

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

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TOP 19 ZIP CODES FOR MAJOR UNIVERSITY TOWNS IN MICHIGAN WITH # OF HOUSEHOLDS

48104-Ann Arbor	1833
49401-Allendale	1064
48858-Mount Pleasant	763
49931-Houghton	564
48105-Ann Arbor	555
48197-Ypsilanti	530
48823-East Lansing	414
48202-Detroit	387
49506-Grand Rapids	344
49008-Kalamazoo	336
48309-Rochester	332
49006-Kalamazoo	305
49423-Holland	303
49783-Sault Sainte Marie	204
49103-Berrien Springs	185
48801-Alma	158
49855-Marquette	131
49224-Albion	121
48109-Ann Arbor	105

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Major University Towns in Zip 48858

Major University Towns is forever young, thanks to the students who arrive each year to this collection of university-filled cities. More than three-quarters of the households consist of students living in dormitories-the highest rate in the nation. Unlike the College Town Communities cluster, which consists of smaller towns and campus communities, this segment is a collection of satellite cities that house sprawling wling universities and include places like Madison, WI (University of Wisconsin), Baton Rouge, LA (Louisiana State) and Athens, GA (University of Georgia). In this



UNREACHED STEVE & SARA
Dormitory living students and college educated households located in satellite cities that house sprawling universities

cluster, nearly half the residents hold college diplomas, but many are starting their first jobs (often in retail, education or food services) with an annual income

almost 50 percent below the U.S. average. Their typical 10-minute commute to work-most likely by foot, bike or campus bus-is one of the shortest in the nation.

Unreached Status: 81.29% Unreached in 48858

A significant number of the households in the Major University Towns 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 620 Major University Towns households that have not been reached with the gospel. Will you be part of a missional team to reach the Major University Towns households?

MAJOR UNIVERSITY TOWNS THUMBNAIL DEMOGRAPHICS

(L02 Percent in Mount Pleasant, Michigan)

4.36% of Zip 48858
763 households
1081 Population

Generations:

<20 Years	22.29%
20-34 Years	50.88%
35-54 Years	14.52%
55-64 Years	4.81%
65+ Years	7.12%

Family Life Cycle:

Married Couples:	12.9%
Married w/Children	8.41%
Single Parents:	8.04%
Singles (not married):	41.31%
2+Male 2+ Female:	28.97%

Education:

College 4+ yrs:	29.28%
College 1-3 yrs:	57.79%
High Schl Graduates:	15.97%
No High Sch Diploma:	0.95%

Household Income:

Less than \$25,000:	53.64%
\$25,000 – \$49,999:	19.63%
\$50,000 – \$74,999:	6.92%
\$75,000 – \$99,999:	8.22%
\$100,000 – \$149,999:	5.79%
\$150,000 – \$199,999:	2.06%
\$200,000+:	3.55%

Ethnicity:

White:	72.34%
Black:	6.48%
Hispanic:	5.27%
Asian:	17.11%
Native American:	1.2%
Hawaiian/Pacific Islands:	0%
Other/Multiple Race:	2.87%

Armed Forces:

