

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

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TOP 20 ZIP CODES FOR STEADFAST CONSERVATIVES IN MICHIGAN WITH # OF HOUSEHOLDS

48066-Roseville	14609
48180-Taylor	13857
48146-Lincoln Park	12290
48021-Eastpointe	10563
49120-Niles	8815
48089-Warren	8022
48192-Wyandotte	7744
48091-Warren	7551
48910-Lansing	7506
49548-Grand Rapids	6966
48125-Dearborn Heights	6887
48060-Port Huron	6813
48135-Garden City	6719
48071-Madison Heights	6624
48602-Saginaw	6438
48239-Redford	6297
48030-Hazel Park	6037
48706-Bay City	6010
49505-Grand Rapids	5706
49202-Jackson	5699

Steadfast Conservatives in Zip 48706

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in n manufacturing, retail and health care. Their incomes



UNREACHED ARCHIE & EDITH

Home to high-school educated mature singles and couples living in middle-class urban blue-collar neighborhoods

go far, allowing residents to own older homes and cars and trucks at higher multiple than average rates.

Unreached Status: 68.53% Unreached in 48706

A significant number of the households in the Steadfast Conservatives 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 ICM to cross reference their findings across each of the

social lifestyle enclaves in the US. Thus within the 48706 zipcode there are 4118 Steadfast Conservatives households that have not been reached with the gospel. Will you be part of a missional team to reach the Steadfast Conservatives households?

www.missionalzipcode.org

powered by:



**STEADFAST
CONSERVATIVES
THUMBNAIL
DEMOGRAPHICS**

(F01 Percent in Bay City,
Michigan)

35.52% of Zip 48706
6010 households
17207 Population

Generations:

<20 Years	23.79%
20-34 Years	22.34%
35-54 Years	25.03%
55-64 Years	12.29%
65+ Years	16.54%

Family Life Cycle:

Married Couples:	27.75%
Married w/Children	17.9%
Single Parents:	10.8%
Singles (not married):	36.75%
2+Male 2+ Female:	6.61%

Education:

College 4+ yrs:	5.59%
College 1-3 yrs:	43.22%
High Schl Graduates:	36.93%
No High Sch Diploma:	12.89%

Household Income:

Less than \$25,000:	30.17%
\$25,000 – \$49,999:	33.59%
\$50,000 – \$74,999:	17.57%
\$75,000 – \$99,999:	8.65%
\$100,000 – \$149,999:	7.58%
\$150,000 – \$199,999:	1.8%
\$200,000+:	0.64%

Ethnicity:

White:	96.26%
Black:	1.09%
Hispanic:	4.92%
Asian:	0.61%
Native American:	0.54%
Hawaiian/Pacific Islands:	0.01%
Other/Multiple Race:	1.49%

Armed Forces:

Armed Forces Pop:	2
Armed Forces %:	0.01%

Socioscape: Lifestyle Topography

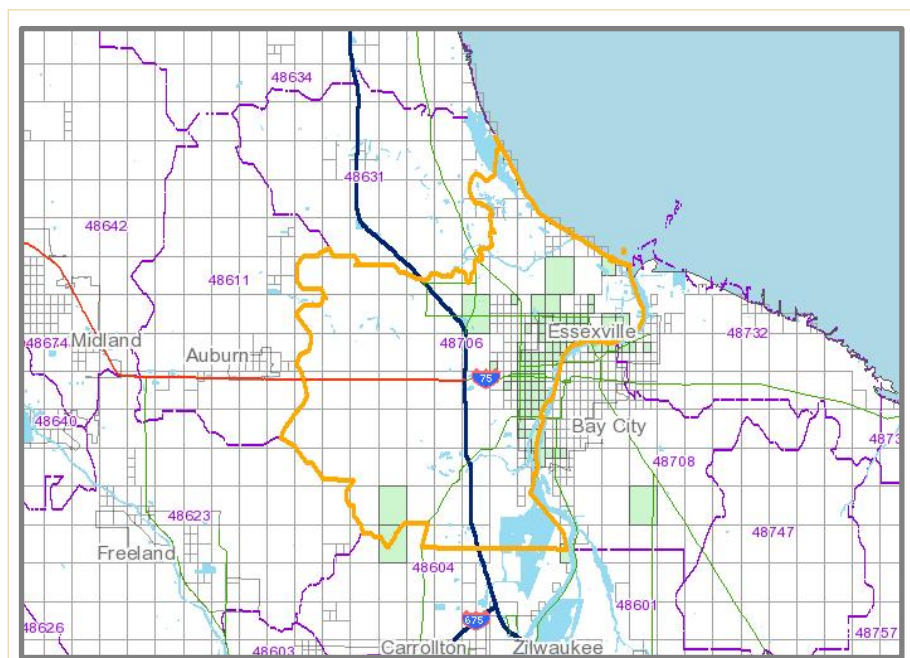
Consumer Behavior

The residents of Steadfast Conservatives live up to their old fashioned reputation. They think the stock market is too risky, computers and the Internet too confusing and take preventive medicine before any sign of illness. They even regard aerobic exercise as too strenuous, preferring to spend their leisure time fishing, gardening, antiquing or doing needlework or woodworking. For their social life, they attend activities sponsored by fraternal orders, veterans clubs and church groups. As consumers, they're likely to be brand loyal when they shop at favorite stores like J.C. Penney for clothes, Dick's Sporting Goods for outdoor gear and Jo-Ann for needlecrafts. With their middle-class incomes, they make a strong automotive market, especially for American-made pickup trucks and mid-sized sedans. To further protect their established lifestyles, they buy a variety of insurance products- covering health, life, car and home-though primarily low-value policies.

Media Usage

Households in Steadfast Conservatives are fans of traditional media, including print, TV and radio. They like to get their news from a daily paper or the nightly newscasts on network TV. They consider television as a primary source of entertainment in their lives, and they have high rates for watching sitcoms, reality shows, daytime soaps and religious programs. They enjoy reading magazines that appeal to their do-it-yourself sensibilities including popular titles as Family Handyman, Better Homes & Gardens and Country Living. Their radio tastes include a mix of big band, classic rock, country and golden oldies. These households are mostly unenthusiastic about the Internet, but when online they engage in chat forums and visit NASCAR.com.

F01 Map for ZIP 48706



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

Location of F01, Steadfast Conservatives 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 Steadfast Conservatives 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 Steadfast Conservatives lifestyle segment in Zip Code 48706.

EVANGELSCAPE	F01 HH	F01%
Active Evangelical Presence	540	8.98%
Religious but not Evangelical	1091	18.15%
Spiritual but not Religious	625	10.4%
Non-evangelicals Not Interested	2403	39.98%

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

STEADFAST CONSERVATIVES CONSUMER PATTERNS

(F01 Index in Bay City, Michigan)

National average is equal to 100

WHAT'S HOT:

Remodeling-Add A Garage	296.47
Own/Lease-Kia	219.82
Ailments Professional Consulted Last Yr-Osteopath	216.21
Motorcycles-Any Bought Used	175.01
Cents-Off Coupons-Tobacco Products	174.38
Ailments Last Yr-Emphysema	169.96
Cruise Ship Vacation-Areas Traveled-South America/Panama Canal	164.70
Motor Oil-Added/Changed by Relative/Friend	164.51
Home Improvements-Central Heating-Gas/Oil	163.51
Own/Lease Domestic-Compact Pick-up	162.51
Automotive Store-Kmart	162.38
Telephone Equipment-HH Own Amplifying Telephone	161.60

WHAT'S NOT:

Own/Lease-Acura	9.76
Small Kitchen Appl-Bought Last Yr-Electric Iced Tea Maker/Pot	9.06
Love To Buy New Gadgets/Appliances	9.03
Attend Skiing	8.73
Own/Lease-Volvo	8.18
Foreign Travel 1st 3 yrs-Venezuela	7.48
Foreign Travel 1st 3 yrs-El Salvador	7.37
Foreign Travel 1st 3 yrs-Belgium	7.18
Small Kitchen Appl-Bought Last Yr-Jet-stream Oven	6.96
Bedding Bath/Linens-Total Expenditure Last Yr-\$475 Or More	5.12
Resort Visits-Stayed Last Yr-Spa/Exercise/Weight Loss	4.77
Small Kitchen Appl-Bought Last Yr-Wok	3.92

