# MissionSite top unreached locations

<u>Argentine</u> **Onsted** Palmer Manitou Beach-Devils Lake M Multiply In Pierson Woodhaven Mayville Pierson Woodhaven Mayville CaREGION: Region Three C Elsie Holland Lakeview RochesASSOCIATION: Bay Area In partnership with the: Roosevelt Park Stanton Wolverine Intercultural Institute Hon for Co*ntextual Ministry*ence sse lle Shoreham Luna Pier Michigamme Union Grosse lle Eastlake Webberville ©Copyright 2012 Intercultural Institute for Contextual Ministryer Suttons Bay Breedsville Dansville Clare

FREELAND, MI

CENSUS TRACT: 26145010100 Escanaba COUNTY: Saginawiew SITESCAPE: Townscape DENSITY PATTERN: 11 Capac Durand Hopkins BAPTIST STATE CONVENTION & lendale Omer Marine Chelsea Orto

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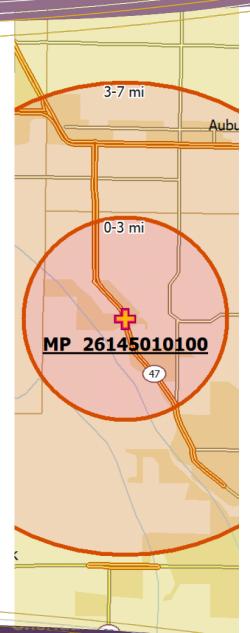
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#### Site Location Summary

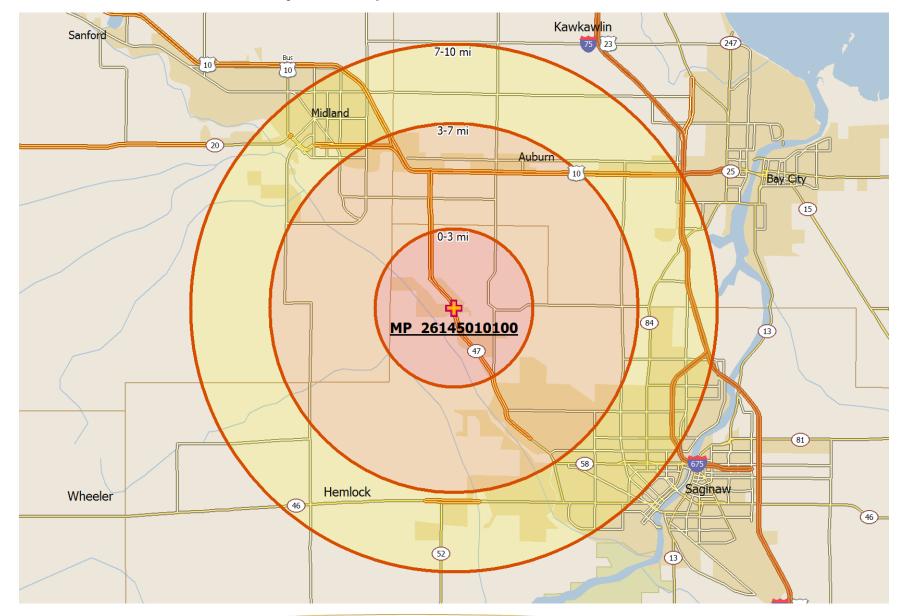
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	26R03	Region Three
2	Association	26A01	Bay Area
3	County Location	26145	Saginaw
4	Zipcode	48623	Saginaw
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	l1	10000-50000-100000



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#### Site Location Summary - Map of the Site Location



Igston Tawas City Grass Lake Harbor Springs Allendale Parma Watervliet Walker Lexington Greater Ga Carsonville Garden City Grand Haven Ypsilanti Marquette Westland Intercultural Institute Powers Hubbell Holland Luna Pier Dexter Manistique Mount Pleasant Me©Copyright 2012, Intercultural Institute for Contextual Ministry Description Morrice Berkley Middleville Howard City Brecker in the Description Contextual Ministry

#### Site Location Summary - Urbanicity

One key issue in site location is the degree of urbanicity - how rural or how urban is this setting? A number of government agencies have tackled this question in order to better compare various types of communities in the United States. The chart below provides a summary of how various government agencies have defined this particular location. IICM took the Rural Urban Commuting Areas (RUCA) from the US Department of Agriculture and created an index value based on the most rural value being a "0" and the most urban value being a "100". You will also see their ERS RUCA Commuting Value. The percent of households that commute from a non-metro to a metro area is also given.

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area with
	Locale Codes		population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Webberville Fenton Le Roy Clare Prudenville Burt Deerfield Elberta Otisville Crystal Falls Thomps wille Bingham Farms Weidman Marlette Walkerville Fruitport Flushing Intercultural Institute Village of Clarkston Mount Clemens Sparta East Lansing Haslett East Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Plymouth Town Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at MissionalCyclopedia.org.

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	8,381	30,562	95,727
2010 Households	2,556	12,164	40,177
2010 Group Quarters Population	1,662	920	2,629

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	20	27	46
Language Diversity National Index	28	23	30
Foreign Born Diversity National Index	39	76	83
Ancestry Diversity National Index	61	63	69
Racial Diversity National Index	31	20	26

Harber Gladwin Plainwell Pellston Carney Ravenna Michiana Saranac Bloomfield Lownship Mulliken Hillman Care Leslie Stony Point Waldron Bellevue Hamtramck How Mither Intercultural Institute one Twin Lake Constantine Cassopolis Bangor Rogers City White Pige for Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the MissionalCyclopedia.org website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	1	True
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

Birmingham Berrien Springs Middletown Mackinac Island Paw Paw Birch Run Sagnaw Township North Otisville Houghton North Muskegon Sylvan Lake Hudson Hudsonviller Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,338	52.35%
Mainstay Communities	Established, Diverse Households	849	33.22%
Working Communities	Blue-collar, Working Families	139	5.44%
Country Communities	Rural, Agri. & Mining Families	54	2.11%
Aspiring Communities	Young Singles / Aspiring-Multihousing	163	6.38%
Urban Communities	High Density, Inner-city Neighborhoods	15	0.59%

a Vista Stanwood Schoolcraft Chatham Kingsford Dowagiac Lincoln Thompsonville Croswell Constant Burr Oak White Pigeon Baraga Powers Redford Hersey Grosse Port Intercultural Institute Grosse Pointe aginaw Township North Novi Mecosta Taylor Concord Rockwood Saul for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

#### Issues for Your Consideration

- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
- 2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Ahmeek Breedsville Burton New Haven Luna Pier Ludington Omer Benton Harbor Wixom Lamberty Guinnesec Charlevoix Lost Lake Woods Bancroft Jackson Quincy Intercultural Institute Croswell Carrollton Marquette Fenton Napoleon Southgate Shields for Contextual Ministry omstock Park Copyright 2012, Intercultural Institute for Contextual Ministry Village Mesick St. Clair Shores Manton Copemish Agar

## Using the Site Location Summary

#### Issues for Your Consideration - continued

- 3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
- 4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
- 5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

Rochester Hills Wakefield Marshall Mecosta L'Anse Baldwin Kingsford Grayling Kingston Union H Lake Odessa Millington Reese Brownlee Park Essexville Swartz Creek Ashville Lennon Olivet Dece Fife Lake Westwood Grosse Ile Spring Arbor Southfield Lexington For Confectual Ministry ee Oaks Barney Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Algonac Waverly St Ignace Orchard Lake Village Lath

## Spirituality Indicators Overview - Evangelscape

The Evangelscape is an IICM dataset based on a national study conducted by the Simmons Market Research Bureau as indexed to the MOSAIC lifestyle segmentation system. The dataset includes the percent of households for each MOSAIC lifestyle segment that are considered "unreached," "religious but not evangelical," "spiritual but not religious or evangelical," and "not evangelical and not interested in religion or spirituality." For an explanation of these terms see the Evangelscape article at MissionalCyclopedia.org.

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	52,633	1,724	3.27%
Unreached %	68.05%	67.44%	99.1
Religious But NOT Evangelical HH	13,262	327	2.47%
Religious But NOT Evangelical %	17.15%	12.79%	74.6
Spiritual But NOT Relig or Evang HH	7,902	326	4.12%
Spiritual But NOT Relig or Evang %	10.22%	12.74%	124.69
Not Evangelical, Not Interested HH	31,868	1,071	3.36%
Not Evangelical, Not Interested %	41.2%	41.91%	101.72



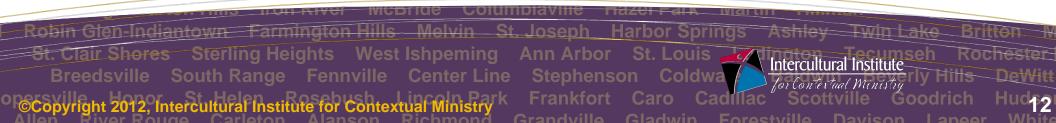
Orchard Lake Village Dowagiac New Haven Vernon Bad Axe Huntington woods Suttons Bay Wayne E Crystal Falls Lambertville Eastwood Camden East Lansing Marion Intercultural Institute Lake Ann Greater Galesburg Grosse IIe Allen Middleville Mount Ple (or Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### **Spirituality Indicators - Churchscape**

IICM's Churchscape indicates the number of BSCM within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BSCM Churches	0	0	0%
Active BSCM Attenders	0	0	0%
Active Evangelical Households	10,847	366	3.38%
Active Evangelical Percent	14.02%	14.33%	102.16
Inactive Evangelical Households	13,867	468	3.37%
Inactive Evangelical Percent	17.93%	18.30%	102.1
# New Churches Needed	39	1	3.3%





### Using the Spirituality Indicators

Below are some issues related to the spirituality indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

