# MissionSite top unreached locations

Plainwell St. Ignace Eas parta Howard City Estral Beach Grass Lake North MuskCENSUS TRACT: 26049000800 wn Mariette Multiply Sector Bloomfield Township Fruitpor REGION: Region Three CONGREGATIONAL UND BANCTOFT Athens Stony Point MUASSOCIATION: Genesee East Grand Rapids Whitmore

Gross

Voodland Beach

Pigeon Hubbardston Scottville Buckley Beverly Hills COUNTY: Genesee Hemlock anti-In partnership with the: anti-In partnership with the: Intercultural Institute awyer AFB Potterville Wakefie DENSITY PATTERN: Kith Owendale Crystal Falls BAPTIST STATE for Contextual Ministry CONVENTION of Ferndåle Lost Lake Woods **Sturais** Cli@Copyright 2012; Intercultural Institute for Contextual Ministry oil Mayville New Haven Shepherd Clarksville Prescott

Three Oaks Ga Qu

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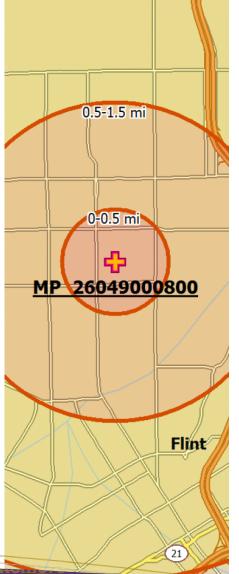
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#### Site Location Summary

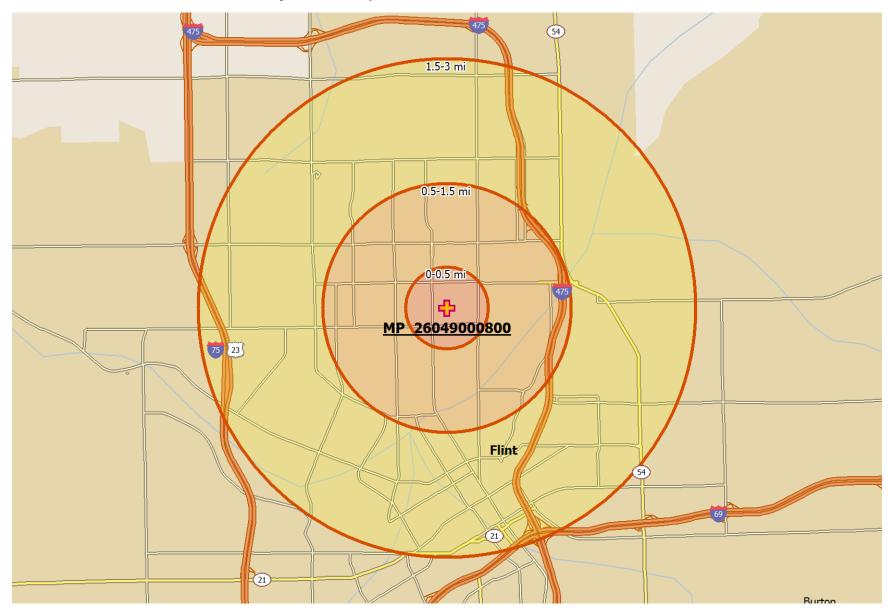
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	26R03	Region Three
2	Association	26A04	Genesee
3	County Location	26049	Genesee
4	Zipcode	48505	Genesee
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.15	Small cities adjacent to a small city in metro area
8	Sitescape Density Pattern	K	250000-250000-100000



Woodhaven <u>Central Lake Bingham Farms Almont</u> Pentwater Hartford Marquette Southgate Custer F Cashovia Imlay City Waverly Minden City Metamora Richland Sandur <u>Intercultural Institute</u> Marion H Sunfield Kentwood Alpha Highland Park Burt Twining Hillman *for Confectual Ministry* Traverse City Copyright 2012, Intercultural Institute for Contextual Ministry

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



Lost Lake Woods Cadillac Beechwood Elsie Vanderbilt Gobles Herrin Intercultural Institute Kingston We Contextual Ministry Walkerville Chelsea Vandercook Lake Lyons Bingham F

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		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

Lope Roosevelt Park Corunna Deerfield Chesaning Breedsville Alma Troy Morenci Hubbell Stanwood Kentwood North Adams Hancock Climax Rochester Hills Battle Creek Intercultural Institute Vandalia South Gull Lake DeWitt Dryden Olivet Forest Hills Gross Contextual Ministry a Copyright 2012, Intercultural Institute for Contextual Ministry Muskegon Heights Sherwood Woodland Almont Canadian Lakes Sylvan Lake Maple Rapids Montrose

#### 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	2,945	24,036	56,937
2010 Households	1,141	8,596	23,401
2010 Group Quarters Population	19	529	1,939

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	72	53	46
Language Diversity National Index	23	28	23
Foreign Born Diversity National Index	96	100	90
Ancestry Diversity National Index	13	77	95
Racial Diversity National Index	66	38	22

Deerfield Litchfield Grosse Pointe Woods Laurium Au Sable Nashville Petersburg St. Clair Ashley F white Park Deckerville Owendale Honor Grandville Marion Marquette Intercultural Institute attle Creek Weidman Detroit Beach Daggett Waterford Mount Morris K for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Heighland Park Gladstone Breckenridge Redford Carson 6

### 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

ield West Monroe Middleville Hazel Park Middletown Cheboygan Barnes Lake Millers Lake Bronson Ash Rothoury Grant Powers Kentwood Sterling Heights Lake Michigan Berger Escanaba Sagina ubbell Hillsdale Elkton Comstock Northwest Shoreham Weidman Inks 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	6	0.53%
Working Communities	Blue-collar, Working Families	14	1.23%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	1,121	98.25%

Beverly Hills Beal City Marquette Manistique Palmer Dansville Stevensville West Bloomfield Township erkley Mulliken New Buffalo Muskegon Reese Emmett Romulus St. Low Dearborn Heights Bloomfield egan Dundee Niles Brownlee Park Bridgman Grosse Pointe Maybee For Intercultural Institute Dryden Algon Copyright 2012, Intercultural Institute for Contextual Ministry Britton Capac Richmond Gobles Oxford Rockworg

## 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.

burg Tekonsha Freeland Kinde Lake Ann Rogers City Rochester Honor Lexington Whitehall Harriette Ubly Emmett Brighton Ecorse Lapeer Bellevue Wyandotte Auburn Free Intercultural Institute Canada Creek Ranch Burlington Merrill Metamora Onaway Inkster Intercultural Institute in Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

#### Issues for Your Consideration - continued

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

Tuntington Woods Broeklyn White Cloud Parchment Romeo Beal City Hartford Wixem Argentine Thom anta Ithaca Lincoln Gaines Clifford Hamtramck Climax Fremont Lake Intercultural Institute ingport Beverly Hills Montgomery Traverse City Elberta Mackinaw City 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	117,708	774	0.66%
Unreached %	68.37%	67.88%	99.28
Religious But NOT Evangelical HH	30,825	323	1.05%
Religious But NOT Evangelical %	17.9%	28.35%	158.35
Spiritual But NOT Relig or Evang HH	16,870	5	0.03%
Spiritual But NOT Relig or Evang %	9.8%	0.47%	4.77
Not Evangelical, Not Interested HH	70,962	507	0.71%
Not Evangelical, Not Interested %	41.22%	44.43%	107.79



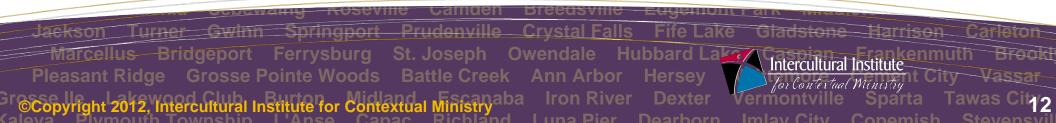
Harrietta Newaygo Gwinn Roosevelt Park Deerfield Mendon Norton Shores Cagetown Midland Ovid Perry Mattawan Sanford Metamora East Jordan Okemos Ahmeek St Charlotte Climax Read Benton Heights Farwell Dearborn Casnovia Zeeland Wyoming Ber Soutestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BSCM Churches	0	0	0%
Active BSCM Attenders	0	0	0%
Active Evangelical Households	20,486	3,865	18.87%
Active Evangelical Percent	11.90%	11.66%	98.03
Inactive Evangelical Households	33,970	6,409	18.87%
Inactive Evangelical Percent	19.73%	19.34%	98.03
# New Churches Needed	86	17	19.25%





