# MissionSite top unreached locations

Onekama Wolf Lake Bear Lake Caseville Oakley Jonesville Cheboygan Minden City zonia Sherwood Marlette Gagetown Custer WalkeCENSUS TRACT: 26099262000 North Muskegon Barton Hills Bessemer Reading So REGION: Region Fiveng She Brown City Manistique Grosse Pointe ASSOCIATION: Blue Wateron Kin Multiply Barton Hills Bessemer Reading Woodland Cope CONGREGATIONAL REPRODUCTION Capac Fruitport Pellston Freeland Pentwater Morenci BCOUNTY: Macombn Turner Maple Rapids Buena ontville<sup>In partnership with the:</sup> Harper Woods Blissfield Canada CreSITESCAPE: Cityscapente Shores Atlanta Shelby Intercultural Institute, Kent City Burlingt DENSITY PATTERN: E1 Sand Lake Ubly Brighton BAPTIST STATE Nashville Eastwood lighlan Burt Iron Mog for Contextual MinistryOaks Perrinton Harbor F CONVENTION of Bridgman Au Sable K. I. Sawyer ©Copyright 2012, Intercultural/Institute for Contextual Ministry on roe Birch Run Fowler Cadillac

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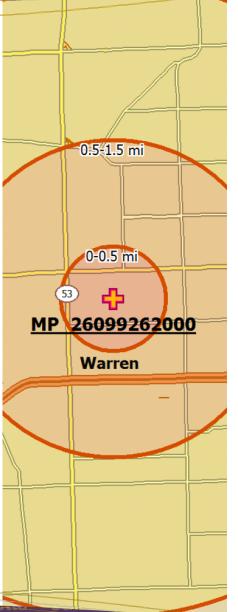
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#### Site Location Summary

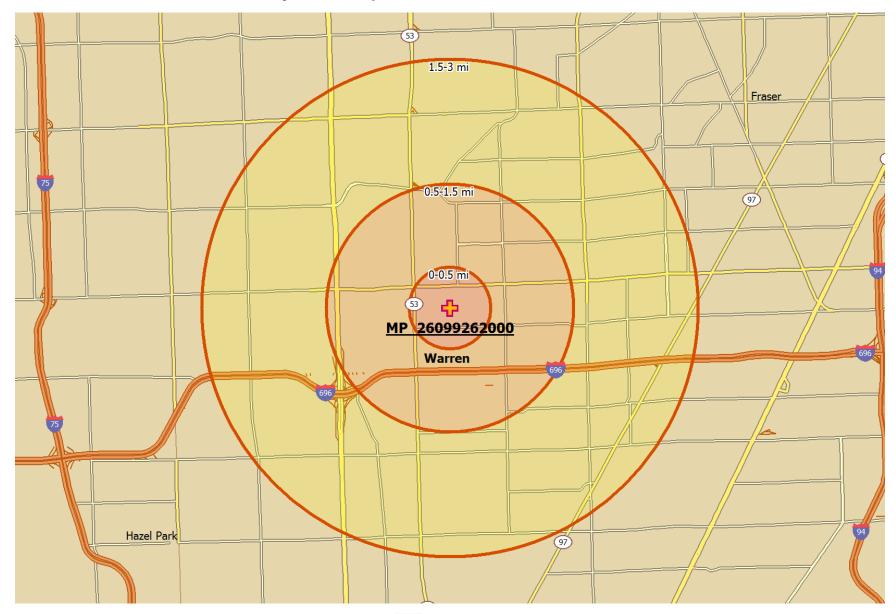
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has 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	26R05	Region Five
2	Association	26A02	Blue Water
3	County Location	26099	Macomb
4	Zipcode	48093	Macomb
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
8	Sitescape Density Pattern	E1	250000-1000000-1000000



Madison Heights Akron Grant Three Oaks Beverly Hills Ellsworth Eastlake Waterford Manchester Manual The New Baltimore Traverse City Au Gres Lincoln Park Jenison Jonesville Mariatte Lincoln Baldwin Ksburg Concord Lexington Wyoming Lake Fenton Negaunee Mount Monare for Contextual Ministry Concord Lexington Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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



ensville Big Rapids Greilickville Holland Robin Glen-Indiantown Sparta Clinton Auburn Zilwaukee Capa Benzonia Bellaire Rockford Harbor Springs Springfield Fairgrove William Intercultural Institute Port Sanilac Onaway Montgomery South Rockwood Hazel Park Wakefie Gol Confertual Ministry in Copyright 2012, Intercultural Institute for Confextual Ministry Elston Parma Barryton Ellsworth 4V

#### 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	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric Locale Codes	12	City: Midsize: Territory inside an urbanized area and inside a principal city with 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

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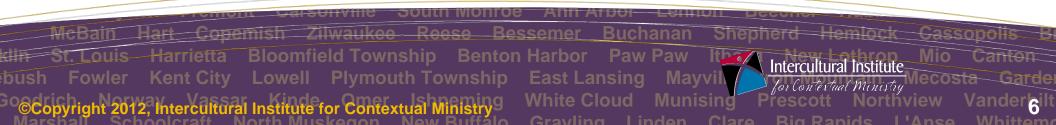
Garden Caledonia Flushing Mio Dearborn Plymouth Mecosta South Monroe Dearborn Heights Schenns Hast A The Albion Memphis Lexington St. Clair Shores Adrian Farmington Hills (*Intercultural Institute*) dge Lincoln Pa <sup>n</sup> Copyright 2012, Intercultural Institute for Contextual Ministry

#### 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	4,654	24,011	77,239
2010 Households	2,110	10,372	31,884
2010 Group Quarters Population	14	795	770

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	73	88	89
Language Diversity National Index	64	59	57
Foreign Born Diversity National Index	64	67	65
Ancestry Diversity National Index	89	61	32
Racial Diversity National Index	27	55	70



#### 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	0	False
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

g Williamston Utica Baldwin Flushing Muir Stephenson Morenci Belleville Kalamazoo Edmore Brig Sarahac Hillsdale Croswell Sault Ste. Marie Shelby Kentwood Buchard Intercultural Institute Milan Allegan Morley Maple Rapids Eastpointe Metamora Eaton Rapio for Confectual 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 0-0.5 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	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	860	40.76%
Mainstay Communities	Established, Diverse Households	102	4.83%
Working Communities	Blue-collar, Working Families	893	42.32%
Country Communities	Rural, Agri. & Mining Families	40	1.9%
Aspiring Communities	Young Singles / Aspiring-Multihousing	213	10.09%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Big Bay Vernon Beaverton Taylor Wixom Harvey Comstock Park Harbor Beach Springport Kinde Walled Lake Sherwood Three Oaks Edwardsburg Greenville Owendard Intercultural Institute dison Heights Lost Lake Woods Forestville Croswell Marquette Le Roy for Contextual Ministry Copyright 2012, Intercultural Institute 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.

Idleville Lakeview Walled Lake Evart Linden Harrisville Howell Lake Odessa Capac McBride Gaastra Woodhaven Carsonville Centreville Plymouth Clawson New Balting Intercultural Institute Kentwood Lennon Bellaire Waldron Britton Brownlee Park Twining Jor Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## 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?



## 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 0-0.5 mile band that are in each category. The index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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	0-0.5 MILE BAND	% INDEX
Unreached Households	225,127	1,436	0.64%
Unreached %	68.6%	68.06%	99.21
Religious But NOT Evangelical HH	53,076	337	0.64%
Religious But NOT Evangelical %	16.17%	15.99%	98.85
Spiritual But NOT Relig or Evang HH	36,859	233	0.63%
Spiritual But NOT Relig or Evang %	11.23%	11.05%	98.35
Not Evangelical, Not Interested HH	135,301	866	0.64%
Not Evangelical, Not Interested %	41.23%	41.02%	99.49





### **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	16,152	2,206	13.66%
Active Evangelical Percent	4.92%	4.97%	101.03
Inactive Evangelical Households	86,892	11,868	13.66%
Inactive Evangelical Percent	26.48%	26.75%	101.03
# New Churches Needed	164	22	13.52%



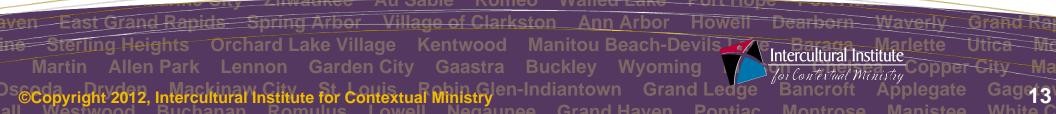


## Using the Spirituality Indicators

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.



