

# MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*<sup>™</sup>

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### TOP 20 ZIP CODES FOR MATURE AMERICA IN MICHIGAN WITH # OF HOUSEHOLDS

48093-Warren	943
48178-South Lyon	831
48126-Dearborn	816
49423-Holland	665
48067-Royal Oak	565
48195-Southgate	564
48185-Westland	562
49024-Portage	554
48170-Plymouth	548
48120-Dearborn	508
48080-Saint Clair Shores	507
48640-Midland	500
48642-Midland	484
48015-Center Line	478
48089-Warren	473
48313-Sterling Heights	452
48118-Chelsea	436
48334-Farmington	432
49009-Kalamazoo	418
48168-Northville	408

## Mature America in Zip 49709

The oldest lifestyle type in the nation, Mature America is home to the Greatest Generation. More than half the residents are 75 years of age or older and a significant percentage are mostly likely to be widows or widowers. Found mostly in city neighborhoods, they typically live in high-rise apartments and assisted living facilities. Many of these households come from humble origins, and more than half never went beyond high school. While those still working have jobs in retail



### UNREACHED WALTER & BERNICE

Home to the Greatest Generation, these senior residents earn modest and fixed incomes and live primarily in city neighborhoods in high-rise apartments, mobile homes and assisted living facilities

or health services, earning modest incomes, about half of households are retired and getting by on fixed incomes.

## Unreached Status: 80.87% Unreached in 49709

A significant number of the households in the Mature America 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 41 Mature America households that have not been reached with the gospel. Will you be part of a missional team to reach the Mature America households?

[www.missionalzipcode.org](http://www.missionalzipcode.org)

powered by:



**MATURE AMERICA  
THUMBNAIL  
DEMOGRAPHICS**

(E06 Percent in Atlanta,  
Michigan)

2.61% of Zip 49709

51 households

51 Population

**Generations:**

<20 Years	12%
20-34 Years	12%
35-54 Years	8%
55-64 Years	18%
65+ Years	46%

**Family Life Cycle:**

Married Couples:	33.33%
Married w/Children	3.92%
Single Parents:	11.76%
Singles (not married):	39.22%
2+Male 2+ Female:	0%

**Education:**

College 4+ yrs:	7.06%
College 1-3 yrs:	37.65%
High Schl Graduates:	36.47%
No High Sch Diploma:	18.82%

**Household Income:**

Less than \$25,000:	27.45%
\$25,000 – \$49,999:	43.14%
\$50,000 – \$74,999:	23.53%
\$75,000 – \$99,999:	0%
\$100,000 – \$149,999:	0%
\$150,000 – \$199,999:	0%
\$200,000+:	0%

**Ethnicity:**

White:	96%
Black:	2%
Hispanic:	2%
Asian:	0%
Native American:	0%
Hawaiian/Pacific Islands:	0%
Other/Multiple Race:	2%