### 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.

Evant Westphalia Montrose Benton Heights Farwell Shorewood-Tower Hills Harbert Clarksville Memp South Lyon Grayling Ithaca Benton Harbor New Baltimore Lansing Intercultural Institute est Hills Grandville Wyoming Jenison Wolf Lake Freeland Copemish Jor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

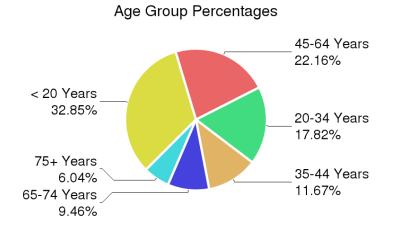
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the 0-0.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	430,460	4,905	1.14%	1990 Households	161,287	1,763	1.09%
2000 Population	436,141	4,042	0.93%	2000 Households	169,825	1,475	0.87%
2010 Population	419,073	2,945	0.7%	2010 Households	172,164	1,141	0.66%
			n this Missi		Location Typ	ce	0-0.5mi Band
🔲 0-0.5mi Bar	1d 📃 0.5-1	.5mi Band	🗖 1.5-3mi	Band 🔲 County	Residential		1,229
200,000					Residential A	pt.	190
150,000					Residential N	lon-Apt.	1,039
100,000					Business		60
100,000					Seasonal		0
					USPS Reside	ential	1,180
50,000					USPS Busine	ess	70
0 Residential Apt. Residential Non-Apt. Business Seasonal USPS Residential USPS Business							

n Gaines Spring Arber Holland Oxford East Lansing Brownlee Park Manitou Beach-Devils Lake Galume Sault Ste. Marie New Era Roscommon Grayling Mayville Perrinton <u>Intercultural Institute</u> Lake Odessa rison Vernon Howell Melvin Indian River Waldron St. Louis Scottville *Contextual Ministry* Walkerville A <sup>U</sup>Copyright 2012, Intercultural Institute for Contextual Ministry Bloomingdale Lake Linden Trowbridge Park Twining Mi

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.

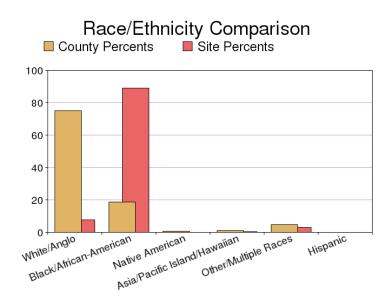


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.58%	7.13%	127.78
4-5 Years	2.69%	3.5%	130.11
6-8 Years	3.98%	5.16%	129.65
9-11 Years	4.04%	5.03%	124.5
12-13 Years	2.73%	3.4%	124.54
14-17 Years	5.55%	5.91%	106.49
18-19 Years	2.79%	2.75%	98.57
0-5 Years	8.27%	10.63%	128.54
6-12 Years	9.39%	11.88%	126.52
13-19 Years	9.71%	10.36%	106.69
< 20 Years	27.37%	32.87%	120.09
20-34 Years	18.35%	17.83%	97.17
35-44 Years	12.96%	11.68%	90.12
45-64 Years	27.17%	22.17%	81.6
65-74 Years	7.75%	9.47%	122.19
75+ Years	6.4%	6.04%	94.38
Median Age	38	37	95.68
Median Age (Male)	37	35	95.76
Median Age (Female)	40	38	94.23

on Southgate Saginaw Township North Bad Axe Harper Woods Otisville Columbiaville Kalkaska Center L Elk Rapids Boyne City East Tawas Rockwood Farwell Ossineke Color Intercultural Institute Trenton Sault Ste. Marie Grand Rapids Kentwood Woodhaven Beal City Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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	74.86%	7.74%	10.34
Black, African-American	18.75%	88.93%	474.18
Native American	0.56%	0.07%	12.08
Asian	1.04%	0.17%	16.26
Pacific Island, Hawaiian	0.03%	0%	0
Other/Multiple Races	4.75%	3.09%	65.04
Hispanic	0%	0.95%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	278,597	1,786	
Less than 9th Grade	2.51%	5.32%	47.26
No High School Diploma	7.97%	18.59%	42.86
High School Graduate	36.03%	40.26%	89.51
Some College, no degree	25.67%	21.16%	121.3
Associate Degree	8.56%	7.05%	121.38

12.58%

6.67%

236.44

290.72

5.32%

2.3%

d Blanc Gladwin Croswell Westwood Tustin Fair Plain Powers Minden City Prudenville Pert Huron Fandville Grass Lake Breckenridge Shelby Holland Marion Saugatuck Intercultural Institute Harrison Ecorse Grosse Pointe Park Freeland Mancelona Republic To Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

**College Degree** 

Graduate/Prof. 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	9.07%	24.19%	252.4
\$10,000 to \$19,999	10.2%	21.47%	210.56
\$20,000 to \$29,999	12.27%	18.14%	147.87
\$30,000 to \$49,999	22.2%	13.15%	59.22
\$50,000 to \$59,999	8.75%	7.71%	88.16
\$60,000 to \$69,999	7.64%	4.38%	57.38
\$70,000 to \$79,999	6.38%	3.16%	49.42
\$80,000 to \$89,999	5.04%	2.54%	50.44
\$90,000 to \$99,999	3.51%	1.4%	40
\$100,000 to \$124,999	6.71%	2.89%	43.09
\$125,000 to \$149,999	3.62%	0.44%	12.11
\$150,000 to \$199,999	3.27%	0.26%	8.04
\$200,000 to \$249,999	0.67%	0%	0
\$250,000 or more	0.68%	0.26%	38.56
Median Household	45,939	22,114	48.14
Average Household	57,086	31,607	55.37
Per Capita Household	23,821	12,300	51.64
Family/Non-Family Household			
Income			
Median Family Income	57,201	26,881	46.99
Average Family Income	67,159	35,710	53.17
Median Non-Family Income	30,501	17,639	57.83
Average Non-Family Income	37,828	22,949	60.67

Union City Seginary Tawas City Imlay City Portland Royal Oak Sherwood Harber Beach Constant Hartford Pearl Beach Clawson Mecosta Ontonagon Howard City Intercultural Institute Comstock Northwest Shorewood-Tower Hills-Harbert Edgemont Park Otisvil Intercultural Institute of Lake Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 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	65.66%	63.54%	96.77
Families with Children	32.6%	39.44%	120.99
Families without Children	33.06%	24.1%	72.9
Non-Family Households			
% Non-Family Households	34.34%	36.46%	106.17
Non-Families with Children	0.56	1.23	218.68
Non-Families without Children	33.78	35.23	104.3
Housing Units			Index
Total Housing Units	197,234	1,491	
Vacant percent	12.71%	23.47%	184.68
Owned percent	62.81%	38.9%	61.93%
Rented Percent	24.48%	37.69%	153.99
Households by Size			Index
Avg household size	2.40	2.56	106.67
Avg family hh size	3.07	3.32	108.14
Avg non-family hh size	1.13	1.24	109.73
Households By Count of Persons			Percent
One	51,425	363	0.71%
Two	56,033	295	0.53%
Three or Four	50,839	352	0.69%
Five+	13,867	131	0.94%

Shelby McBride Bloomfield Township Elsie Ithaca Rochester Otter Lake Charlette Mount Pleasant Port Sanilac Burt Posen Kaleva Walkerville Canton Calumet Carson Intercultural Institute Sheridan Mecosta Atlanta Springport Chelsea Homer Harrison Have St. Ignace Vassar Casnovia 18 Copyright 2012, Intercultural Institute for Contextual Ministry Carrollton Indian River St. Ignace Vassar Casnovia 18

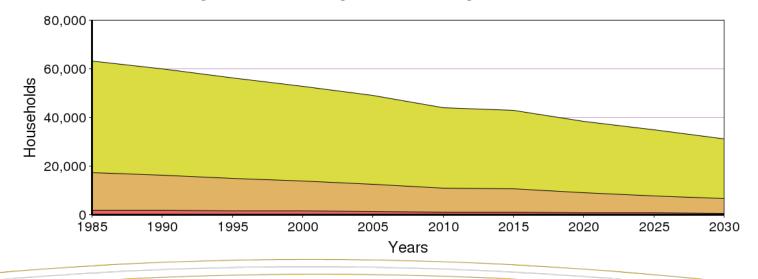
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 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	430,460	4,905	1.14%
2000 Population	436,141	4,042	0.93%
2010 Population	419,073	2,945	0.7%
2015 Population	394,775	2,720	0.69%