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 0-0.5 mile band. The percentage of the county population and number of households that appears in the 0-0.5 mile band is given for each year. Location types refer to residential, business and seasonal use

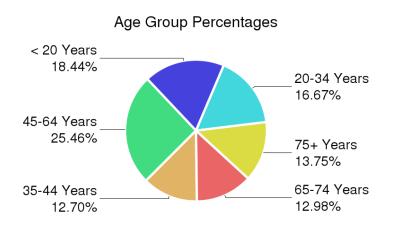
DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	717,400	5,100	0.71%	1990 Households	264,992	2,164	0.82%
2000 Population	788,149	4,862	0.62%	2000 Households	309,203	2,202	0.71%
2010 Population	832,634	4,654	0.56%	2010 Households	328,170	2,110	0.64%
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🔲 0-0.5mi Bar	nd 🗌 0.5-1	.5mi Band	📕 1.5-3mi	Band 🔲 County	Residential		2,082
400,000					Residential A	vpt.	318
300,000					Residential N	Ion-Apt.	1,764
000,000					Business		101
200,000					Seasonal		0
					USPS Reside	ential	1,868
100,000			_		USPS Busine	ess	129
0 Residential	ential Apt. Residential No	n-Apt. Bus	siness Seaso	usps Residential USPS Residential			

aton Rapids Atlanta Chelsea Three Rivers Byron Big Rapids Kingsford Wayne Hudsonville Haslett Va aneo Keego Harbor West Ishpeming St. Charles Casnovia Muskegon Hero Intercultural Institute n De Tour Village Powers Evart Onsted Frankenmuth Emmett Taylor (Intercultural Institute) orthport White for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Harrist 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.

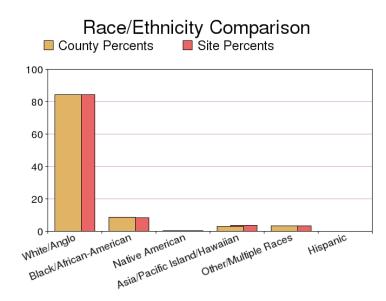


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.74%	4.19%	88.4
4-5 Years	2.41%	1.68%	69.71
6-8 Years	3.64%	2.41%	66.21
9-11 Years	3.78%	2.64%	69.84
12-13 Years	2.59%	1.98%	76.45
14-17 Years	5.19%	3.67%	70.71
18-19 Years	2.61%	1.87%	71.65
0-5 Years	7.16%	5.87%	81.98
6-12 Years	8.71%	6.02%	69.12
13-19 Years	9.1%	6.55%	71.98
< 20 Years	24.97%	18.44%	73.85
20-34 Years	18.69%	16.67%	89.19
35-44 Years	13.95%	12.7%	91.04
45-64 Years	27.65%	25.46%	92.08
65-74 Years	7.64%	12.98%	169.9
75+ Years	7.1%	13.75%	193.66
Median Age	40	48	120.22
Median Age (Male)	38	46	119.04
Median Age (Female)	41	49	120.99

See Pointe Farms Paw Paw New Lothrop Gwinn Tustin Gobles Fraser Owendale Canadian Lakes Peter Contextual Ministry Sector Report Sector Provide Contextual Ministry Sector Provide Contextual Ministry Sector Cont

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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	84.47%	84.21%	99.68
Black, African-American	8.72%	8.42%	96.59
Native American	0.35%	0.26%	74.36
Asian	3%	3.65%	121.82
Pacific Island, Hawaiian	0.03%	0.02%	77.79
Other/Multiple Races	3.43%	3.42%	99.49
Hispanic	0%	1.42%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	575,683	3,578	
Less than 9th Grade	3 45%	4 92%	70 18

Total Adults over age 25 years.	575,683	3,578	
Less than 9th Grade	3.45%	4.92%	70.18
No High School Diploma	8.37%	8.3%	100.8
High School Graduate	32.2%	34.35%	93.75
Some College, no degree	24.45%	22.64%	107.99
Associate Degree	9.05%	8.94%	101.19
College Degree	14.75%	15.23%	96.86
Graduate/Prof. degree	7.73%	5.62%	137.53

n Farmington <u>Benzonia Freeport Grosse Pointe Park</u> Quinnesec Omer Clare Richmond Lincoln Park Lake City Westland Oscoda West Branch Shepherd Hillsdale Hopkins <u>Intercultural Institute</u> Active cook Lake Auburn Brown City Northville Big Rapids Prescott Wakefield (Soutestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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	4.9%	4.88%	119.94
\$10,000 to \$19,999	9.75%	13.08%	134.18
\$20,000 to \$29,999	9.55%	12.75%	133.53
\$30,000 to \$49,999	19.35%	22.56%	116.6
\$50,000 to \$59,999	8.37%	10.05%	120.07
\$60,000 to \$69,999	7.83%	7.87%	100.43
\$70,000 to \$79,999	7.66%	7.39%	96.51
\$80,000 to \$89,999	6.59%	6.4%	97.06
\$90,000 to \$99,999	4.68%	4.31%	92.23
\$100,000 to \$124,999	9.41%	5.36%	56.93
\$125,000 to \$149,999	5.56%	2.75%	49.44
\$150,000 to \$199,999	4.56%	1.18%	25.99
\$200,000 to \$249,999	0.9%	0.19%	21.05
\$250,000 or more	0.9%	1.18%	131.54
Median Household	57,626	47,391	82.24
Average Household	68,698	61,168	89.04
Per Capita Household	27,447	27,769	101.17
Family/Non-Family Household			
Income			
Median Family Income	72,344	59,589	82.37
Average Family Income	81,764	73,034	89.32
Median Non-Family Income	34,353	29,886	87
Average Non-Family Income	43,317	40,709	93.98

Harbor Springs Reese Saranac Linden Quincy Deerfield Marysville Hazel Park Barage Garden Wakefield Augusta DeWitt Cutlerville Coleman Climax Marshall Intercultural Institute Rochester Northview Lake Michigan Beach Benton Harbor Colon Galesburg Confectual Ministry at 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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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	66.02%	59.43%	90.03
Families with Children	32.21%	23.51%	72.99
Families without Children	33.81%	35.92%	106.26
Non-Family Households			
% Non-Family Households	33.98%	40.57%	119.38
Non-Families with Children	0.29	0.14	48.25
Non-Families without Children	33.69	40.43	120
Housing Units			Index
Total Housing Units	354,570	2,234	
Vacant percent	7.45%	5.55%	74.55
Owned percent	73.36%	72.34%	98.61%
Rented Percent	19.2%	22.11%	115.19
Households by Size			Index
Avg household size	2.51	2.20	87.65
Avg family hh size	3.22	2.97	92.24
Avg non-family hh size	1.14	1.07	93.86
Households By Count of Persons			Percent
One	98,320	779	0.79%
Two	96,495	670	0.69%
Three or Four	100,935	532	0.53%
Five+	32,420	129	0.4%

th Township Metamora Riverview Dearborn Melvindale Alpha Benzonia Carsonville Mattawan Davison Hyandotte Camden Memphis Deckerville Hazel Park Dryden Mayviller Intercultural Institute on Pellston Wolverine K. I. Sawyer AFB Trowbridge Park Hillman Farmi for Contextual Ministry von Mackinac Copyright 2012, Intercultural Institute for Contextual Ministry Le Roy Bear Lake Eaton Rapids Martin Beverly Hi Metamora Riverview Dearborn Melvindale Alpha Benzonia Carsonville Mattawan Davison Copyright 2012, Intercultural Institute for Contextual Ministry Le Roy Bear Lake Eaton Rapids Martin Beverly Hi Metamora Reverly Hills

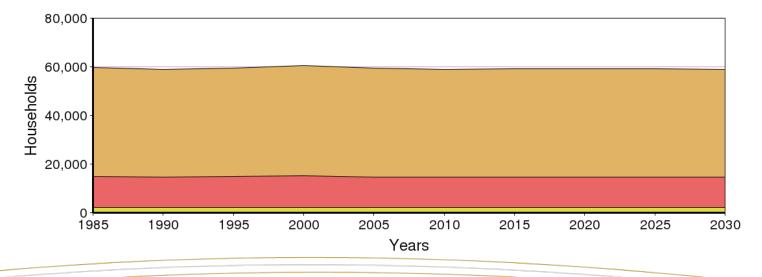
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 mile ring. The percentage of the county population and number of households that appears in the 0-0.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	717,400	5,100	0.71%
2000 Population	788,149	4,862	0.62%
2010 Population	832,634	4,654	0.56%
2015 Population	837,996	4,643	0.55%

Household Change from 1985 to 2030

0-0.5mi Ring

🔲 0-3mi Ring

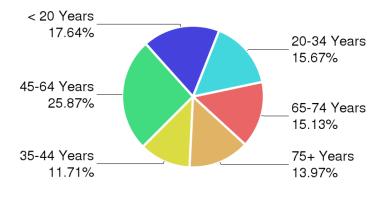


Gaastra Buckley Orchard Lake Village Tustin Grosse Pointe Woods Carroliton Newberry Iron Mountal Reese Greenville Stephenson St. Charles Sylvan Lake Burt Lexington Intercultural Institute Grand Ledge Vandalia Climax North Muskegon Alanson Mount Morris Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Desting Luna Pier, Muir, Ypsilanti, Deerfield, North Branch