**Armed Forces:**

Armed Forces Pop:	0
Armed Forces %:	0%

# Socioscape: Lifestyle Topography

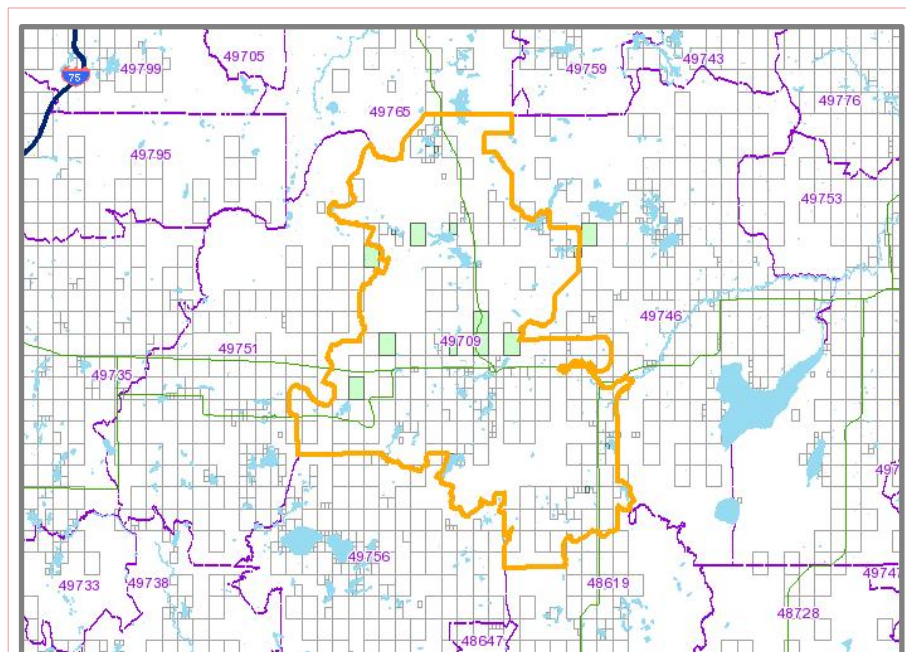
## Consumer Behavior

The seniors in Mature America lead very quiet lifestyles. They tend to stay around the house, reading books or watching movies on television. Their social life revolves around various community groups, and they boast high rates for belonging to fraternal orders, veterans clubs and religious organizations. From their investments, including bonds, tax-shelters and mutual funds, they are able to travel and are likely to take cruises and visit gambling casinos. They admit that they're not very adventurous consumers, and they stick to their favorite brands when it comes to fashion, patronizing mid-market stores such as Dillard's, Bealls and J.C. Penney. They are primarily a one car household and they tend to buy a new car every couple of years. Describing themselves as tech shy, they shun most electronic gadgets. In Mature America, the newest technological device is most likely to be the TV remote.

## Media Usage

Mature America makes a strong market for traditional media. These households get their daily news fix from newspapers and all news radio stations. It's hard to find a cable news channel that they don't watch at above-average rates. Since they are likely to spend time at home, their days are likely to be scheduled around TV programs, particularly game shows, newscasts and news magazines like "60 Minutes" and "20/20." These seniors are also fond of women's and home-oriented magazines that have been around for decades including such titles as Family Circle, Reader's Digest and House Beautiful. Mature America is no place for Internet surfers, and residents concede that computers and the Internet leave them challenged and having little or no impact on their lives.

## E06 Map for ZIP 49709



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

Location of E06, Mature America 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 Mature America 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 Mature America lifestyle segment in Zip Code 49709.

EVANGELSCAPE	E06	HH	E06%
Active Evangelical Presence	3		5.46%
Religious but not Evangelical	9		17.04%
Spiritual but not Religious	9		17.34%
Non-evangelicals Not Interested	24		46.49%

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

## Linkscope: Connectional Topography

### Cultural Bridges

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

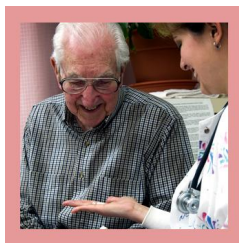
Potential Cultural Bridges	HH
Ailments Last Yr-Any Ailment	42
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	40
Vitamin/Mineral Tabs/Caps/Liquid (Non-Prescription)-Use	39
Watching Diet (Health/Weight)-Presently Controlling Diet	36
Like To Have Circle Of Close Friends	35
Reading Books	35
Listening To Music	34
Home Personal Computer-HH Own	31
Heartburn/Indigestion Aids/Anti-Nausea-Use	30
Movies-Attended Movie In Last 6 Months	29

### Cultural Barriers

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

Potential Cultural Barriers	HH
Important Continue Learning New Things	26
Prefer To Have Few Possessions As Possible	26
Like To Do Unconventional Things	21
Friends More Important Than My Family	21
Speak My Mind Even If It Upsets People	20
Woman's Place Is In The Home	17
Like Control Over People And Resources	17
Money Is Best Measure Of Success	16
Like To Pursue Challenge/Novelty/Change	13
If Won Lottery Would Never Work Again	13