Household Change from 1985 to 2030

0-0.5mi Ring

📃 0-3mi Ring

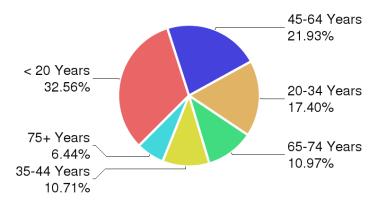


Fruitport Powers Morley Dansville Shoreham Chesaning Port Hope Tawas City Roosevelt Park De Pentwater Grandville Comstock Northwest Litchfield Albion Westword Intercultural Institute te Twining Pleasant Ridge Fowlerville Bloomfield Hills Sparta Midland for Contextual Ministry Casnovia E ©Copyright 2012, Intercultural Institute for Contextual Ministry Sandusky, New Haven, Estral Beach, Reed City, Lake Fent

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

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

Projected Age Group Percentages

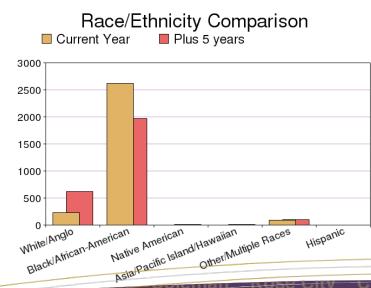


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.13%	7.13%	100
4-5 Years	3.5%	3.27%	93.43
6-8 Years	5.16%	5.15%	99.81
9-11 Years	5.03%	4.85%	96.42
12-13 Years	3.4%	3.24%	95.29
14-17 Years	5.91%	5.92%	100.17
18-19 Years	2.75%	2.98%	108.36
0-5 Years	10.63%	10.4%	97.84
6-12 Years	11.88%	11.62%	97.81
13-19 Years	10.36%	10.51%	101.45
< 20 Years	32.87%	32.53%	98.97
20-34 Years	17.83%	17.39%	97.53
35-44 Years	11.68%	10.7%	91.61
45-64 Years	22.17%	21.91%	98.83
65-74 Years	9.47%	10.96%	115.73
75+ Years	6.04%	6.43%	106.46
Median Age	38	37	97.24
Median Age (Male)	37	36	98.75
Median Age (Female)	40	38	96.56

West Bloomfield Township Birmingham Millersburg Pinconning Fruitport Iron Hountain Berrien Springs Harrietta Sherwood Otisville West Branch Rogers City Mesick Dexternal Institute Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Barrietta Sherwood Otisville For Contextual Ministry Con

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	7.74%	22.87%	295.37
Black, African-American	88.93%	72.61%	81.65
Native American	0.07%	0.29%	433.09
Asian	0.17%	0.44%	259.85
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	3.09%	3.82%	123.74
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,786	1,649	
Less than 9th Grade	5.32%	4.24%	79.81
No High School Diploma	18.59%	14.55%	78.29
High School Graduate	40.26%	42.94%	106.65
Some College, no degree	21.16%	22.13%	104.58
Associate Degree	7.05%	7.64%	108.31
College Degree	5.32%	5.94%	111.73
Graduate/Prof. degree	2.3%	2.55%	110.95

Akron Quincy Pellston Westwood Sturgis Vernon Le Roy Cooperations Bay Negaunce Omer Spring A Akron Quincy Pellston Westwood Sturgis Vernon Le Roy Cooperation Intercultural Institute Otsego Keego Harbor White Pigeon Wayland Twin Lake Mason Sterlin (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	24.19%	24.37%	100.76
\$10,000 to \$19,999	21.47%	20.25%	94.31
\$20,000 to \$29,999	18.14%	17.65%	97.3
\$30,000 to \$49,999	13.15%	13.8%	104.97
\$50,000 to \$59,999	7.71%	7.53%	97.59
\$60,000 to \$69,999	4.38%	4.57%	104.28
\$70,000 to \$79,999	3.16%	3.49%	113.6
\$80,000 to \$89,999	2.54%	2.33%	95.19
\$90,000 to \$99,999	1.4%	1.52%	108.63
\$100,000 to \$249,999	2.89%	3.67%	127.03
\$125,000 to \$149,999	0.44%	0.45%	102.24
\$150,000 to \$199,999	0.26%	0.36%	136.32
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.26%	0.18%	68.16
Median Household	22,114	23,020	104.1
Average Household	31,607	31,842	100.74
Per Capita Household	12,300	13,129	106.74
Family/Non-Family Household			
Income			
Median Family Income	26,881	27,647	102.85
Average Family Income	35,710	37,335	104.55
Median Non-Family Income	17,639	18,311	103.81
Average Non-Family Income	22,949	23,471	102.27

onville Barnes Lake Millers Lake Allendale Burr Oak Mount Pleasant Allen Park Petersburg Thompsonville Oaks Byron Center Flint Ypsilanti Burt Muskegon Michiana Sandusky Intercultural Institute Battle Creek Bingham Farms Caledonia Reese Saugatuck Fowlervil Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	63.54%	62.1%	97.73
Families with Children	39.44	37.37	94.74
Families without Children	24.1	21.77	90.34
Non-Family Households			
% Non-Family Households	36.46%	37.9%	103.96
Non-Families with Children	1.23	1.16	103.96
Non-Families without	35.23	36.74	104.27
Children			
Housing Units			
Total Housing Units	1,491	1,458	97.79%
Vacant percent	23.47%	23.46%	99.93
Owned percent	38.9%	38.89%	99.97
Rented Percent	37.69%	37.65%	99.9
Households by Size			
Avg household size	2.56	2.42	94.53%
Avg family hh size	3.32	3.23	97.29%
Avg non-family hh size	1.24	1.10	88.71%
Households By Count of			
Persons			
One	363	372	102.48%
Тwo	295	318	107.8%
Three or Four	352	330	93.75%
Five+	131	97	74.05%

venna Adrian <u>Clare Center Line Edwardsburg</u> Galesburg <u>Greilickville</u> Chatham Wyoming Constantine Hontrose Cadillac Iron River Iron Mountain Addison Clinton Auburn <u>Intercultural Institute</u> cott Bronson Swartz Creek Port Huron Harrisville Warren Mount Morris Joi Contertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Ethnographic Summary

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

BORN IN:	0-0.5	0.5-1.5	1.5-3		BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	0	222	1,084		Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	0	12	84		Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	0	33	105		Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	0	58	S	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	60	124	V	Vestern Africa	Vestern Africa 0	Vestern Africa 0 0
Other Europe	0	0	0	0	ther Africa	ther Africa 0	ther Africa 0 0
Eastern Asia	0	0	33	0	ceania	ceania 0	ceania 0 0
So. Central Asia	0	27	64	Carib	bean	bean 0	bean 0 21
SE Asia	0	0	58	Centra	al Amer.	al Amer. 0	al Amer. 0 14
Western Asia	0	35	55	South	America	America 0	America 0 9
Other Asia	0	0	7	North	n America	n America 0	n America 0 11
				Во	rn at sea	rn at sea 0	rn at sea 0 0

Laingsburg White Cloud Hastings Springfield

## 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	
English only	3,028	28,276	57,378	Other Indo-Euro	<b>M</b>
Spanish	3,028 40	652	2,048	Asian/PI languages	0
Other Indo-Euro		242	,		
	0	242	899	Chinese	0
language	•		10-	Japanese	0
French (incl. Patois,	0	144	185	Korean	0
Cajun)				Mon-Khmer,	0
French Creole	0	0	0	Cambodian	
talian	0	0	56	Miao, Hmong	0
Portuguese	0	0	0	Thai	0
German	0	35	319	Laotian	0
Yiddish	0	0	7	Vietnamese	0
Other West Germanic	0	0	23	Other Asian	0
A Scandinavian	0	0	0	Tagalog	0
Language				Other Pacific Is	14
Greek	0	0	43	Other languages	9
Russian	0	0	66	Navajo	0
Polish	0	9	68	Other Native N.	0
Serbo-Croatian	0	35	18	American	
Other Slavic Language	0	19	41	Hungarian	0
Armenian	0	0	0	Arabic	9
Persian	0	0	9	Hebrew	0
Gujarathi	0	0	0	African languages	0
Hindi	0	0	0	Other unspecified	0
Urdu	0	0	0		