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 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

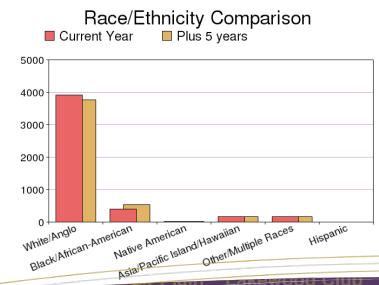


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.19%	4.07%	97.14
4-5 Years	1.68%	1.64%	97.62
6-8 Years	2.41%	2.41%	100
9-11 Years	2.64%	2.54%	96.21
12-13 Years	1.98%	1.79%	90.4
14-17 Years	3.67%	3.51%	95.64
18-19 Years	1.87%	1.68%	89.84
0-5 Years	5.87%	5.71%	97.27
6-12 Years	6.02%	5.84%	97.01
13-19 Years	6.55%	6.1%	93.13
< 20 Years	18.44%	17.65%	95.72
20-34 Years	16.67%	15.68%	94.06
35-44 Years	12.7%	11.72%	92.28
45-64 Years	25.46%	25.89%	101.69
65-74 Years	12.98%	15.14%	116.64
75+ Years	13.75%	13.98%	101.67
Median Age	40	50	126.2
Median Age (Male)	38	48	125.16
Median Age (Female)	41	52	126.69

Lake Woods Mendon Beechwood Hanover Gaastra Gaylord Marysville Albion Whitmore Lake Westwood Lake Ann Hubbard Lake Bloomfield Hills Norton Shores Roosevelt Park Weidman Beulah Milford Webberville Allendale Manistique Lake Ferrer (or Contextual Ministry School Contextual Ministry Contex

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 0-0.5 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	84.21%	81.22%	96.45
Black, African-American	8.42%	11.44%	135.78
Native American	0.26%	0.28%	108.59
Asian	3.65%	3.62%	99.06
Pacific Island, Hawaiian	0.02%	0.02%	100.24
Other/Multiple Races	3.42%	3.42%	100.24
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,578	3,604	
Less than 9th Grade	4.92%	4.05%	82.36
No High School Diploma	8.3%	6.91%	83.23
High School Graduate	34.35%	34.21%	99.6
Some College, no degree	22.64%	22.59%	99.77
Associate Degree	8.94%	9.43%	105.48
College Degree	15.23%	16.26%	106.75
Graduate/Prof. degree	5.62%	6.55%	116.57

Utica Alma North Muskegon Lake Linden St. Helen Sturgis Robin Glen-Indiantown Burr Oak Zilwaukee Burt Barryton Otisville Romulus Lewiston Birch Run Dowagiac Harry Moods Mackinac Island Fran Quinnesec Barnes Lake-Millers Lake Springfield Petoskey Saugatuck (a) Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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 0-0.5 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 0-0.5 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 0-0.5 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	4.88%	4.79%	98.06
\$10,000 to \$19,999	13.08%	13.36%	102.17
\$20,000 to \$29,999	12.75%	12.18%	95.54
\$30,000 to \$49,999	22.56%	21.94%	97.27
\$50,000 to \$59,999	10.05%	9.91%	98.58
\$60,000 to \$69,999	7.87%	7.25%	92.17
\$70,000 to \$79,999	7.39%	7.44%	97.44
\$80,000 to \$89,999	6.4%	6.54%	100.74
\$90,000 to \$99,999	4.31%	4.45%	103.3
\$100,000 to \$249,999	5.36%	5.83%	108.85
\$125,000 to \$149,999	2.75%	3.08%	112.07
\$150,000 to \$199,999	1.18%	1.47%	124
\$200,000 to \$249,999	0.19%	0.33%	175
\$250,000 or more	1.18%	1.33%	112
Median Household	47,391	48,597	102.54
Average Household	61,168	62,590	102.32
Per Capita Household	27,769	28,485	102.58
Family/Non-Family Household			
Income			
Median Family Income	59,589	60,747	101.94
Average Family Income	73,034	74,852	102.49
Median Non-Family Income	29,886	29,942	100.19
Average Non-Family Income	40,709	42,237	103.75

Suttons Bay Copper City White Pigeon Lambertville Northport Albion Hastings Brownlee Park Stanton Canton Hubbardston Beechwood Cedar Springs Reading Rosebush Brownlee Intercultural Institute Tustin Decatur Applegate Houghton Leslie Boyne Falls Omer Brownlee Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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 0-0.5 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 0-0.5 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 0-0.5 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	59.43%	58.39%	98.25
Families with Children	23.51	23.27	98.99
Families without Children	35.92	34.88	97.1
Non-Family Households			
% Non-Family Households	40.57%	41.61%	102.57
Non-Families with Children	0.14	0.14	102.57
Non-Families without	40.43	41.47	102.58
Children			
Housing Units			
Total Housing Units	2,234	2,230	99.82%
Vacant percent	5.55%	5.43%	97.76
Owned percent	72.34%	73.09%	101.05
Rented Percent	22.11%	21.48%	97.14
Households by Size			
Avg household size	2.20	2.19	99.55%
Avg family hh size	2.97	3.01	101.35%
Avg non-family hh size	1.07	1.05	98.13%
Households By Count of			
Persons			
One	779	808	103.72%
Two	670	640	95.52%
Three or Four	532	531	99.81%
Five+	129	131	101.55%

Legaunee Schoolcraft Hilan Potterville South Rockwood Redford Keego Harbor Sandusky Blissfield He Addison Concord Lexington Sanford Marquette Howell Detroit Beach Intercultural Institute Cassopolis Waterford Tekonsha Coleman Clifford Farwell Allen (or Contextual Ministry) Copyright 2012, Intercultural Institute 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:	0-0.5	0.5-1.5	1.5-3	BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	545	2,504	7,395	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	20	119	249	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	54	170	570	Northern Africa	Northern Africa 0	Northern Africa 0 12
Southern Europe	56	208	634	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	106	823	1,963	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	13	Other Africa	Other Africa 0	Other Africa 0 11
Eastern Asia	11	22	164	Oceania	Oceania 1	Oceania 1 6
So. Central Asia	62	157	572	Caribbean	Caribbean 2	Caribbean 2 23
SE Asia	96	302	685	Central Amer.	Central Amer. 2	Central Amer. 2 39
Western Asia	57	342	1,412	South America	South America 1	South America 1 34
Other Asia	0	0	5	North America	North America 77	North America 77 236
				Born at sea	Born at sea 0	Born at sea 0 0

Le Paw Paw Lake Carleton Shorewood-Tower Hills-Harbert Fennville Barton Hills K. I. Sawyer AFB Big Ray Tath Farms Hersey Munising Benton Heights Vandalia Watervliet Free Intercultural Institute Quinnesec Lake Ann Lakeview Ontonagon Wyoming Coopersville Jox Confertual Ministry Jox Confertual Ministry Jox Confertual Ministry Date Lake Ange Farmington Akron 24 Copyright 2012, Intercultural Institute for Contextual Ministry

## 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	
English only	4,418	20,240	65,151	Other Indo-Euro	66	
Spanish	10	337	652	Asian/PI languages	0	3
Other Indo-Euro	589	2,048	5,719	Chinese	41	12
language	000	2,010	0,110	Japanese	0	37
French (incl. Patois,	10	89	246	Korean	0	6
Cajun)				Mon-Khmer,	0	29
French Creole	0	0	0	Cambodian	·	
Italian	114	331	962	Miao, Hmong	38	301
Portuguese	0	10	17	Thai	0	0
German	67	157	662	Laotian	0	32
Yiddish	0	0	0	Vietnamese	45	35
Other West Germanic	0	4	28	Other Asian	12	41
A Scandinavian	0	0	9	Tagalog	30	47
Language				Other Pacific Is	0	10
Greek	4	52	158	Other languages	81	494
Russian	4	23	49	Navajo	0	0
Polish	201	644	1,611	Other Native N.	0	0
Serbo-Croatian	14	118	308	American		
Other Slavic Language	35	159	818	Hungarian	0	9
Armenian	0	0	40	Arabic	37	359
Persian	0	59	3	Hebrew	0	0
Gujarathi	0	0	37	African languages	0	0
Hindi	0	28	83	Other unspecified	44	126
Urdu	50	19	65			

