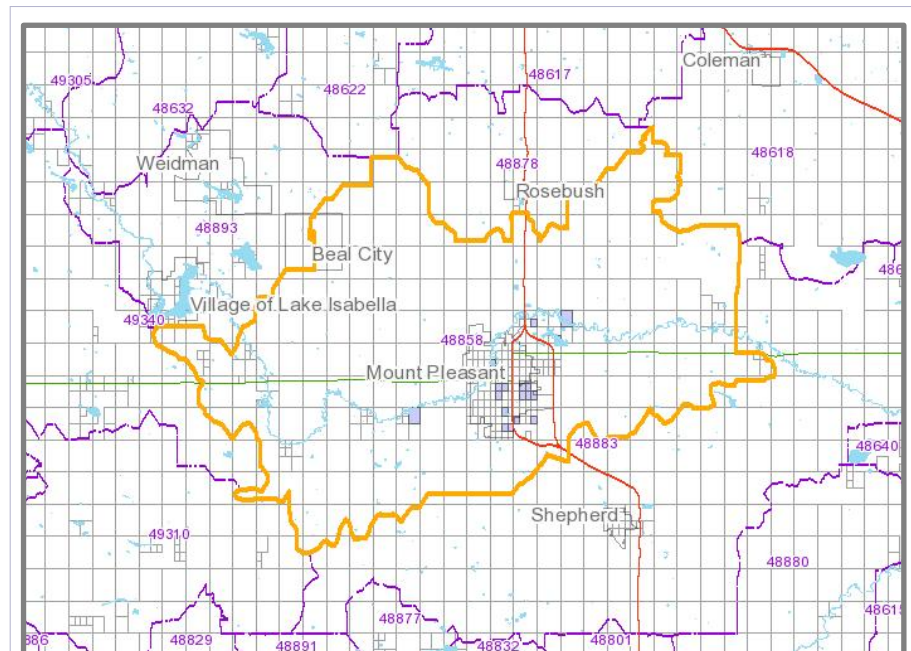
Consumer Behavior

Young, inter-city lifestyles are characteristic of Unattached Multi-cultures. These urban households spend their leisure time listening to music, reading, playing cards and shooting pool. They participate in a variety of athletic activities, including swimming, baseball, basketball and jogging. Though they're challenged by low incomes, they will take occasional domestic vacations by bus and train. As shoppers, they tend not to be brand loyal and often switch brands. They enjoy shopping with their children and are drawn to stores that offer sales and coupons. They are frequent visitors to discount stores as Kmart, Target, Fashion Bug and Payless Shoes. When it comes to finances they are not good at saving money and tend to spend without considering the cost. To make ends meet they must supplement their income with personal loans.

Media Usage

With many of their leisure activities taking place in their homes, Unattached Multi-cultures households enjoy a variety of media. They often keep the TV on all day, tuning in talk shows, soaps, movies and courtroom reality programs. They watch a variety of cable channels at high rates, including basic networks like Discovery, ESPN, MTV and Spike TV as well as premium offerings such as HBO and Starz! They'll listen to the radio for Spanish, Mexican and urban contemporary music stations. They have eclectic tastes when it comes to magazines, picking up ethnic-targeted titles as well as car, fashion and parenting publications. These young consumers like to keep up with the latest technology but only a small percentage have Internet access at home. When they go online, it's to check out news and jobs sites as well as to download games and music.

K01 Map for ZIP 48858



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

Location of K01, Unattached Multi-cultures 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 Unattached Multi-cultures 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 Unattached Multi-cultures lifestyle segment in Zip Code 48858.

EVANGELSCAPE	K01 HH	K01%
Active Evangelical Presence	92	8.77%
Religious but not Evangelical	414	39.59%
Spiritual but not Religious	51	4.85%
Non-evangelicals Not Interested	259	24.81%

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

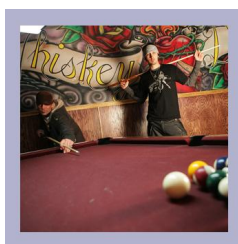
Linkscape: Connectional Topography

Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in Unattached Multi-cultures.