He Merrill Paw Paw Spring Lake Inkster Holland Baraga Pearl Beach Central Lake Norton Shores Ro Skidway Lake Bloomingdale Walled Lake Muir Port Sanilac Romulus Intercultural Institute St. Charles Lake Ann Buena Vista Saginaw Township South Ahmeek For Contextual Ministry Contextual Ministry Big Bay Howard City Reading Stanton Union City 25

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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
	MILES	MILES	MILES	
Reporting ancestry	2,724	26,739	50,593	Irish
Arab	43	29	167	Italian
Armenian	0	0	17	Lithuanian
Austrian	0	8	20	Norwegian
British	0	0	120	Polish
Canadian	0	0	107	Portuguese
Croatian	0	0	27	Romanian
Czech	0	0	98	Russian
Czechoslovak	0	6	90	Scandinavian
Danish	0	4	49	Scotch-Irish
Dutch	0	11	342	Scottish
English	13	111	2,503	Slovak
European	2	44	229	Subsaharan African
Finnish	0	0	64	
French (not	0	62	1,306	Swedish
Basque)				Swiss
French Canadian	1	52	693	Ukrainian
German	5	203	4,194	US/American
Greek	0	0	191	Welsh
Hungarian	0	28	287	West Indian
Iranian	0	0	8	Yugoslavian
				Other

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	2	162	2,501
Italian	0	46	678
Lithuanian	0	0	43
Norwegian	0	7	222
Polish	3	66	1,430
Portuguese	0	0	23
Romanian	0	0	39
Russian	0	8	181
Scandinavian	0	0	16
Scotch-Irish	0	4	260
Scottish	13	17	466
Slovak	0	15	48
Subsaharan African	109	1,467	1,349
Swedish	0	39	359
Swiss	0	0	7
Ukrainian	0	17	64
US/American	30	321	2,740
Welsh	0	0	32
West Indian	0	28	150
Yugoslavian	3	16	26
Other	2,500	23,970	29,450

New Haven Bellevue Grosse Pointe Linden Cassopolis Allegan Copemish Pinconning Cement City Peck Carsonville Luther Harbor Beach St. Helen Melvindale DeWitter Intercultural Institute for Contextual Ministry Garden Manis ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Coopersville Stony Point Hillsdale Traverse City Eas26

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### Using the Demographic Indicators

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

#### Issues for Your Consideration

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



## Using the Demographic Indicators

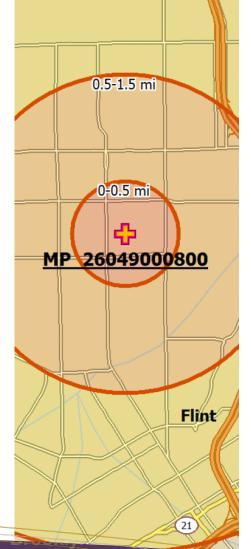
#### Issues for Your Consideration - continued

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



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.



in Pigeon Reckford Morrice Bingham Farms Luther Waldron Holly Muir Marcellus Ravenna Waters Hanistee South Range Belleville Michigamme Manistique Cadillac Store Intercultural Institute and Lake Village Three Oaks Millington Saugatuck Rochester Grand Blan Intercultural Institute 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 & F	Percent
Total	1,141	100%	775	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%

Harrison Lake Isabella Beverly Hills Clio Imlay City Daggett Kent City Hudsonville Kentwood Durand Rochester Beecher Pearl Beach Hastings Concord Harrisville Dearbook Pundee Robin Glen-Indianton Creek Ranch Burt Center Line Woodhaven New Era St. Ignace Charle Intercultural Institute Kentwood Durand Compyright 2012, Intercultural Institute for Contextual Ministry Compyright 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	1,141	100%	775	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	6	0.53%	4	0.52%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	6	0.53%	4	0.52%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	14	1.23%	10	1.29%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	14	1.23%	10	1.29%

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Lexington Ionia Durand Marcellus North Branch Prudenville Beulah Melvin Paw Pay Montgomery U Leasant Ridge Muskegon Bridgman Deerfield Brooklyn Vermontville Plant Intercultural Institute Inton Highland Park Camden Manchester Mayville Level Park-Oak Park Confectual Ministry Parma Brownlee Park Kakaska Elisworth South H31 Copyright 2012, Intercultural Institute for Contextual Ministry Advanced Park

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	1,141	100%	775	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
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%

son Posen Wyoming Marshall Stockbridge Madison Heights Eastlake Calumet East Lansing Brownice Letamora Brighton East Tawas Lake Fenton Sparta Honor Auburn Hills <u>Intercultural Institute</u> ramck Spring Arbor Durand Reading Franklin Stony Point Buena Vista (*intercultural Institute*) ods Crystal Fa Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 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	1,141	100%	775	100%
STRUGGLING SOCIETIES	1,094	95.88%	742	95.74%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,094	95.88%	742	95.74%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	27	2.37%	19	2.45%
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	16	1.4%	11	1.42%
Getting By	11	0.96%	8	1.03%
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%

Perrinton Hamtramek Morenci Caledonia Novi Iron Mountain Michigamme Williamston Skidway La ake Ann Springport McBride Dansville Memphis Fife Lake Walled Lake <u>Intercultural Institute</u> Ing Muskegon Heights Ionia Lawrence Climax Ontonagon Iron River <u>Jor Contextual Ministry</u> Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Baldwin Ludington Edmore Coopersville Onsted

## 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?

Harper Woods

Harrison

Onaway Shorewood-Tower Hills-

Intercultura

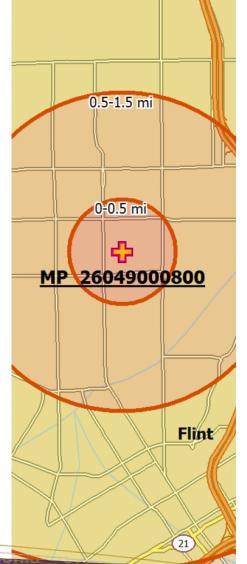
#### **Potential Cultural Bridges**

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).



enton Fowler Rothbury Lakewood Club Whitehall Schoolcraft Riverview Vicksburg Bingham Farms Ea Tekonsha Birch Run Warren Rockwood Lake Michigan Beach Lapeer Intercultural Institute Eaton Rapids Tustin Auburn Hills Eau Claire Canada Creek Ranch Confertual Ministry Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Confertual 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
	MILES	MILES	MILES
PC-HH Own	59%	59%	62%
Use Comp. for	35%	35%	40%
Internet/E-mail			
Use Comp. for Comp.	34%	32%	33%
Games			
Internet Use: E-Mail	29%	29%	33%
Use Comp. for	29%	28%	28%
Education			
HH Owns DVD Player	23%	23%	24%
Internet Use: News/	17%	16%	18%
Weather			
Use Comp. for Shopping	16%	16%	21%
Use Comp. for Banking	16%	16%	20%
Internet Use: Banking	16%	16%	17%



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	63%	64%	66%
Reading Books	44%	44%	47%
Dining Out (Not Fast Food)	33%	35%	42%
Cooking for Fun	28%	29%	32%
Card Games	27%	29%	34%
Go To A Beach/Lake	24%	24%	26%
Board Games	20%	21%	25%
Gardening	20%	20%	24%
Going To	13%	14%	15%
Bars/Nightclubs/Dancing			
Visit Zoo	11%	12%	15%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	65%	65%	66%
Gen./Fam. Practitioner	27%	28%	32%
Hypertension/High Blood	23%	23%	21%
Pressure			
Backache	22%	22%	23%
None Of These	19%	19%	19%
Eye Dr.	16%	16%	18%
High Cholesterol	16%	16%	16%
Dentist	16%	17%	20%
Any Arthritis	15%	15%	15%
Acid Reflux Disease (GERD)	15%	15%	15%

Pointe Shores Harrison Republic Trenton Breckenridge Constantine Cassopolis Cheisea Boyne Falls In Lake Quinnesec Gwinn Essexville Romulus Farmington Climax March Intercultural Institute Na Walkerville St. Clair Shores Durand Swartz Creek Linden Skidway La Confextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Piceopyright 2012, Intercultural Institute for Contextual Ministry