Armed Forces Pop:	0
Armed Forces %:	0%

Socioscape: Lifestyle Topography

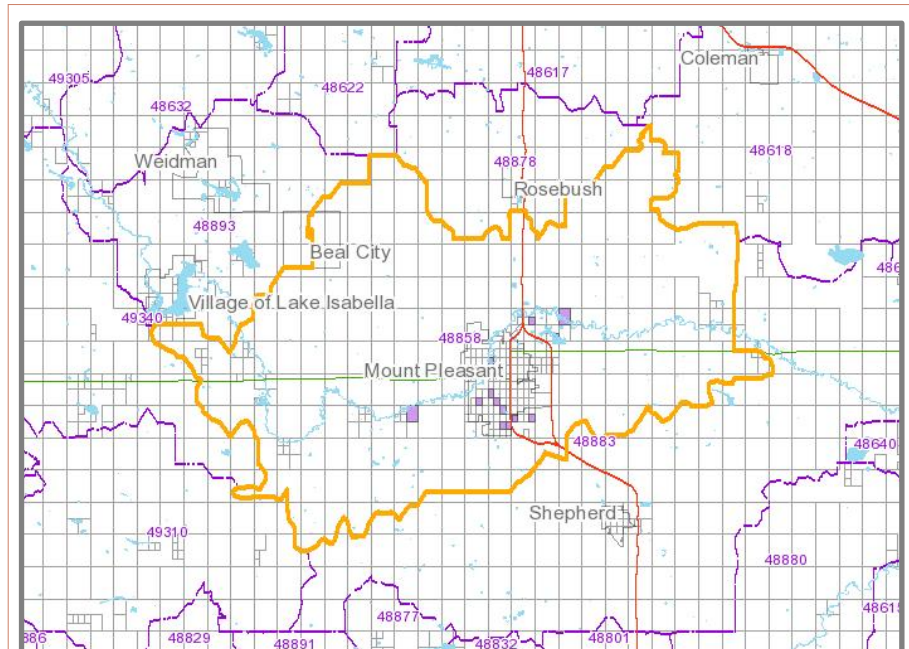
Consumer Behavior

The households in Major University Towns tend to be young and exuberant consumers. Their favorite activities include bar hopping, eating out, seeing movies and going to comedy clubs. They have a cultural streak as evidenced by their passion for books, plays, museums and music (as both performers and concert-goers). They take care of their bodies as well as their minds, spending free time playing racquetball, lifting weights and jogging. In fact, these households are often on the move, whether it's relocating for work or traveling to both domestic and foreign cities. They're avid users of mobile technology, utilizing wireless phones with text messaging and three-way calling features to keep in constant contact with their friends. Many describe themselves as environmentalists, indicating that they're willing to pay more for ecologically friendly products.

Media Usage

Public broadcasting is big among the students in Major University Towns, but it isn't the only popular media. Households here are twice as likely as average Americans to watch cable channels like MTV, Comedy Central, HBO and E! Entertainment. Magazines are also a main source of their entertainment, with titles including stimulating topics such as Atlantic Monthly, The Economist and New Yorker. They're just as highbrow and well-rounded in their radio choices. Their top-rated stations play classical, jazz and adult alternative music. These young and educated residents are heavily dependent on the Internet and go online to shop, read the news, bank and download music files.

L02 Map for ZIP 48858



Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the Major University Towns 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 Major University Towns lifestyle segment in Zip Code 48858.

EVANGELSCAPE	L02 HH	L02%
Active Evangelical Presence	41	5.34%
Religious but not Evangelical	40	5.26%
Spiritual but not Religious	113	14.81%
Non-evangelicals Not Interested	467	61.21%

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 Major University Towns.

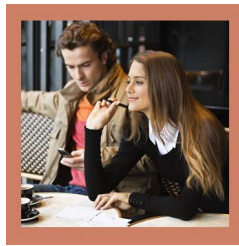
Potential Cultural Bridges	HH
Home Personal Computer-HH Own	763
Ailments Last Yr-Any Ailment	655
Reading Books	604
Like To Have Circle Of Close Friends	574
Listening To Music	544
Consider Myself A Spiritual Person	493
Ailments Professional Consulted Last Yr-General/Family Practitioner	484
Dining Out (Not Fast Food)	469
Ailments Professional Consulted Last Yr-Dentist	457
Important A Company Acts Ethically	393

Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	538
Prefer To Have Few Possessions As Possible	397
Friends More Important Than My Family	360
Like To Do Unconventional Things	300
Don't Judge People/Way They Live Life	279
Woman's Place Is In The Home	255
If Won Lottery Would Never Work Again	249
Find It Difficult To Say No To My Kids	234
Speak My Mind Even If It Upsets People	216
Marijuana Should Be Legalized	198

