# MissionSite top unreached locations

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Sable Drvden

Bloomfield Township Carson City

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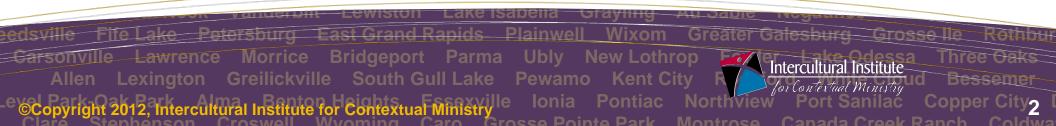
Bear La CENSUS TRACT: 26099262800 Shorewood-Tower HASSOCIATION: Blue Water lair Shores Farwell Lake COUNTY: Macomblichigan Beach Copper City Comst SITESCAPE: Cityscape and Beach **DeWitt** Low DENSITY PATTERN: Ma <u>Ustin Oscoda Roosevelt Park Ma</u>

<u>BAPTIST STATE</u> **CONVENTION** of

for Contextual MinistryPark-Oak Park Oxford Maybee Skidway Lake Perry Oxford Zeeland East Tawas ©Copyright 2012 Intercultura Institute for Contextual Ministry rings

#### MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65



#### Site Location Summary

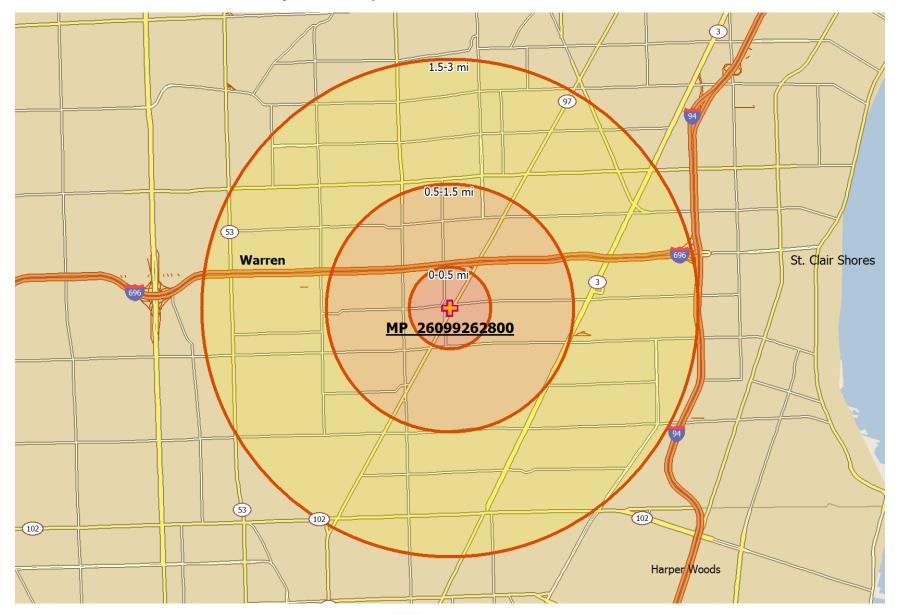
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has 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
Region	26R05	Region Five
Association	26A02	Blue Water
County Location	26099	Macomb
Zipcode	48089	Macomb
Sitescape Category	4	Cityscape
Sitescape Group	4.1	Small Cities
Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
Sitescape Density Pattern	Μ	250000-1000000-1000000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region26R05Association26A02County Location26099Zipcode48089Sitescape Category4Sitescape Group4.1Sitescape Subgroup4.16



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



ver Trowbridge Park Greenville Vanderbilt North Muskegon Lathrup Village Coldwater Inkster Gaastra The Range Byron Oscoda Caseville Constantine Otisville Kalkaska Green <u>Intercultural Institute</u> Sterling Iron Mountain Swartz Creek Cheboygan North Adams Columbi Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	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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Cheisea Hamtramer wyandotte Baraga Morenci River Rouge Norton Shores Paw Paw Lake Copenies Capac Plainwell Evart Crystal Falls Montgomery North Branch Carles Intercultural Institute fillersburg Mount Clemens Canton Lawton Chesaning Munising Ironw Contestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	3,998	26,168	115,625
2010 Households	1,676	10,370	46,740
2010 Group Quarters Population	0	44	1,529

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	84	86	83
Language Diversity National Index	47	54	62
Foreign Born Diversity National Index	81	73	59
Ancestry Diversity National Index	87	46	42
Racial Diversity National Index	35	63	67

Zilwaukee Kingston Quinnesec Howard City Hillsdale Elsie Lakeview Breedsville Hubbell Evart Case Madison Heights Sanford Dundee Beulah Richland Mesick Oliver Intercultural Institute t Jordan Lincoln Keego Harbor Sterling Heights Elberta Custer Marion For Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Michigamma White Pigeon Woodland Beach Whittem

### 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

Utica Durand Kent City Homer Ferrysburg Farwell Caledonia Level Park Oak Park Hudsonville Un Coloma Saginaw Township South New Haven Standish Manchester Intercultural Institute Orenci Baraga Springfield Garden City Corunna Fremont Lake Isabella for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 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	0	0%
Mainstay Communities	Established, Diverse Households	22	1.31%
Working Communities	Blue-collar, Working Families	1,519	90.63%
Country Communities	Rural, Agri. & Mining Families	22	1.31%
Aspiring Communities	Young Singles / Aspiring-Multihousing	110	6.56%
Urban Communities	High Density, Inner-city Neighborhoods	2	0.12%

en Park Empire <u>Scottville</u> Shorewood-Tower Hills-Harbert Harrison Iron River Palmer South Range Wolve Reach Lake Ann Reading Otter Lake Comstock Park Vernon Reese Port Intercultural Institute Clinton Lake Isabella Southgate Central Lake Mount Clemens Hastings (or Contextual Ministry How Becopyright 2012, Intercultural Institute for Contextual Ministry Muskegon Hanover Rosebush Gravling Maple Rapids

## 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.

Sanford Albion Walled Lake Galesburg Vandalia Haslett St. Helen Durand Napoleon Ithaca Ishpemin Ishpeming Holland Keego Harbor Roscommon Martin Lyons Howard Intercultural Institute stwood Allen Park Blissfield Oakley Elsie Grayling Montague Clawso for Contextual Ministry Coopyright 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?

Troy Lathrup Village De Tour Village Mackinac Island Bridgman New Haven Swartz Creek New Baltin Tada Creek Ranch Waldron Mount Clemens Cheboygan Forestville Centres Intercultural Institute Diaville Camden Bridgeport Shields Lennon Rockwood Ionia Novi Novi For Confectual Ministry Confectual Ministry Roosevelt Park Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## 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	1,147	0.51%
Unreached %	68.6%	68.45%	99.78
Religious But NOT Evangelical HH	53,076	293	0.55%
Religious But NOT Evangelical %	16.17%	17.51%	108.27
Spiritual But NOT Relig or Evang HH	36,859	180	0.49%
Spiritual But NOT Relig or Evang %	11.23%	10.72%	95.46
Not Evangelical, Not Interested HH	135,301	674	0.5%
Not Evangelical, Not Interested %	41.23%	40.21%	97.54



nse Marine City Farmington Hills Byron Center Grosse Pointe Okemos Baraga Grayling Kaleva Cass G Rockwood Woodhaven Lake Fenton Wixom Canada Creek Ranch South Vin South Range Kalamazoc ville Quincy Gibraltar Michigamme Ovid Howell Allen Millersburg Zo Governation Contextual Institute <sup>id</sup> Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

### **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BSCM Churches	0	0	0%
Active BSCM Attenders	0	0	0%
Active Evangelical Households	16,152	2,894	17.92%
Active Evangelical Percent	4.92%	4.92%	100.04
Inactive Evangelical Households	86,892	15,571	17.92%
Inactive Evangelical Percent	26.48%	26.49%	100.04
# New Churches Needed	164	29	17.91%



Melvindale Dryden Galumet Leonard Hopkins Bridgman Springport Croswell Burlington Oakley H South Range Rochester Hills Bellevue Sherwood Bellaire Norway Hill Ministry Intercultural Institute To Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### 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.