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Williamston Stockbridge Rockford Tawas City Bancroft Hesperia Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 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	0-0.5	0.5-1.5	1.5-3	ANCESTRY
	MILES	MILES	MILES	
Reporting ancestry	4,848	21,199	67,044	Irish
Arab	81	521	1,682	Italian
Armenian	0	18	91	Lithuanian
Austrian	15	59	244	Norwegian
British	6	40	158	Polish
Canadian	13	74	282	Portuguese
Croatian	25	49	143	Romanian
Czech	13	20	183	Russian
Czechoslovak	23	53	110	Scandinavian
Danish	3	26	140	Scotch-Irish
Dutch	24	139	673	Scottish
English	236	948	3,791	Slovak
European	26	69	203	Subsaharan Africa
Finnish	54	101	257	
French (not	138	745	2,372	Swedish
Basque)				Swiss
French Canadian	124	336	1,604	Ukrainian
German	690	3,190	10,594	US/American
Greek	13	153	476	Welsh
Hungarian	30	119	369	West Indian
Iranian	0	0	3	Yugoslavian
				Other

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	234	1,337	4,735
Italian	607	2,723	7,695
Lithuanian	26	62	244
Norwegian	19	71	261
Polish	1,310	4,943	14,225
Portuguese	0	4	31
Romanian	17	88	420
Russian	16	176	309
Scandinavian	1	11	51
Scotch-Irish	59	207	646
Scottish	50	323	882
Slovak	33	113	512
Subsaharan African	0	50	95
Swedish	7	105	400
Swiss	17	32	74
Ukrainian	51	275	1,026
US/American	254	1,040	3,231
Welsh	11	39	170
West Indian	0	6	11
Yugoslavian	6	96	286
Other	616	2,838	8,363

Harrison Clifford Lincoln Park Bay City Saginaw Township South Garden City Deerfield Taylor Van Range Pontiac Hamtramck Alpena Belding East Lansing Saranac Sarah Evart Reese Clarksville Hillsdale Hudson Concord Grosse Pointe Farms Argentine Coldwater 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?



## Using the Demographic Indicators

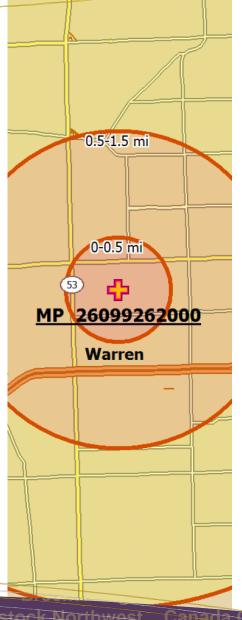
#### Issues for Your Consideration - continued

- 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?

outh Range Wixom Shepherd Vicksburg Buena Vista Elberta Mason Deerfield Ontonagon Coloma All and Birmingham Sylvan Lake Pentwater Walker Petoskey Grosse Policy Intercultural Institute Omer Burlington South Gull Lake Muskegon Luna Pier Fair Plain Have for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Howell Pleasant Ridge Watervliet Dansville Wavne

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.



Lake Akron Ishpeming Wyandotte Farwell Onaway Saranac Ferrysburg Comstock Northwest Canada G adde Baldwin Canadian Lakes Robin Glen-Indiantown Thompsonville Green Intercultural Institute Tawas City Concord Stanton Muskegon Heights Bloomfield Hills Bingh for Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Minis

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 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.

Total 2,110 100% 1,437 100%   AFFLUENT SUBURBIA 0 0% 0 0% 0%   America's Wealthiest 0 0% 0 0%<
America's Wealthiest00%0%0%Dream Weavers00%0%0%White Collar Suburbia00%0%0%Upscale Suburbia00%0%0%Enterprising Couples00%0%0%Small Town Success00%0%0%New Suburbia Fam.00%0%0%JPSCALE AMERICA8600%00%Affluent Urban Professionals00%0%0%Urban Commuter Fam.86040.76%57740.15%Solid Suburban Mix00%00%2nd Generation Success00%00%Successful Urban Sprawl00%0%0%
Dream Weavers 0 0% 0 0%   White Collar Suburbia 0 0% 0 0%   Upscale Suburbia 0 0% 0 0%   Enterprising Couples 0 0% 0 0%   Small Town Success 0 0% 0 0%   New Suburbia Fam. 0 0% 0 0%   JPSCALE AMERICA 860 40.76% 577 40.15%   Status Conscious Consumers 0 0% 0 0%   Urban Commuter Fam. 860 40.76% 577 40.15%   Solid Suburban Mix 0 0% 0 0%   Solid Suburban Mix 0 0% 0% 0%   2nd Generation Success 0 0% 0% 0%   Successful Urban Sprawl 0 0% 0% 0%
White Collar Suburbia 0 0% 0 0%   Upscale Suburbia 0 0% 0 0% 0%   Enterprising Couples 0 0% 0 0%
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·
M TWN SUCCESS 83 3.93% 58 4.04%
2nd City Homebodies 1 0.05% 1 0.07%
Prime Middle America 0 0% 0 0%
Urban Optimists 82 3.89% 57 3.97%
Family Convenience00%0%
Mid-Market Enterprise 0 0% 0 0%

Walf Lake Clinton Baldwin Utica Barryton Stony Point Cadillac Otisville Perry Norton Shores Case Glen-Indiantown Benzonia Birch Run Ecorse Grosse Pointe Shores Michael Ministry eaverton Carson City McBride Vicksburg Sterling Heights Middleville Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,110	100%	1,437	100%
BLUE COLLAR BACKBONE	52	2.46%	31	2.16%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	52	2.46%	31	2.16%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	19	0.9%	14	0.97%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	15	0.71%	11	0.77%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	2	0.09%	1	0.07%
Mature America	2	0.09%	2	0.14%
METRO FRINGE	841	39.86%	577	40.15%
Steadfast Conservative	805	38.15%	552	38.41%
Moderate Conventionalists	35	1.66%	24	1.67%
Southern Blues	1	0.05%	1	0.07%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,110	100%	1,437	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	213	10.09%	154	10.72%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	213	10.09%	154	10.72%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	40	1.9%	26	1.81%
Industrious Country Living	34	1.61%	23	1.6%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	6	0.28%	3	0.21%
Hinterland Fam.	0	0%	0	0%

Decatur Traverse City Minden City Iron River Lambertville Forest Hills Milan Omer Port Hope Berk Brighton St. Charles Lincoln Park Fremont Rockwood Crystal Falls Intercultural Institute Pellston Comstock Northwest Tecumseh Eastpointe Stephenson Rockword Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 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 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,110	100%	1,437	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

He Palmer Minden City Gaines Lakewood Club Goodrich Allegan Grass Lake Spring Arbor Warren He The City Royal Oak Marysville Grosse Pointe Farms Bloomfield Hills Boyner Intercultural Institute Three Oaks Garden Honor Corunna Menominee Barnes Lake-Millers for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Starling Rease Burton New Lothron New Buffalo

## Identifying Focus Groups in this Location

Within the 0-0.5 mile, 0.5-1.5 mile and 1.5-3 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

Hemlock

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- 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?

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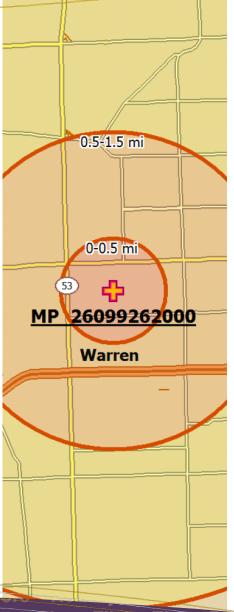
#### **Potential Cultural Bridges**

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).



Addison Douglas Zilwaukee Clawson Detroit Beach Jackson Port Sanilac Rogers City Flint Three River telverine Lake Mio Suttons Bay Camden Big Rapids Perry Wyoming Intercultural Institute Centreville Alpena Manchester Laingsburg Lake Angelus Elk Rapid For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Canada Creek Ranch Parma Sherwood Belleville Levington Richmond Mattawan Royal Oak Grosse IIe

#### **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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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

RIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
PC-HH Own	80%	77%	78%
Use Comp. for Internet/E-mail	64%	61%	62%
Internet Use: E-Mail	52%	49%	50%
Use Comp. for Word	42%	39%	40%
Processing			
Use Comp. for Comp. Games	41%	40%	40%
Use Comp. for Shopping	37%	35%	35%
Use Comp. for Digital Camera	34%	32%	33%
Photo Editing			
Use Comp. for Education	34%	31%	32%
Use Comp. for Banking	33%	31%	32%
Internet Use: News/ Weather	30%	28%	29%

Westland Portage Grosse Pointe Farms Empire Manitou Beach-Devils Lake Chatham Wyoming Owend the St. Helen Port Hope Riverview Michiana New Haven Jenison Dryder Intercultural Institute Harbor Boyne Falls Hubbell Stephenson Douglas Saline Blissfield King Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry at Contextual Ministry Moodland Montague Redford Sunfield River Rouge 36 Contextual Ministry Cont