#### Issues for Your Consideration

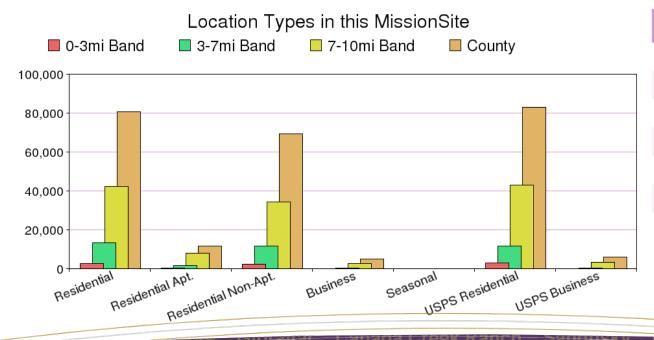
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
- 2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.

roit Olivet Standish Fenton Richmond St. Clair Shores Farwell Troy Chatham Sylvan Lake L'Anse G ten Cassopolis Royal Oak Oakley Unionville Pierson Vandalia Rivery Chatham Sylvan Lake L'Anse O North Muskegon Mio Berkley Roseville Lapeer Sherwood Byron Ceret Intercultural Institute (or Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	211,946	4,153	1.96%
2000 Population	210,039	7,099	3.38%
2010 Population	199,059	8,381	4.21%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	78,255	1,480	1.89%
2000 Households	80,430	2,160	2.69%
2010 Households	77,347	2,556	3.3%

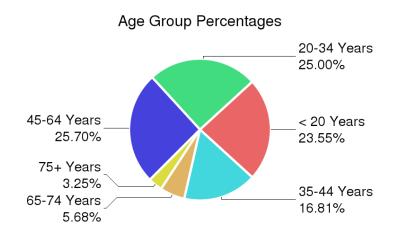


Location Type	0-3mi Band
Residential	2,612
Residential Apt.	167
Residential Non-Apt.	2,445
Business	100
Seasonal	0
USPS Residential	2,836
USPS Business	118

nlee Park Roosevelt Park Blissfield Coloma Metamora Canton Center Line Plymouth Quinnesec Pewar Baraga Carleton Harrietta Coopersville Oxford Woodland Beach Molf Lake Harrison Gros Quincy Mio Eastlake Memphis Temperance Stony Point Bridgeport for Contestual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

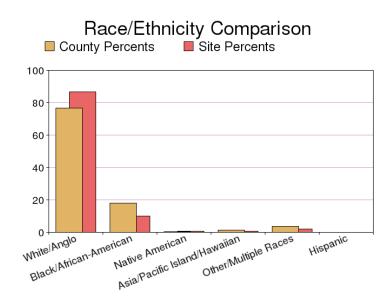


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.28%	4.9%	92.8
4-5 Years	2.51%	2.18%	86.85
6-8 Years	3.69%	3.41%	92.41
9-11 Years	3.81%	3.62%	95.01
12-13 Years	2.6%	2.4%	92.31
14-17 Years	5.62%	4.61%	82.03
18-19 Years	2.92%	2.42%	82.88
0-5 Years	7.79%	7.09%	91.01
6-12 Years	8.81%	8.24%	93.53
13-19 Years	9.84%	8.21%	83.43
< 20 Years	26.44%	23.54%	89.03
20-34 Years	18.77%	24.99%	133.14
35-44 Years	11.75%	16.8%	142.98
45-64 Years	27.37%	25.69%	93.86
65-74 Years	8.37%	5.68%	67.86
75+ Years	7.3%	3.25%	44.52
Median Age	39	36	92.76
Median Age (Male)	37	36	96.18
Median Age (Female)	41	39	94.04

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A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	76.76%	86.62%	112.86
Black, African-American	17.91%	9.96%	55.63
Native American	0.49%	0.63%	129.51
Asian	1.2%	0.7%	58.78
Pacific Island, Hawaiian	0.03%	0.07%	233.62
Other/Multiple Races	3.62%	2%	55.4
Hispanic	0%	3.75%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	132,734	5,834	
Less than 9th Grade	2.82%	1.34%	211.25
No High School Diploma	9.1%	5.83%	156.12
High School Graduate	36.31%	33.66%	107.87
Some College, no degree	22.73%	22.2%	102.4
Associate Degree	9.58%	10.2%	93.95
College Degree	12.77%	17.62%	72.46
Graduate/Prof. degree	6.68%	9.15%	72.99

Springport Hopkins Brown City Goodrich Brownlee Park Wayland Vermontville Moriey Blissfield Fark Averna Montgomery Omer St. Charles Keego Harbor Michiana Dearborn Eights Mackinac Island Kentwin ss City Deerfield Niles Lake Ann Schoolcraft Walkerville North Muskeg for Confertual Ministry Ridge Gladw ©Copyright 2012, Intercultural Institute for Contextual Ministry Shepherd Roseville Hastings Huntington Woods Gran6

A current year demographic summary of family and non-family households for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	9.79%	4.19%	45.26
\$10,000 to \$19,999	12.35%	7.71%	62.4
\$20,000 to \$29,999	12.46%	10.76%	86.35
\$30,000 to \$49,999	21.18%	15.77%	74.46
\$50,000 to \$59,999	8.49%	11.31%	133.23
\$60,000 to \$69,999	7.46%	6.65%	89.19
\$70,000 to \$79,999	6.34%	9.82%	154.88
\$80,000 to \$89,999	5.18%	9.86%	190.41
\$90,000 to \$99,999	3.47%	5.79%	166.99
\$100,000 to \$124,999	6.33%	9.31%	147.04
\$125,000 to \$149,999	3.18%	6.77%	212.81
\$150,000 to \$199,999	2.52%	1.53%	60.43
\$200,000 to \$249,999	0.57%	0.23%	41.36
\$250,000 or more	0.69%	0.16%	22.71
Median Household	43,638	62,534	143.3
Average Household	56,343	66,545	118.11
Per Capita Household	22,906	20,824	90.91
Family/Non-Family Household			
Income			
Median Family Income	54,264	72,450	133.51
Average Family Income	66,755	75,671	113.36
Median Non-Family Income	26,532	36,129	136.17
Average Non-Family Income	35,055	37,189	106.09

Keego Harbor Westwood Fowler Grandville Owendale Otter Lake Hubbell Prescott Alment Lapeer Colon River Rouge St. Ignace Muir Michiana Benton Harbor Lake Cher Intercultural Institute DeWitt Detroit Lake Odessa Beulah Greilickville Huntington Woods Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A current year demographic summary of household types, houseing units and households by size and count by person for the site location appears at right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	67.15%	74.8%	111.39
Families with Children	32.56%	36.5%	112.12
Families without Children	34.6%	38.3%	110.71
Non-Family Households			
% Non-Family Households	32.85%	25.2%	76.71
Non-Families with Children	0.33	0.12	35.6
Non-Families without Children	32.52	25.08	77.12
Housing Units			Index
Total Housing Units	88,869	2,920	
Vacant percent	12.97%	12.47%	96.15
Owned percent	65.23%	74.69%	114.51%
Rented Percent	21.81%	12.84%	58.89
Households by Size			Index
Avg household size	2.48	2.63	106.05
Avg family hh size	3.12	3.14	100.64
Avg non-family hh size	1.16	1.11	95.69
Households By Count of Persons			Percent
One	21,788	540	2.48%
Two	25,378	912	3.59%
Three or Four	23,088	865	3.75%
Five+	7,093	239	3.37%

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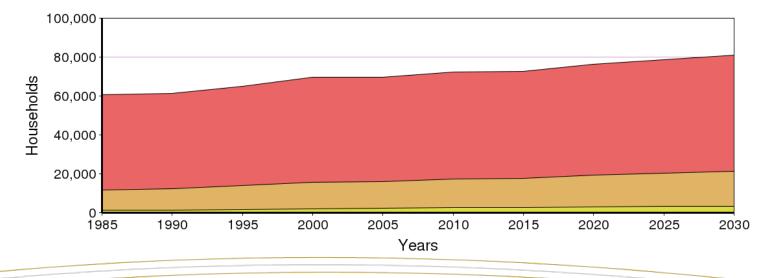
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	211,946	4,153	1.96%
2000 Population	210,039	7,099	3.38%
2010 Population	199,059	8,381	4.21%
2015 Population	193,994	8,528	4.4%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

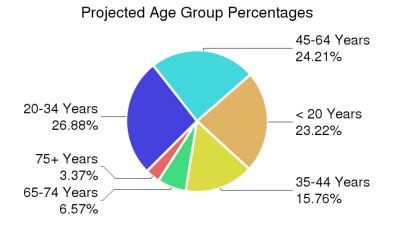
📕 0-10mi Ring



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A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

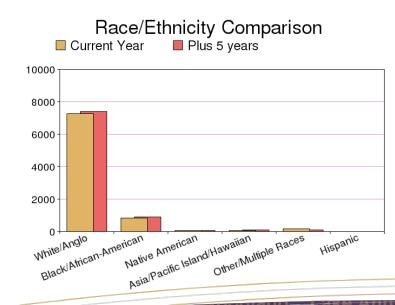


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.9%	5.77%	117.76
4-5 Years	2.18%	2.27%	104.13
6-8 Years	3.41%	3.55%	104.11
9-11 Years	3.62%	3.37%	93.09
12-13 Years	2.4%	2.18%	90.83
14-17 Years	4.61%	3.99%	86.55
18-19 Years	2.42%	2.1%	86.78
0-5 Years	7.09%	8.04%	113.4
6-12 Years	8.24%	8.03%	97.45
13-19 Years	8.21%	7.15%	87.09
< 20 Years	23.54%	23.22%	98.64
20-34 Years	24.99%	26.89%	107.6
35-44 Years	16.8%	15.76%	93.81
45-64 Years	25.69%	24.21%	94.24
65-74 Years	5.68%	6.57%	115.67
75+ Years	3.25%	3.37%	103.69
Median Age	39	36	90.7
Median Age (Male)	37	35	93.87
Median Age (Female)	41	37	91.19