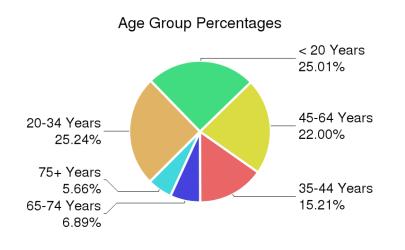
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the 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 CC
1990 Population	717,400	4,256	0.59%	1990 Households	264,992	1,554	0.59%
2000 Population	788,149	4,157	0.53%	2000 Households	309,203	1,722	0.56%
2010 Population	832,634	3,998	0.48%	2010 Households	328,170	1,676	0.51%
		51	n this Missi		Location Ty	ре	0-0.5mi Band
📕 0-0.5mi Bar	nd 🔲 0.5-1	.5mi Band	🔲 1.5-3mi	Band 🔲 County	Residential		1,736
400,000					Residential A	Apt.	400
300,000					Residential N	Ion-Apt.	1,336
000,000					Business		70
200,000					Seasonal		0
					USPS Reside	ential	1,136
100,000 0 Residential	tial Apt.	n-Apt.	iness Seasc	nal idential siness	USPS Busine	ess	110
Reside	ential Apt. Residential No	Bue	Seas	nal USPS Residential USPS Business			

iamsten Livonia Martin Reed City Honor Dearborn Brown City Port Hope Brooklyn Marquette Clare Rapids Beechwood Luther New Lothrop Coleman Baroda Reese North Intercultural Institute ilford Pleasant Ridge Freeland Dryden Hemlock Marine City Michiana Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Burlington Perry Maybee Grosse Pointe Woods

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.

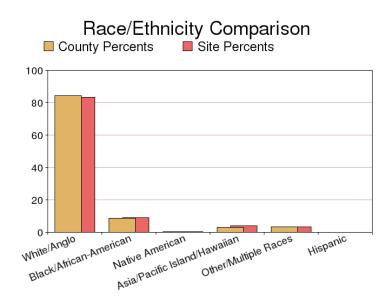


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.74%	5.63%	118.78
4-5 Years	2.41%	2.4%	99.59
6-8 Years	3.64%	3.73%	102.47
9-11 Years	3.78%	3.7%	97.88
12-13 Years	2.59%	2.43%	93.82
14-17 Years	5.19%	4.65%	89.6
18-19 Years	2.61%	2.43%	93.1
0-5 Years	7.16%	8.03%	112.15
6-12 Years	8.71%	8.65%	99.31
13-19 Years	9.1%	8.28%	90.99
< 20 Years	24.97%	24.96%	99.96
20-34 Years	18.69%	25.19%	134.78
35-44 Years	13.95%	15.18%	108.82
45-64 Years	27.65%	21.96%	79.42
65-74 Years	7.64%	6.88%	90.05
75+ Years	7.1%	5.65%	79.58
Median Age	40	37	92.61
Median Age (Male)	38	36	94.61
Median Age (Female)	41	37	91.29

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

For each category both county and 0-0.5 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%	83.24%	98.54
Black, African-American	8.72%	8.88%	101.83
Native American	0.35%	0.45%	129.85
Asian	3%	3.93%	130.97
Pacific Island, Hawaiian	0.03%	0.03%	90.55
Other/Multiple Races	3.43%	3.5%	101.98
Hispanic	0%	2.15%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	575,683	2,704	
Less than 9th Grade	3.45%	2.88%	119.68
No High School Diploma	8.37%	14.53%	57.57
High School Graduate	32.2%	38.65%	83.33

24.45%

9.05%

14.75%

7.73%

22.71%

7.8%

8.65%

4.77%

107.67

115.98

170.48

161.95

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Some College, no degree

Associate Degree

Graduate/Prof. degree

**College Degree** 

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%	4.65%	114.35
\$10,000 to \$19,999	9.75%	13.37%	137.1
\$20,000 to \$29,999	9.55%	10.86%	113.74
\$30,000 to \$49,999	19.35%	26.85%	138.77
\$50,000 to \$59,999	8.37%	11.22%	134.04
\$60,000 to \$69,999	7.83%	9.19%	117.3
\$70,000 to \$79,999	7.66%	7.52%	98.13
\$80,000 to \$89,999	6.59%	5.37%	81.46
\$90,000 to \$99,999	4.68%	3.04%	65.07
\$100,000 to \$124,999	9.41%	5.01%	53.28
\$125,000 to \$149,999	5.56%	2.33%	41.85
\$150,000 to \$199,999	4.56%	0.24%	5.24
\$200,000 to \$249,999	0.9%	0%	0
\$250,000 or more	0.9%	0.24%	26.5
Median Household	57,626	44,356	76.97
Average Household	68,698	51,033	74.29
Per Capita Household	27,447	21,394	77.95
Family/Non-Family Household			
Income			
Median Family Income	72,344	50,778	70.19
Average Family Income	81,764	52,017	63.62
Median Non-Family Income	34,353	34,729	101.09
Average Non-Family Income	43,317	42,779	98.76

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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%	61.28%	92.82
Families with Children	32.21%	31.03%	96.33
Families without Children	33.81%	30.25%	89.48
Non-Family Households			
% Non-Family Households	33.98%	38.72%	113.94
Non-Families with Children	0.29	0.66	222.74
Non-Families without Children	33.69	38.07	112.99
Housing Units			Index
Total Housing Units	354,570	1,783	
Vacant percent	7.45%	6.06%	81.35
Owned percent	73.36%	68.87%	93.89%
Rented Percent	19.2%	25.13%	130.89
Households by Size			Index
Avg household size	2.51	2.39	95.22
Avg family hh size	3.22	3.11	96.58
Avg non-family hh size	1.14	1.24	108.77
Households By Count of Persons			Percent
One	98,320	548	0.56%
Two	96,495	495	0.51%
Three or Four	100,935	501	0.5%
Five+	32,420	131	0.4%

Pointe Farms Berkley Level Park-Oak Park Croswell Ellsworth Negaunee Utica Cheboygan Birch Run Refield Grosse IIe Gaastra Wolverine Ossineke Kentwood Colon Muskey Heinhts Beulah Minder Cit rthport Bangor Baroda Saline Reed City Auburn Hills Centreville Tayly for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Hillman Marquette Newaygo Augusta Turner Tustin 18

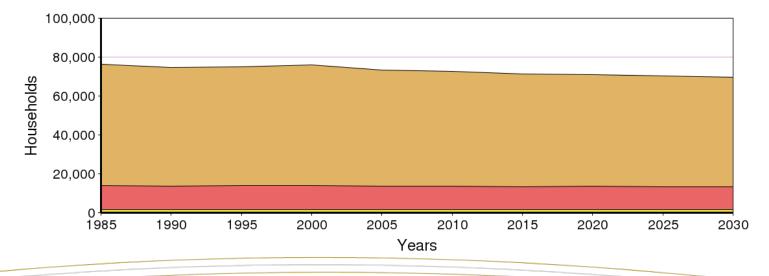
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 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	4,256	0.59%
2000 Population	788,149	4,157	0.53%
2010 Population	832,634	3,998	0.48%
2015 Population	837,996	3,908	0.47%

Household Change from 1985 to 2030

0-0.5mi Ring

📕 0-3mi Ring



man Pinconning Sanford Marine City Wakefield West Branch Lawton St. Louis Grand Beach Onsied Constantine Ludington Fennville Munising Otsego Quinnesec Forest Hill Intercultural Institute See Pointe Park Suttons Bay Omer Eagle Auburn Jenison Robin Glen-Confectual Ministry Confectual Ministry Three Oaks Sherwood Keego Harbor Hersey Big Ba19 Confectual Institute for Contextual Ministry

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.