Education

Newspapers

Internet Use: Read Magazines/

12%

11%

11%

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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	68%	67%	67%
Dining Out (Not Fast Food)	61%	60%	60%
Reading Books	54%	55%	55%
Card Games	41%	41%	41%
Go To A Beach/Lake	38%	36%	37%
Cooking for Fun	36%	35%	35%
Gardening	36%	35%	36%
Board Games	33%	32%	33%
Going To	22%	20%	20%
Bars/Nightclubs/Dancing			
Visit Museum	21%	21%	21%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	67%	69%	69%
Gen./Fam. Practitioner	44%	44%	44%
Dentist	31%	31%	31%
Eye Dr.	23%	24%	23%
None Of These	21%	20%	21%
Backache	21%	22%	22%
Hypertension/High Blood	20%	22%	21%
Pressure			
High Cholesterol	18%	20%	19%
Any Arthritis	16%	17%	17%
Acid Reflux Disease	14%	15%	15%
(GERD)			

y Birmingham <u>Marquette</u> Saginaw Township North Freeland Lakeview Newberry Millord East Grand Raph Roseville Saranac Lewiston Otter Lake Middleville Big Rapids Laingsburg <u>Homer</u> Spring Lake Chifford Weidman Grand Ledge Parchment Marlette Houghton Lake Bessemer for Contextual Ministry Contextual Ministry Ahmeek Bancroft Auburn Marine City Maple Rapids 37

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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	29.33%	28.68%	28.72%
Live Theater	21.62%	22.39%	21.74%
Live Theater Most Often	18.1%	18.91%	18.35%
Rock/Pop Concerts Most	17.23%	15.96%	16.22%
Often			
Comedy Club	9.44%	9.17%	9.26%
Dance Performance	8.68%	9.45%	9.13%
Movies: Comedy	39.44%	38.24%	38.37%
Movies: Action/Adventure	38.07%	36.69%	37.01%
Movies: Romantic Comedy	20.42%	19.95%	19.72%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Drama	19.76%	19.37%	19.33%
Movies: Fam.	18.89%	18.48%	18.42%
Movies: Mystery	16.4%	16.09%	16.11%
MLB Baseball Reg.	8.56%	7.85%	8.06%
Season			
NFL Football Reg.	7.19%	6.7%	6.86%
Season			
College Football Reg.	5.49%	5.8%	6.01%
Season			
NHL Hockey Reg.	3.42%	3.17%	3.22%
Season			
College Basketball Reg.	3.37%	3.71%	3.68%
Season			
NBA Basketball Reg.	3.3%	3.02%	3.04%
Season			

Volverine Lake Baraga Weidman Elk Rapids Walkerville Zilwaukee Hillman Schoolcraft Marshall Bloom Breckenridge Grosse Pointe Cheboygan Westwood Kalamazoo Otisville Port Sanilac Redford Reed Ca Grosse Pointe Woods St. Johns Portland Onsted Berkley Estral Beac To Contextual Ministry Contextual Ministry City Columbiaville Beverly Hills Owendale Lake Ange 38 Copyright 2012, Intercultural Institute for Contextual Ministry City Columbiaville Beverly Hills Owendale Lake Ange 38

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
Walking for Exercise	42.64%	42.48%	42.27%	Aerobics	10.18%	10.38%	10.2%
Swimming	35.56%	33.58%	34%	Baseball	9.99%	10.45%	10.71%
Bowling	21.89%	21.09%	21.57%	Target Shooting	9.87%	9.51%	9.7%
Billiards/Pool	18.86%	18.09%	18.54%	Power Boating	9.06%	9.3%	9.16%
Camping Trips	17.75%	16.41%	17%	Hunting	9.02%	9.08%	9.17%
Freshwater Fishing	17.1%	16.62%	17.17%	Volleyball	8.71%	9.04%	9.06%
Weight Training	15.77%	15.19%	15.5%	Canoeing/Kayaking	8.06%	7.93%	7.98%
Using Cardio	15.41%	14.93%	14.95%	Football	7.85%	8.25%	8.37%
Machine				Softball	7.67%	7.66%	7.66%
Jogging/Running	15.22%	14%	14.32%	Yoga	7.48%	7.31%	7.3%
Golf	14.99%	15.21%	15.02%	Saltwater Fishing	7.01%	7.16%	7.24%
Mountain/Road	14.24%	13.44%	13.46%	Soccer	6.92%	6.7%	6.65%
Biking				Tennis	6.79%	7%	6.94%
Basketball	13.52%	13.22%	13.47%	Motorcycling	6.3%	6.53%	6.42%
Stationary Cycling	12.77%	12.85%	13.01%				
Backpacking/Hiking	11.4%	10.37%	10.53%				

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Pontiac Capac Baroda Livonia Waverly Clinton Ovid Saginaw Township North Orchard Lake Village S testand Lake Isabella Sylvan Lake Spring Lake Lake Odessa East Grand Intercultural Institute Intercultural Institute Big Bay Buck Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 201

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Horseback Riding	5.54%	5.55%	5.5%	Snowboarding	Snowboarding 4.18%	Snowboarding 4.18% 4.2%
Roller Skating	5.38%	5.71%	5.56%	Racquetball	Racquetball 4.16%	Racquetball 4.16% 4.47%
Ice Skating	5.1%	5.39%	5.26%	Hockey	Hockey 3.98%	Hockey 3.98% 4.36%
Snorkeling	5.04%	4.86%	4.75%	Snowmobiling	Snowmobiling 3.84%	Snowmobiling 3.84% 4.23%
Downhill & X-Country	4.96%	4.95%	4.95%	Martial Arts	Martial Arts 3.65%	Martial Arts 3.65% 3.53%
Skiing				Auto Racing	Auto Racing 3.19%	Auto Racing 3.19% 3.04%
Archery	4.73%	4.82%	4.97%	Skateboarding	Skateboarding 3.02%	Skateboarding 3.02% 3.39%
Jet Skiing	4.43%	4.62%	4.57%	Rowing	Rowing 2.97%	Rowing 2.97% 3.2%
Water Skiing	4.43%	4.65%	4.51%	Surfing &	Surfing & 2.94%	Surfing & 2.94% 2.97%
Fly Fishing	4.26%	4.39%	4.5%	Windsurfing	Windsurfing	Windsurfing
Rock Climbing	4.19%	3.97%	4%	Sailing	Sailing 2.88%	Sailing 2.88% 3.27%

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#### 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.

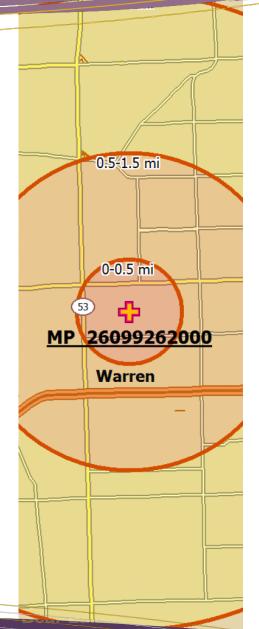
#### **BIBLICAL BARRIERS**

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.



Manitou Beach-Devils Lake Weidman Augusta Maybee Elk Rapids Iron River Clio Haslett Bellaire Ga and the Trenton Charlotte Garden Ahmeek St. Joseph Carsonville More Intercultural Institute of Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Manistique Allendale Canada Creek Ranch Big Bay 41

#### 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.

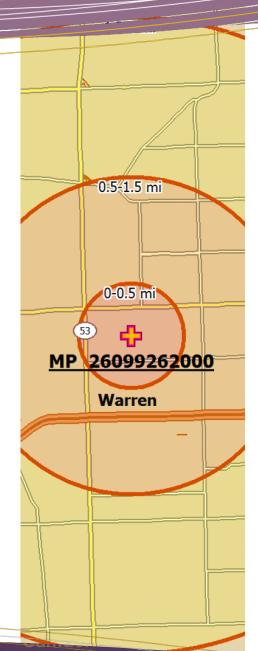
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Stanwood Omer Essexville Lincoln Park Stevensville Middletown Gwinn Olivet Saginaw Township S Stanwood Omer Essexville Lincoln Park Stevensville Middletown Gwinn Olivet Saginaw Township S Stanwood Omer Essexville Lincoln Park Stevensville Middletown Gwinn Olivet Saginaw Township S Intercultural Institute Bancroft Brid Copyright 2012, Intercultural Institute for Contextual Ministry City Caspian Beal City Lakeview Newberry Holt K42