Whitmore Lake Newaygo Blissfield Stevensville Shelby Quinnesec Greater Galesburg Elkton Davison aldwin Norton Shores White Cloud Corunna Michiana Bancroft Holland Intercultural Institute Eastlake Clifford Gaastra Bay City Fowlerville Lake Michigan Beach For Confectual Ministry It Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	86.62%	86.78%	100.18
Black, African-American	9.96%	10.42%	104.63
Native American	0.63%	0.67%	105.69
Asian	0.7%	0.89%	126.59
Pacific Island, Hawaiian	0.07%	0.11%	147.41
Other/Multiple Races	2%	1.15%	57.33
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,834	5,940	
Less than 9th Grade	1.34%	1.03%	76.81
No High School Diploma	5.83%	4.88%	83.77
High School Graduate	33.66%	33.43%	99.32
Some College, no degree	22.2%	21.92%	98.75
Associate Degree	10.2%	11.06%	108.45
College Degree	17.62%	18.3%	103.85
Graduate/Prof. degree	9.15%	9.38%	102.45

son Heights Byren Kingsford Algenac Pentiac Tustin Croswell Beechwood Lincoln Garden City East Dearborn Heights Otsego Otisville Port Hope West Monroe Berrien Spring Heinwell Belding Ubly Oa ette Lansing Saline Frankenmuth Clinton Mackinaw City Norway Big Confectual Ministry (confectual Ministry Confectual Ministry Confectual Ministry Confectual Ministry Confectual Confectual Ministry Confectual Confectual Ministry Confectual Confectuation Confectuation Confectuation Confectuation Confectua

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	4.19%	4.25%	101.42
\$10,000 to \$19,999	7.71%	7.51%	97.38
\$20,000 to \$29,999	10.76%	10.05%	93.37
\$30,000 to \$49,999	15.77%	15.09%	95.69
\$50,000 to \$59,999	11.31%	10.73%	94.88
\$60,000 to \$69,999	6.65%	6.48%	97.46
\$70,000 to \$79,999	9.82%	10.16%	97.28
\$80,000 to \$89,999	9.86%	10.2%	99.58
\$90,000 to \$99,999	5.79%	5.91%	102.13
\$100,000 to \$249,999	9.31%	9.78%	105.03
\$125,000 to \$149,999	6.77%	7.39%	109.21
\$150,000 to \$199,999	1.53%	1.63%	106.83
\$200,000 to \$249,999	0.23%	0.27%	113.04
\$250,000 or more	0.16%	0.11%	72.67
Median Household	62,534	64,736	103.52
Average Household	66,545	69,360	104.23
Per Capita Household	20,824	22,067	105.97
Family/Non-Family Household			
Income			
Median Family Income	72,450	75,526	104.25
Average Family Income	75,671	78,406	103.61
Median Non-Family Income	36,129	36,528	101.1
Average Non-Family Income	37,189	42,019	112.99

Volverine Vernon Sterling Montrose Galesburg St. Joseph Port Austin Ann Arbor Fronwood Edmore H Hestland Kalkaska Kalamazoo Battle Creek Forest Hills Level Park-Oster Intercultural Institute Gagetown Mesick Canada Creek Ranch Oak Park Reed City Portland for Contextual Ministry Confectual Ministry Caro Standish Davison Carleton Pentwater Ferrysb 22

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	74.8%	73.5%	98.26
Families with Children	36.5	34.42	94.3
Families without Children	38.3	38.13	99.56
Non-Family Households			
% Non-Family Households	25.2%	26.5%	105.17
Non-Families with Children	0.12	0.11	105.17
Non-Families without	25.08	26.38	105.21
Children			
Housing Units			
Total Housing Units	2,920	3,015	103.25%
Vacant percent	12.47%	12.54%	100.57
Owned percent	74.69%	74.49%	99.74
Rented Percent	12.84%	13%	101.24
Households by Size			
Avg household size	2.63	2.55	96.96%
Avg family hh size	3.14	3.09	98.41%
Avg non-family hh size	1.11	1.08	97.3%
Households By Count of			
Persons			
One	540	597	110.56%
Тwo	912	971	106.47%
Three or Four	865	854	98.73%
Five+	239	215	89.96%

xington Plymouth Township Central Lake Ecorse Richmond Galesburg Gaines Marion Westwood Lake son Ovid Bear Lake Jackson South Rockwood Clifford Kalkaska Brown Intercultural Institute Menominee Hubbell Kent City Saranac Richland Inkster Sylvan La for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Ethnographic Summary**

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the MissionalCyclopedia.org.

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-1
	MILES	MILES	MILES		MILES	MILES	MIL
Foreign Born Pop	246	951	2,919	Eastern Africa	0	14	21
Northern Europe	21	45	160	Middle Africa	0	0	0
Western Europe	9	90	385	Northern Africa	0	8	12
Southern Europe	0	94	94	Southern Africa	0	0	9
Eastern Europe	24	17	170	Western Africa	0	4	20
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	42	126	547	Oceania	0	9	15
So. Central Asia	0	221	300	Caribbean	0	2	21
SE Asia	0	113	293	Central Amer.	23	9	211
Western Asia	21	18	202	South America	0	46	75
Other Asia	0	2	0	North America	106	133	384
				Born at sea	0	0	0

enton South Range Petoskey Lake Fenton Gaines Elsie Tecumseh Wolf Lake Morley Manchester Sau teke Baraga Portage Stockbridge Woodhaven Norway Hastings Kentword Intercultural Institute St. Louis Au Gres Yale Lapeer Suttons Bay Edgemont Park Masor for Confectual Ministry et Copyright 2012, Intercultural Institute for Contextual Ministry Brown City Paw Paw Lake Roy Lake Roy Lake Structural Ministry Brown City Paw Paw Lake Roy Lake Roy Lake Structural Ministry Brown City Paw Paw Lake Roy Lake Roy Lake Structural Ministry Brown City Paw Paw Lake Roy Lake Roy Lake Structural Ministry Brown City Paw Paw Lake Roy Lak

## Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	6,827	25,404	85,515	Other Indo-Euro	0	2	82
Spanish	199	376	1,899	Asian/PI languages	0	0	02
Other Indo-Euro	103	743	2,043	Chinese	0	67	242
language	105	745	2,040	Japanese	19	2	60
French (incl. Patois,	37	87	289	Korean	8	37	211
Cajun)	57	07	203	Mon-Khmer,	11	0	0
French Creole	0	0	0	Cambodian		0	0
Italian	0	24	99	Miao, Hmong	0	7	20
Portuguese	0	7	43	Thai	0	15	20
German	53	229	745	Laotian	0	0	24
Yiddish	0	0	31	Vietnamese	11	0	41
Other West Germanic	0	10	27	Other Asian	0	61	109
A Scandinavian	0	0	11	Tagalog	0	82	118
Language	U	0		Other Pacific Is	0	0	45
Greek	0	129	140	Other languages	42	75	305
Russian	0	1	32	Navajo	0	0	11
Polish	13	76	236	Other Native N.	0	10	26
Serbo-Croatian	0	0	3	American	-		
Other Slavic Language	0	9	101	Hungarian	0	0	7
Armenian	0	0	0	Arabic	33	36	198
Persian	0	24	100	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	29	35
Hindi	0	54	44	Other unspecified	9	0	28
Urdu	0	77	20	·			

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Harrison Stanton New Fra Lakeview Kingsley Whitmore Lake Saugatuck Bea City Wolverine Lake With Oak Merrill Unionville Saginaw Township South Hanover Powers Clifford Intercultural Institute Shelby New Lothrop Westland Mesick Grand Beach Capac Center Line Township South Hanover Pinconning West Branch Deerfield New 25 @Copyright 2012, Intercultural Institute for Contextual Ministry

## Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	6,024	22,849	79,430	Irish	Irish 263	Irish 263 1,588
Arab	11	65	334	Italian	Italian 207	Italian 207 689
Armenian	0	6	57	Lithuanian	Lithuanian 16	Lithuanian 16 61
Austrian	7	47	110	Norwegian	Norwegian 56	Norwegian 56 129
British	0	38	232	Polish	Polish 453	Polish 453 2,843
Canadian	89	178	306	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	12	23	45	Romanian	Romanian 0	Romanian 0 5
Czech	7	68	395	Russian	Russian 26	Russian 26 146
Czechoslovak	70	80	273	Scandinavian	Scandinavian 7	Scandinavian 7 31
Danish	0	36	221	Scotch-Irish	Scotch-Irish 84	Scotch-Irish 84 214
Dutch	60	364	1,220	Scottish	Scottish 101	Scottish 101 358
English	424	1,715	6,646	Slovak	Slovak 7	Slovak 7 73
European	120	97	544	Subsaharan African	Subsaharan African 98	Subsaharan African 98 16
Finnish	28	61	223	Swedish	Swedish 12	Swedish 12 187
French (not Basque)	358	1,559	3,777	Swiss	Swiss 0	Swiss 0 57
French Canadian	182	645	1,583	Ukrainian	Ukrainian 0	Ukrainian 0 20
German	2,056	7,600	24,759	US/American	US/American 457	US/American 457 1,299
Greek	0	169	355	Welsh	Welsh 10	Welsh 10 72
Hungarian	56	130	577	West Indian	West Indian 0	West Indian 0 6
Iranian	0	11	88	Yugoslavian	Yugoslavian 5	Yugoslavian 5 72
				Other	Other 742	Other 742 2,091

berry Madison Heights Dundee Empire Lambertville Croswell Oak Park Stony Point Kingston Romeo Copper City Republic Millersburg Vernon Climax Alma Novi Laker Intercultural Institute Reed City Jonesville Mount Clemens Highland Park Quincy Otsego for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### Using the Demographic Indicators

Below are some issues related to the demographic indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

#### Issues for Your Consideration

- 1. The Demoscape information on page 19 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
- 2. The age categories on pages 15 and 20 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
- 3. The racial/ethnic and education categories listed on pages 16 & 21 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

Flushing Ossineke Lost Lake Woods Akron Williamston Corunna Roosevelt Park Suttons Bay Haze Bioomtield Hills Ludington Lyons Au Gres Kaleva Breckenridge Mary Intercultural Institute Casnovia River Rouge Royal Oak Garden Calumet Ferndale Beeckenridge North Adams for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Using the Demographic Indicators