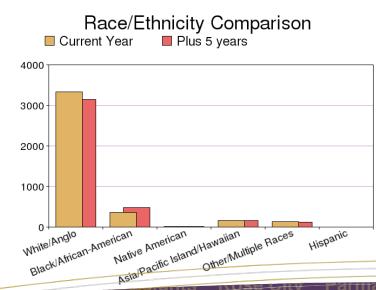
Projected Age Group Percentages 20-34 Years 24.14% < 20 Years 24.42% 75+ Years 6.06% 65-74 Years 8.32%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.63%	5.73%	101.78
4-5 Years	2.4%	2.43%	101.25
6-8 Years	3.73%	3.53%	94.64
9-11 Years	3.7%	3.51%	94.86
12-13 Years	2.43%	2.35%	96.71
14-17 Years	4.65%	4.58%	98.49
18-19 Years	2.43%	2.28%	93.83
0-5 Years	8.03%	8.16%	101.62
6-12 Years	8.65%	8.24%	95.26
13-19 Years	8.28%	8.01%	96.74
< 20 Years	24.96%	24.41%	97.8
20-34 Years	25.19%	24.13%	95.79
35-44 Years	15.18%	14.3%	94.2
45-64 Years	21.96%	22.75%	103.6
65-74 Years	6.88%	8.32%	120.93
75+ Years	5.65%	6.06%	107.26
Median Age	40	38	94.83
Median Age (Male)	38	37	96.69
Median Age (Female)	41	38	93.52

Auburn St. Louis Homer Le Roy Rothbury Redford Cadillac Galesburg Carsonville Baroda Edgemont Wakefield Pewamo Sturgis Vermontville Burlington Decatur Orton Intercultural Institute Intercultural Institute Kent City Contextual Ministry In Contextual Ministry Intercultural Institute for Contextual Ministry Marguette Charlotte Byron Mackinac Island Lake App Marguette Corupna Westwood Beverly Hills Fran

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	83.24%	80.45%	96.65
Black, African-American	8.88%	12.23%	137.75
Native American	0.45%	0.44%	96.62
Asian	3.93%	3.89%	99.04
Pacific Island, Hawaiian	0.03%	0.05%	204.61
Other/Multiple Races	3.5%	2.97%	84.77
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,704	2,650	
Less than 9th Grade	2.88%	2.6%	90.26
No High School Diploma	14.53%	11.85%	81.53
High School Graduate	38.65%	38.72%	100.18
Some College, no degree	22.71%	22.87%	100.71
Associate Degree	7.8%	8.42%	107.84
College Degree	8.65%	10.04%	115.99
Graduate/Prof. degree	4.77%	5.51%	115.48

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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	4.65%	4.52%	97.19
\$10,000 to \$19,999	13.37%	13.75%	102.9
\$20,000 to \$29,999	10.86%	10.76%	99.07
\$30,000 to \$49,999	26.85%	26.22%	97.66
\$50,000 to \$59,999	11.22%	11.06%	98.63
\$60,000 to \$69,999	9.19%	9.05%	98.45
\$70,000 to \$79,999	7.52%	7.52%	101.63
\$80,000 to \$89,999	5.37%	5.75%	109.27
\$90,000 to \$99,999	3.04%	3.12%	102.44
\$100,000 to \$249,999	5.01%	5.38%	107.32
\$125,000 to \$149,999	2.33%	2.57%	110.33
\$150,000 to \$199,999	0.24%	0.06%	25.61
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.24%	0.24%	102.44
Median Household	44,356	44,773	100.94
Average Household	51,033	51,926	101.75
Per Capita Household	21,394	21,738	101.61
Family/Non-Family Household			
Income			
Median Family Income	50,778	51,464	101.35
Average Family Income	52,017	53,709	103.25
Median Non-Family Income	34,729	35,403	101.94
Average Non-Family Income	42,779	42,257	98.78

Cagetown Reckwood L'Anse Bear Lake Quinnesec Stevensville Bad Axe Springport Kentwood Bog attle Creek Hopkins Tawas City Otsego East Grand Rapids Indian River Intercultural Institute Saugatuck Pigeon Calumet Corunna Lambertville Alpha Wolverin Contextual Ministry Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Cadillac Tra22

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	61.28%	60.39%	98.55
Families with Children	31.03	30.81	99.29
Families without Children	30.25	28.61	94.56
Non-Family Households			
% Non-Family Households	38.72%	39.61%	102.29
Non-Families with Children	0.66	0.43	102.29
Non-Families without	38.07	39.18	102.93
Children			
Housing Units			
Total Housing Units	1,783	1,740	97.59%
Vacant percent	6.06%	5.98%	98.68
Owned percent	68.87%	69.14%	100.39
Rented Percent	25.13%	24.89%	99.04
Households by Size			
Avg household size	2.39	2.39	100%
Avg family hh size	3.11	3.20	102.89%
Avg non-family hh size	1.24	1.15	92.74%
Households By Count of			
Persons			
One	548	560	102.19%
Тwo	495	459	92.73%
Three or Four	501	483	96.41%
Five+	131	134	102.29%

Grosse Pointe Farms Elk Rapids Lake Ann Rothbury Caledonia McBride Reading Menominee Hubbell S born Heights Fife Lake Laurium Niles St. Charles Burr Oak Holland Mary Intercultural Institute Lawton Galesburg Ann Arbor Memphis Alma Pearl Beach Tekonsha for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Central Lake Ironwood Climax Lincoln Indian River 23

## **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	:	: 0-0.5	: 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	285	1,297	7,495	Eastern Africa		0	0 0
Northern Europe	5	56	292	Middle Africa		0	0 0
Western Europe	7	138	636	Northern Africa		0	0 0
Southern Europe	20	185	1,021	Southern Africa	(	C	0 0
Eastern Europe	41	238	1,725	Western Africa	C	)	) 12
Other Europe	0	7	0	Other Africa	0		4
Eastern Asia	7	26	339	Oceania	0		0
So. Central Asia	114	74	541	Caribbean	0		13
SE Asia	15	132	881	Central Amer.	0		10
Western Asia	20	143	780	South America	14		34
Other Asia	0	0	11	North America	42		225
				Born at sea	0		0

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## 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	0.5
English only	2,682	25,904	100,885	Other Indo-Euro	15	<b>MIL</b> 79
English only	2,002	202	882			0
Spanish				Asian/PI languages	0	13
Other Indo-Euro	140	1,197	6,488	Chinese	0	
language	_			Japanese	0	3
French (incl. Patois,	7	95	467	Korean	8	13
Cajun)				Mon-Khmer,	0	14
French Creole	0	0	0	Cambodian		
Italian	38	300	1,622	Miao, Hmong	7	108
Portuguese	0	11	6	Thai	0	0
German	15	168	885	Laotian	0	7
Yiddish	0	0	0	Vietnamese	10	39
Other West Germanic	0	0	47	Other Asian	85	23
A Scandinavian	0	0	0	Tagalog	4	40
Language				Other Pacific Is	0	0
Greek	3	86	240	Other languages	46	215
Russian	6	6	53	Navajo	0	0
Polish	36	233	1,637	Other Native N.	0	0
Serbo-Croatian	0	84	248	American		
Other Slavic Language	0	67	289	Hungarian	4	9
Armenian	0	12	8	Arabic	38	137
Persian	0	4	59	Hebrew	0	7
Gujarathi	5	5	39	African languages	0	9
Hindi	0	12	88	Other unspecified	4	53
Urdu	9	15	67	·		