## **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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

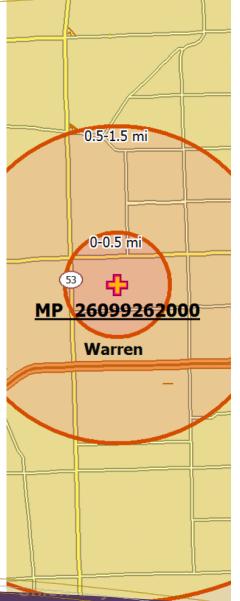
BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	48%	48%	48%	Like To Pursue Challenge/Novelty/Change	20%	20%	20%
Prefer To Have Few Possessions As Possible	41%	40%	39%	Marijuana Should Be Legalized Like to Stand Out In A Crowd	20% 19%	19% 19%	19% 19%
Find It Difficult To Say No To My Kids	38%	36%	36%	Rarely Sit Down to a Meal Together At Home	16%	16%	16%
Speak My Mind Even If It Upsets People	35%	35%	35%	I Am A Workaholic Only Work Current Job for The	15% 14%	14% 14%	14% 14%
Woman's Place Is In The Home	35%	34%	34%	Money Happy With My Standard Of	14%	13%	13%
Like Control Over People And Resources	33%	32%	32%	Living We Should Strive for Equality	13%	12%	12%
Friends More Important Than My Fam.	30%	30%	29%	for All On Whole People Get What	10%	10%	10%
Like To Do Unconventional Things	29%	30%	30%	They Deserve Indulge My Kids With The Little	9%	9%	9%
Don't Judge People/Way They Live Life	29%	27%	27%	Extras Little I Can Do To Change My	8%	8%	8%
If Won Lottery Would Never Work Again	28%	28%	28%	Life Willing To Give Up Time With	6%	6%	6%
Money Is Best Measure Of Success	27%	27%	27%	Fam. To Advance	0 /0	0 /0	0 /0
Too Much Sponsorship In Arts/Sports	22%	21%	22%				

Empire Bingham Farms Jackson Beecher Pontiac Twin Lake Harrison Ludington East Jordan Nor charlevoix Spring Arbor Village of Clarkston L'Anse Lost Lake Woods Intercultural Institute dish Morenci Grosse IIe Edgemont Park Wakefield Middletown Zilwau (or Confectual Ministry) St. Johns Bo 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.



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## **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-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

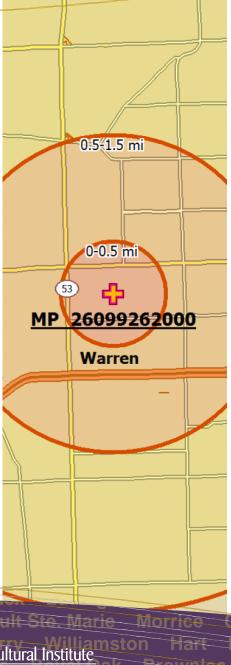
THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1 N
Important To Respect Customs And Beliefs	62%	59%	60%	Consider Myself Interested In The Arts	19%	18%	18
You Should Seize Opportunities In Life	58%	57%	57%	Is An Important Part Of Who I Am	17%	17%	1
Prefer To Have Few	41%	40%	39%	Real Men Don't Cry	16%	16%	16
Possessions As Possible Like To Understand About	38%	38%	37%	Looking for New Ideas To Improve Home	16%	15%	15
Nature				Try Not To Worry About The	14%	14%	14
Important Feel Respected By My Peers	35%	34%	34%	Future Enjoy Spending Time With My	13%	12%	12
Prefer Work Part Of Team	33%	33%	33%	Fam.			
Than Alone	000/	0.40/	000/	Provide My Kids With The Little	11%	11%	11
Important To Juggle Various Tasks	30%	31%	30%	Extras Children Should Be Allowed To	6%	6%	69
Good At Fixing Things	28%	27%	28%	Express Themselves	070	070	0
Have Keen Sense Of	28%	27%	27%	Feel Very Alone In The World	6%	6%	69
Adventure				Like Spending Most Time With	5%	5%	5%
Like To Just Enjoy Life	26%	26%	25%	Fam.			
People Have To Take Me As They Find Me	23%	22%	22%	Would Like To Set Up Own Business	4%	4%	4%
Worried About Pollution Caused By Cars	19%	17%	17%	Decor Particular Interest To Me	4%	4%	49

nthport North Adams Frenton

He Creek Posen Wyandotte Marion Morrice Belding Allen Casnovia Beaverton Okemos Flint St. Lon Gaylord Lake Odessa West Monroe West Branch Dearborn Heights Gaines Capac Crystal Falls Standish Fairgrove Walled Lake Westwood Jor Confectual Ministry Geopyright 2012, Intercultural Institute for Contextual Ministry Confectual Institute for Contextual Ministry Confectual Ministry Dense Williamston Northview Pellston Pewamo Oakley

#### **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.



nd Fennylle Essexule Howell Unionville Free Soil Lake Angelus Bancron Saul Ste Marie Morrice G Luther Farmington Beaverton Millersburg Hemlock Davison Wake Angelus Bancron Server Williamston Hart L'Anse Wixom Skidway Lake Alpha Grosse Ile Warren Burr Oak Nor for Contextual Ministry RioCopyright 2012, Intercultural Institute for Contextual Ministry Chesaning Chatham Coldwater River Rouge Level P46

### **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fast Food/Drive-In	85.27%	84.47%	85.01%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.94%	83.04%	83.45%
Houses-Visit Any			
McDonald's	55.71%	54.69%	55.13%
Burger King	38.58%	37.68%	38.4%
Subway	30.37%	29.73%	30.38%
Applebee's	30.34%	29.5%	30.22%
Wendy's	30.16%	29.57%	30.06%
Taco Bell	29.98%	29.05%	29.71%
Kentucky Fried Chicken	25.8%	25.18%	26.04%
(KFC)			
Arby's	22.57%	22.17%	22.78%
Olive Garden	21.36%	21.7%	21.85%
Pizza Hut	20.6%	20.16%	20.67%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Dairy Queen	17.75%	17.82%	18.29%
Red Lobster	16.75%	16.92%	17.22%
Outback Steakhouse	15.79%	15.38%	15.46%
Cracker Barrel	14%	14.4%	15%
Denny's	13.71%	13.51%	13.59%
Domino's Pizza	13.14%	12.72%	13.17%
IHOP (International House	13.09%	12.95%	13.23%
Of Pancakes)			
Dunkin' Donuts	12.59%	11.79%	12.02%
TGI Friday's	12.49%	11.68%	11.73%
Chili's Grill and Bar	12.17%	11.96%	12.09%
Starbucks	11.33%	10.42%	10.71%
Sonic	10.78%	11.56%	11.88%

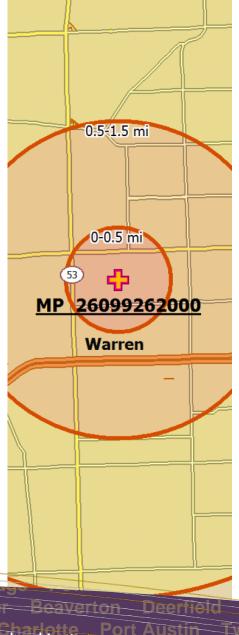
Laingsburg Douglas St. Joseph Burt Middletown Deerfield Gladwin Camden Deckerville White Cloud Farmington Hills Comstock Park Casnovia Addison Grosse Pointe Farms Intercultural Institute Algonac Level Park-Oak Park Peck Petersburg Linden Yale Warren Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **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!



Antgomery Otisville Central Lake Beecher Au Sable Davison South Lyon Oner Beaverton Deerfield ield Harrisville Wyoming Stanwood West Monroe Marine City St. Clair Charlotte Port Austin Two naba West Bloomfield Township Fraser Baroda Monroe Farwell Flushin for Confertual Ministry Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Comparison Big Bay Condition Dearborn Comparison Contextual Ministry

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	52.1%	52.37%	52.01%
Recycled products	39.77%	39.06%	38.94%
Worked as volunteer (non political)	19.08%	18.88%	18.77%
Engaged in fund raising	11.81%	11.61%	11.67%
Religious club member	7.38%	7.33%	7.29%
Wrote to elected offcl about publ bus	6.78%	6.79%	6.68%

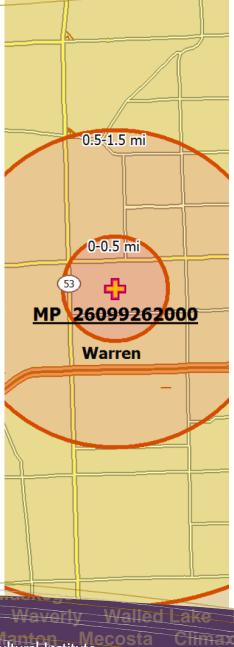
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to editor of mag or	6.31%	6.1%	6.15%
newspaper			
Union member	6%	5.59%	5.75%
Took active part in local	5.76%	5.73%	5.72%
civic issue			
Fraternal order member	5.7%	5.87%	5.74%
Charitable Organization	5.64%	5.74%	5.68%
Addressed a public meeting	4.69%	4.8%	4.77%

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#### **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.



