

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

INSIDE THIS ISSUE

| | |
|-----------------------------|---|
| Thumbnail Demographics | 2 |
| Socioscape: Lifestyle | 2 |
| Bay City E03 Map | 2 |
| Consumer Patterns | 3 |
| Evangeliscape: Spirituality | 3 |
| Linkscape: Connections | 3 |
| APEPT Missional Roles | 4 |

TOP 20 ZIP CODES FOR PROFESSIONAL URBANITES IN MICHIGAN WITH # OF HOUSEHOLDS

| | |
|------------------------|------|
| 48315-Utica | 1775 |
| 48823-East Lansing | 1705 |
| 49546-Grand Rapids | 1350 |
| 48322-West Bloomfield | 1292 |
| 49441-Muskegon | 1127 |
| 48430-Fenton | 1114 |
| 48170-Plymouth | 1084 |
| 48304-Bloomfield Hills | 1061 |
| 48152-Livonia | 990 |
| 48309-Rochester | 954 |
| 48334-Farmington | 928 |
| 49686-Traverse City | 891 |
| 48038-Clinton Township | 872 |
| 49346-Stanwood | 869 |
| 48335-Farmington | 859 |
| 48093-Warren | 785 |
| 48124-Dearborn | 782 |
| 48706-Bay City | 753 |
| 48120-Dearborn | 736 |
| 48127-Dearborn Heights | 693 |

Professional Urbanites in Zip 48706

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care. And they tend to live in relatively new



UNREACHED JACK & JOAN

An upper-middle-class retirement oasis in the metropolitan sprawl containing very active empty nesting couples and older singles

homes and well-kept apartments, enjoying an upscale lifestyle in the twilight of their careers.

Unreached Status: 72.3% Unreached in 48706

A significant number of the households in the Professional Urbanites 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 48706 zipcode there are 544 Professional Urbanites households that have not been reached with the gospel. Will you be part of a missional team to reach the Professional Urbanites households?

www.missionalzipcode.org

powered by:



**PROFESSIONAL
URBANITES
THUMBNAIL
DEMOGRAPHICS**

(E03 Percent in Bay City,
Michigan)

4.45% of Zip 48706
753 households
2025 Population

Generations:

| | |
|-------------|--------|
| <20 Years | 33.02% |
| 20-34 Years | 34.01% |
| 35-54 Years | 13.69% |
| 55-64 Years | 9.41% |
| 65+ Years | 9.88% |

Family Life Cycle:

| | |
|------------------------|--------|
| Married Couples: | 48.1% |
| Married w/Children | 17.39% |
| Single Parents: | 3.23% |
| Singles (not married): | 23.52% |
| 2+Male 2+ Female: | 6.73% |

Education:

| | |
|----------------------|--------|
| College 4+ yrs: | 11.54% |
| College 1-3 yrs: | 51.06% |
| High Schl Graduates: | 32.46% |
| No High Sch Diploma: | 7.53% |

Household Income:

| | |
|------------------------|--------|
| Less than \$25,000: | 13.9% |
| \$25,000 – \$49,999: | 22.68% |
| \$50,000 – \$74,999: | 23.61% |
| \$75,000 – \$99,999: | 13.6% |
| \$100,000 – \$149,999: | 17% |
| \$150,000 – \$199,999: | 4.85% |
| \$200,000+: | 4.37% |

Ethnicity:

| | |
|---------------------------|--------|
| White: | 86.75% |
| Black: | 8.38% |
| Hispanic: | 2% |
| Asian: | 3.8% |
| Native American: | 0.26% |
| Hawaiian/Pacific Islands: | 0.11% |
| Other/Multiple Race: | 0.7% |

Armed Forces:

| | |
|-------------------|-------|
| Armed Forces Pop: | 3 |
| Armed Forces %: | 0.15% |