se Pointe Woods Parma Grosse Pointe Shores Sparta Trowbridge Park Sand Lake Byron Center Mason Lawrence Byron Mecosta Grand Rapids Le Roy Redford Troy Marketon Birch Run Mar Woodland Mio Canada Creek Ranch Clinton Marlette Hillman Lak for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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## **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	ANCESTRY 0-0.5	ANCESTRY 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	2,697	25,020	100,377	Irish	Irish 228	Irish 228 1,931
Arab	41	510	1,532	Italian	Italian 312	Italian 312 3,648
Armenian	0	6	107	Lithuanian	Lithuanian 4	Lithuanian 4 76
Austrian	7	70	175	Norwegian	Norwegian 4	Norwegian 4 93
British	5	8	215	Polish	Polish 455	Polish 455 5,019
Canadian	7	139	365	Portuguese	Portuguese 6	Portuguese 6 14
Croatian	0	34	136	Romanian	Romanian 7	Romanian 7 74
Czech	0	31	136	Russian	Russian 4	Russian 4 124
Czechoslovak	12	45	231	Scandinavian	Scandinavian 4	Scandinavian 4 37
Danish	1	31	157	Scotch-Irish	Scotch-Irish 38	Scotch-Irish 38 374
Dutch	62	195	739	Scottish	Scottish 60	Scottish 60 398
English	187	1,265	4,486	Slovak	Slovak 16	Slovak 16 123
European	11	61	227	Subsaharan African	Subsaharan African 7	Subsaharan African 7 48
Finnish	18	164	294			
French (not	99	1,177	3,698	Swedish	Swedish 24	Swedish 24 138
Basque)				Swiss	Swiss 6	Swiss 6 17
French Canadian	69	624	2,189	Ukrainian	Ukrainian 8	Ukrainian 8 121
German	452	4,701	17,115	US/American	US/American 62	US/American 62 1,009
Greek	26	248	656	Welsh	Welsh 13	Welsh 13 99
Hungarian	11	142	598	West Indian	West Indian 0	West Indian 0 0
Iranian	0	4	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 135
				Other	Other 431	Other 431 2,086

treville Sunfield Baraga Wixom Dowagiac Coldwater Charlevoix Livonia De Tour Village Caro Eikton Oakley Addison Millersburg Augusta Gaines Madison Heights Munistre Intercultural Institute w Hillsdale Climax Boyne Falls Walker Eaton Rapids Lake Isabella King Confectual Ministry Lake Harbor for Confectual Ministry Bellaire W26 Copyright 2012, Intercultural Institute for Contextual Ministry

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Daltimore

### 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?

rford Merrill Helland Muskegon Kingston Pinckney Kentwood Michiana Caseville Chesaning Clio La Lunet Tron River Hazel Park Kaleva Climax Hopkins Bloomfield Townshire Intercultural Institute se Pointe Park Melvindale Argentine Romulus Oscoda Troy Inkster Confectual Ministry Joi Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bloomingdale Madison Heights Harvey Burton

## 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?



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.



Resebush Northville Beverly Hills Alpena Dexter Walker Kaleva Fowlerville Pigeon Reckford Fruit Bellevue Turner Beal City Schoolcraft Cadillac Sand Lake Bloomfiel Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	t
Total	1,676	100%	1,147	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	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%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	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%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Oak Park Constantine Owendale Sebewaing Belleville Detroit Beach Hazel Park Northview Lake Orth Sanford Canadian Lakes North Adams Montague Negaunee Grosse Intercultural Institute South Rockwood Reading Marlette Grosse Pointe Shores Bear Lake for Contextual Ministry Pinckney Alp 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	1,676	100%	1,147	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	22	1.31%	14	1.22%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	22	1.31%	14	1.22%
Mature America	0	0%	0	0%
METRO FRINGE	1,519	90.63%	1,040	90.67%
Steadfast Conservative	1,316	78.52%	902	78.64%
Moderate Conventionalists	165	9.84%	111	9.68%
Southern Blues	38	2.27%	27	2.35%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Columbiaville Carleton Gwinn Jackson Robin Glen-Indiantown Sandusky Trenton Barryton Allen The Ypsilanti Canton Beulah Benton Heights Swartz Creek Brooklyn Intercultural Institute Thope Ferrysburg Unionville Petoskey Armada Port Sanilac Richland Intercultural Institute South Gull Lake Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 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	1,676	100%	1,147	100%
REMOTE AMERICA	22	1.31%	13	1.13%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	22	1.31%	13	1.13%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	110	6.56%	79	6.89%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	110	6.56%	79	6.89%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Waterford Galesburg Otisville Kalkaska Ravenna West Branch St. Helen Petersburg Honor Otter Land Lake Angelus Shields Vanderbilt Kingsley Garden Empire Sebewain Intercultural Institute ay South Monroe Clayton Jonesville Mackinac Island Gaastra Gladsto Vertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Sand Lake Kalamazoo Vertual Monroe Materville

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	1,676	100%	1,147	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	2	0.12%	1	0.09%
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	2	0.12%	1	0.09%
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%

Detroit Essexville Sterling Farwell Byron De Tour Village Holland Alpena Charlevoix Central Lake Burlington Hastings Taylor Springport Athens Grass Lake Cass City Intercultural Institute art Calumet Hubbell Petersburg Roseville Cheboygan Midland Fowler (or Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## 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

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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?

**Detroit Pearl Beach** 

Contextual Ministry

Almon

Ministe

#### **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).



Aichiana Alanson Vanderbilt Farmington Hills Utica Hopkins Grant Blissfield Harbor Springs Caspian Life East Tawas Grand Ledge Vernon Copper City Livonia Wolverine Intercultural Institute scott Jackson Michigan Center Lennon Sheridan Haslett Burt Climax (a Confectual Ministry a Allen Park Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **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

BRIDGES	0-0.5	0.5-1.5	1.5-3	B	RIDGES		0-0.5
	MILES	MILES	MILES				MILES
PC-HH Own	78%	78%	77%	H	H Owns DVD Player		27%
Use Comp. for Internet/E-mail	59%	60%	59%	Inf	ternet Use: Banking		24%
Internet Use: E-Mail	47%	47%	47%	Us	se Comp. for News/Info./Dat	а	a 21%
Use Comp. for Comp. Games	40%	41%	40%	Se	ervice		
Use Comp. for Word	37%	37%	37%	PC	C-Network-HH Has One		15%
Processing				Inf	ternet Use: Shopping:		12%
Use Comp. for Shopping	34%	35%	34%	Ga	athered Info. for Shopping		
Use Comp. for Education	32%	32%	31%	Us	se Comp. for Personal		12%
Use Comp. for Banking	31%	31%	30%	Fi	nancial Mngmnt		
Use Comp. for Digital Camera	30%	32%	31%	Int	ternet Use: Read Magazines	/	/ 12%
Photo Editing				Ne	ewspapers		
Internet Use: News/ Weather	27%	27%	27%	Inf	ternet Use: Research/		12%
				Ec	ducation		



HH Owns Video/Webcam

Use Comp. for Accounting

11%

11%

11%

11%

11%

12%

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	66%	66%	66%
Dining Out (Not Fast Food)	57%	58%	57%
Reading Books	52%	52%	53%
Card Games	41%	42%	41%
Gardening	36%	38%	36%
Cooking for Fun	35%	34%	35%
Go To A Beach/Lake	35%	35%	34%
Board Games	34%	34%	33%
Going To	21%	20%	20%
Bars/Nightclubs/Dancing			
Visit Zoo	19%	20%	19%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	67%	67%	68%
Gen./Fam. Practitioner	44%	44%	43%
Dentist	27%	28%	28%
Eye Dr.	22%	22%	23%
Backache	22%	22%	23%
None Of These	21%	21%	20%
Hypertension/High Blood	21%	20%	21%
Pressure			
High Cholesterol	18%	18%	19%
Any Arthritis	16%	17%	17%
Overweight (30 Pounds Or	14%	14%	14%
More)			
•			