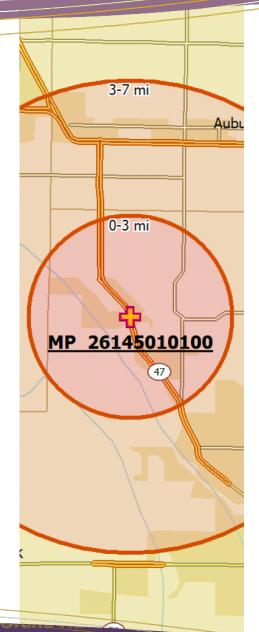
#### Issues for Your Consideration - continued

- 4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 17 & 22 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
- 5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 18 & 23. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
- 6. The ethnic summary on pages 24, 25 & 26 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

Lakeview Lake City Republic Flint South Range Berrien Springs Gladstone Lexington Skidway Lake Baraga Algonac Tekonsha Trowbridge Park Harper Woods Spring Laker Intercultural Institute coda Kalamazoo Dearborn Heights Perry Traverse City Grand Ledge W for Contextual Ministry Vien Muskego Copyright 2012, Intercultural Institute for Contextual Ministry Widdleville Forest Hills Comstock Northwest Farwell Her

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

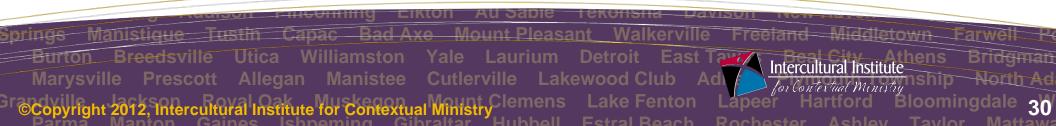
This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Homer Roseville Applegate Berrien Springs Hesperia Hudson East Tawas St. Johns Daggett Lost Lak Fremont Manitou Beach-Devils Lake Birch Run Palmer Ecorse Canado Intercultural Institute meo Thompsonville Comstock Park Level Park-Oak Park Cass City Barn (Source fuel Ministry Multiken Cent St. Convertue Ministry Freeport Dowagiac Sturg 29 Copyright 2012, Intercultural Institute for Contextual Ministry Worldman Pook Newborry East Jordan Maple Papide

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

38.54% 0% 0.08% 0% 0%	1,725 682 0 1 0 0	100% 39.54% 0% 0.06% 0% 0%
0% 0.08% 0% 0%	0 1 0	0% 0.06% 0%
0.08% 0% 0%	1 0	0.06% 0%
0% 0%	0	0%
0%	-	
	0	0%
0%		070
	0	0%
38.46%	681	39.48%
0%	0	0%
13.81%	240	13.91%
0%	0	0%
0%	0	0%
12.79%	220	12.75%
0%	0	0%
0%	0	0%
1.02%	20	1.16%
33.22%	547	31.71%
0.04%	1	0.06%
3.4%	57	3.3%
0%	0	0%
27.19%	443	25.68%
2.58%	46	2.67%
0 1 0 0 1 0 0 1 3 0 2	8.46% % 3.81% % 2.79% % .02% 3.22% .04% .04% % 7.19%	%08.46%681%03.81%240%0%0%0%220%0%0%0%0.02%203.22%547.04%1.4%57%0%0443



The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,556	100%	1,725	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	139	5.44%	95	5.51%
Steadfast Conservative	128	5.01%	88	5.1%
Moderate Conventionalists	11	0.43%	7	0.41%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

andalia Fowlerville Essexville Pearl Beach Clifford North Branch Stanton Wakefield Farwell Bellevue Lattawan Clawson Farmington Waverly Sparta Harrisville Kentwood Intercultural Institute Sanford Vassar Dundee Brighton Adrian Mecosta Lake Linden Evan For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,556	100%	1,725	100%
REMOTE AMERICA	12	0.47%	7	0.41%
Hardy Rural Fam.	12	0.47%	7	0.41%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	163	6.38%	121	7.01%
Young Cosmopolitans	52	2.03%	41	2.38%
Minority Metro Communities	0	0%	0	0%
Stable Careers	111	4.34%	80	4.64%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	42	1.64%	24	1.39%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	42	1.64%	24	1.39%
Hinterland Fam.	0	0%	0	0%

sey Newaygo Northport Emmett Escanaba Casnovia Kent City Big Bay Hart Saugatuck Paw Paw La Byron Center Ludington Sherwood Ishpeming Sebewaing Pinckney Intercultural Institute public Hudsonville Harbor Springs Walker Napoleon Laurium Ashley for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

0-3 HH & Percent		Unreached HH & Percent	
2,556	100%	1,725	100%
15	0.59%	9	0.52%
15	0.59%	9	0.52%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	2,556 15 15 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2,556100%150.59%150.59%00%	2,556100%1,725150.59%9150.59%900%0

eckerville Quinnesco Fast Tawas Marysville Cedar Springs Omer Auburn Harrison Port Austin Shorew Rochester St. Ignace Grant Riverview Flint Allegan Monroe Rose Intercultural Institute entreville Zilwaukee Comstock Northwest Sheridan Luther Marine City Jos Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Identifying Focus Groups in this Location

Roseville

Intercultural Institute

Cedar Springs

extral Ministry chall

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

#### Issues for Your Consideration

- 1. Review the current demographic summary on pages 14-18 for this site location. What demographic groups are prevalent in this particular site location?
- 2. Next take a look at the projected demographic summary on pages 19-23. What increase or decrease is expected for these groups in this site location?
- 3. Review the current ethnic summary on pages 24-26. What ethnic groups are prevalent in this site location?
- 4. Review the unreached households by lifestyle segment on pages 30-33. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
- 5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

Madison Heights

34

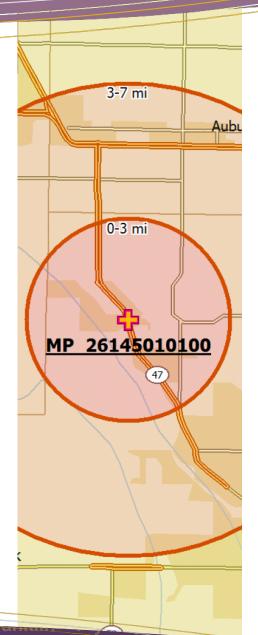
#### **Potential Cultural Bridges**

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



mingham Huntington Woods Dearborn Heights Gladwin Elberta Wolf Lake Lake Fenton Lewiston Bevery Burr Oak Bloomfield Hills Eastlake Hubbell Boyne City Ferndale Bara Albion Walled Lake Carson Capac Britton Luna Pier Paw Paw Bellevue Milford Fowler Sagir Contextual Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	86%	83%	81%
Use Comp. for Internet/E-mail	75%	71%	67%
Internet Use: E-Mail	62%	59%	55%
Use Comp. for Word Processing	55%	50%	46%
Use Comp. for Comp. Games	50%	46%	43%
Use Comp. for Shopping	49%	44%	40%
Use Comp. for Digital Camera	44%	41%	37%
Photo Editing			
Use Comp. for Banking	44%	40%	36%
Use Comp. for Education	42%	38%	36%
HH Owns DVD Player	37%	33%	31%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	35%	33%	32%
Internet Use: Banking	31%	30%	27%
Use Comp. for News/Info./Data	31%	29%	26%
Service			
PC-Network-HH Has One	23%	22%	20%
Use Comp. for Filing/DB Mngmnt	20%	17%	15%
Use Comp. for Accounting	20%	18%	16%
Internet Use: Shopping: Gathered	18%	17%	15%
Info. for Shopping			
Use Comp. for Personal Financial	18%	17%	16%
Mngmnt			
Internet Use: Travel Reservations	16%	14%	12%
Internet Use: Shopping: Made A Purchase	14%	15%	13%

Wixem Tawas Gity Carsonville Beulah Clayton Warren Ironwood Empire Farmington Melvindale Sel Houghton Gobles Vandercook Lake Waldron Grosse IIe Hemlock Intercultural Institute Cass City H In Crystal Falls Lake City Westphalia Beaverton Armada Freeland Gar Gortextual Ministry Ocopyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	73%	71%	70%
Dining Out (Not Fast	68%	66%	63%
Food)			
Reading Books	58%	58%	57%
Go To A Beach/Lake	47%	44%	40%
Card Games	47%	44%	43%
Gardening	42%	39%	37%
Cooking for Fun	39%	38%	37%
Board Games	38%	35%	34%
Visit Museum	24%	24%	22%
Visit Zoo	23%	22%	21%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	70%	70%	69%
Gen./Fam. Practitioner	44%	44%	44%
Dentist	33%	34%	32%
Eye Dr.	22%	23%	23%
Backache	22%	22%	22%
None Of These	20%	20%	20%
High Cholesterol	19%	19%	19%
Hypertension/High Blood	18%	19%	20%
Pressure			
Acid Reflux Disease (GERD)	15%	14%	15%
Overweight (30 Pounds Or	15%	14%	14%
More)			



The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	32.71%	31.99%	30.46%
Live Theater	25.54%	25.61%	23.62%
Live Theater Most Often	21.63%	21.53%	19.85%
Rock/Pop Concerts Most	18.74%	17.68%	16.99%
Often			
Comedy Club	8.58%	9.3%	9.13%
Dance Performance	8.44%	9.07%	8.92%
Movies: Comedy	44.34%	42.97%	40.58%
Movies: Action/Adventure	42.73%	41.08%	39.17%
Movies: Romantic Comedy	23.01%	22.02%	21.08%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	22.69%	20.92%	20.13%
Movies: Drama	19.82%	20.72%	19.8%
Movies: Mystery	15.04%	16.26%	15.99%
MLB Baseball Reg. Season	11.66%	11.12%	9.57%
NFL Football Reg. Season	9.24%	8.8%	7.79%
College Football Reg.	9.09%	8.84%	7.59%
Season			
NBA Basketball Reg.	6.01%	5.11%	4.27%
Season			
College Basketball Reg.	5.97%	5.68%	4.81%
Season			
Auto Racing Events	3.84%	3.55%	3.25%