Socioscape: Lifestyle Topography

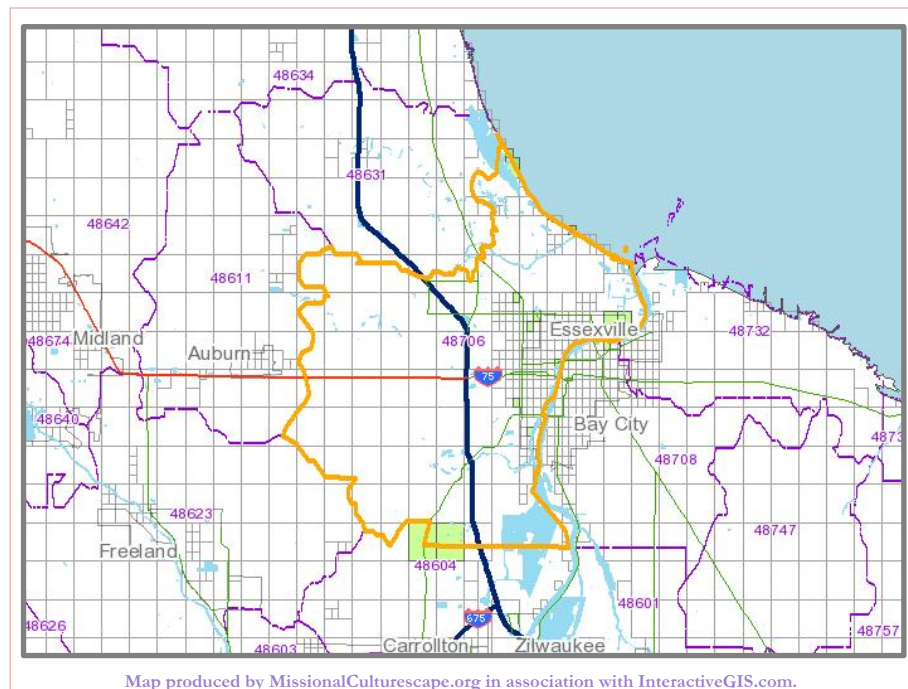
Consumer Behavior

The financially secure members of Professional Urbanites enjoy cosmopolitan lifestyles. They have high rates for traveling abroad, taking cruises and staying at vacation resorts in the U.S. Their favorite leisure activities include attending live theater and operas, frequenting restaurants and antique shows, and visiting gambling casinos. Their preferred sports are golfing and boating. These well-off, conservative consumers like to drive full-sized luxury cars and hang on to old consumer electronics such as stereos, and favor 35-mm cameras over digital models. When they go shopping, they like to buy clothes at upscale boutique stores like Talbot's and Ann Taylor, and home furnishings from big-box stores like Costco, Home Depot and Bed, Bath & Beyond. Increasingly, they look for products that are environmentally friendly and, in their words, "have stood the test of time-much like themselves.

Media Usage

Professional Urbanites residents are media traditionalists. They're more likely than average Americans to read newspapers, subscribe to magazines and listen to the radio. They're avid fans of news oriented magazines such as U.S. News & World Report, Newsweek and the New Yorker and turning to cable news networks like CNN, CNBC and Fox News. They're also fans of family-friendly entertainment, and they have high rates for watching the Hallmark Channel, Turner Classic Movies and A&E. Their preferred radio stations go back to an earlier age big band, easy listening and classical music. They're still relative new comers when it comes to the Internet, and some find computers confusing and will never get used to them. However, they're starting to go online to trade stocks, make travel reservations and seek out medical information.

E03 Map for ZIP 48706



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

Location of E03, Professional Urbanites households in zip code 48706 in Bay City, Michigan

Additional maps available by subscription to MissionalCulturescape.org

Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the Professional Urbanites 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 Professional Urbanites lifestyle segment in Zip Code 48706.

| EVANGELSCAPE | E03 | HH | E03% |
|---------------------------------|-----|----|--------|
| Active Evangelical Presence | 59 | | 7.9% |
| Religious but not Evangelical | 145 | | 19.28% |
| Spiritual but not Religious | 103 | | 13.71% |
| Non-evangelicals Not Interested | 296 | | 39.3% |

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

PROFESSIONAL URBANITES CONSUMER PATTERNS

(E03 Index in Bay City, Michigan)

National average is equal to 100

WHAT'S HOT:

| | |
|---|--------|
| Own/Lease Domestic-Premium Sporty | 866.85 |
| Foreign Travel 1st 3 yrs-Ireland | 797.60 |
| Foreign Travel 1st 3 yrs-Reason For Trip-Accompany Spouse On Business | 793.25 |
| Foreign Travel 1st 3 yrs-Russia | 726.86 |
| Foreign Travel 1st 3 yrs-Panama | 646.65 |
| Foreign Travel 1st 3 yrs-Belgium | 628.79 |
| Cruise Ship Vacation-Areas Traveled-South America/Panama Canal | 547.70 |
| Own Other US Government Bonds | 543.80 |
| Own Corporate Bonds | 543.59 |
| Cruise Ship Vacation-Areas Traveled-Other European Destination | 538.21 |
| Foreign Travel 1st 3 yrs-Holland/The Netherlands | 518.23 |
| Contributions-Amount Political Organization-\$200 Or More | 517.80 |