The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-0.5 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	26.26%	26.46%	26.92%
Live Theater	16.6%	17.51%	18.83%
Rock/Pop Concerts Most	15.72%	15.38%	15.35%
Often			
Live Theater Most Often	13.25%	14.17%	15.55%
Comedy Club	9.02%	8.8%	9.09%
Dance Performance	7.64%	8.01%	8.56%
Movies: Action/Adventure	36.57%	36.11%	36.37%
Movies: Comedy	36.54%	37.12%	37.53%
Movies: Fam.	18.33%	18.33%	18.72%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Drama	17.79%	17.6%	18.4%
Movies: Romantic	17.61%	18.09%	18.62%
Comedy			
Movies: Mystery	15.37%	15.45%	15.85%
MLB Baseball Reg.	7.02%	6.87%	6.86%
Season			
NFL Football Reg.	6.09%	5.96%	5.98%
Season			
College Football Reg.	4.92%	4.99%	5.12%
Season			
Auto Racing Events	2.87%	2.95%	2.87%
NHL Hockey Reg.	2.76%	2.87%	2.77%
Season			
NBA Basketball Reg.	2.75%	2.52%	2.7%
Season			



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	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	39.93%	40.64%	40.61%	Baseball	Baseball 10.75%	Baseball 10.75% 10.81%
Swimming	31.91%	33.02%	32.74%	Target Shooting	Target Shooting 10.33%	Target Shooting 10.33% 10.76%
Bowling	20.77%	21.71%	21.74%	Hunting	Hunting 10.15%	Hunting 10.15% 10.47%
Freshwater Fishing	19.4%	19.36%	18.25%	Volleyball	Volleyball 9.67%	Volleyball 9.67% 10.31%
Billiards/Pool	19.39%	19.35%	18.89%	Football	Football 8.26%	Football 8.26% 8.23%
Camping Trips	18.95%	19.1%	17.29%	Aerobics	Aerobics 8.04%	Aerobics 8.04% 8.66%
Weight Training	14.18%	14.4%	14.75%	Softball	Softball 8%	Softball 8% 8.22%
Using Cardio	13.13%	13.44%	13.65%	Canoeing/Kayaking	Canoeing/Kayaking 7.87%	Canoeing/Kayaking 7.87% 8.12%
Machine				Power Boating	Power Boating 7.68%	Power Boating 7.68% 8.5%
Jogging/Running	13.12%	13.33%	13.92%	Yoga	Yoga 7.39%	Yoga 7.39% 6.93%
Mountain/Road	12.85%	13.12%	12.81%	Soccer	Soccer 6.9%	Soccer 6.9% 6.55%
Biking				Saltwater Fishing	Saltwater Fishing 6.76%	Saltwater Fishing 6.76% 7.13%
Basketball	12.6%	12.77%	13.66%	Motorcycling	Motorcycling 6.55%	Motorcycling 6.55% 6.69%
Stationary Cycling	11.73%	11.89%	12.08%	Tennis	Tennis 5.9%	Tennis 5.9% 6.07%
Golf	11.29%	12.54%	13.19%			
Backpacking/Hiking	10.82%	10.64%	10.19%			

Three Oaks Norton Shores Clayton Fenton Britton Mount Pleasant Mio Kaleva Brownlee Park Mend Oxford Republic Harrison Dowagiac Watervliet Rockwood Lawton Intercultural Institute Village St. Charles Plymouth Township Roseville Benzonia Hudson Book for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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
Roller Skating	5.84%	5.66%	5.77%		Snorkeling	Snorkeling 3.63%	Snorkeling 3.63% 3.97%
Horseback Riding	5.54%	5.69%	5.64%	ľ	Rock Climbing	Rock Climbing 3.62%	Rock Climbing 3.62% 3.57%
Archery	5.1%	5.25%	5.06%	S	nowmobiling	nowmobiling 3.6%	nowmobiling 3.6% 3.95%
Downhill & X-Country	4.86%	4.63%	4.67%	A	uto Racing	uto Racing 3.51%	uto Racing 3.51% 3.7%
Skiing				S	nowboarding	nowboarding 3.26%	nowboarding 3.26% 3.25%
Ice Skating	4.79%	5.07%	5.31%	N	Martial Arts	Martial Arts 3.26%	Martial Arts 3.26% 3.29%
Fly Fishing	4.47%	4.52%	4.53%	S	kateboarding	kateboarding 2.95%	kateboarding 2.95% 2.94%
Water Skiing	4.06%	4.37%	4.39%	Ro	owing	owing 2.67%	wing 2.67% 2.72%
Hockey	3.82%	3.98%	4.2%	S	Surfing &	Surfing & 2.39%	Surfing & 2.39% 2.27%
Jet Skiing	3.76%	4.08%	4.34%	١	Windsurfing	Windsurfing	Windsurfing
Racquetball	3.69%	4.04%	4.35%		Sailing	Sailing 2.23%	Sailing 2.23% 2.5%

uther Dearborn Heights Augusta Dearborn L'Anse Saginaw Township North Kalamazoo Weidman Clinto entine Bingham Farms Copper City Yale Bloomfield Hills Fenton Montage Intercultural Institute Hopkins Lawrence Escanaba Hazel Park Croswell Au Sable Muskegon for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### 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.



Bridgeport Milford Vernon Bloomfield Township Ludington Ionia Freeland Three Oaks Dearborn S Bessemer Grosse Pointe Woods Lost Lake Woods Mattawan Lincoln Name Mestland Dowagiac Mat sh Peck New Buffalo Ironwood Hamtramck Temperance Greater Gales for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



City Clio Oscoda Menominee Middletown Boyne Falls Fife Lake Millersburg Hubbard Lake Lawton Ma Lyon Shoreham Harrison Norton Shores Grand Ledge Dryden Northview Intercultural Institute Deerfield Marysville Au Gres Capac New Lothrop Marion Lexington How Yor Confectual Ministry Oakley South Copyright 2012, Intercultural Institute for Contextual Ministry Union City Homer Cedar Springs Leonard Spring A42

## **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-: MILI
Important Continue Learning	48%	47%	48%	Like to Stand Out In A Crowd	20%	20%	20%
New Things				Like To Pursue	19%	19%	19%
Find It Difficult To Say No To	37%	37%	37%	Challenge/Novelty/Change			
My Kids				Marijuana Should Be	18%	19%	19%
Speak My Mind Even If It	36%	36%	36%	Legalized			
Upsets People	0.50/	000/	000/	Rarely Sit Down to a Meal	18%	18%	17%
Prefer To Have Few	35%	36%	36%	Together At Home	4 40/	4.40/	4 40/
Possessions As Possible	240/	34%	34%	Only Work Current Job for The	14%	14%	14%
Woman's Place Is In The Home	34%	34%	34%	Money I Am A Workaholic	14%	14%	15%
Like Control Over People And	33%	33%	34%	We Should Strive for Equality	13%	12%	13%
Resources	0070	0070	0470	for All	1070	1270	107
Like To Do Unconventional	29%	31%	31%	Happy With My Standard Of	12%	11%	12%
Things				Living			
Friends More Important Than	28%	27%	27%	On Whole People Get What	10%	10%	11%
My Fam.				They Deserve			
Don't Judge People/Way They	27%	27%	27%	Indulge My Kids With The	10%	10%	10%
Live Life				Little Extras			
If Won Lottery Would Never	26%	26%	26%	Little I Can Do To Change My	8%	8%	8%
Work Again	000/	00%	070/	Life	70/	00/	00/
Money Is Best Measure Of	26%	26%	27%	I Am A Perfectionist	7%	6%	6%
Success	240/	220/	220/				
Too Much Sponsorship In Arts/Sports	24%	23%	23%				
Allo opolio							

wood Rockford Pinckney Stanton Saline Bingham Farms Mendon Richland Nashville Perrinton Wyoth and Jenison South Range Pewamo Paw Paw Lake Reading Wolverine Intercultural Institute Mancelona Senton Heights Rochester Melvindale Ashley East Tawas Fountain East for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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#### **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.