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	20.97%	21.67%	23.09%
Rock/Pop Concerts Most	11.67%	11.88%	12.64%
Often			
Live Theater	10.5%	12.18%	14.56%
Dance Performance	10.35%	10.71%	10.47%
Comedy Club	8.51%	9.23%	9.69%
Dance Performance Most	8.4%	8.23%	7.67%
Often			
Movies: Comedy	46.36%	45.06%	41.48%
Movies: Action/Adventure	40.64%	40.1%	38.86%
Movies: Drama	30.7%	29.63%	25.05%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Horror	28.48%	26.39%	21.58%
Movies: Fam.	26.47%	25.36%	23.37%
Movies: Science Fiction	22.97%	21.12%	17.58%
College Basketball Reg.	3.53%	3.42%	3.22%
Season			
College Football Reg.	3.11%	3.25%	3.98%
Season			
College Football	2.46%	2.15%	1.57%
Post-Season			
College Baseball	2.42%	2.12%	1.45%
Tennis Matches	2.28%	2.09%	1.83%
College Basketball	2.23%	2.02%	1.64%
Post-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	29.49%	30.29%	33.31%		Yoga	Yoga 5.44%	Yoga 5.44% 5.56%
Exercise					Roller Skating	Roller Skating 5.01%	Roller Skating 5.01% 5.44%
Billiards/Pool	16.98%	16.78%	17.85%		Using Cardio	Using Cardio 4.93%	Using Cardio 4.93% 5.72%
Basketball	16.97%	17.23%	16.5%		Machine	Machine	Machine
Swimming	16.38%	17.08%	22.11%		Mountain/Road	Mountain/Road 4.8%	Mountain/Road 4.8% 5.3%
Jogging/Running	13.47%	14.35%	15.18%		Biking	Biking	Biking
Football	13.26%	13.5%	13.04%		Snorkeling	Snorkeling 4.52%	Snorkeling 4.52% 4.31%
Bowling	12.31%	13.91%	17.6%		Softball	Softball 4.27%	Softball 4.27% 5.03%
Weight Training	9.84%	10.45%	12.54%		Tennis	Tennis 4.21%	Tennis 4.21% 4.59%
Stationary Cycling	8.53%	8.83%	10.13%	G	Golf	Golf 4.19%	Golf 4.19% 4.84%
Aerobics	8.5%	9.25%	10.02%	Jet Skii	ing	ing 4.01%	ing 4.01% 3.94%
Freshwater Fishing	8.4%	9.15%	11.38%	Fly Fishing		3.52%	3.52% 3.63%
Volleyball	7.6%	7.76%	8.15%	Power Boati	ng	ing 3.35%	ing 3.35% 3.39%
Baseball	7.45%	8.55%	10.57%	Snowmobiling	g	g 3.19%	g 3.19% 3.11%
Ice Skating	6.21%	6%	6.11%	Skateboarding		3.09%	3.09% 3.18%
				Camping Trips		3.08%	3.08% 3.38%



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
	MILES	MILES	MILES
Soccer	3.06%	3.68%	5.1%
Snowboarding	2.98%	3.01%	3.51%
Hunting	2.95%	3.06%	5.36%
Saltwater Fishing	2.65%	3.2%	4.74%
Canoeing/Kayaking	2.52%	2.61%	4.43%
Motorcycling	2.3%	2.56%	3.94%
Water Skiing	2.26%	2.38%	3.06%
Sailing	2.25%	2.27%	2.91%
Hockey	2.1%	2.44%	3.31%
Downhill & X-Country Skiing	2%	2.22%	3.23%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Surfing & Windsurfing	2%	2.1%	2.72%
Rock Climbing	1.97%	2.16%	3.09%
Racquetball	1.96%	2.6%	3.68%
Horseback Riding	1.87%	2.19%	3.38%
Archery	1.58%	1.92%	3.39%
Backpacking/Hiking	1.54%	2.12%	5.03%
Target Shooting	1.46%	2.3%	5.64%
Auto Racing	1.23%	1.47%	2.73%
Martial Arts	0.73%	1.17%	2.77%
Rowing	0.67%	0.94%	1.74%

Harrison Mackinaw City Pellston Ludington Freeport Allendale Owosso Franklin Ortonville Stock Lost Lake Woods Stony Point Walkerville Clayton Oxford Almont Piper Intercultural Institute Stevensville Galesburg Romeo Potterville Comstock Northwest East Jord For Contextual Ministry Contextual Ministry Robin Glen-Indiantown Carsonville Standish Harrison 40

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

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

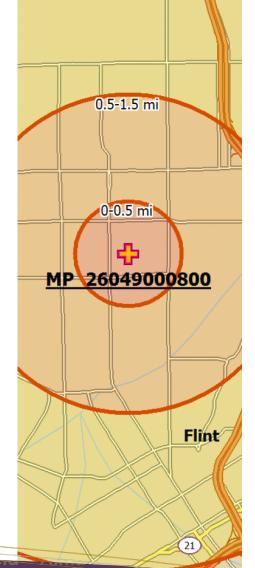
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Durand St. Clair Shores Eagle Saginaw Breckenridge Owosso Lincoln Lake Odessa Ludington Calu Schoolcraft Muskegon Heights Sterling Hillman Lawrence Luther Intercultural institute illage of Clarkston Highland Park Saline Ashley Clifford Athens Au Gree To Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 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.

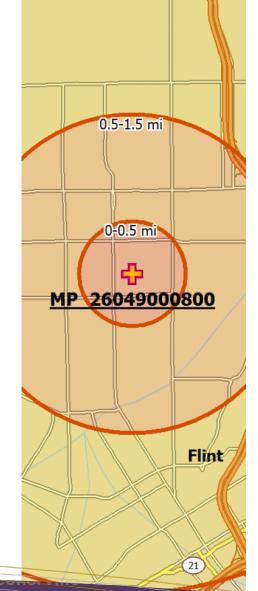
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Bancroft Port Sanilae Freeland White Pigeon Rockford Tawas City Caspian Constantine St. Helen H Buckley Vassar Tekonsha Gagetown Harrison Caseville Coopersviller Intercultural Institute Vanderbilt Pontiac Le Roy Stevensville Eastwood Marion Ironwood For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	59%	58%	55%	Prefer To Have Few Possessions As Possible	21%	22%	25%
Speak My Mind Even If It Upsets People	47%	45%	42%	Rarely Sit Down to a Meal Together At Home	20%	19%	17%
Like Control Over People And Resources	44%	44%	40%	Marijuana Should Be Legalized Money Is Best Measure Of	20% 18%	20% 19%	19% 22%
Don't Judge People/Way They Live Life	41%	39%	35%	Success Like To Pursue	17%	17%	17%
Too Much Sponsorship In Arts/Sports	40%	38%	33%	Challenge/Novelty/Change Only Work Current Job for The	16%	16%	15%
Woman's Place Is In The Home	35%	35%	34%	Money Very Happy With My Life As It	14%	14%	12%
Find It Difficult To Say No To My Kids	34%	34%	33%	Is More Important Do Duty Than	14%	13%	11%
I Am A Workaholic Like to Stand Out In A Crowd	34% 30%	33% 28%	27% 25%	Enjoy Life Friends More Important Than	13%	14%	18%
We Should Strive for Equality for All		25%	20%	My Fam. On Whole People Get What	13%	13%	13%
If Won Lottery Would Never Work Again	26%	25%	24%	They Deserve Little I Can Do To Change My	11%	11%	10%
Like To Do Unconventional Things	24%	24%	26%	Life Happy With My Standard Of Living	11%	12%	13%

ement City Augusta Part Hope Hancock Elsie Burt Marquette Columbiaville Hastings Detroit Beach Augusta Forestville East Jordan Rochester Lewiston Houghton Lake Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Beach 43

#### **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.



Detroit Beach Hontgomery Grosse Pointe Park Martin Howell Gaylord Mancelona Carsonville Benton Ho Sheridan Bronson Luther Brown City Marion Coleman Bridgeport Hur <u>Intercultural Institute</u> Northport B Big Rapids Vicksburg Haslett Montague Brownlee Park Farwell Seber <u>Intercultural Institute</u> Northville Or for Confectual Ministry Contextual Ministry Confectual Ministry Roscommon Charlotte Bout Confectual Institute for Contextual Ministry Confectual Ministry Roscommon Charlotte Bout Ministry Roscommon Charlotte Bout Confectual Institute for Contextual Ministry Confectual Ministry Roscommon Charlotte Bout Confectual Ministry Roscommon Charlotte Confectual Ministry Roscom