WHAT'S NOT:

| | |
|---|------|
| Child Care-Children Age <=6-At Another Home By Relative | 8.97 |
| Karate/Martial Arts/Kickboxing | 7.02 |
| Hate Brand Names In TV Shows For Commercial Purpose | 6.65 |
| Used Disposable Diapers/Training Pants Last 6 Months | 6.39 |
| Insecticides-Use Ant/Roach Killing Gel Most Often | 5.56 |
| Surfing/Windsurfing | 5.42 |
| Child Care-Children Age <=6-Group Care Center-Private Daycare | 4.76 |
| Own/Lease-Mitsubishi | 4.56 |
| Liquid/Powdered Baby Formula-HH Used Last Yr | 3.28 |
| Insurance-Small Business | 3.19 |
| Children In Household-Presence Of Children By Age-Under 2 Years | 2.63 |
| Baby Oil/Baby Lotions-Baby Lotion Used by Children (2-17 Years) | 1.34 |

HOT MEDIA:

| | |
|---|--------|
| TV-Freq Watch Weight Lifting | 284.64 |
| TV-Occas Watch LPGA | 262.59 |
| TV-Freq Watch PGA | 252.91 |
| The Golf Channel | 248.18 |
| Movies-Genre-Foreign Language/Independent | 215.72 |
| TV-Freq Watch Arena Football | 210.94 |
| Viewed Adult Pay Per View TV | 209.12 |
| TV-Freq Watch Champions Tour | 208.15 |
| TV-Freq Watch Men's Tennis | 205.60 |
| Get TV Info From Newspapers | 202.49 |
| TV-Freq Watch LPGA | 200.19 |
| TV-Occas Watch NHL Hockey Reg Season | 198.60 |

COLD MEDIA:

| | |
|------------------------------------|------|
| Fuse | 9.81 |
| TV-Occas Watch Cart Racing | 9.61 |
| TV-Freq Watch WWE | 7.63 |
| TV-Freq Watch Monster Truck Racing | 1.81 |
| MTV2 | 1.25 |

Linkscope: Connectional Topography

Cultural Bridges

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

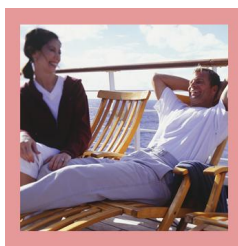
| Potential Cultural Bridges | HH |
|--|-----|
| Home Personal Computer-HH Own | 591 |
| Ailments Last Yr-Any Ailment | 579 |
| Vitamin/Mineral Tabs/Caps/Liquid (Non-Prescription)-Use | 558 |
| First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use | 554 |
| Watching Diet (Health/Weight)-Presently Controlling Diet | 530 |
| Dining Out (Not Fast Food) | 528 |
| Like To Have Circle Of Close Friends | 521 |
| Movies-Attended Movie In Last 6 Months | 514 |
| Reading Books | 505 |
| HH Uses Computer For Internet/E-mail | 496 |

Cultural Barriers

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

| Potential Cultural Barriers | HH |
|--|-----|
| Important Continue Learning New Things | 380 |
| Prefer To Have Few Possessions As Possible | 368 |
| If Won Lottery Would Never Work Again | 321 |
| Find It Difficult To Say No To My Kids | 279 |
| Speak My Mind Even If It Upsets People | 260 |
| Friends More Important Than My Family | 241 |
| Like To Do Unconventional Things | 233 |
| Like Control Over People And Resources | 231 |
| Woman's Place Is In The Home | 224 |
| Money Is Best Measure Of Success | 204 |

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 | 515 |
| You Should Seize Opportunities In Life | 476 |
| Prefer To Have Few Possessions As Possible | 368 |
| Like To Understand About Nature | 327 |
| Important Feel Respected By My Peers | 256 |
| Prefer Work Part Of Team Than Alone | 241 |
| Have Keen Sense Of Adventure | 237 |
| Important To Juggle Various Tasks | 212 |
| People Have To Take Me As They Find Me | 204 |
| Good At Fixing Things | 197 |



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 Professional Urbanites in Zip 48706



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 |



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 Professional Urbanites 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 Professional Urbanites in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Professional Urbanites 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 | 657 |
| Fast Food/Drive-In Restaurant-Visit Any | 578 |
| McDonald's | 386 |
| Applebee's | 228 |
| Burger King | 208 |
| Olive Garden | 204 |
| Wendy's | 185 |
| Subway | 167 |
| Outback Steakhouse | 144 |
| Taco Bell | 140 |

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 | 431 |
| Recycled products | 367 |
| Worked as volunteer (non political) | 155 |
| Engaged in fund raising | 77 |
| Wrote to elected offfcl about publ bus | 59 |

Communication

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

| Top Radio Formats | HH |
|----------------------------|-----|
| Adult Contemporary Radio | 175 |
| CHR-Contemporary Hit Radio | 119 |
| News/Talk Radio | 113 |
| All Talk Radio | 112 |
| Country Radio | 96 |
| Oldies Radio | 93 |
| Alternative Radio | 88 |
| All News Radio | 85 |
| Rock Radio | 79 |