Bloomfield Township Clifford Hopkins Hubbardston Rothbury Caledonia Rosebush Three Rivers Niles ten Caseville Westland Port Huron Croswell Kingsley Vassar Beveries Intercultural Institute Lennon Greater Galesburg Douglas Pleasant Ridge St. Joseph Allen Pa Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 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	1.5-3 MILE
Important To Respect Customs And Beliefs	59%	59%	59%	Worried About Pollution Caused By Cars	18%	17%	17%
You Should Seize Opportunities In Life	58%	57%	57%	Is An Important Part Of Who I Am	17%	17%	17%
Like To Understand About Nature	37%	36%	37%	Looking for New Ideas To Improve Home	16%	16%	16%
Prefer To Have Few Possessions As Possible	35%	36%	36%	Real Men Don't Cry Try Not To Worry About The	16% 14%	15% 14%	16% 14%
Important Feel Respected By	34%	34%	34%	Future			
My Peers Prefer Work Part Of Team	33%	33%	34%	Enjoy Spending Time With My Fam.	13%	13%	13%
Than Alone				Provide My Kids With The Little	12%	11%	12%
mportant To Juggle Various Fasks	30%	31%	31%	Extras Children Should Be Allowed To	7%	7%	7%
Good At Fixing Things	29%	28%	28%	Express Themselves			
Have Keen Sense Of Adventure	27%	27%	27%	Like Spending Most Time With Fam.	6%	6%	6%
ike To Just Enjoy Life	25%	25%	24%	Feel Very Alone In The World	6%	6%	6%
People Have To Take Me As They Find Me	21%	21%	21%	Would Like To Set Up Own Business	4%	4%	4%
Consider Myself Interested In The Arts	20%	19%	19%	Decor Particular Interest To Me	4%	4%	4%

Posen Ironwood Wapie Rapios

Min Eau Claire Saginaw Evant Forest Hills Hart Lincoln Marcellus Brownee Park Goodfen South Kan Indian River Bangor Ionia Lathrup Village Grant Walled Lake Auburn Intercultural Institute temore Shepherd K. I. Sawyer AFB Mesick Manistique Shoreham Eagle Vol Confectual Ministry Compyright 2012, Intercultural Institute for Contextual Ministry Compyright 2012, Intercultural Institute for Contextual Ministry

#### **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.

w Paw Birch Run Regers City Spring Lake Alanson Petersburg Saugatuck Burr Oak Edmore Cop Hanover Comstock Northwest Lathrup Village Big Rapids Port Huron Of Intercultural Institute Fraser Clinton Parma Plymouth Township Southgate Watervliet South Copyright 2012, Intercultural Institute for Contextual Ministry Mount Morris Marquette Luther Haslett DeWitt Gro

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## **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 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.

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
86.55%	86.52%	86.05%
82.68%	83.2%	82.87%
56.76%	57.09%	56.35%
42.17%	41%	39.87%
31.19%	30.85%	30.25%
31.06%	31.02%	30.55%
30.15%	30.69%	30.24%
30.07%	30.58%	30.53%
28.44%	28.44%	28.71%
24.47%	24.88%	23.91%
23.6%	23.29%	22.68%
20.29%	20.82%	20.82%
	MILES         86.55%         82.68%         56.76%         42.17%         31.19%         31.06%         30.15%         30.07%         28.44%         24.47%         23.6%	MILES       MILES         86.55%       86.52%         82.68%       83.2%         56.76%       57.09%         42.17%       41%         31.19%       30.85%         31.06%       31.02%         30.15%       30.69%         30.07%       30.58%         28.44%       28.44%         24.47%       24.88%         23.6%       23.29%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Dairy Queen	20.06%	20.1%	19.2%
Red Lobster	17.56%	17.68%	17.61%
Denny's	14.86%	14.57%	13.86%
Domino's Pizza	14.37%	13.98%	14.15%
Sonic	14%	13.21%	12.85%
Cracker Barrel	13.98%	14.97%	14.96%
IHOP (International House	13.82%	12.92%	13.3%
Of Pancakes)			
Hardee's	12.46%	12.13%	11.22%
Golden Corral	12.39%	11.89%	11.63%
Outback Steakhouse	12.16%	12.27%	13.25%
Chick-Fil-A	11.87%	11.77%	11.99%
Long John Silver's	11.12%	10.72%	9.71%

vue Wayne Cutlerville Bessemer Westphalia Coloma Hersey Mulliken Estral Beach Walled Lake Marce Grosse Pointe Farms Kentwood Mackinaw City Litchfield Escanaba East Jordan Wolf Lake Forest Hills Lake Michigan Beach Ecorse Sa Confectual Ministry Confectual 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!



So Berkley Chelsea Albion Wakefield Fennville Detroit Beach Leonard Lawrence Beecher Roscomme Jenison West Branch Gagetown Ovid De Tour Village Parma Sylver Intercultural Institute S Lake Parchment Hazel Park Warren Ravenna Walled Lake Canadian Logo Confertual Ministry For Confertual Ministry Tawas City Tecumseh Camden Stevensville Troy 48

## **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	49.16%	51.02%	50.62%
Recycled products	36.53%	37.7%	36.9%
Worked as volunteer (non political)	15.83%	16.79%	17%
Engaged in fund raising	10.67%	11.15%	11.34%
Religious club member	6.31%	6.51%	6.98%
Wrote to editor of mag or newspaper	5.8%	5.88%	5.79%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.72%	5.97%	6.01%
Union member	5.64%	5.9%	5.78%
Charitable Organization	5.42%	5.61%	5.54%
Took active part in local civic issue	5.19%	5.45%	5.45%
Fraternal order member	4.92%	5.27%	5.39%
Veterans club member	4.28%	4.29%	3.99%

Intercultural Institute for Contextual Ministry Control Lake Leslie Houghton Rock Les Napoleon Ionia Walkerville Elk Rapids Douglas St. Johns Pigeor Intercultural Institute Ubly Oak Park Port Sanilac Howard City Carsonville Grand Rapids Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **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.



Clinton Columbiaville Linden Harrietta Pewamo Grosse Pointe Cassopolis Grosse Pointe Farms Cross Grand Beach Hudsonville Woodland Beach Stony Point Zeeland Onsted Intercultural Institute Fille Greenville Bingham Farms East Jordan Quincy Portage Plymouth for Contextual Ministry ok Lake Reese Copyright 2012, Intercultural Institute for Contextual Ministry Caseville Saginaw Township South Hersey Carsonvil Development 2012, Intercultural Institute for Contextual Ministry Hartford Lake Angelus Village of Clarkston North Musica

## **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	15.11%	15.34%	15.86%
Mystery	11.33%	11.51%	11.6%
Children's Books	10.83%	11.28%	11.9%
Cookbooks	10.75%	10.93%	10.91%
Religious (not Bibles)	8.38%	8.46%	8.71%
History	7.19%	7.13%	6.97%
Biography	6.03%	6.29%	6.59%
Personal/Business	5.95%	6.14%	6.34%
Self-help			
Romance	5.38%	5.52%	6.04%

MAGAZINES	0-0.5 0.5-1.5		1.5-3
	MILES	MILES	MILES
Newspaper Distributed	72.24%	73.06%	72.55%
Gen. Editorial	46.07%	46.09%	47.09%
Womens	39.66%	39.53%	40.59%
Service	34.66%	35.41%	34.84%
Mens	20.72%	20.22%	19.75%
Automotive	17.05%	16.91%	15.56%
Sports	16.63%	16.78%	16.27%
Fishing/Hunting	14.72%	14.85%	13.54%
Business/Finance	13.32%	13.92%	15.72%