# **Potential Cultural Themes:**

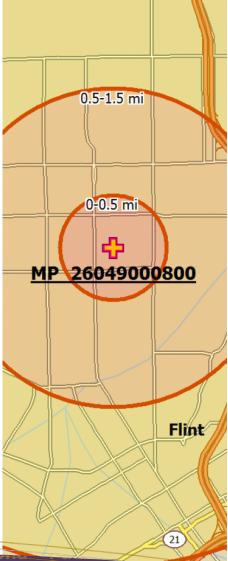
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed 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 MILES
You Should Seize Opportunities In Life	60%	59%	58%	Try Not To Worry About The Future	22%	21%	18%
Important To Respect Customs And Beliefs	50%	50%	51%	Prefer To Have Few Possessions As Possible	21%	22%	25%
Like To Understand About	42%	41%	39%	Like To Just Enjoy Life	18%	18%	19%
Nature				Real Men Don't Cry	17%	17%	16%
Prefer Work Part Of Team Than Alone	39%	39%	37%	Enjoy Spending Time With My Fam.	16%	15%	14%
Important To Juggle Various Tasks	37%	37%	36%	Is An Important Part Of Who I Am	14%	14%	15%
Good At Fixing Things	35%	35%	33%	Worried About Pollution Caused	11%	12%	14%
Have Keen Sense Of	31%	31%	30%	By Cars			
Adventure				Children Should Be Allowed To	9%	9%	8%
Important Feel Respected By	31%	32%	33%	Express Themselves			
My Peers				Feel Very Alone In The World	6%	7%	7%
Consider Myself Interested In The Arts	29%	28%	25%	Like Spending Most Time With Fam.	5%	5%	5%
Provide My Kids With The Little Extras	28%	28%	23%	Would Like To Set Up Own Business	5%	5%	5%
Looking for New Ideas To Improve Home	27%	26%	22%	Decor Particular Interest To Me	4%	4%	4%
People Have To Take Me As They Find Me	22%	22%	22%				

Lake Linden St. Helen Gladwin Prudenville Hazel Park Benzonia Britton Bangor Greater Galesburg Greater

#### **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.



vne Marlette Maple Rapids St. Helen Ubly Kingsford Marion Melvin Sneids Reading Waterford India Hamston Ferrysburg Harrison Big Bay Vassar Whittemore Melvindale Intercultural Institute Saline West Branch Berkley Pontiac Dexter Lapeer Alanson Boy for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-0.5	0.5-1.5	1.5-3	
	MILES	MILES	MILES	
Fast Food/Drive-In	90.1%	88.59%	87.4%	-
Restaurant-Visit Any				
Fam. Restaurants/Steak	70.03%	69.91%	73.71%	
Houses-Visit Any				
McDonald's	57.8%	56.72%	56.45%	
Kentucky Fried Chicken	46.96%	44.81%	40.1%	
(KFC)				
Burger King	41.09%	40.96%	41.52%	
Wendy's	38.31%	36.71%	34.13%	
Subway	33.47%	31.97%	30.98%	
Pizza Hut	30.38%	28.83%	26.15%	
Taco Bell	28.06%	27.08%	28.83%	
Popeyes	27.22%	25.74%	19.01%	
Applebee's	24.79%	24.13%	25.79%	
Domino's Pizza	21.98%	21%	19.23%	

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Dairy Queen	21.72%	19.99%	19.31%
Arby's	21.36%	20.51%	21%
Church's Fried Chicken	20.53%	19.43%	14.66%
Red Lobster	20.4%	19.94%	19.44%
Golden Corral	18.79%	18.12%	16.13%
Sonic	17.4%	16.4%	15.36%
Hardee's	16.99%	15.62%	13.31%
Denny's	15.96%	14.66%	13.77%
Olive Garden	15.83%	16.24%	17.61%
Krispy Kreme	15.69%	14.58%	12.11%
Rallys	15.59%	13.75%	9.59%
IHOP (International House Of Pancakes)	15.1%	15.3%	15.15%

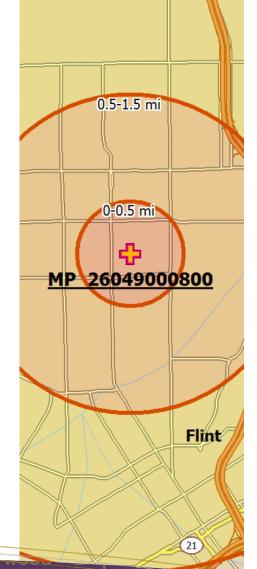


#### **Potential Shared Projects**

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!



Huron Beulah Whittemore Concord Deerfield Indian River Zilwaukee Bellevue Greater Galesburg Fow dillac Bancroft South Lyon Plymouth Township Mesick Mason East Jores Intercultural Institute farrisville Negaunee Gobles Walkerville Dundee Breedsville Allen Park for Contextual Ministry @Copyright 2012, Intercultural Institute for Contextual Ministry Ban Berrien Springs Lexington Roseville Gaylord Elberta Big Banida

# **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	31.67%	32.97%	37.07%
Recycled products	14.71%	15.55%	20.67%
Worked as volunteer (non political)	8.63%	8.85%	11.04%
Engaged in fund raising	7.32%	8.18%	9.41%
Religious club member	6.14%	6.44%	6.85%
Church Board	5.2%	5.54%	5.49%

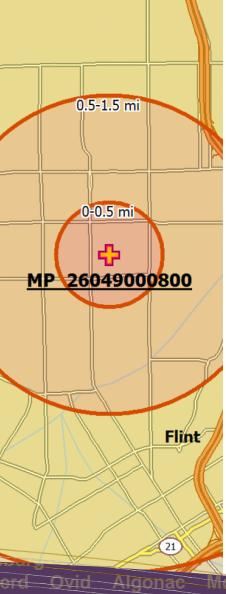
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to editor of mag or newspaper	3.82%	3.85%	4.38%
Took active part in local civic issue	3.63%	3.86%	4.26%
School or College Board member	2.41%	2.31%	2.05%
Addressed a public meeting	2.37%	2.63%	3.19%
Civic club member	2.32%	2.32%	2.28%
Wrote to elected offcl about publ bus	2.3%	2.68%	3.55%

The Eaton Rapids Byron Laurium West Ishpeming Sebewaing Fair Plain Lawton Estral Beach Memphis Heath Township St. Johns Sterling Grand Haven Fenton Ypsilanti Addred Intercultural Institute Walkerville Ortonville Mason Barnes Lake-Millers Lake Marlette Canada Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 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.



Harrison Holt Durand Buckley Whitehall Walled Lake St. Clair Shores Shepherd Ovid Algonac Mon the Deerfield Skidway Lake DeWitt Rosebush Martin Tekonsha Ford Intercultural Institute and Haven Clarksville Springport Lakeview Gladstone Rogers City Spar for Confectual Ministry Beach Goodrich Clawson Michigamme Deckerville 50 Performed Provide Prov

# **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
Children's Books	10.87%	11.2%	11.49%
Religious (not	7.95%	8.47%	8.87%
Bibles)			
Novel	7.92%	8.78%	11.2%
Cookbooks	7.33%	7.33%	7.99%
Romance	5.74%	6.18%	6.54%
Mystery	5.49%	5.96%	7.63%
Supermarket	4.53%	4.54%	4.75%
Mail order	4.35%	4.71%	4.83%
Desk Dictionary	3.95%	3.96%	3.37%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	61.67%	62.5%	64.22%
Gen. Editorial	57.55%	56.41%	52.27%
Womens	46.73%	46.55%	44.59%
Service	27.63%	27.32%	28.69%
Music	24%	23.61%	20.52%
Mens	21.21%	20.5%	19.56%
<b>Business/Finance</b>	19.61%	19.36%	17.59%
Parenthood	18.47%	17.59%	15.6%
Health	13.66%	13.5%	13.11%

Dundee Byren Center Pentwater Capac Woodland Beach Gladstone Sanford Waterford West Branch Mendon Berkley Ahmeek Eaton Rapids South Range Centreville Intercultural Institute offield Muskegon Heights Lincoln Park Beulah Birch Run Novi Sebewai Virgen Contextual Ministry de Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Petersburg Middletown Union City Sterling Heights 51