Auburn Hills Vermontville Montrose Marlette Northport Romulus Flue Manton Mecosta Climax Auburn Hills Vermontville Montrose Marlette Northport Romulus Flue Intercultural Institute Alkerville Mattawan White Pigeon Norton Shores South Lyon Vicksburg For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	18.06%	17.64%	17.48%
Children's Books	13.08%	12.77%	12.84%
Mystery	12.84%	13.02%	12.8%
Cookbooks	12.09%	11.68%	11.65%
Religious (not Bibles)	8.34%	8.48%	8.5%
Biography	7.61%	7.4%	7.32%
Personal/Business	7.42%	6.98%	7.04%
Self-help			
History	7.34%	7.44%	7.35%
Romance	6.29%	6.75%	6.58%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	73.84%	73.7%	73.33%
Gen. Editorial	47.06%	47.24%	46.95%
Womens	40.72%	40.33%	40.31%
Service	36.33%	35.75%	36.05%
Mens	19.99%	19.15%	19.23%
<b>Business/Finance</b>	18.36%	17.69%	17.49%
Sports	16.92%	16.33%	16.4%
Automotive	15.09%	14.45%	14.8%
Mature Market	14.25%	15.44%	14.86%

Stony Point Fountain Albion Mount Morris Wolverine Lake Stockbridge Romulus Trenton Millington Forestville Contextual Institute Clair Shores Intercultural Institute Clair Shores Intercultural Institute of Contextual Ministry Contextual Ministry Section Section 2012, Intercultural Institute for Contextual Ministry Section Section Section 2012, Intercultural Institute for Contextual Ministry Section Section Section 2012, Intercultural Institute for Contextual Ministry Section Section Section 2012, Intercultural Institute for Contextual Ministry Section Section Section 2012, Intercultural Institute for Contextual Ministry Section Section Section 2012, Intercultural Institute for Contextual Ministry Section Section 2012, Intercultural Institute for Contextual Ministry Section 2012, Intercultural Ins

## 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Gen. News	58.49%	59.18%	58.63%
Sport	33.82%	34.31%	34.09%
Classified	33.02%	33.12%	33.49%
Editorial Page	32.68%	33.65%	33.23%
Business/Finance	32.22%	32.28%	31.81%
Comics	29.54%	29.82%	29.82%
Movie Listings &	28.57%	28.14%	28.12%
Reviews			
Food/Cooking	27.3%	27.62%	27.47%
TV/Radio Listings	25.66%	26.98%	26.43%
Home/Gardening	23.37%	23.11%	23.22%
Travel	20.94%	21.58%	21.11%
Science/Technology	20.17%	19.46%	19.54%
Fashion	14.73%	14.35%	14.36%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Adult Contemporary	20.01%	18.82%	19.04%
Country	19.99%	20.96%	21.17%
CHR Contemp Hit Radio	18.92%	18%	18.28%
News/Talk	15.51%	14.68%	14.67%
Rock	15.31%	14.34%	14.81%
Oldies	13.1%	12.56%	12.74%
Alternative	12.66%	11.43%	11.71%
Classic Rock	11.69%	11.15%	11.22%
Urban Contemporary	9.56%	9.48%	9.48%
Variety	8.23%	7.8%	7.86%
Soft Contemporary	6.76%	6.45%	6.53%
Religious	6.75%	6.41%	6.44%
All News	6.09%	5.56%	5.48%
Classic Hits	4.81%	4.49%	4.66%
Sports	4.73%	4.31%	4.29%
All Talk	4.64%	4.35%	4.28%
Classical	4.29%	4.31%	4.15%
Jazz	4.11%	4.23%	4.02%



### **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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3		MULTIMEDIA: TV	MULTIMEDIA: TV 0-0.5	MULTIMEDIA: TV 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	62.52%	62.42%	62.9%	ABC	Fam.	Fam. 25.91%	Fam. 25.91% 24.62%
Satellite Dish	55.09%	53.65%	54.1%	TV Info	From Newspap	From Newspapers 25.72%	From Newspapers 25.72% 25.16%
Soapnet	51.11%	51.7%	51.29%	USA Networ	ſk	rk 25.68%	rk 25.68% 26.19%
Other Video-On-Demand	42.51%	41.31%	41.3%	TCM (Turner C	Classic	Classic 25.51%	Classic 25.51% 25.14%
Sci-Fi Channel	35.9%	34.93%	35.55%	Movies)			
Adult Pay Per View TV	35.74%	34.96%	35.33%	BET (Black Entert	ainm	ainment 25.41%	ainment 25.41% 25.37%
Comedy Central	34.76%	34.28%	33.66%	TV)			
MSNBC	33.06%	32.06%	32.62%	Nick At Nite		24.16%	24.16% 22.83%
Subscribe Digital Cable	28.65%	29.16%	28.95%	ESPN2		24.11%	24.11% 23.4%
TV Info From Sunday TV	28.28%	28.96%	28.62%	Hallmark Channel		23.78%	23.78% 23.42%
Magazine				The Golf Channel		23.67%	23.67% 23.8%
Adult Swim	28.17%	27.93%	27.99%	TV Info From Monthly		23.14%	23.14% 22.24%
Nickelodeon	27.68%	26.92%	27.58%	Cable Guide			
				ESPN Classic		23.05%	23.05% 22.25%

North Branch Climax Daggett Coldwater Zeeland Gaastra Almont Carleton Dundee Yale Petoskey Vandercook Lake Lake Michigan Beach Saginaw Township South Pincer Intercultural Institute Intercultural Institute for Contextual Ministry City Waterford Robin Glen-Indiantown Comstock Park 53 ©Copyright 2012, Intercultural Institute for Contextual Ministry City Waterford Robin Glen-Indiantown Comstock Park 53

Video-On-Demand Movies 20.42%

18.75%

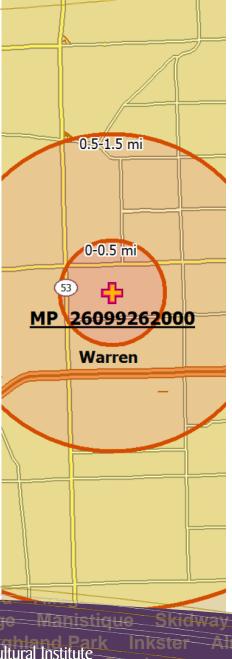
19.14%

#### **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.



ine Iron River Brighton Midland Bloomingdale Alanson Otter Lake Grand Ledge Manistique Skidway Hancock Hastings Leslie Garden City Muskegon Heights Douglas <u>Intercultural Institute</u> Oak Addison Montrose Breckenridge Marysville Caro Keego Harbor *Jox Contextual Ministry* Stephenson F Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

## 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	MEDIUM
	MILES	MILES	MILES	
Book Readers				Quintiles (20%)
Heavy Users (7+)	21.03%	20.26%	20.28%	Magazines I (Hea
Medium Users (4-6)	11.51%	11.41%	11.34%	Magazines II
Light Users (1-3)	21.36%	21.89%	21.55%	Magazines III
Quintiles (20%)				Magazines IV
Newspaper I	1.88%	1.5%	1.68%	Magazines V (Lig
(Heavy)				Outdoor I (Heavy
Newspaper II	1.73%	1.79%	1.66%	Outdoor II
Newspaper III	1.85%	2.05%	2.1%	Outdoor III
Newspaper IV	0.53%	0.49%	0.52%	Outdoor IV
Newspaper V	0.98%	1.18%	1.2%	Outdoor V (Light)
(Light)				Yellow Pages I
				(Heavy)

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.96%	17.88%	17.94%
Magazines II	8.45%	8.35%	8.45%
Magazines III	8.71%	8.82%	8.88%
Magazines IV	10.49%	10.49%	10.58%
Magazines V (Light)	0.51%	0.58%	0.5%
Outdoor I (Heavy)	7.86%	7.13%	7.14%
Outdoor II	2.62%	2.5%	2.59%
Outdoor III	3.6%	3.47%	3.46%
Outdoor IV	16.97%	17.11%	16.67%
Outdoor V (Light)	25.82%	27.31%	26.79%
Yellow Pages I	15.09%	15.79%	15.76%
(Heavy)			
Yellow Pages II	6.17%	5.61%	5.76%
Yellow Pages III	5.57%	4.98%	5.16%
Yellow Pages IV	21.54%	21.38%	21.48%
Yellow Pages V (Light)	3.52%	3.4%	3.51%

Se Pointe Farms Marshall Menominee St. Clair Shores Baldwin Benton Harbor Vestwood Perrinton Brone Forest Hills Harbor Springs Paw Paw Fair Plain Grandville Yale Frank Intercultural Institute Breedsville Haslett Middleville Level Park-Oak Park Charlotte Merrill Love for Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Hesperia Beal City Mesick Fife Lake St Helen From Work

## Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILE
Radio Drive Time Quntiles				TV Prime Time Quntiles (fift	ns		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	2.92%	3.07%	3.18%	Prime Time I & II (Heavy)	3.68%	3.88%	3.72%
Drive Time III (Medium)	0.48%	0.52%	0.52%	Prime Time III (Medium)	1.84%	2.04%	2.08%
Radio IV & V (Light)	2.47%	2.54%	2.69%	Prime Time IV & V (Light)	7.16%	6.51%	6.72%
Radio Media Quntiles (fifths	/			TV Early/Late Fringe Quntile	s		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.75%	7.58%	7.46%	Fringe I & II (Heavy)	41.03%	40.79%	40.22
Radio III (Medium)	5%	4.5%	4.69%	Fringe III (Medium)	54.83%	54.5%	54.51
Radio IV & V (Light)	3.09%	3.06%	3.25%	Fringe IV (Light)	56.42%	55.83%	55.79
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.99%	12.13%	12.53%	All Day I & II (Heavy)	12.8%	13.03%	12.92
Cable III (Medium)	3.94%	3.71%	3.72%	All Day III (Medium)	25.07%	24.18%	24%
Cable IV & V (Light)	32.58%	32.46%	32.22%	All Day IV (Light)	13.02%	12.69%	12.7%



# 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 --0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

1.5-3

MILES

8.27% 7.81%

9.51% 23.33% 26.89% 28.44% 39.97% 2.38%

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE	(
	MILES	MILES	MILES		
Day-time Radio				Prime Time TV	Ì
Listeners				Viewers	
Dayparts [summary]	12.9%	13.08%	12.81%	8:00-11:00pm	
6:00am - 10:00am	15.76%	15.66%	15.55%	Saturday:	
10:00am - 3:00pm	6.23%	6.51%	6.23%	8:00-11:00pm	
3:00pm - 7:00pm	13.81%	13.79%	13.3%	Sunday: 7:00-11:00pm	
7:00pm - Midnight	14.55%	14.61%	14.13%	9:00am-1:00pm	
Midnight - 6:00am	5.47%	6%	5.73%	9:00am-4:00pm	
Neekend Radio				4:00pm-7:00pm	
Listeners				11:00pm-1:00am	
Dayparts [summary]	14.9%	14.24%	14.36%	AVG Prime time	
5:00am - 10:00am	4.98%	4.51%	4.49%	Mon-Sun	
10:00am-3:00pm	5.57%	5.88%	5.64%		
3:00pm - 7:00pm	6.94%	7.1%	6.85%		
7:00pm - Midnight	8.38%	8.73%	8.55%		
Midnight - 6:00am	10.14%	11.23%	10.68%		

Grand Rapids Eastlake St. Clair Carsonville Reese Thompsonville Clarksville Standish Skidway Lake White Pigeon Vicksburg Oak Park Owendale Gaines Holland Caro Hard Intercultural Institute hepherd Stanwood Burt Deckerville Lake Odessa Eastwood St. Helen Goi Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Brown Fast Jordan Case Ville Calumet Calegonia Romulus Brown City Dundee West Bloomfield Town

## 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	17.9%	17.38%	17.14%		Sat: 7-10am	Sat: 7-10am 20%	Sat: 7-10am 20% 19.26%
7-9am	24.11%	23.4%	23.45%		Sat: 10am-1pm	Sat: 10am-1pm 7.24%	Sat: 10am-1pm 7.24% 7.27%
9am-12noon	20.46%	19.12%	19.63%		Sat: 1-4pm	Sat: 1-4pm 25.34%	Sat: 1-4pm 25.34% 25.03%
12noon-4pm	7.63%	7.3%	7.27%		Sat: 4-6pm	Sat: 4-6pm 6.85%	Sat: 4-6pm 6.85% 6.32%
4-6pm	46.5%	46.05%	46.3%		Sat: 6-7pm	Sat: 6-7pm 2.67%	Sat: 6-7pm 2.67% 2.41%
6-7pm	18.82%	17.87%	18.32%		Sat: 7-8pm	Sat: 7-8pm 1.17%	Sat: 7-8pm 1.17% 1%
7-7:30pm	1.71%	1.58%	1.69%		Sat: 8-11pm	Sat: 8-11pm 7.96%	Sat: 8-11pm 7.96% 7.99%
7:30-8pm	9.81%	9.78%	10.08%		Sat: 11pm-1am	Sat: 11pm-1am 4.92%	Sat: 11pm-1am 4.92% 4.87%
8-11pm	8.7%	8.24%	8.27%		Sat: 1am-7pm	Sat: 1am-7pm 25.68%	Sat: 1am-7pm 25.68% 26.19%
11pm-12am	33.06%	32.06%	32.62%		Sun: 7-10am	Sun: 7-10am 2.52%	Sun: 7-10am 2.52% 2.26%
11pm-1am	39.94%	39.4%	39.97%		Sun: 10am-1pm	Sun: 10am-1pm 6.92%	Sun: 10am-1pm 6.92% 6.66%
1-6am	32.84%	31.85%	31.43%		Sun: 1-4pm	Sun: 1-4pm 6.08%	Sun: 1-4pm 6.08% 5.76%
					Sun: 4-7pm	Sun: 4-7pm 13.07%	Sun: 4-7pm 13.07% 12.5%
					Sun: 7-11pm	Sun: 7-11pm 9.87%	Sun: 7-11pm 9.87% 9.44%
					Sun: 11pm-1am	Sun: 11pm-1am 4.7%	Sun: 11pm-1am 4.7% 4.56%
					Sun: 1-7am	Sun: 1-7am 20.99%	Sun: 1-7am 20.99% 20.9%

Lowell Lake City McBain St Charles K. I. Sawyer AFB Grosse lle Edgemont Park Au Gres Capac Gain Frankfort Beulah Harper Woods Taylor Casnovia Holland Kentwood Intercultural Institute dietown Grosse Pointe Woods Potterville Marysville Allendale Springfie for Contextual Ministry Copper City Copyright 2012, Intercultural Institute for Contextual Ministry

# 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.

Canadian Lakes Grosse Pointe Woods Ithaca Whitmore Lake White Cloud Leonard Perrinton Kinde Higton Howell Posen Lost Lake Woods Manitou Beach-Devils Lake Clines Intercultural Institute Ite Kingsley Norton Shores Coldwater Lake Isabella Fife Lake Brown Ciscon Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

# 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

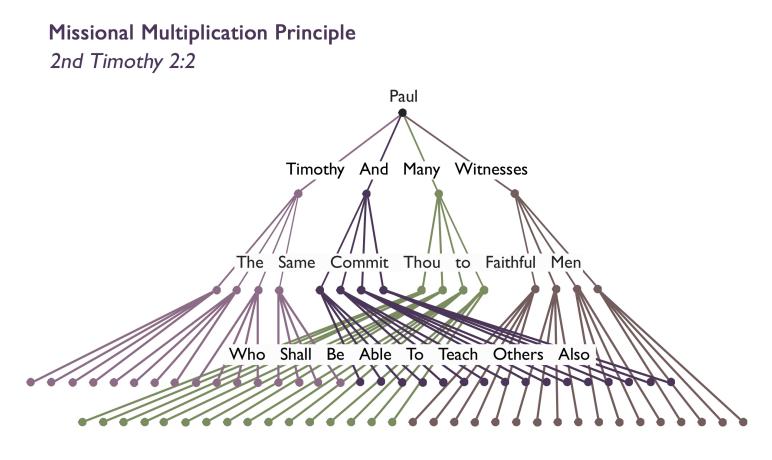
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways 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?

Anittemore Port Huron Lake Odessa Fair Plain Adrian Britton Alanson Mulliken Metamora Lakewood General Ledge Lincoln Park Rose City Pontiac Grosse Ile Hudsonville Huron Moods Skidway Lake Bress sourg Dexter Perry Franklin Eaton Rapids Sandusky Gibraltar Maybe For Contextual Ministry as Pointe Shores Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Franklin Barton Rapids Sandusky Freeland Farmington Hills Lake Orion Keego Harbo

## **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.



Village of Clarkston Constock Park Plymouth Cadillac Troy Turner Keego Harbor Constantine Lake Constant The Anton Marshall Mason Shorewood-Tower Hills-Harbert Prudenville Below Intercultural Institute Intercultural Institute for Canada Creek Ranch Mount Clemen (Source fuel Ministry) Constantine Canada Creek Ranch Mount Clemen (Source fuel Ministry) Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Contextual 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.



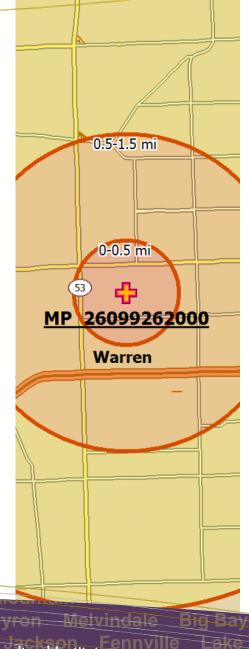


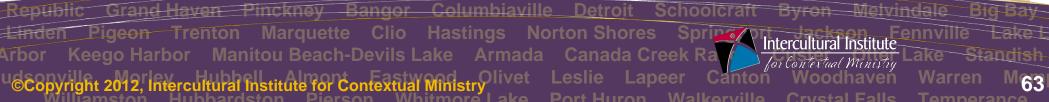
#### Your MissionSite and the Missional Suite

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





## 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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