

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

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TOP 20 ZIP CODES FOR HARDY RURAL FAMILIES IN MICHIGAN WITH # OF HOUSEHOLDS

48624-Gladwin	2212
48653-Roscommon	1975
48625-Harrison	1744
49738-Grayling	1305
48629-Houghton Lake	1236
48632-Lake	1219
49756-Lewiston	1077
49854-Manistique	1063
49646-Kalkaska	1020
48612-Beaverton	1001
48661-West Branch	946
49709-Atlanta	940
49878-Rapid River	918
49735-Gaylord	877
49337-Newaygo	825
48703-Au Gres	815
48651-Prudenville	795
49651-Lake City	793
48610-Alger	758
48739-Hale	733

Hardy Rural Families in Zip 49709

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. In these tradition-steeped communities, a disproportionate number of households



UNREACHED BOB & BONNIE

Predominantly middle-class, older Americans living rustic lifestyles in older single-family houses and mobile homes located in tiny towns and isolated villages

have single wage-earners. To cover the long distances required for even the simplest of errands, these households rely on pickups and SUVs to handle the rough terrain in their rural communities.

Unreached Status: 60.86% Unreached in 49709

A significant number of the households in the Hardy Rural Families 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 49709 zipcode there are 572 Hardy Rural Families households that have not been reached with the gospel. Will you be part of a missional team to reach the Hardy Rural Families households?

www.missionalzipcode.org

powered by:



HARDY RURAL FAMILIES THUMBNAIL DEMOGRAPHICS

(G01 Percent in Atlanta, Michigan)

48.16% of Zip 49709
940 households
2826 Population

Generations:

<20 Years	19.19%
20-34 Years	17.8%
35-54 Years	24.42%
55-64 Years	14.89%
65+ Years	23.1%

Family Life Cycle:

Married Couples:	42.33%
Married w/Children	15.53%
Single Parents:	6.83%
Singles (not married):	29.49%
2+Male 2+ Female:	3.69%

Education:

College 4+ yrs:	3.07%
College 1-3 yrs:	29.62%
High Schl Graduates:	38.42%
No High Sch Diploma:	26.77%

Household Income:

Less than \$25,000:	35.93%
\$25,000 – \$49,999:	33.91%
\$50,000 – \$74,999:	16.7%
\$75,000 – \$99,999:	6.45%
\$100,000 – \$149,999:	4.92%
\$150,000 – \$199,999:	0.94%
\$200,000+:	0.57%

Ethnicity:

White:	97.74%
Black:	0.64%
Hispanic:	0.67%
Asian:	0.08%
Native American:	0.42%
Hawaiian/Pacific Islands:	0%
Other/Multiple Race:	1.12%

Armed Forces:

Armed Forces Pop:	0
Armed Forces %:	0%

Socioscape: Lifestyle Topography

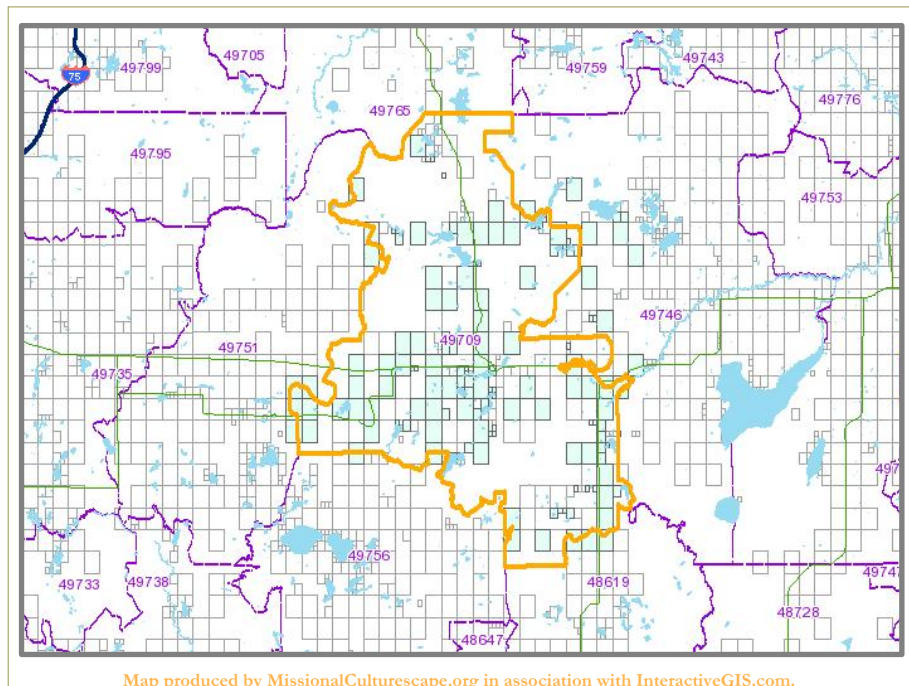
Consumer Behavior

The members of Hardy Rural Families share active outdoor lifestyles. They like to spend their leisure time pursuing activities such as hiking, boating and gardening. Their social lives revolve around fraternal orders, veterans clubs and church groups. They prefer to shop at local stores but, if they can't find what they want, they'll head to discount retail chains like Wal-Mart, Big Lots and Fashion Bug. This is buy-America country where residents look for domestically made pickups and SUVs. They like to take driving trips for short weekend getaways. Many consumers are late adopters of new products, especially consumer electronics: They have relatively low rates for owning computers and digital devices, and their living rooms are likely to be equipped with stereos and TVs hooked up to VCRs. They are not big investors and feel the stock market is too risky. They prefer to pay in cash for things and carry personal loans, car loans and low-to-medium value insurance policies.

Media Usage

In Hardy Rural Families, residents are loyal to traditional media. They listen to country music and classic rock on the radio. They have high rates for reading daily newspapers and magazines that reflect their down-home lifestyles including Country Weekly, Family Handyman and Motor Trend. On television, they tune in to network dramas and daytime soaps as well as cable networks like the Outdoor Channel, Speed Channel and National Geographic Channel. Hardy Rural Families households have low Internet usage rates, but when residents do go online, they're most likely to visit websites of another traditional media—the network TV home pages—to follow the exploits of their favorite programs and stars.

G01 Map for ZIP 49709



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

Location of G01, Hardy Rural Families households in zip code 49709 in Atlanta, Michigan

Additional maps available by subscription to MissionalCulturescape.org

Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the Hardy Rural Families 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 Hardy Rural Families lifestyle segment in Zip Code 49709.

EVANGELSCAPE	G01 HH	G01%
Active Evangelical Presence	105	11.16%
Religious but not Evangelical	121	12.89%
Spiritual but not Religious	181	19.26%
Non-evangelicals Not Interested	270	28.72%

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 Hardy Rural Families.

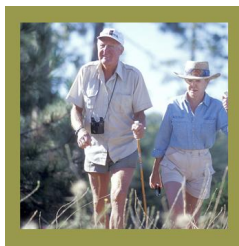
Potential Cultural Bridges	HH
Home Personal Computer-HH Own	683
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	664
Like To Have Circle Of Close Friends	629
Vitamin/Mineral Tabs/Caps/Liquid (Non-Prescription)-Use	611
Ailments Last Yr-Any Ailment	607
Movies-Attended Movie In Last 6 Months	605
Watching Diet (Health/Weight)-Presently Controlling Diet	554
Listening To Music	553
HH Uses Computer For Internet/E-mail	550
Reading Books	502

Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	474
Find It Difficult To Say No To My Kids	327
Speak My Mind Even If It Upsets People	313
Woman's Place Is In The Home	306
Like Control Over People And Resources	299
Don't Judge People/Way They Live Life	299
Money Is Best Measure Of Success	295
Like To Do Unconventional Things	287
Prefer To Have Few Possessions As Possible	259
Friends More Important Than My Family	176