# 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	39.57%	40.62%	45.02%
Classified	31.22%	31.67%	33.29%
Sport	25.02%	25.76%	27.71%
TV/Radio Listings	20.02%	20.06%	20.82%
Comics	19.72%	19.82%	22.47%
Editorial Page	18.71%	19.35%	22.97%
Movie Listings &	18.25%	19.14%	21.32%
Reviews			
Food/Cooking	16.88%	17.38%	19.62%
Business/Finance	16.78%	17.68%	20.3%
Fashion	12.48%	13.45%	13.86%
Home/Gardening	11.16%	12.14%	14.9%
Travel	9.79%	10.86%	13.04%
Science/Technology	7.26%	8.11%	10.95%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Urban Contemporary	54.26%	53.22%	40.83%
Jazz	12.41%	12.13%	9.46%
CHR Contemp Hit Radio	12.15%	13.11%	15.94%
Gospel	11.12%	10.66%	8.07%
Adult Contemporary	9.92%	9.52%	11.27%
Variety	9.75%	9.97%	9.28%
Oldies	8.96%	8.86%	9.58%
Country	7.79%	7.53%	12.06%
Alternative	4.81%	4.41%	5.15%
Soft Contemporary	3.59%	3.81%	4.18%
Rock	3.23%	3.53%	6.96%
All News	2.86%	3.84%	4.32%
News/Talk	2.8%	3.07%	5.25%
Religious	2.77%	3.16%	3.97%
Classic Rock	2.45%	2.46%	5.04%
Sports	1.37%	1.66%	2.23%
Classical	1.21%	1.39%	1.84%
Hispanic	0.95%	1.28%	2.21%

Westphalia <u>Skidway Lake</u> Norway Dryden Alma Orchard Lake Village Rothbury Au Sable Romeo Wa Gen-Indiantown Muskegon Heights Allegan Armada Lennon Alpenary Colon Baroda Hey E Montgomery Farmington Thompsonville Ravenna Freeland Reading <u>Jor Contextual Ministry</u> <sup>Wi</sup>Copyright 2012, Intercultural Institute for Contextual Ministry <sup>Wi</sup>Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-0.5 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

IULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Other Video-On-Demand	64.25%	59.51%	50.21%
Fox News Channel	57.71%	57.39%	58.51%
Soapnet	50.11%	49.46%	49.66%
Satellite Dish	46.14%	45.47%	46.79%
MSNBC	37.52%	35.89%	33.23%
Sci-Fi Channel	32.92%	32.36%	33.18%
Adult Pay Per View TV	31.86%	30.37%	29.27%
BET (Black	28.72%	27.35%	24.77%
Entertainment TV)			
Nick At Nite	28.63%	26.97%	25.66%
Subscribe Digital Cable	28.34%	29.47%	28.38%
Nickelodeon	27.65%	26.82%	26.31%
TCM (Turner Classic	27.63%	26.18%	24.21%
Movies)			

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Lifetime	25.61%	24.18%	21.84%
CNN (Cable News	24.66%	23.38%	19.92%
Network)			
TV Info From Monthly	24.11%	23.3%	22.85%
Cable Guide			
TV Info From Sunday TV	24.1%	24.37%	24.97%
Magazine			
TV Info From Newspapers	24.05%	24.14%	25.16%
TV Land	23.49%	22.63%	19.73%
Encore	23.4%	21.43%	17.88%
Hallmark Channel	22.77%	22.37%	21.65%
ABC Fam.	22.7%	22.15%	21.31%
ESPN	21.75%	20.38%	17.5%
Comedy Central	21%	21.46%	22.75%
Travel Channel	20.82%	19.96%	18.5%

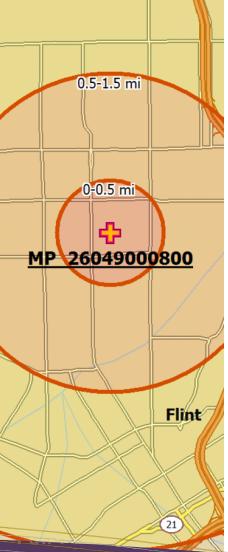
Baraga Atlanta Kalkaska Caseville Bessemer De Tour Village Fairgrove Hudson Lake Fenton Edit Froit Alanson Vassar Onekama Canadian Lakes Copper City Holland How Divet Deerfield South Have Dearborn Heights Benton Harbor Ann Arbor Michiana Baroda Spring Ar Contextual Ministry ic Contextual Ministry ic Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

#### **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.



owler Lansing Westland Sterling Fountain Clinton St. Joseph Algonac Au Sable Saranae Fraser An Copper City Detroit Allendale Parchment Chatham Mio South Have Intercultural Institute Keego Harbor Wakefield Chesaning Lost Lake Woods Burt Grayling for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-0.5	0.5-1.5	1.5-3		MEDIUM	MEDIUM 0-0.5	MEDIUM 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Book Readers					Quintiles (20%)	Quintiles (20%)	Quintiles (20%)
Heavy Users (7+)	12.06%	12.51%	14.35%		Magazines I (Heavy)	Magazines I (Heavy) 25.74%	Magazines I (Heavy) 25.74% 25.64%
Medium Users (4-6)	6.14%	6.28%	7.56%		Magazines II	Magazines II 10.97%	Magazines II 10.97% 11.15%
Light Users (1-3)	12.25%	13.8%	16.68%		Magazines III	Magazines III 11.93%	Magazines III 11.93% 12.11%
Quintiles (20%)					Magazines IV	Magazines IV 17.7%	Magazines IV 17.7% 17.49%
Newspaper I	2%	1.72%	1.46%		Magazines V (Light)	Magazines V (Light) 1.01%	Magazines V (Light) 1.01% 1.02%
(Heavy)					Outdoor I (Heavy)	Outdoor I (Heavy) 11.84%	Outdoor I (Heavy) 11.84% 11.28%
Newspaper II	1.01%	1.21%	1.32%		Outdoor II	Outdoor II 8.81%	Outdoor II 8.81% 8.12%
Newspaper III	1.01%	1.55%	2.63%		Outdoor III	Outdoor III 7.83%	Outdoor III 7.83% 7.64%
Newspaper IV	0.98%	0.82%	0.62%		Outdoor IV	Outdoor IV 16.22%	Outdoor IV 16.22% 16.2%
Newspaper V	1.94%	1.73%	1.57%		Outdoor V (Light)	Outdoor V (Light) 24.88%	Outdoor V (Light) 24.88% 24.43%
(Light)					Yellow Pages I	Yellow Pages I 16.9%	Yellow Pages I 16.9% 16.94%
					(Heavy)	(Heavy)	(Heavy)
					Yellow Pages II	Yellow Pages II 9.87%	Yellow Pages II 9.87% 9.78%
					Yellow Pages III	Yellow Pages III 17.64%	Yellow Pages III 17.64% 16.28%
					Yellow Pages IV	Yellow Pages IV 28.91%	Yellow Pages IV 28.91% 27.95%
					Yellow Pages V	Yellow Pages V 7.89%	Yellow Pages V 7.89% 7.5%

Farwell Schoolcraft Allendale Ubly East Lansing Fair Plain Elk Rapids Ecorse Lambertville Apple udenville Beulah Port Sanilac Centreville Au Sable Crystal Falls Lake intercultural Institute Grosse Pointe Woods Quincy Holt Beecher Lincoln Park Cedar Springs of Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Berry Farmer Twin Lake Byron Lawton Riverview Perry Farmer Harper Harper Voltage Charles Contextual Ministry Contextual

(Light)

# 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	ļ	0-0.5
	MILES	MILES	MILES		MILES	;
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	าร	
(fifths / 20%)				/ 20%)		
Drive Time I & II (Heavy)	1.09%	1.78%	2.7%	Prime Time I & II (Heavy)	2.98%	
Drive Time III (Medium)	0.99%	1.13%	1.03%	Prime Time III (Medium)	1.06%	
Radio IV & V (Light)	1.96%	2.52%	3.38%	Prime Time IV & V (Light)	16.72%	
Radio Media Quntiles (fifths	/			TV Early/Late Fringe Quntile	S	
20%)				(fifths / 20%)		
Radio I & II (Heavy)	17.77%	16.82%	14.13%	Fringe I & II (Heavy)	35.99%	
Radio III (Medium)	3.01%	3.36%	4.52%	Fringe III (Medium)	59.85%	
Radio IV & V (Light)	3.97%	4.27%	4.26%	Fringe IV (Light)	58.7%	
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /		
20%)				20%)		
Cable I & II (Heavy)	9.18%	9.32%	10.81%	All Day I & II (Heavy)	18.02%	
Cable III (Medium)	7.94%	7.49%	6.15%	All Day III (Medium)	29.89%	
Cable IV & V (Light)	49.57%	47.08%	40.74%	All Day IV (Light)	30.39%	