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	31
Prefer To Have Few Possessions As Possible	26
Prefer Work Part Of Team Than Alone	22
Important To Respect Customs And Beliefs	21
Important To Juggle Various Tasks	18
Like To Understand About Nature	18
Important Feel Respected By My Peers	17
Like To Just Enjoy Life	17
Have Keen Sense Of Adventure	16
Good At Fixing Things	15

## MATURE AMERICA CONSUMER PATTERNS

(E06 Index in Atlanta, Michigan)

National average is equal to 100

### WHAT'S HOT:

Cruise Ship Vacation-Areas Traveled-Other	882.07
Prescription Lenses-Wear Soft Contact Lenses	795.74
HH Appliances/Durables-Bought Last Yr-Separate Room Heating System	679.93
Foreign Travel 1st 3 yrs-Costa Rica	587.06
Foreign Travel 1st 3 yrs-Other Middle East	553.12
Foreign Travel 1st 3 yrs-Panama	458.56
Cruise Ship Vacation-Areas Traveled-South America/Panama Canal	448.42
Ailments Last Yr-Hiatal Hernia	415.38
Retirement Homes/Assisted Living Facility/Nursing Homes-Any in HH Used Last Yr	411.70
Own US Treasury Bills/Notes	395.94
Casino Gambling-Laughlin	380.79
Watching Diet (Health/Weight)-Reason-Lactose Intolerance	353.96

### WHAT'S NOT:

Bought Women's Utility/Work Clothes/Work Boots Last Yr	5.00
Whataburger	4.88
Bought Children's Clothing Last Yr-Kids 1-5 Years-Spent \$150 Or More	4.69
HH Appliances/Durables-Bought Last Yr-Water Purifier/Conditioner/Filter	4.69
Vehicle Features-Diesel Engine/Uses Diesel Fuel	4.54
Foreign Travel 1st 3 yrs-Other Central/South America Countries	4.26
Non-Presc-Use Migraine Most Often	3.68
Seeds/Bulbs/Fertilizers-Bought Last Yr-Organic Insecticide	3.53
Pizza Inn	3.04
Attend Bowling	2.56
Ailments-Taking Care Of Someone With ADD/ADHD	2.13
Custom Telephone Service-HH Has Privacy Manager	1.25

### HOT MEDIA:

TV-Freq Watch WNBA Basketball Reg Season	421.98
FamilyNet	407.69
INSP (Inspirational Network)	389.28
Get TV Info From Sunday TV Magazine	316.82
Watch Television Home Shopping Last 3 Mos-Other	295.32
TV-Freq Watch Skiing	292.44
The Golf Channel	283.54
TV-Freq Watch National Dog Show	263.56
Fuse	253.42
GAC (Great American Country)	251.03
Bloomberg Television	244.25
Radio-Summer Olympics	241.76

### COLD MEDIA:

TV-Occas Watch WWE	8.46
Movies-Genre-Horror	8.20
TV-Freq Watch Supercross	6.41
Radio-NBA Basketball Reg Season	4.92
TV-Occas Watch Supercross	2.96



# APEPT Missional Roles

TAKE THE  
APEPT SURVEY  
ONLINE  
[www.apept.org](http://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 Mature America in Zip 49709



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

MINISTRY AREAS	PURPOSE
APEPT Missionalities	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 Mature America 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 Mature America in culturally-appropriate ways.

## Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Mature America 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](http://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	38
Fast Food/Drive-In Restaurant-Visit Any	38
McDonald's	22
Burger King	13
Olive Garden	11
Wendy's	11
Subway	9
Taco Bell	9
Applebee's	8
Outback Steakhouse	7

## 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	29
Recycled products	19
Worked as volunteer (non political)	10
Engaged in fund raising	5
Wrote to elected offfcl about publ bus	4

## 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	10
News/Talk Radio	7
Adult Contemporary Radio	6
Jazz Radio	5
CHR-Contemporary Hit Radio	5
Adult Standards Radio	5
Urban Contemporary Radio	5
Oldies Radio	4
Classical Radio	4