Ironwood Peck New Era St. Clair Shores Plymouth Three Oaks Garden City Dundee Birmingham Ma The Falls Michigamme Saranac Williamston Hastings Benton Harbor Mere Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	
Walking for Exercise	44.27%	44.29%	43.12%	Backpacking/Hiking	Backpacking/Hiking 11.84%	Backpacking/Hiking 11.84% 11.58%
Swimming	40.49%	38.21%	36.68%	Target Shooting	Target Shooting 11.72%	Target Shooting 11.72% 9.91%
Bowling	23.82%	22.47%	21.9%	Power Boating	Power Boating 10.72%	Power Boating 10.72% 9.87%
Weight Training	21.33%	19.61%	17.72%	Baseball	Baseball 9.9%	Baseball 9.9% 10.34%
Billiards/Pool	21.07%	20.13%	19.52%	Aerobics	Aerobics 9.41%	Aerobics 9.41% 10.36%
Camping Trips	20.12%	17.64%	17.5%	Canoeing/Kayaking	Canoeing/Kayaking 8.73%	Canoeing/Kayaking 8.73% 8.36%
Freshwater Fishing	19.92%	17.73%	17.47%	Saltwater Fishing	Saltwater Fishing 8.7%	Saltwater Fishing 8.7% 8.15%
Golf	18.01%	17.61%	16.39%	Football	Football 8.51%	Football 8.51% 8.69%
Mountain/Road Biking	16.99%	15.61%	14.91%	Volleyball	Volleyball 8.29%	Volleyball 8.29% 8.15%
Jogging/Running	16.7%	16.36%	15.23%	Motorcycling	Motorcycling 7.87%	Motorcycling 7.87% 7.26%
Using Cardio Machine	16.65%	16.5%	15.61%	Yoga	Yoga 7.87%	Yoga 7.87% 7.72%
Basketball	15.14%	14.3%	13.88%	Softball	Softball 7.69%	Softball 7.69% 7.87%
Stationary Cycling	13.43%	13.75%	13.31%	Tennis	Tennis 7.63%	Tennis 7.63% 8%
Hunting	12.91%	10.76%	10.27%	Soccer	Soccer 6.97%	Soccer 6.97% 7.14%

St. Louis Clayton Sturgis Eastlake Owosso Bingham Farms Cadillac Marshall Carney Clare Grand B Harbor Springs Millersburg Auburn Hills Prescott Richland Centreville Intercultural Institute Contestinal Ministry Zeeland Ahme Copyright 2012, Intercultural Institute for Contextual Ministry inden South Rockwood Walled Lake Eastwood Utica 39

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Horseback Riding	6.3%	6.12%	5.74%
Snorkeling	6.13%	5.81%	5.74%
Archery	5.98%	5.33%	5.08%
Roller Skating	5.89%	5.49%	5.73%
Jet Skiing	5.88%	5.54%	5.34%
Downhill & X-Country	5.83%	5.59%	5.94%
Skiing			
Ice Skating	5.27%	5.4%	5.46%
Water Skiing	5.21%	4.95%	4.96%
Fly Fishing	4.59%	4.43%	4.53%
Snowmobiling	4.02%	3.96%	4.08%

0-3	3-7	7-10
MILES	MILES	MILES
3.99%	3.99%	3.95%
3.83%	3.8%	4.03%
3.83%	3.75%	3.74%
3.51%	3.12%	3.27%
3.3%	3.61%	3.93%
3.25%	3.54%	3.52%
2.94%	2.93%	3.22%
2.73%	2.85%	3.03%
2.6%	3.35%	3.81%
2.6%	2.67%	2.84%
	MILES    3.99%    3.83%    3.83%    3.51%    3.3%    3.25%    2.94%    2.73%    2.6%	MILESMILES3.99%3.99%3.83%3.8%3.83%3.75%3.51%3.12%3.3%3.61%3.25%3.54%2.94%2.93%2.73%2.85%2.6%3.35%

Palmer Whitehall Altendate Manistique Brown City Wolverine Lake Cassopolis Owendate Newberry Hi Grand Rapids Hillman Merrill White Pigeon Dearborn Lakewood Club Intercultural Institute it Fremont Montague Kingsford Haslett Alanson Whittemore Ann Arb Contextual Ministry Socopyright 2012, Intercultural Institute for Contextual Ministry Socopyright 2012, Intercultural Institute for Contextual Ministry New York Contextual Ministry New York Contextual Ministry Con

#### Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

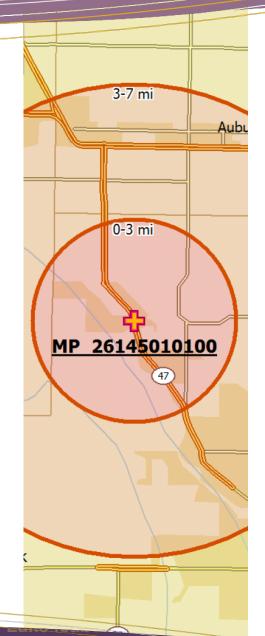
#### **BIBLICAL BARRIERS**

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

#### ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring t oan ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.



Vassar South Range Hubbard Lake Fife Lake Saginaw Brooklyn Scottville Care Port Austin Grant Auburn Cass City Saginaw Township South Taylor Yale Newberry Zilver Intercultural Institute North Adams Hesperia Fennville Fowler Colon Schoolcraft Morley Coopyright 2012, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

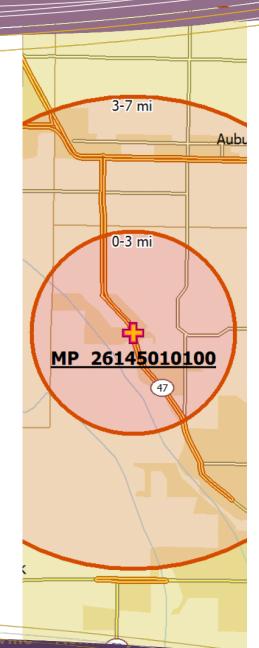
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

#### **Unreached People Group**

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



De Tour Village Petoskey Ferndale Wayland Port Sanilac Eastpointe Breedsville South Range Applegate Ist-peming Manistee Sylvan Lake Millersburg Manchester McBride Yale Andrew Coleman North Brain sville Carney Muir Newaygo Ravenna Onekama Potterville Capac Governation Intercultural Institute for Contextual Ministry Addison Ossineke West Branch Otisville Stevensville 42

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	49%	48%	Marijuana Should Be Legalized Too Much Sponsorship In	19% 19%	20% 19%	20% 20%
Find It Difficult To Say No To My Kids	43%	40%	38%	Arts/Sports Rarely Sit Down to a Meal	18%	17%	16%
Woman's Place Is In The Home	37%	35%	34%	Together At Home			
Prefer To Have Few Possessions As Possible	37%	39%	38%	I Am A Workaholic Like To Pursue	15% 14%	15% 17%	15% 18%
Speak My Mind Even If It Upsets People	33%	33%	34%	Challenge/Novelty/Change Only Work Current Job for The	12%	12%	13%
If Won Lottery Would Never Work Again	30%	30%	29%	Money Happy With My Standard Of	12%	13%	13%
Like To Do Unconventional Things	30%	29%	29%	Living We Should Strive for Equality	12%	12%	12%
Like Control Over People And Resources	28%	29%	30%	for All On Whole People Get What	8%	9%	10%
Don't Judge People/Way They	26%	27%	27%	They Deserve			
Live Life Money Is Best Measure Of	25%	26%	26%	Indulge My Kids With The Little Extras	7%	8%	8%
Success Friends More Important Than My	25%	27%	27%	Little I Can Do To Change My Life	7%	7%	7%
Fam.	_0,0	,	/0	I Am A Perfectionist	5%	5%	6%
Like to Stand Out In A Crowd	21%	21%	20%				

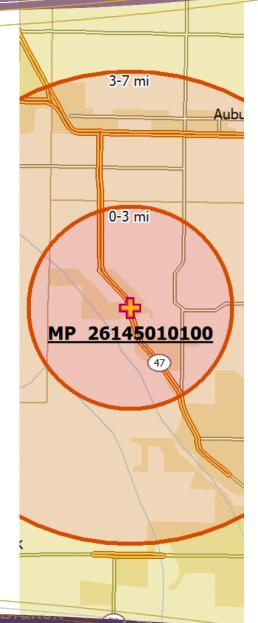
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Alpena Sheridan Bartle Creek Durand North Adams Waldron Isnpeming Parhlington Mattewan Algona Beaverton Westwood Waverly Concord Eastpointe Leonard Kingsley Intercultural Institute Climax Gaylord Galesburg Trenton Owendale Inkster Clifford Have To Contestual Ministry Contestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



t Level Park-Oak Park Ann Arbor Manton Skidway Lake Montague Lake Linden Kalamazoo Forest Hills Climax Atlanta Novi North Adams Alpha Trenton New Buffalo Deret Intercultural Institute se lle Peck Holly Beecher Whitehall Hopkins St. Charles Evart Estra for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