HOT MEDIA:

Radio-NASCAR Craftsman Truck Series	260.86
TV-Freq Watch Cart Racing	184.67
Radio-College Baseball	168.58
TV-Freq Watch Tractor and Truck Pulling	161.40
TV-Freq Watch NASCAR Busch Series	159.29
TV Dayparts-Ave Day-Sun 1am-7am	152.62
TV-Freq Watch Arenacross	151.13
TV-Freq Watch Arena Football	149.48
TV-Freq Watch Supercross	147.20
TV-Occas Watch NASCAR Craftsman Truck Series	145.69
CMT (Country Music Television)	145.24
TV-Occas Watch Monster Truck Racing	144.77

COLD MEDIA:

TV-Freq Watch World Cup Soccer	47.57
Radio-Summer Olympics	38.16
Radio-NHL Hockey Post Season	29.21
Radio-Winter Olympics	22.88
Radio-Boxing	13.59

Linkscope: Connectional Topography

Cultural Bridges

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

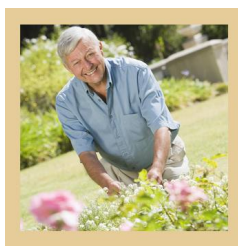
Potential Cultural Bridges	HH
Home Personal Computer-HH Own	4724
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	4310
Ailments Last Yr-Any Ailment	4046
Listening To Music	3914
Like To Have Circle Of Close Friends	3885
Movies-Attended Movie In Last 6 Months	3638
HH Uses Computer For Internet/E-mail	3596
Dining Out (Not Fast Food)	3431
Vitamin/Mineral Tabs/Caps/Liquid (Non-Prescription)-Use	3348
Watching Diet (Health/Weight)-Presently Controlling Diet	3158

Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	2790
Find It Difficult To Say No To My Kids	2264
Speak My Mind Even If It Upsets People	2198
Prefer To Have Few Possessions As Possible	2104
Woman's Place Is In The Home	2066
Like Control Over People And Resources	2036
Like To Do Unconventional Things	1905
Friends More Important Than My Family	1649
Money Is Best Measure Of Success	1578
Don't Judge People/Way They Live Life	1569

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	3516
You Should Seize Opportunities In Life	3466
Like To Understand About Nature	2163
Prefer To Have Few Possessions As Possible	2104
Prefer Work Part Of Team Than Alone	2040
Important Feel Respected By My Peers	2036
Important To Juggle Various Tasks	1882
Good At Fixing Things	1707
Have Keen Sense Of Adventure	1636
Like To Just Enjoy Life	1474



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 Steadfast Conservatives in Zip 48706



APEPT Missionalilty™ is based upon Ephesians 4:11-12

MINISTRY AREAS	PURPOSE
APEPT Missionalilty	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.

To request other information contact:

Dr. Curt Watke
Executive Director

Intercultural Institute for Contextual Ministry
6 Wateroak Court
North Augusta, SC 29841

Office: 803-279-5828
Fax: 803-279-5822
Email: cwatke@iicm.net
Web: www.iicm.net



Apostolic Role: Doing It New

Believers with the apostolic gift are needed to start new approaches, ministries, and congregations that reach Steadfast Conservatives 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 Steadfast Conservatives in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Steadfast Conservatives 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
Fast Food/Drive-In Restaurant-Visit Any	5212
Family Restaurants/Steak Houses-Visit Any	4996
McDonald's	3461
Burger King	2482
Taco Bell	1880
Subway	1854
Applebee's	1850
Wendy's	1827
Kentucky Fried Chicken (KFC)	1764
Arby's	1545

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	3104
Recycled products	2274
Worked as volunteer (non political)	976
Engaged in fund raising	665
Religious club member	372

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	1522
CHR-Contemporary Hit Radio	1226
Adult Contemporary Radio	1164
Rock Radio	983
Oldies Radio	743
News/Talk Radio	712
Classic Rock Radio	637
Alternative Radio	636
Urban Contemporary Radio	504