St. Clair Shores Union City Hesperia Monroe Lake Linden Fenton Ontonagon Gaylord Vassar Hough Beulah Lake Michigan Beach Alpha Watervliet Rothbury Rose City Intercultural Institute Detroit Richmond Pearl Beach Holland Au Gres North Branch Farwell for Contextual Ministry Scopyright 2012, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 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	55.79%	56.87%	56.76%
Classified	36.24%	36.18%	34.85%
Sport	34.55%	34.86%	34.09%
Editorial Page	32.25%	33.17%	32.6%
Comics	29.86%	30.07%	29.23%
Business/Finance	28.17% 29.18%		29.45%
Movie Listings &	27.7%	28%	27.52%
Reviews			
TV/Radio Listings	26.08%	26.53%	26.14%
Food/Cooking	25.38%	26.2%	26.3%
Home/Gardening	22.48%	23.33%	22.83%
Travel	18.88%	19.58%	19.9%
Science/Technology	17.75%	18.89%	18.62%
Fashion	13%	13.3%	13.92%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Country	23.97%	24.2%	22.13%
CHR Contemp Hit Radio	20.88%	20.05%	19.09%
Adult Contemporary	19.62%	19.36%	18.18%
Rock	15.94%	15.89%	14.55%
Oldies	11.99%	12.44%	12.12%
News/Talk	11.62%	12.48%	12.5%
Classic Rock	10.8%	10.85%	10.27%
Alternative	10.37%	10.84%	10.29%
Urban Contemporary	9.48%	8.89%	12.07%
Variety	6.69%	6.51%	7.27%
Religious	5.6%	5.73%	5.94%
Soft Contemporary	5.44%	5.48%	5.76%
Classic Hits	5.36%	5.14%	4.6%
Hispanic	3.65%	3.5%	3.26%
All News	3.47%	3.76%	4.72%
All Talk	3.42%	3.47%	3.67%
Sports	3.1%	3.32%	3.6%
Adult Standards	3.05%	3.14%	3.35%

Forest Hills Chesaning West Branch Bellevue Westland Wyandotte Skidway Lake Westwood Napolee Garden Auburn Hills Pleasant Ridge Ossineke Novi Posen Stevens in Intercultural Institute Twining Rothbury Saginaw Beaverton Burt Yale Shepherd Dougla Foreviral Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Confectual Ministry

#### **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-0.5 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	MULTIM	EDIA: TV	EDIA: TV 0-0.5	EDIA: TV 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	63.07%	63.77%	63.13%	BET (Black Ente	rtainment	rtainment 25.19%	rtainment 25.19% 25%
Satellite Dish	50.99%	53.18%	52.87%	TV)			
Soapnet	48.29%	48.96%	49.79%	TV Info From Newspap	ers	ers 25.02%	oers 25.02% 25.38%
Other Video-On-Demand	39.86%	40.82%	41.26%	TCM (Turner Classic		24.45%	24.45% 24.41%
Sci-Fi Channel	36.37%	36.8%	36.13%	Movies)			
MSNBC	34.31%	33.82%	32.96%	Nick At Nite		24.11%	24.11% 23.75%
Adult Pay Per View TV	31.91%	33.8%	33.72%	USA Network		23.7%	23.7% 24.27%
Comedy Central	29.55%	29.55%	30.08%	ABC Fam.		22.61%	22.61% 22.18%
Nickelodeon	29.1%	28.84%	27.95%	TV Info From Monthly		22.59%	22.59% 22.58%
Adult Swim	27.6%	27.65%	26.72%	Cable Guide			
TV Info From Sunday TV	26.18%	26.61%	27.31%	Hallmark Channel		22.53%	22.53% 22.67%
Magazine				The Golf Channel		22.51%	22.51% 22.53%
Subscribe Digital Cable	25.71%	27.34%	28.27%	ESPN2		21.42%	21.42% 21.25%
				Lifetime		20.93%	20.93% 20.94%

Westland Three Rivers Homer Dectar Ludington Ontonagon Belding Marine City Stevensville Mount Traverse City Carson City Saline Allendale Marysville West Branch Linden Copper City Seb Mesick Sturgis South Haven Dearborn Orchard Lake Village Sterling Jon Confectual Ministry Confectual Ministry Posen Waldre Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry

TV Info From Other

18.37%

18.58%

19.31%

#### **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.



 Tubbell
 Decatur
 Breadsville
 Sandusky
 Caseville
 Otsego
 Jonesville
 Carleton
 McBride
 Wondotte
 North

 Grosse Pointe Woods
 Waldron
 Marquette
 Kingston
 Hesperia
 Binghare
 Intercultural Institute
 Intercultural Institute
 Intercultural Institute
 Otica
 Forestvi

 South Monroe
 Sanford
 Rochester
 Fair Plain
 New Era
 St. Joseph
 Stant
 Jon Contextual Ministry
 Utica
 Forestvi

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 Onekama
 Carsonville
 Caro
 Inkster
 Wakefield
 54

## Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-0.5 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+)	18.09%	18.57%	18.85%	Magazines I (I
Medium Users (4-6)	10.42%	10.45%	10.44%	Magazines II
Light Users (1-3)	20.92%	20.98%	21.11%	Magazines III
Quintiles (20%)				Magazines IV
Newspaper I	2.86%	2.14%	1.76%	Magazines V
(Heavy)				Outdoor I (Hea
Newspaper II	2.13%	1.85%	1.77%	Outdoor II
Newspaper III	1.76%	1.99%	2.18%	Outdoor III
Newspaper IV	0.86%	0.83%	0.69%	Outdoor IV
Newspaper V	1.09%	1.07%	1.08%	Outdoor V (Lig
(Light)				Yellow Pages
				(Heavy)

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.52%	18.93%	18.84%
Magazines II	9.63%	9.07%	8.96%
Magazines III	8.54%	8.46%	8.84%
Magazines IV	12.55%	11.84%	11.67%
Magazines V (Light)	0.08%	0.17%	0.4%
Outdoor I (Heavy)	7.94%	7.17%	7.15%
Outdoor II	3.46%	3.07%	2.99%
Outdoor III	3.97%	3.8%	3.86%
Outdoor IV	16.16%	16.22%	16.58%
Outdoor V (Light)	26.27%	26.6%	26.42%
Yellow Pages I	16.29%	16.03%	16%
(Heavy)			
Yellow Pages II	6.2%	5.47%	5.67%
Yellow Pages III	5.94%	5.26%	5.39%
Yellow Pages IV	23.81%	22.87%	22.61%
Yellow Pages V	4.37%	3.96%	3.8%
(Light)			

Addison Rosebush Ecorse Newberry Riverview Marion Edwardship Intercultural Institute Shoreham Thompsonville Otter Lake Greilickville Grosse Pointe Farms De Copyright 2012, Intercultural Institute for Contextual Ministry De Copyright 2012, Intercultural Institute for Contextual Ministry

## 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	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	าร		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	4.24%	3.89%	3.52%	Prime Time I & II (Heavy)	3.97%	3.77%	3.82%
Drive Time III (Medium)	0.85%	0.85%	0.77%	Prime Time III (Medium)	2.01%	2.08%	2.05%
Radio IV & V (Light)	3.81%	3.13%	2.94%	Prime Time IV & V (Light)	7.29%	6.98%	7.29%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntile	s		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.87%	7.97%	8.17%	Fringe I & II (Heavy)	38.32%	38.65%	39.1%
Radio III (Medium)	5.02%	4.96%	4.86%	Fringe III (Medium)	53.87%	54.74%	54.83
Radio IV & V (Light)	3.56%	3.2%	3.29%	Fringe IV (Light)	55.66%	56.48%	56.679
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.08%	11.89%	11.98%	All Day I & II (Heavy)	13.44%	13.17%	13.29
Cable III (Medium)	4.4%	3.91%	3.91%	All Day III (Medium)	25.18%	24.87%	24.27
Cable IV & V (Light)	32.33%	32.12%	32.66%	All Day IV (Light)	12.7%	12.51%	12.99