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	511
Important To Respect Customs And Beliefs	412
Prefer To Have Few Possessions As Possible	397
Like To Understand About Nature	370
Important Feel Respected By My Peers	351
Prefer Work Part Of Team Than Alone	330
Real Men Don't Cry	276
Important To Juggle Various Tasks	270
Good At Fixing Things	249
Consider Myself Interested In The Arts	243

MAJOR UNIVERSITY TOWNS CONSUMER PATTERNS

(L02 Index in Mount Pleasant, Michigan)

National average is equal to 100

WHAT'S HOT:

Resort Visits-Stayed Last Yr-Golf/Tennis	1571.16
Own/Lease-Lexus	1548.42
Own/Lease-GMC	1522.73
Own/Lease Foreign Entry Luxury SUV	1485.68
Automotive Club-Belong To AARP Motoring Plan	1298.39
Own/Lease Foreign Luxury SUV	1269.07
Resort Visits-Stayed Last Yr-Water Sports/Beach Activities	1199.97
Foreign Travel 1st 3 yrs-Australia/New Zealand	1037.69
Ailments Last Yr-Stomach Ulcers	973.91
Own Other US Government Bonds	873.39
Retirement Homes/Assisted Living Facility/Nursing Homes-Any in HH Used Last Yr	770.16
Ailments Professional Consulted Last Yr-Podiatrist	741.09

WHAT'S NOT:

Hunting	4.26
HH Appliances/Durables-Own Shower Massager	4.21
Foreign Higher Quality Than American	4.10
Custom Telephone Service-HH Has Call Blocking	4.03
Lottery Last 30 Days-Instant Game	3.74
SUV Matches My Active Lifestyle	3.58
Lottery Last Yr-Daily Drawing	3.57
Small Kitchen Appl-Bought Last Yr-Any Small/Countertop Appl	3.40
Lawn/Garden Equip-Own Power Riding/Tractor-Type Lawn Mower	3.38
Camping Trips (Overnight)	2.55
Drink Regular Cola (Not Diet) Drink-Pepsi	2.53
Freshwater Fishing	2.38

HOT MEDIA:

TV-Freq Watch WNBA Basketball Post Season	1406.03
TV-Freq Watch WNBA Basketball Reg Season	1197.08
Radio-NBA Basketball Post Season	1078.34
TV-Freq Watch Arena Football	868.67
Radio-NBA Basketball Reg Season	792.51
Radio-NASCAR Craftsman Truck Series	714.17
Get TV Info From TV Guide Magazine	569.92
TV-Freq Watch World Cup Soccer	483.67
TV-Freq Watch NBA Basketball Post Season	408.38
TV-Freq Watch NBA Basketball Reg Season	394.57
Radio-NFL Football Post Season	379.55
Radio-MLB Baseball Post Season	347.56

COLD MEDIA:

Currently Receive Starz	5.45
Nick At Nite	4.39
HBO (Home Box Office)	4.32
Satellite Dish-DirecTV	4.23
Currently Receive HBO (Home Box Office)	3.33



APEPT Missional Roles



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



APEPT Missional Roles™ is based upon Ephesians 4:11-12

MINISTRY AREAS	PURPOSE
APEPT Missional Roles	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

Pastoral Role: Doing It Together

Pastorally gifted people are needed to disciple new believers in Major University Towns in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Major University Towns group to multiply among them.

Apostolic Role: Doing It New

Believers with the apostolic gift are needed to start new approaches, ministries, and congregations that reach Major University Towns 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



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
Family Restaurants/Steak Houses-Visit Any	511
Fast Food/Drive-In Restaurant-Visit Any	360
McDonald's	234
Wendy's	150
Chili's Grill and Bar	147
Applebee's	135
Olive Garden	129
Subway	129
Starbucks	126
Friendly's	123

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	385
Recycled products	262
Worked as volunteer (non political)	123
Been published	74
Religious club member	68

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	140
Hispanic Radio	124
Adult Contemporary Radio	117
Variety Radio	116
Country Radio	112
Rock Radio	82
Alternative Radio	81
Oldies Radio	76
News/Talk Radio	74