

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

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TOP 20 ZIP CODES FOR ACADEMIC INFLUENCES IN MICHIGAN WITH # OF HOUSEHOLDS

| | |
|-----------------------|------|
| 48126-Dearborn | 2436 |
| 49103-Berrien Springs | 484 |
| 49283-Spring Arbor | 419 |
| 48051-New Baltimore | 404 |
| 48047-New Baltimore | 376 |
| 48189-Whitmore Lake | 362 |
| 49424-Holland | 254 |
| 49341-Rockford | 249 |
| 49509-Wyoming | 210 |
| 48642-Midland | 186 |
| 49417-Grand Haven | 185 |
| 48120-Dearborn | 182 |
| 49221-Adrian | 180 |
| 48801-Alma | 176 |
| 49506-Grand Rapids | 173 |
| 48094-Washington | 169 |
| 49076-Olivet | 145 |
| 48161-Monroe | 143 |
| 49265-Onsted | 143 |
| 48504-Flint | 137 |

Academic Influences in Zip 48801

Students help to set the tone of Academic Influences, a cluster of multi-ethnic campus communities where one in five residents lives in a dormitory. Young families also dominate the demographics of this cluster, thanks to recent college graduates who are now married with children. As a group, these well-educated households have above average incomes from white-collar jobs in education and health care. Many have left student housing to buy their first home or condominium reflecting



UNREACHED JOEL & RACHEL

Multi-ethnic campus communities dominated by young college-educated families and students living in gentrifying neighbourhoods

their in-town locations. In these often gentrifying neighborhoods, housing values are nearly 40 percent above the U.S. average.

Unreached Status: 61.26% Unreached in 48801

A significant number of the households in the Academic Influences 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 48801 zipcode there are 107 Academic Influences households that have not been reached with the gospel. Will you be part of a missional team to reach the Academic Influences households?

www.missionalzipcode.org

powered by:



ACADEMIC INFLUENCES THUMBNAIL DEMOGRAPHICS

(K02 Percent in Alma, Michigan)

4% of Zip 48801
176 households
0 Population

Generations:

| | |
|-------------|----|
| <20 Years | 0% |
| 20-34 Years | 0% |
| 35-54 Years | 0% |
| 55-64 Years | 0% |
| 65+ Years | 0% |

Family Life Cycle:

| | |
|------------------------|----|
| Married Couples: | 0% |
| Married w/Children | 0% |
| Single Parents: | 0% |
| Singles (not married): | 0% |
| 2+Male 2+ Female: | 0% |

Education:

| | |
|----------------------|----|
| College 4+ yrs: | 0% |
| College 1-3 yrs: | 0% |
| High Schl Graduates: | 0% |
| No High Sch Diploma: | 0% |

Household Income:

| | |
|------------------------|----|
| Less than \$25,000: | 0% |
| \$25,000 – \$49,999: | 0% |
| \$50,000 – \$74,999: | 0% |
| \$75,000 – \$99,999: | 0% |
| \$100,000 – \$149,999: | 0% |
| \$150,000 – \$199,999: | 0% |
| \$200,000+: | 0% |

Ethnicity:

| | |
|---------------------------|----|
| White: | 0% |
| Black: | 0% |
| Hispanic: | 0% |
| Asian: | 0% |
| Native American: | 0% |
| Hawaiian/Pacific Islands: | 0% |
| Other/Multiple Race: | 0% |

Armed Forces:

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

Socioscape: Lifestyle Topography

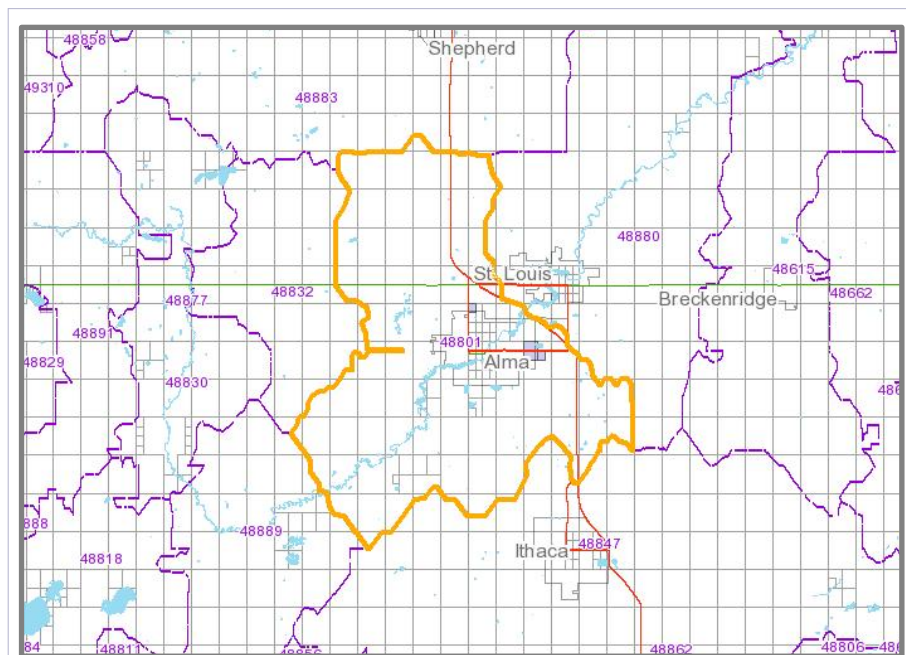
Consumer Behavior

The lifestyles of Academic Influences households are heavily influenced by young children. These family households play just about every known sport including basketball, softball, soccer and football. They make frequent trips to theme parks, bowling alleys and movie theaters. The adults describe themselves as smart shoppers who purchase the latest consumer electronics-laptops, PDAs and DVD players-as well as their clothes from retailers such as Target, Old Navy and J.C. Penney. They spend freely on their children, buying video games, infant toys, plush dolls and action figures. Although many are still paying off education loans, they have begun saving for the future by investing in their employer's 401(k) programs.

Media Usage

The residents of Academic Influences spend enough time around their homes and apartments to be a strong media market. They watch broadcast TV, especially shows like Fear Factor, "MADtv" and "The Simpsons," but they're selective in their cable tastes, enjoying Nick at Nite and Oxygen as well as premium channels such as Starz! and HBO. They listen to the radio for the news updates as well as music stations that play modern and alternative rock. Their wide-ranging interests are reflected in their favorite magazines-from Vibe and Sports Illustrated to Men's Health and Cooking Light. Internet savvy, these households go online at healthy rates to check out news websites, participate in auctions and create digital photo albums-no doubt to feature and show off their young children.

K02 Map for ZIP 48801



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

Location of K02, Academic Influences households in zip code 48801 in Alma, Michigan

Additional maps available by subscription to MissionalCulturescape.org

Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the Academic Influences 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 Academic Influences lifestyle segment in Zip Code 48801.

| EVANGELSCAPE | K02 | HH | K02% |
|---------------------------------|-----|--------|------|
| Active Evangelical Presence | 19 | 11.05% | |
| Religious but not Evangelical | 32 | 18.32% | |
| Spiritual but not Religious | 20 | 11.51% | |
| Non-evangelicals Not Interested | 55 | 31.44% | |

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

ACADEMIC INFLUENCES CONSUMER PATTERNS

(K02 Index in Alma, Michigan)

National average is equal to 100

WHAT'S HOT:

| | |
|--|--------|
| Child Care-Children Age <=6-Group Care Center-Private Daycare | 895.27 |
| Small Kitchen Appl-Bought Last Yr-Electric Coffee Grinder/Mill | 893.48 |
| Small Kitchen Appl-Bought Last Yr-Electric Deep Fryer | 844.43 |
| Small Kitchen Appl-Bought Last Yr-Thermal Carafe/Server | 835.06 |
| Other Snacks-Types Eaten-Soy Chips | 701.07 |
| HH Uses Computer For Time Management | 691.44 |
| Kitchen Appl (Major Appl)-Bought Last Yr-Separate Home Freezer | 667.02 |
| Remodeling-Add A Garage | 645.63 |
| HH Appliances/Durables-Bought Last Yr-Hand-Held Vacuum | 618.45 |
| HH Appliances/Durables-Bought Last Yr-Carpet Cleaner/Shampooer | 610.25 |
| Foreign Travel 1st 3 yrs-Puerto Rico | 601.87 |
| HH Appliances/Durables-Bought Last Yr-Shower Massager | 558.88 |