# 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.

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE
	MILES	MILES	MILES	
Day-time Radio				Prime Time TV
Listeners				Viewers
Dayparts [summary]	12.44%	12.4%	12.23%	8:00-11:00pm
6:00am - 10:00am	13.2%	13.16%	14.03%	Saturday:
10:00am - 3:00pm	4.94%	4.68%	5.84%	8:00-11:00pm
3:00pm - 7:00pm	12.94%	12.58%	13.02%	Sunday: 7:00-11:00pr
7:00pm - Midnight	11%	10.81%	11.6%	9:00am-1:00pm
Midnight - 6:00am	4.82%	4.62%	5.16%	9:00am-4:00pm
Weekend Radio				4:00pm-7:00pm
Listeners				11:00pm-1:00am
Dayparts [summary]	14.7%	13.92%	13.89%	AVG Prime time
6:00am - 10:00am	3.19%	3.38%	3.64%	Mon-Sun
10:00am-3:00pm	4.92%	4.52%	4.96%	
3:00pm - 7:00pm	6.22%	6.35%	6.46%	
7:00pm - Midnight	7.79%	7.65%	8.04%	
Midnight - 6:00am	9.75%	9.07%	9.75%	

USAGE	0-0.5	0.5-1.5	1.5-5
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	6.73%	7.25%	7.32%
Saturday:	7.28%	6.79%	7.26%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.78%	9.84%	9.46%
9:00am-1:00pm	24.11%	23.75%	23.62%
9:00am-4:00pm	27.75%	27.03%	27.13%
4:00pm-7:00pm	27.39%	27.64%	28.12%
11:00pm-1:00am	42.24%	41.65%	40.84%
AVG Prime time	2.37%	2.2%	2.47%
Mon-Sun			

0 5-1 5

1 5\_2

Laurium Douglas Southgate Village of Clarkston Caro Melvindale Stephenson Lawrence Addison Grosse Pointe Woods Mackinac Island Prudenville Harbor Springs Sware Cark Bolleville Lake Orion Milan Cassopolis Linden Mio Fruitport Center Line Allen Harrison for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-0.5 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	<b>TV VIEWERS</b>	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	16.46%	15.87%	15.74%	Sat: 7-10am	Sat: 7-10am 18.04%	Sat: 7-10am 18.04% 18.28%
7-9am	21.42%	21.25%	21.35%	Sat: 10am-1pm	Sat: 10am-1pm 5.58%	Sat: 10am-1pm 5.58% 6.26%
9am-12noon	19.47%	19.61%	19.63%	Sat: 1-4pm	Sat: 1-4pm 25.1%	Sat: 1-4pm 25.1% 25.12%
12noon-4pm	8.28%	7.42%	7.49%	Sat: 4-6pm	Sat: 4-6pm 5.86%	Sat: 4-6pm 5.86% 6.05%
4-6pm	43.64%	43.55%	44.49%	Sat: 6-7pm	Sat: 6-7pm 1.8%	Sat: 6-7pm 1.8% 2.13%
6-7pm	20.09%	19.87%	19.11%	Sat: 7-8pm	Sat: 7-8pm 0.56%	Sat: 7-8pm 0.56% 0.46%
7-7:30pm	2.22%	1.51%	1.45%	Sat: 8-11pm	Sat: 8-11pm 7.28%	Sat: 8-11pm 7.28% 6.79%
7:30-8pm	10.67%	10.8%	10.79%	Sat: 11pm-1am	Sat: 11pm-1am 4.61%	Sat: 11pm-1am 4.61% 4.44%
8-11pm	6.73%	7.25%	7.32%	Sat: 1am-7pm	Sat: 1am-7pm 23.7%	Sat: 1am-7pm 23.7% 24.27%
11pm-12am	34.31%	33.82%	32.96%	Sun: 7-10am	Sun: 7-10am 2.64%	Sun: 7-10am 2.64% 2.28%
11pm-1am	42.24%	41.65%	40.84%	Sun: 10am-1pm	Sun: 10am-1pm 7.49%	Sun: 10am-1pm 7.49% 7.19%
1-6am	30.49%	30.11%	30.33%	Sun: 1-4pm	Sun: 1-4pm 5.91%	Sun: 1-4pm 5.91% 5.92%
				Sun: 4-7pm	Sun: 4-7pm 14.07%	Sun: 4-7pm 14.07% 13.71%
				Sun: 7-11pm	Sun: 7-11pm 9.78%	Sun: 7-11pm 9.78% 9.84%
				Sun: 11pm-1an	Sun: 11pm-1am 5.29%	Sun: 11pm-1am 5.29% 5%
				Sun: 1-7am	Sun: 1-7am 21.36%	Sun: 1-7am 21.36% 21.05%

Port Hope Oak Park Mesick Prescott Harrietta Lake Isabella Brown City Newberry Benzonia Norway Muskegon Vandercook Lake Vandalia Mackinac Island Deerfield Free Mayne Allen South Have Ann Arbor Mackinaw City De Tour Village Scottville Ubly Farwell Portage Scottextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Mancelona Three Rivers Ashley Perry Traverse City 58

# 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.



# 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

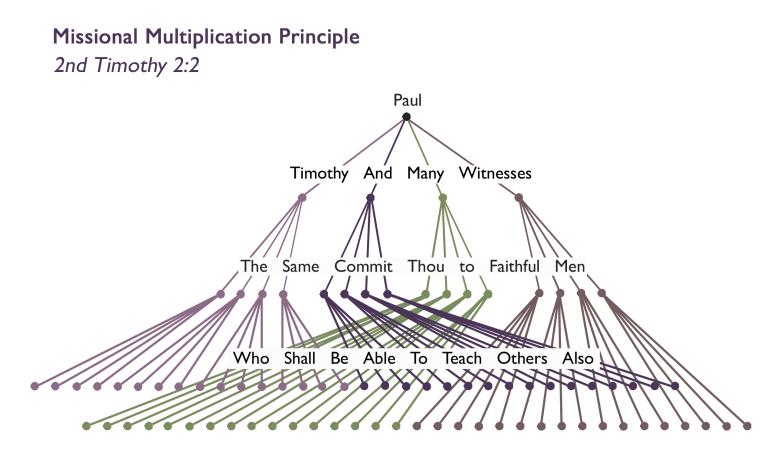
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Douglas Twin Lake Tawas City Troy Wyoming Beverly Hills Eastlake Hudson Hersey Hartford Coper ett Leslie Marion Clawson Beaverton Ontonagon Lake Isabella Montroe Intercultural Institute Vest Branch Byron Center Baldwin Shelby Morley Vernon Thompsonvil Intercultural Institute of Contextual Ministry it Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

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

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



Witt Hazel Park Shields Westwood Lakewood Club Watervliet Yale Woodland Palmer Stanwood Estrat Elberta Monroe Dansville West Ishpeming Montgomery Westland Intercultural Institute Belding Forestville Fraser Highland Park Grand Beach Ithaca Michig Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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





#### Your MissionSite and the Missional Suite

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

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

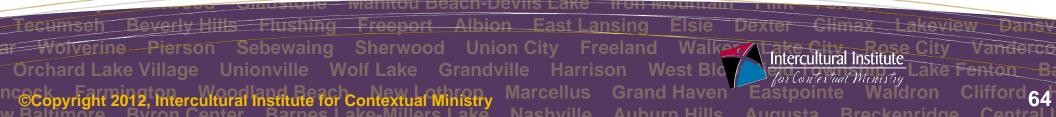
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



Bear Lake Fowlerville Gladwin Gaastra Wixom South Rockwood Marysville Wyandotte Fraser Shere Byron Mayville Whittemore Melvindale Augusta Edmore Harrison Borg in Tekensha St. Charles Ha Deerfield Redford Saline Algonac Constantine Rochester Hills Columbia Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Notes and Sources

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





6 Wateroak Court North Augusta, SC 29841 In Partnership with:



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#### CONTACT US:

cwatke@iicm.net
803-279-5828
www.iicm.net
www.apept.org
www.missionalcoach.org
www.missionalcontext.org
www.missionalcorps.org
www.missionalcyclopedia.org
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