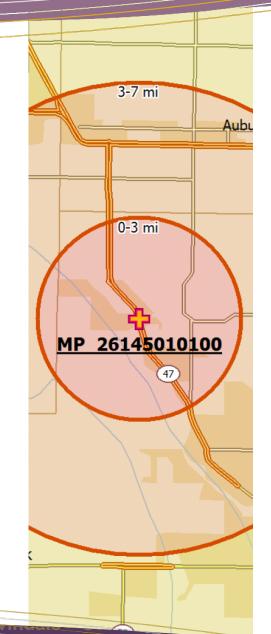
THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	72%	68%	65%	Consider Myself Interested In The Arts	17%	18%	18%
You Should Seize Opportunities	56%	57%	56%	Real Men Don't Cry	15%	16%	16%
In Life				Is An Important Part Of Who I Am	15%	16%	16%
Like To Understand About Nature	38%	39%	38%	Looking for New Ideas To Improve Home	14%	14%	15%
Prefer To Have Few Possessions As Possible	37%	39%	38%	Enjoy Spending Time With My Fam.	13%	12%	12%
Prefer Work Part Of Team Than Alone	32%	32%	32%	Try Not To Worry About The Future	13%	13%	13%
Important Feel Respected By My Peers	31%	32%	33%	Provide My Kids With The Little Extras	8%	8%	9%
Have Keen Sense Of Adventure	26%	27%	27%	Children Should Be Allowed To	4%	5%	5%
Important To Juggle Various	25%	27%	28%	Express Themselves			
Tasks				Like Spending Most Time With	4%	4%	5%
People Have To Take Me As	25%	25%	24%	Fam.			
They Find Me				Feel Very Alone In The World	4%	4%	5%
Good At Fixing Things	25%	26%	27%	Decor Particular Interest To Me	3%	3%	4%
Like To Just Enjoy Life	21%	24%	24%	Would Like To Set Up Own	3%	3%	3%
Worried About Pollution Caused By Cars	21%	20%	19%	Business			

eecher Lawrence Decatur Chesaning Eaton Rapids Hopkins Lake Orion Millersburg Lake City Barnes geon Bronson Coldwater DeWitt Capac Benzonia Hubbardston Hudson Intercultural Institute laire Kingsford Lake Michigan Beach Millington Vermontville Port Hope for Contextual Ministry ge Bloomingda Copyright 2012, Intercultural Institute for Contextual Ministry

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#### **Potential Shared Places**

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



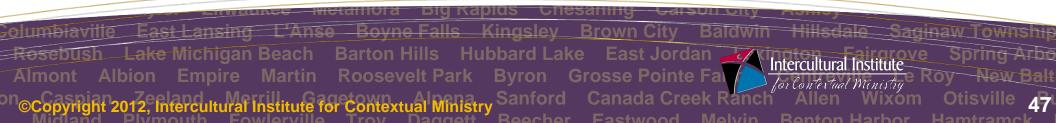
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## **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87.31%	85.74%	85.22%
Restaurant-Visit Any			
Fam. Restaurants/Steak	86.96%	85.6%	84.67%
Houses-Visit Any			
McDonald's	59.4%	57.49%	56.06%
Burger King	37.01%	36.54%	37.14%
Subway	35.16%	32.55%	31.38%
Applebee's	34.47%	32.58%	31.62%
Wendy's	32%	30.91%	30.07%
Taco Bell	28.72%	28.88%	28.86%
Kentucky Fried Chicken (KFC)	28.21%	26.41%	26.18%
Arby's	27.01%	24.83%	23.65%
Olive Garden	22.76%	22.9%	22.07%
Pizza Hut	22.35%	20.46%	20.57%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	20.58%	19.03%	18.74%
Outback Steakhouse	16.97%	17.37%	16.09%
Cracker Barrel	16.67%	16.2%	15.34%
Starbucks	16.21%	14.9%	13.04%
Chili's Grill and Bar	15.45%	14.97%	13.5%
Red Lobster	15.29%	15.92%	16.12%
Chick-Fil-A	14.03%	13.22%	12.25%
Quiznos Sub	13.49%	12.45%	11.37%
Sonic	13.34%	12%	12.18%
TGI Friday's	13.18%	13.01%	12.18%
IHOP (International House Of	12.72%	13.43%	13.18%
Pancakes)			
Domino's Pizza	12.67%	12.38%	12.67%

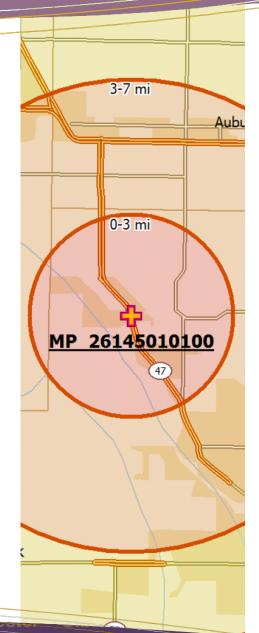


#### **Potential Shared Projects**

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



And Rapids DeWitt Marine City Inkster Garden City Auburn Wixom Fountain Benzonia Jenison Rocky Montrose Hastings Novi Suttons Bay Daggett Central Lake Elkton Intercultural Institute South Lyon Muir Buchanan Estral Beach Hemlock Mayville Manitou Jor Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Benton Harbor Parma Belleville Woodland Beach Camden Robin Clend

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	55.53%	54.09%	52.58%
Recycled products	44.76%	42.98%	40.93%
Worked as volunteer (non political)	23.14%	21.82%	20.32%
Engaged in fund raising	14.5%	13.29%	12.54%
Religious club member	8.77%	8.44%	7.94%
Wrote to elected offcl about publ bus	8.02%	7.75%	7.19%

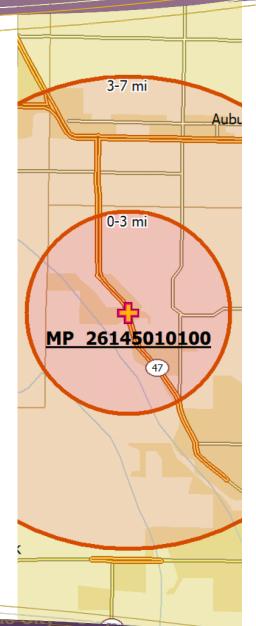
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	7.53%	7.03%	6.59%
newspaper			
Charitable Organization	7.1%	6.67%	6.22%
Addressed a public meeting	7%	6.19%	5.61%
Union member	6.71%	6.29%	5.98%
Took active part in local civic	5.62%	5.8%	5.65%
issue			
Fraternal order member	5.31%	5.44%	5.49%



#### **Communication Media Content**

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to begin shaping targeted messages to your intended audience.



Carney Westland Harrison Belleville Port Huron Mesick Dansville Lawrence West Ishpeming Eau Harrietta Union City East Jordan Allen Stevensville Negaunee Lake Charles South Monroe Canadian E Creek Buchanan Dexter Farmington Yale Reese Gwinn Crystal Falls for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Hubbard Lake Mattawan South Bockwood Southpoate

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	20.96%	20.68%	19.28%
Children's Books	15.93%	15.02%	14.02%
Mystery	14.2%	13.92%	13.37%
Cookbooks	12.63%	12.27%	11.9%
Religious (not Bibles)	9.15%	8.83%	8.7%
Personal/Business	9.14%	8.58%	7.82%
Self-help			
Romance	8.33%	7.72%	7.28%
History	8.3%	8.09%	7.79%
Biography	7.23%	7.7%	7.46%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	73.96%	73.06%	72.64%
Gen. Editorial	46.39%	46.72%	46.78%
Womens	41.98%	41.68%	41.13%
Service	39.51%	38.67%	37.33%
<b>Business/Finance</b>	21.4%	21.02%	19.34%
Mens	17.53%	18.15%	18.64%
Sports	15.95%	16.03%	16.15%
Fishing/Hunting	13.38%	12.35%	12.42%
Mature Market	13.33%	13.75%	13.99%

Morenci Romulus Millersburg Owosso Tekonsha Morrice Beaverton Hudson Quinnesec Standish M Southgate Grant Grosse IIe Nashville Kingsford Twin Lake Kaleva Intercultural Institute Ravenna Plymouth Township Middleville Freeport Springport Mesick Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	61.03%	60.49%	59.53%
Sport	36.41%	35.34%	34.78%
<b>Business/Finance</b>	35.98%	34.93%	33.37%
Editorial Page	35.01%	34.15%	33.76%
Classified	33.77%	32.76%	33.16%
Comics	29.98%	29.65%	29.68%
Movie Listings & Reviews	29.14%	28.49%	28.26%
Food/Cooking	27.24%	27.7%	27.35%
Home/Gardening	26.43%	25.1%	24.09%
TV/Radio Listings	25.6%	25.51%	25.76%
Travel	24.8%	23.69%	22.44%
Science/Technology	22.07%	21.22%	20.37%
Fashion	14.98%	15.06%	14.69%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	24.73%	22.59%	22.13%
Adult Contemporary	21.59%	21%	20.16%
News/Talk	18.28%	17.17%	15.8%
CHR Contemp Hit Radio	16.56%	17.15%	17.76%
Rock	16.46%	15.19%	14.87%
Classic Rock	14.29%	13.07%	12.38%
Oldies	13.19%	12.96%	12.69%
Alternative	11.64%	12.11%	11.6%
Soft Contemporary	9.14%	8.26%	7.47%
Variety	8.49%	8.71%	8.32%
Religious	7.44%	7.04%	6.71%
Urban Contemporary	6.76%	7.8%	8.55%
Sports	5.83%	5.56%	4.96%
All News	5.47%	6.36%	5.85%
Classic Hits	5.36%	5.04%	4.87%
All Talk	5.22%	5.1%	4.74%
Classical	4.6%	4.83%	4.45%
Jazz	4.12%	4.48%	4.2%

Reservite Ravenna Lawrence Vernon Columbiaville Benton Heights Gwinn Wolf Lake Lincoln Park Heights Gwinn Wolf Lake Lincoln Park Heights Le Roy Kent City New Buffalo Onekama Grosse Ile Charlotter Intercultural Institute Mount Clemens Wyoming St. Helen Stony Point Westland Alpena Walf of Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	69.49%	67.54%	65.41%
Satellite Dish	63.85%	58.93%	56.49%
Soapnet	53.42%	53.4%	52.21%
Sci-Fi Channel	41.79%	39.34%	37.38%
MSNBC	39.82%	36.42%	34.71%
Other Video-On-Demand	39.77%	39.98%	40.05%
Comedy Central	36.84%	37.97%	36.08%
Adult Pay Per View TV	36.32%	35.3%	34.89%
Nickelodeon	34.23%	31.33%	29.84%
Adult Swim	33.95%	32.53%	30.3%
Hallmark Channel	31.24%	29.38%	26.98%
TV Info From Sunday TV	31.19%	31.16%	29.8%
Magazine			