WHAT'S NOT:

| | |
|------------------------------------|------|
| Downhill/Cross Country Snow Skiing | 5.20 |
| Godfather's Pizza | 5.17 |
| Motorcycles-Anyone In HH Owns | 4.86 |
| Fazoli's Italian | 4.81 |
| Longhorn Steakhouse | 4.67 |
| Rallies | 4.67 |
| Lawn/Garden Equip-Own Other Power | 4.43 |
| Krystal | 4.05 |
| Schlottzsky's Deli | 3.79 |
| Hunting | 2.94 |
| Steak'N Shake | 2.27 |
| Hardee's | 1.58 |

HOT MEDIA:

| | |
|--|--------|
| TV-Freq Watch College Baseball | 590.86 |
| Radio-College Baseball | 576.82 |
| Radio-NHL Hockey Post Season | 557.68 |
| Movies-Attended Movie 6 Or More Times Last 90 Days | 473.59 |
| TV-Freq Watch Volleyball | 423.37 |
| Radio-NHL Hockey Reg Season | 403.31 |
| TV-Freq Watch Rodeo | 391.82 |
| Radio By Daypart-Sat-Sun Midnight-6am | 306.35 |
| TV-Freq Watch Track and Field | 285.19 |
| TV-Occas Watch WWE | 277.88 |
| TV-Freq Watch Horse Racing | 271.20 |
| TV-Occas Watch WNBA Basketball Reg Season | 260.07 |

COLD MEDIA:

| | |
|---|-------|
| TV Dayparts-Ave Day-Mon-Fri 2am-5am | 16.37 |
| TV-Freq Watch WWE | 15.74 |
| TV Dayparts-Ave Day-Sun 11am-noon | 14.15 |
| TV-Freq Watch Other Soccer | 9.47 |
| Media Quintiles-Internet At Work 3 (Middle) | 8.09 |

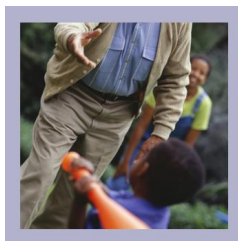
Linkscope: Connectional Topography

Cultural Bridges

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

| Potential Cultural Bridges | HH |
|--|-----|
| First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use | 136 |
| Reading Books | 136 |
| Movies-Attended Movie In Last 6 Months | 130 |
| Home Personal Computer-HH Own | 130 |
| Listening To Music | 125 |
| Ailments Last Yr-Any Ailment | 118 |
| Like To Have Circle Of Close Friends | 115 |
| Dining Out (Not Fast Food) | 107 |
| HH Uses Computer For Internet/E-mail | 103 |
| Movies-Genre-Comedy | 99 |

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 |
|--|-----|
| Important Continue Learning New Things | 113 |
| Find It Difficult To Say No To My Kids | 74 |
| Woman's Place Is In The Home | 68 |
| Friends More Important Than My Family | 65 |
| Prefer To Have Few Possessions As Possible | 64 |
| Like To Do Unconventional Things | 56 |
| Speak My Mind Even If It Upsets People | 55 |
| Like Control Over People And Resources | 54 |
| Don't Judge People/Way They Live Life | 53 |
| Happy With My Standard Of Living | 51 |

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 | 125 |
| You Should Seize Opportunities In Life | 116 |
| Important Feel Respected By My Peers | 83 |
| Worried About Pollution Caused By Cars | 68 |
| Important To Juggle Various Tasks | 64 |
| Prefer To Have Few Possessions As Possible | 64 |
| Prefer Work Part Of Team Than Alone | 58 |
| Like To Just Enjoy Life | 57 |
| Good At Fixing Things | 57 |
| Like To Understand About Nature | 54 |



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 Academic Influences in Zip 48801



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 Academic Influences 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 Academic Influences in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Academic Influences 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 | 140 |
| Family Restaurants/Steak Houses-Visit Any | 120 |
| McDonald's | 105 |
| Wendy's | 51 |
| Applebee's | 50 |
| Burger King | 45 |
| Subway | 40 |
| Dunkin' Donuts | 39 |
| Kentucky Fried Chicken (KFC) | 38 |
| IHOP (International House Of Pancakes) | 34 |

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 | 82 |
| Voted in fed/state/local election | 79 |
| Worked as volunteer (non political) | 31 |
| Engaged in fund raising | 25 |
| Religious club member | 22 |

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 | 42 |
| Urban Contemporary Radio | 42 |
| Adult Contemporary Radio | 29 |
| Variety Radio | 22 |
| All News Radio | 20 |
| Soft Contemporary Radio | 17 |
| Country Radio | 17 |
| Oldies Radio | 17 |
| Alternative Radio | 14 |