# 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.

ISAGE	0-0.5	0.5-1.5	1.5-3	USAGE
	MILES	MILES	MILES	
Day-time Radio				Prime Time TV
Listeners				Viewers
Dayparts [summary]	9.05%	9.33%	9.33%	8:00-11:00pm
6:00am - 10:00am	13.92%	14.67%	14.64%	Saturday:
10:00am - 3:00pm	18.71%	18.55%	14.97%	8:00-11:00pm
3:00pm - 7:00pm	24.66%	23.38%	19.92%	Sunday: 7:00-11:00pm
7:00pm - Midnight	13.86%	13.16%	11.53%	9:00am-1:00pm
Midnight - 6:00am	13.74%	12.84%	9.72%	9:00am-4:00pm
Weekend Radio				4:00pm-7:00pm
Listeners				11:00pm-1:00am
Dayparts [summary]	17.92%	17.17%	15.88%	AVG Prime time
6:00am - 10:00am	2.05%	2.19%	2.36%	Mon-Sun
10:00am-3:00pm	3.05%	3.8%	4.31%	
3:00pm - 7:00pm	10.11%	9.96%	8.74%	
7:00pm - Midnight	14.72%	14.04%	11.5%	
Midnight - 6:00am	20.73%	19.71%	15.59%	

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	5.95%	5.76%	5.65%
Saturday:	7.99%	8.35%	8.42%
8:00-11:00pm			
Sunday: 7:00-11:00pm	12.7%	11.67%	9.72%
9:00am-1:00pm	28.63%	26.97%	25.66%
9:00am-4:00pm	31.59%	30.19%	29.13%
4:00pm-7:00pm	32.53%	32.09%	30%
11:00pm-1:00am	51.3%	48.82%	44.15%
AVG Prime time	8.81%	8.23%	6.07%
Mon-Sun			

Ridge Manton Vermantville Honor Trowbridge Park Rochester St. Louis Haslett Parchment Oscoda Stanti Quincy Custer Gladwin Wyandotte Mackinaw City Perry Saginare Intercultural Institute Ashley Gibraltar St. Clair Ionia Freeport Imlay City Republic Cale of 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		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	21.75%	20.38%	17.5%		Sat: 7-10am	Sat: 7-10am 16.08%	Sat: 7-10am 16.08% 16%
7-9am	19.91%	20.53%	19.9%		Sat: 10am-1pm	Sat: 10am-1pm 9.01%	Sat: 10am-1pm 9.01% 9.6%
9am-12noon	17.81%	16.88%	17.9%		Sat: 1-4pm	Sat: 1-4pm 25.92%	Sat: 1-4pm 25.92% 24.84%
12noon-4pm	13.77%	13.31%	11.24%		Sat: 4-6pm	Sat: 4-6pm 7.03%	Sat: 4-6pm 7.03% 7.36%
4-6pm	45.43%	45.51%	44.12%		Sat: 6-7pm	Sat: 6-7pm 0.99%	Sat: 6-7pm 0.99% 1.1%
6-7pm	16.87%	16.74%	17.42%		Sat: 7-8pm	Sat: 7-8pm 1.02%	Sat: 7-8pm 1.02% 1.06%
7-7:30pm	0.99%	1.16%	1.25%		Sat: 8-11pm	Sat: 8-11pm 7.99%	Sat: 8-11pm 7.99% 8.35%
7:30-8pm	11.98%	11.66%	11.69%		Sat: 11pm-1am	Sat: 11pm-1am 6.87%	Sat: 11pm-1am 6.87% 7.22%
8-11pm	5.95%	5.76%	5.65%		Sat: 1am-7pm	Sat: 1am-7pm 18.21%	Sat: 1am-7pm 18.21% 18.22%
11pm-12am	37.52%	35.89%	33.23%		Sun: 7-10am	Sun: 7-10am 1.99%	Sun: 7-10am 1.99% 2.05%
11pm-1am	51.3%	48.82%	44.15%		Sun: 10am-1pm	Sun: 10am-1pm 4.92%	Sun: 10am-1pm 4.92% 4.87%
1-6am	35.62%	34.15%	31.45%		Sun: 1-4pm	Sun: 1-4pm 4.02%	Sun: 1-4pm 4.02% 4.02%
					Sun: 4-7pm	Sun: 4-7pm 10.95%	Sun: 4-7pm 10.95% 10.91%
					Sun: 7-11pm	Sun: 7-11pm 12.7%	Sun: 7-11pm 12.7% 11.67%
					Sun: 11pm-1am	Sun: 11pm-1am 7.83%	Sun: 11pm-1am 7.83% 7.37%
					Sun: 1-7am	Sun: 1-7am 20.76%	Sun: 1-7am 20.76% 20.07%

arvey Marcellus Belding Boyne Falls North Adams Madison Heights Bessemer Eau Claire Pewamo Gra Berrien Springs Ovid Woodland Beach Utica Luna Pier Reese St. Louis Intercultural Institute Kinde Bellaire Kingsford Novi Shepherd Crystal Falls Fenton War for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



# 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

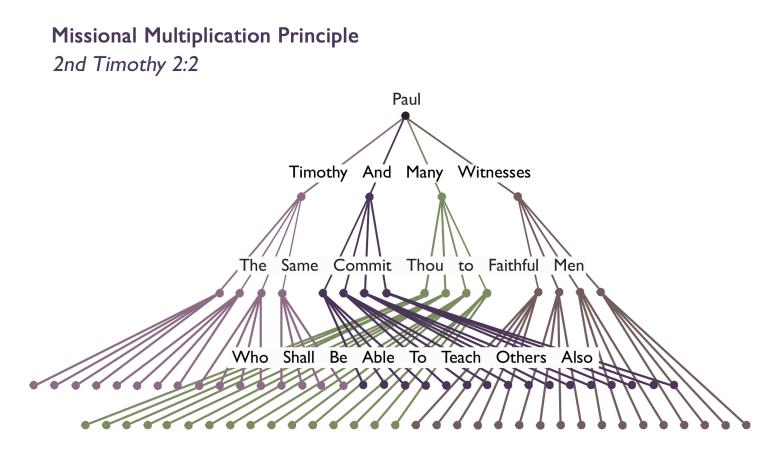
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Gaastra Franklin Welf Lake Auburn Walkerville Morrice Saugatuck Lawrence Menominee Buckley G Fointe Farms Bloomfield Township Essexville Bridgeport Plymouth Town Intercultural Institute West Ishpeming Saranac Mio Fife Lake Midland Three Rivers Hillsd For Confectual Ministry a Howard City Copyright 2012, Intercultural Institute for Contextual Ministry Marquette Sanford White Pigeon L'Anse Elk Rapids 60

# **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.





# **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.



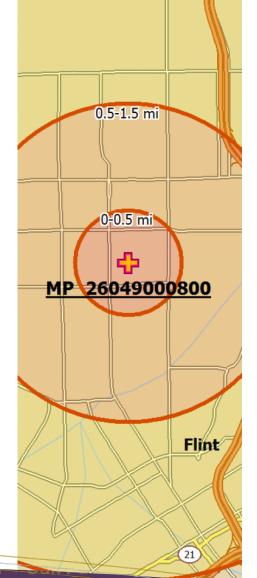
#### Garden City Quincy Laingsburg Ironwood Imlay City Dowagiac Carleton Emmett Skidway Lake Men Intercultural Institute Michigan Beach Hazel Park Saline Intercultural Institute Whittemore Caspian Grass Lake Portland Dundee Powers Ludington buocopyright 2012, Intercultural Institute for Contextual Ministry Buchanan Allen Park Mount Morris Posen Charlevoi 62 Contextual Ministry

#### Your MissionSite and the Missional Suite

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

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

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





## Notes and Sources

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





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
www.missionalzipcode.org
www.missionalpartners.org