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Subscribe Digital Cable	30.54%	29.91%	28.79%
Nick At Nite	30.08%	27.56%	25.9%
TV Info From Newspapers	29.79%	28.4%	27.14%
The Golf Channel	28.92%	27.42%	25.86%
ABC Fam.	28.13%	28.47%	26.63%
Video-On-Demand Movies	28.03%	24.76%	22.06%
TCM (Turner Classic Movies)	26.99%	26.95%	26.08%
Encore	26.68%	23.6%	21.22%
TV Info From Monthly Cable Guide	26.63%	25.38%	24.02%
USA Network	26.54%	26.93%	25.99%
BET (Black Entertainment TV)	26.39%	26.74%	26%
Lifetime	24.81%	22.8%	21.51%

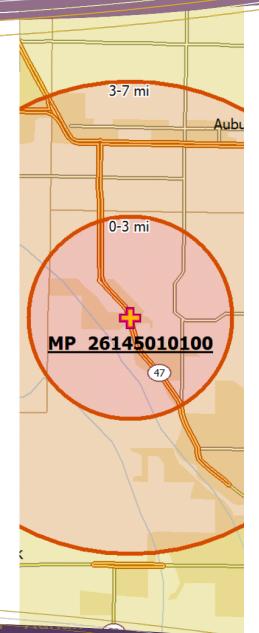
McBain Middletown Jonesville Manton Galesburg North Branch Stevensville West Bloomfield Township a Sand Lake Beaverton Columbiaville Battle Creek Canada Creek Ranch Rothbury Crosse Pointe Shores Roosevelt Park Newberry Buchanan Estral Beach Wixom Eau Claire Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bridgeport Charlotte Eagle Hillman Kalkaska Grand Blanc Fraser Ovid Bellaire Hazel Park

#### **Communication Media Usage**

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



raverse City Saginaw Township North Montgomery Powers Mesick Wakefield North Branch Lake Odessa Portland McBain Grosse Pointe Park Buckley Dryden Spring Arbor Intercultural Institute Beaverton Centreville Farmington Kalkaska Belleville Canadian Lakes for Contextual Ministry Concord Calumet Marion Ann Arbor Lapeer Estr 54

## Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	24.68%	23.59%	22.09%
Medium Users (4-6)	13%	12.58%	12.02%
Light Users (1-3)	21.66%	21.6%	21.57%
Quintiles (20%)			
Newspaper I (Heavy)	1.24%	1.2%	1.46%
Newspaper II	1.43%	1.37%	1.49%
Newspaper III	2.19%	2.22%	2.11%
Newspaper IV	0.45%	0.4%	0.44%
Newspaper V (Light)	1.47%	1.49%	1.4%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.13%	18.72%	18.31%
Magazines II	7.78%	7.92%	8.04%
Magazines III	9.19%	9.47%	9.16%
Magazines IV	11.05%	10.5%	10.72%
Magazines V (Light)	0.61%	0.53%	0.5%
Outdoor I (Heavy)	5.08%	6.06%	6.44%
Outdoor II	2.15%	1.96%	2.38%
Outdoor III	2.63%	2.65%	2.95%
Outdoor IV	14.62%	15.4%	15.85%
Outdoor V (Light)	25.52%	26.12%	26.3%
Yellow Pages I	14.22%	14.77%	14.96%
(Heavy)			
Yellow Pages II	4.57%	5.42%	5.5%
Yellow Pages III	3.95%	4.21%	4.62%
Yellow Pages IV	19.62%	20.81%	21%
Yellow Pages V (Light)	1.74%	2.4%	2.94%

Tale Franklin Sanford Harvey Taylor Vassar Hemlock Belding Paw Paw Stevensville Beecher Spring Au Sable Bancroft Vandercook Lake Merrill Davison Michiana Pewer Intercultural Institute Lansing Rockwood Howell New Buffalo Lake Orion Okemos McBain ©Copyright 2012, Intercultural Institute for Contextual Ministry wton Bingham Farms Flint Grand Ledge West Spreming Clarksville Goodrich Emmett Reading Bichme

# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

Radio Drive Time Quntiles  FV Prime Time Quntiles (fifths / 20%)    Drive Time I & II (Heavy)  2.76%  2.86%  2.99%    Drive Time III (Medium)  0.49%  0.46%  0.6%    Radio IV & V (Light)  2.47%  2.4%  2.59%    Radio Media Quntiles (fifths /  2.47%  2.4%  2.59%    Radio IV & V (Light)  2.47%  2.4%  2.59%    Radio IV & V (Light)  5.6%  5.09%    Radio I & II (Heavy)  8.14%  7.89%  7.71%    Radio I & II (Medium)  5.74%  5.36%  5.09%    Radio IV & V (Light)  2.79%  2.75%  2.96%    Cable TV Quntiles (fifths /  2.79%  2.75%  2.96%    Cable I & II (Heavy)  17.16%  15.6%  14.27%	MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
(fifths / 20%)  2.76%  2.86%  2.99%    Drive Time I & II (Heavy)  0.49%  0.46%  0.6%    Radio IV & V (Light)  2.47%  2.4%  2.59%    Radio Media Quntiles (fifths /  2.47%  2.59%  Prime Time I & II (Medium)  1.63%  1.95%    Radio I & II (Heavy)  8.14%  7.89%  7.71%  TV Early/Late Fringe Quntiles  100%  40.82%  40.25%    Radio I & II (Medium)  5.74%  5.36%  5.09%  Fringe I & II (Heavy)  38.44%  40.82%  40.25%    Radio IV & V (Light)  2.79%  2.75%  2.96%  Fringe I & II (Medium)  51.36%  52.75%  52.35%    Radio IV & V (Light)  2.79%  2.75%  2.96%  Fringe IV (Light)  56.03%  56.17%  55.35%    Cable TV Quntiles (fifths /  20%)  TV All Day Quntiles (fifths /  20%)  56.03%  56.17%  55.35%    Cable I & II (Heavy)  17.16%  15.6%  14.27%  All Day I & II (Heavy)  11.07%  11.88%  12.35%		MILES	MILES	MILES		MILES	MILES	MILES
Drive Time I & II (Heavy)  2.76%  2.86%  2.99%    Drive Time III (Medium)  0.49%  0.46%  0.6%    Radio IV & V (Light)  2.47%  2.4%  2.59%    Radio Media Quntiles (fifths /  2.47%  2.4%  2.59%    Radio I & II (Heavy)  8.14%  7.89%  7.71%    Radio I & II (Medium)  5.74%  5.36%  5.09%    Radio IV & V (Light)  2.79%  2.75%  2.96%    Radio IV & V (Light)  2.79%  2.75%  2.96%    Cable I & II (Heavy)  17.16%  15.6%  14.27%	Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
Drive Time III (Medium)  0.49%  0.46%  0.6%    Radio IV & V (Light)  2.47%  2.4%  2.59%    Radio Media Quntiles (fifths / 20%)  2.47%  2.4%  2.59%    Radio I & II (Heavy)  8.14%  7.89%  7.71%    Radio III (Medium)  5.74%  5.36%  5.09%    Radio IV & V (Light)  2.79%  2.75%  2.96%    Cable TV Quntiles (fifths / 20%)  2.75%  2.96%    Cable I & II (Heavy)  17.16%  15.6%  14.27%	(fifths / 20%)				20%)			
Radio IV & V (Light)  2.47%  2.4%  2.59%  Prime Time IV & V (Light)  7.86%  7.78%  7.18    Radio Media Quntiles (fifths / 20%)  TV Early/Late Fringe Quntiles (fifths / 20%)  TV Early/Late Fringe Quntiles (fifths / 20%)  11.88%  40.82%  40.32%    Radio I & II (Medium)  5.74%  5.36%  5.09%  Fringe I & II (Heavy)  38.44%  40.82%  40.32%    Radio IV & V (Light)  2.79%  2.75%  2.96%  Fringe IV (Light)  56.03%  56.17%  55.32%    Cable I & II (Heavy)  17.16%  15.6%  14.27%  All Day I & II (Heavy)  11.07%  11.88%  12.33%	Drive Time I & II (Heavy)	2.76%	2.86%	2.99%	Prime Time I & II (Heavy)	3.94%	4.05%	3.75%
Radio Media Quntiles (fifths / 20%)  TV Early/Late Fringe Quntiles (fifths / 20%)    Radio I & II (Heavy)  8.14%  7.89%  7.71%    Radio III (Medium)  5.74%  5.36%  5.09%    Radio IV & V (Light)  2.79%  2.75%  2.96%    Cable TV Quntiles (fifths / 20%)  TV All Day Quntiles (fifths / 20%)  56.03%  56.17%    Cable I & II (Heavy)  17.16%  15.6%  14.27%  All Day I & II (Heavy)  11.07%  11.88%  12.5	Drive Time III (Medium)	0.49%	0.46%	0.6%	Prime Time III (Medium)	1.63%	1.95%	1.93%
20%)  (fifths / 20%)    Radio I & II (Heavy)  8.14%  7.89%  7.71%    Radio III (Medium)  5.74%  5.36%  5.09%    Radio IV & V (Light)  2.79%  2.75%  2.96%    Cable TV Quntiles (fifths /  2.79%  2.75%  2.96%    Cable I & II (Heavy)  17.16%  15.6%  14.27%	Radio IV & V (Light)	2.47%	2.4%	2.59%	Prime Time IV & V (Light)	7.86%	7.78%	7.19%
Radio I & II (Heavy)  8.14%  7.89%  7.71%    Radio III (Medium)  5.74%  5.36%  5.09%    Radio IV & V (Light)  2.79%  2.75%  2.96%    Cable TV Quntiles (fifths / 20%)  2.75%  2.96%  Fringe IV (Light)  56.03%  56.17%  55.7    Cable I & II (Heavy)  17.16%  15.6%  14.27%  All Day I & II (Heavy)  11.07%  11.88%  12.5	Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
Radio III (Medium)  5.74%  5.36%  5.09%    Radio IV & V (Light)  2.79%  2.75%  2.96%    Cable TV Quntiles (fifths / 20%)  56.03%  56.17%  55.75%    Cable I & II (Heavy)  17.16%  15.6%  14.27%  All Day I & II (Heavy)  11.07%  11.88%  12.5%	20%)				(fifths / 20%)			
Radio IV & V (Light)  2.79%  2.75%  2.96%  Fringe IV (Light)  56.03%  56.17%  55.7    Cable TV Quntiles (fifths / 20%)	Radio I & II (Heavy)	8.14%	7.89%	7.71%	Fringe I & II (Heavy)	38.44%	40.82%	40.21
Cable TV Quntiles (fifths /  TV All Day Quntiles (fifths /    20%)  20%)    Cable I & II (Heavy)  17.16%  15.6%  14.27%    All Day I & II (Heavy)  11.07%  11.88%  12.2	Radio III (Medium)	5.74%	5.36%	5.09%	Fringe III (Medium)	51.36%	52.75%	52.889
20%)  20%)    Cable I & II (Heavy)  17.16%  15.6%  14.27%    All Day I & II (Heavy)  11.07%  11.88%  12.3%	Radio IV & V (Light)	2.79%	2.75%	2.96%	Fringe IV (Light)	56.03%	56.17%	55.719
Cable I & II (Heavy)    17.16%    15.6%    14.27%    All Day I & II (Heavy)    11.07%    11.88%    12.3	Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
	20%)				20%)			
Cable III (Medium)    4.81%    4.04%    3.89%    All Day III (Medium)    22.31%    22.81%    23.31%	Cable I & II (Heavy)	17.16%	15.6%	14.27%	All Day I & II (Heavy)	11.07%	11.88%	12.23
	Cable III (Medium)	4.81%	4.04%	3.89%	All Day III (Medium)	22.31%	22.81%	23.17
Cable IV & V (Light)    29.2%    30.53%    30.94%    All Day IV (Light)    10.16%    11.4%    12.4%	Cable IV & V (Light)	29.2%	30.53%	30.94%	All Day IV (Light)	10.16%	11.4%	12.11



# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.17%	13.2%	12.74%
6:00am - 10:00am	18.65%	19.12%	17.61%
10:00am - 3:00pm	4.78%	5.8%	5.83%
3:00pm - 7:00pm	14.18%	14.09%	14.07%
7:00pm - Midnight	14.48%	15.29%	14.57%
Midnight - 6:00am	5.21%	5.68%	5.73%
Weekend Radio			
Listeners			
Dayparts [summary]	17.13%	16.07%	15.52%
6:00am - 10:00am	4.17%	4.73%	4.38%
10:00am-3:00pm	5.13%	5.88%	6.01%
3:00pm - 7:00pm	7.8%	7.36%	7.09%
7:00pm - Midnight	10.15%	9.94%	9.27%
Midnight - 6:00am	10.54%	11.28%	10.95%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	12.25%	10.75%	9.82%
Saturday: 8:00-11:00pm	9.9%	9.01%	8.61%
Sunday: 7:00-11:00pm	12.09%	11.36%	10.37%
9:00am-1:00pm	30.08%	27.56%	25.9%
9:00am-4:00pm	34.61%	31.68%	29.86%
4:00pm-7:00pm	33.44%	31.76%	30.23%
11:00pm-1:00am	47.02%	43.4%	41.83%
AVG Prime time	2.51%	2.48%	2.43%
Mon-Sun			

lio Coloma Walker Augusta Belding Morenci Fremont Sterling Heights Addison Chelsea Nashville P com Park Indian River Kingston Grand Beach Onsted Harvey Quincy Intercultural Institute th Franklin Highland Park Marion Detroit Beach Newberry Dryden Brown of Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	19.65%	19.62%	18.63%	Sat: 7-10am	Sat: 7-10am 21.71%	Sat: 7-10am 21.71% 21.27%
7-9am	24.67%	25.68%	24.2%	Sat: 10am-1pm	Sat: 10am-1pm 8.82%	Sat: 10am-1pm 8.82% 8.48%
9am-12noon	26.62%	24.02%	22.16%	Sat: 1-4pm	Sat: 1-4pm 26.85%	Sat: 1-4pm 26.85% 26.59%
12noon-4pm	7.99%	7.66%	7.71%	Sat: 4-6pm	Sat: 4-6pm 7.75%	Sat: 4-6pm 7.75% 7.26%
4-6pm	57.32%	54.74%	51.11%	Sat: 6-7pm	Sat: 6-7pm 2.75%	Sat: 6-7pm 2.75% 2.81%
6-7pm	22.4%	20.41%	19.84%	Sat: 7-8pm	Sat: 7-8pm 1.81%	Sat: 7-8pm 1.81% 1.47%
7-7:30pm	1.58%	1.61%	1.71%	Sat: 8-11pm	Sat: 8-11pm 9.9%	Sat: 8-11pm 9.9% 9.01%
7:30-8pm	11.53%	10.72%	10.32%	Sat: 11pm-1am	Sat: 11pm-1am 4.79%	Sat: 11pm-1am 4.79% 5.02%
8-11pm	12.25%	10.75%	9.82%	Sat: 1am-7pm	Sat: 1am-7pm 26.54%	Sat: 1am-7pm 26.54% 26.93%
11pm-12am	39.82%	36.42%	34.71%	Sun: 7-10am	Sun: 7-10am 2.02%	Sun: 7-10am 2.02% 2.15%
11pm-1am	47.02%	43.4%	41.83%	Sun: 10am-1pm	Sun: 10am-1pm 8.6%	Sun: 10am-1pm 8.6% 8%
1-6am	34%	33.71%	32.91%	Sun: 1-4pm	Sun: 1-4pm 7.75%	Sun: 1-4pm 7.75% 7.24%
				Sun: 4-7pm	Sun: 4-7pm 18%	Sun: 4-7pm 18% 15.64%
				Sun: 7-11pm	Sun: 7-11pm 12.09%	Sun: 7-11pm 12.09% 11.36%
				Sun: 11pm-1am	Sun: 11pm-1am 5.35%	Sun: 11pm-1am 5.35% 5.02%
				Sun: 1-7am	Sun: 1-7am 27%	Sun: 1-7am 27% 24.77%

estwood Lambertville Riverview Ionia Pleasant Ridge Hubbardston Jenison Helt Norton Shores Grand Hio Tustin Berrien Springs Hesperia Farwell Minden City Springfield Intercultural Institute so Troy Byron Hillman Gaylord Grand Haven Copper City Grosse Por Intercultural Institute for Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Alanson Kingsley South Gull Lake Grass Lake Blisstield

# Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

#### Issues for Your Consideration

- 1. Please read pages 61 and 62 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
- 2. Look through the cultural bridges listed on pages 36-40. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
- 3. Review the cultural barriers listed on page 43. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
- 4. Review the cultural themes listed on page 45. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

Serkley Fraser <u>East Grand Rapids</u> Westwood Traverse City Roseville Perrinton Greenville Stephenson Edwardsburg Cadillac Augusta <u>Intercultural Institute</u> St. Johns Mount Clemens Ludington Hubbard Lake Morrice Lake City for Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Malvin East Jordan Decatur Copper City Forestville

# Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

#### Issues for Your Consideration

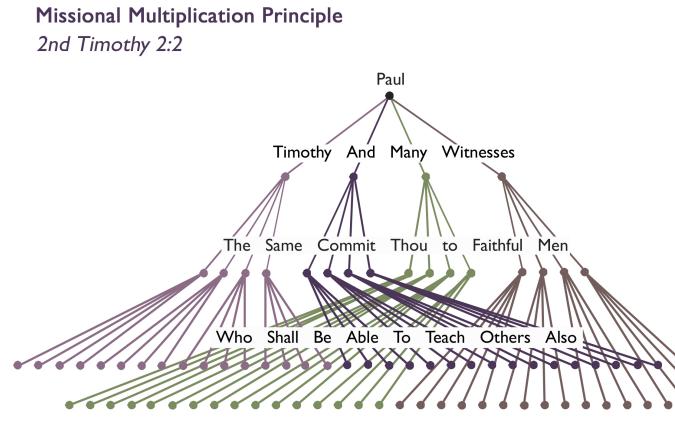
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
- 3. Review the print, radio, and television media content listed on pages 51-53. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?
- 4. Review the print, radio and television media usage on pages 55-58. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

Mackinaw City Clinton Royal Oak Hersey Linden Munising Garden Wixom DeWitt Shorewood-Tow Camden Lawrence Edmore Lake Linden Ahmeek North Muskegon Intercultural Institute Lambertville Walker Perrinton Decatur Ellsworth Buchanan Lake Fent Intercultural Institute To Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

## **Biblical Missional Multiplication**

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



Eastpointe Birch Run Coloma Houghton Lake Shepherd Deerfield Colon Traverse City Mount Clemens Hemlock Saginaw Township North Tawas City Saugatuck Eaton Rapids Troit Beach Fairgrove Zitwate Vanderbilt Flint Port Huron Northville Cadillac Gagetown Eau Clait Figure Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

#### **Communication Steps**

- 1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.
- 2. Face-to-Face: Begin interacting with the person; building a personal rapport.
- 3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.
- 4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
- 5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.



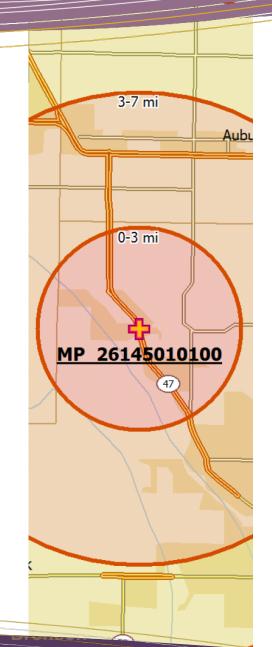


#### Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituallity of this particular location. This report relects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



Senton Harbor <u>Newayae Bangor Casnovia Vassar Carleton</u> Pontiac Pewano Galesburg Eastlake West Edwardsburg Coleman Eastpointe Menominee Detroit Flushing <u>Intercultural Institute</u> a Douglas Hudson Brown City East Tawas Chatham Harrison Bloomfor <u>Intercultural Institute</u> able Vernon ©Copyright 2012, Intercultural Institute for Contextual Ministry

## Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
- 5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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