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	558
You Should Seize Opportunities In Life	529
Important Feel Respected By My Peers	321
Prefer Work Part Of Team Than Alone	312
Good At Fixing Things	302
Like To Understand About Nature	300
Important To Juggle Various Tasks	291
Prefer To Have Few Possessions As Possible	259
Consider Myself Interested In The Arts	194
Like To Just Enjoy Life	189

HARDY RURAL FAMILIES CONSUMER PATTERNS

(G01 Index in Atlanta, Michigan)

National average is equal to 100

WHAT'S HOT:

Domestic Travel Last Yr-Traveled By Recerational Vehicle	532.58
Own/Lease-Volvo	514.13
Casino Gambling-Tunica (MS)	454.34
Ponderosa Steakhouse	451.28
Small Kitchen Appl-Bought Last Yr-Electric Mixer	437.87
Small Kitchen Appl-Bought Last Yr-Electric Slow Cooker	429.70
Bought Children's Clothing Last Yr-Kids 6-11 Years-Spent \$150 Or More	404.25
HH Appliances/Durables-Bought Last Yr-Outdoor Gas Grill	403.49
Own/Lease-Lincoln	391.97
Small Kitchen Appl-Bought Last Yr-Electric Fry Pan	371.60
Collect Warner Bros/Hanna Barbera/Other	369.67
Drink Whiskey/Rye	367.93

WHAT'S NOT:

Own/Lease Foreign-Compact Van	7.70
Baby Foods/Baby Cereals/Juices-HH Use	7.15
Hometown Buffet	6.79
Prescription Lenses-Wear Colored/Tinted Contact Lenses	6.60
Internet Use: Online Gambling	6.44
Cruise Ship Vacation-Areas Traveled-Mexico	6.16
Insurance-Professional Malpractice	4.86
Exercise At YMCA/YWCA	4.47
Character Uses Brand Name/Likely To Use	4.02
Used Washington Mutual	3.25
Frequent Flyer Program Alaska Airlines	1.86
Teach Kids to be Careful With Money	1.47

HOT MEDIA:

TV-Freq Watch Monster Truck Racing	590.76
TV-Occas Watch Tractor and Truck Pulling	351.53
TV-Freq Watch X-Games	333.61
The Outdoor Channel	307.44
TV-Freq Watch Rodeo	304.14
TV-Freq Watch Indy Racing	300.38
TV-Freq Watch Gravity Games	283.89
TV Dayparts-Ave Day-Sun 1am-7am	271.70
TV Dayparts-Ave Day-Sun midnight-1am	261.79
TV-Freq Watch NASCAR Nextel Cup Series	260.17
TV-Freq Watch NASCAR Racing	241.61
Compact Disc/Tape Clubs-Membership	238.20

COLD MEDIA:

TV-Freq Watch WWE	23.15
TV-Freq Watch LPGA	21.88
Style	21.04
TV-Freq Watch Men's Tennis	12.33
TV-Freq Watch Champions Tour	4.00



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 Hardy Rural Families in Zip 49709



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 Hardy Rural Families 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 Hardy Rural Families in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Hardy Rural Families 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.

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



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	789
Family Restaurants/Steak Houses-Visit Any	733
McDonald's	569
Burger King	367
Subway	356
Wendy's	224
Arby's	208
Taco Bell	205
Dairy Queen	178
Kentucky Fried Chicken (KFC)	172

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	388
Recycled products	330
Worked as volunteer (non political)	165
Engaged in fund raising	84
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	372
Adult Contemporary Radio	165
CHR-Contemporary Hit Radio	114
Classic Rock Radio	98
News/Talk Radio	94
Rock Radio	90
Oldies Radio	85
Alternative Radio	83
Variety Radio	68