Potential Cultural Bridges	HH
Home Personal Computer-HH Own	970
HH Uses Computer For Internet/E-mail	952
Internet Use: E-Mail	905
HH Uses Computer For Education	886
Internet Use: News/ Weather	858
Listening To Music	826
Swimming	820
Movies-Attended Movie In Last 6 Months	732
HH Owns DVD Player	690
Internet Use: Sports	690

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 Barriers

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

Potential Cultural Barriers	HH
Find It Difficult To Say No To My Kids	670
Don't Judge People/Way They Live Life	407
Too Much Sponsorship In Arts/Sports	363
Happy With My Standard Of Living	313
Prefer To Have Few Possessions As Possible	313
Speak My Mind Even If It Upsets People	156
On Whole People Get What They Deserve	100
Woman's Place Is In The Home	100
Indulge My Kids With The Little Extras	100
Important Continue Learning New Things	56

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
Good At Fixing Things	982
Worried About Pollution Caused By Cars	670
Important To Respect Customs And Beliefs	582
Home Decor Particular Interest To Me	513
You Should Seize Opportunities In Life	313
Have Keen Sense Of Adventure	313
People Have To Take Me As They Find Me	313
Prefer To Have Few Possessions As Possible	313
Looking For New Ideas To Improve Home	100
Feel Very Alone In The World	100

UNATTACHED MULTI-CULTURES CONSUMER PATTERNS

(K01 Index in Mount Pleasant, Michigan)

National average is equal to 100

WHAT'S HOT:

Prescription Lenses-Wear Soft Contact Lenses	7662.81
Small Kitchen Appl-Bought Last Yr-Pressure Cooker	6559.36
Cruise Ship Vacation-Areas Traveled-South America/Panama Canal	5137.16
Foreign Travel 1st 3 yrs-India	4979.44
Foreign Travel 1st 3 yrs-Other Central/South America Countries	2828.74
Small Kitchen Appl-Bought Last Yr-Electric Mixer	2132.51
HH Furnishings-Bought Last Yr-Other	1911.19
Small Kitchen Appl-Bought Last Yr-Electric Toaster	1892.66
HH Furnishings (Not Linen/Bed)-Total Expenditures \$51-\$100	1705.91
Foreign Travel 1st 3 yrs-Reason For Trip-Personal (Excluding Vacation)	1547.14
Ailments Professional Consulted Last Yr-Pediatrician	1368.29
HH Appliances/Durables-Bought Last Yr-Portable Electric Fan	1345.33

WHAT'S NOT:

Custom Telephone Service-HH Has Three Way Calling	11.61
Online Access Using Cable Modem	11.42
Fresh Refrigerated Potato Products-HH Use	11.14
Frozen Breakfast Entrees/Sandwiches-HH Use	11.11
Important Continue Learning New Things	10.90
Baby Oil/Baby Lotion-HH Uses	9.99
Instant Iced Tea Mix-HH Use	9.49
Spray Starch-Use	9.19
Pre-Moistened Cleansing Wipes/Cloths-HH Use	8.86
Meat Snacks/Beef Jerky-HH Eats	7.37
Shortening-HH Use	6.04
Custom Telephone Service-HH Has Caller ID	5.47

HOT MEDIA:

TV Dayparts-Ave Day-Sun midnight-1am	1526.55
Radio-College Basketball Post Season	1305.62
Movies-Genre-Foreign Language/Independent	1091.51
Media Quintiles-Internet At Work 2 (2nd Highest)	955.08
Radio-College Basketball Reg Season	899.30
Radio-NFL Football Reg Season	642.00
Disney Channel	605.74
TV-Freq Watch WWE	577.29
Oxygen	535.32
TV Dayparts-Ave Day-Mon-Fri midnight-1am	527.56
Satellite Dish-Dish Network (EchoStar)	523.83
TV Dayparts-Ave Day-Sun 11pm-1am	503.82

COLD MEDIA:

Currently Receive Showtime	21.26
Discovery Channel	18.50
Subscribe Digital Cable	8.97
HH Has Video-On-Demand	8.62
Pay Per View TV-HH Has Access	5.38



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 Unattached Multi-cultures in Zip 48858



APEPT Missionalities™ 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.

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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 Unattached Multi-cultures 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 Unattached Multi-cultures in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Unattached Multi-cultures 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
Family Restaurants/Steak Houses-Visit Any	889
Fast Food/Drive-In Restaurant-Visit Any	582
Burger King	413
Applebee's	325
McDonald's	319
Kentucky Fried Chicken (KFC)	263
Panera Bread	263
Quiznos Sub	263
Papa John's	263
Lone Star Steakhouse and Saloon	263

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	253
Recycled products	225
Worked as volunteer (non political)	127
Engaged in fund raising	66
Religious club member	64

Communication

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

Top Radio Formats	HH
Country Radio	256
CHR-Contemporary Hit Radio	222
Urban Contemporary Radio	182
Adult Contemporary Radio	149
Rock Radio	135
Classic Rock Radio	121
Variety Radio	96
Alternative Radio	85
Hispanic Radio	80