MissionSite top unreached locations

Casno

erville Rockwood Owosso Lake Ann Cousta Falle, Mi Richland Gravling Blissfield Boyne City Pellston North Muskegon CENSUS TRACT: 26087332000 Ovid Arma Brown City Central Lake Freeland REGION: Region Three ist Addison Grosse Pointe Shores Shor ASSOCIATION: Genesee **NUTION** Brown City Central Lake Freeland Burlington We Ubly wyer AFB Dexter Barnes Lake-Millers Lake Ithaca Lake Lin COUNTY Lapeer Dundee Posen Frankenmuth In partnership with the Prudenville Grass Lake Constantine SITESCAPE: Townscape igeon Intercultural Institute in and New Baltimore Description PATTERN: 13 Ignace rn Heights Morrice **BAPTIST STATE** for Contextual Ministryo Eastpointe Brighton **CONVENTION** of

Weidman Garden Temperance DeWitt Powers Byron Center Dearborn Clinton Be@copyright/2012/Intercultural Institute for Contextual Ministry bor Hancock Beal City Freeport Rochester

MissionSite (TM) Table of Contents

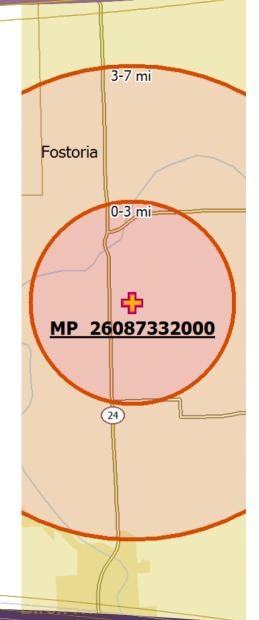
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Site Location Summary

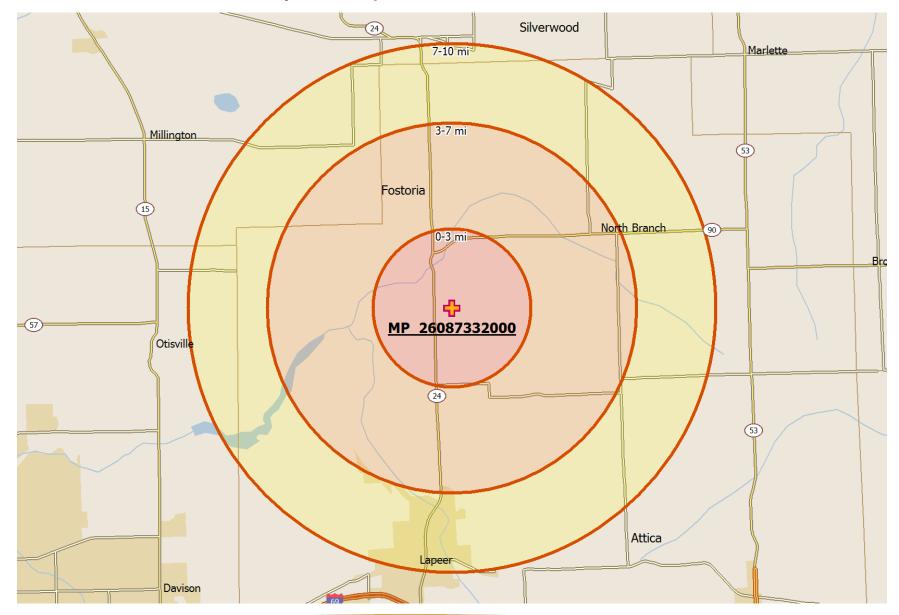
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	26R03	Region Three
2	Association	26A04	Genesee
3	County Location	26087	Lapeer
4	Zipcode	48421	Lapeer
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	13	10000-50000-50000



aylor Mayville Onsted Sherwood Robin Glen-Indiantown Auburn Hills Mackinac Island Brownlee Park Be tadison Heights Woodland Beach Kinde Fraser Oakley Sheridan Kings Intercultural Institute lackson Eagle South Lyon Bessemer Canadian Lakes Alma Stephenso for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



arl Beach Marine City South Rockwood Boyne City Wixom Fair Plain Mason Brooklyn Ypsilanti Melvin Cement City Benzonia Indian River Rose City Dansville Howard City Archite Sanford Bad Axe Gross Ivan Lake Saginaw Township South Gaylord Edgemont Park Saugatuck Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CO DE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	67	Micropolitan low commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	6	Micropolitan low commuting: primary flow 10% to 30% to a large urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Douglas Greilickville Otisville De Tour Village Pentwater Romulus Gaastra Saginav Township North F The Heights Estral Beach Muir Melvin Waverly Brighton Pearl Beach Intercultural Institute Taw Township South Burr Oak Rose City Wixom Eastpointe Ferrysburg Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	4,914	15,258	25,328
2010 Households	1,769	5,470	9,983
2010 Group Quarters Population	6	62	461

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	18	19	27
Language Diversity National Index	14	6	13
Foreign Born Diversity National Index	47	61	50
Ancestry Diversity National Index	93	78	82
Racial Diversity National Index	9	6	11

ambertville Three Oaks Byron Center Carsonville Royal Oak Caro Marquette Hubbard Lake Farmington Anneek Lawrence Negaunee Marshall Argentine Springport Marletter Intercultural Institute contextual Falls New Baltimore Sterling Heights Richland ©Copyright 2012, Intercultural Institute for Contextual Ministry Fruitport Twining Copemish Wolf Lake Colon N

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

Port Huron North Adams Manchester Clinton Ionia Farmington Ahmeek Vermontville Middleville McBa Hancelona Fairgrove Hubbell Lake City Kent City Posen Addison Intercultural Institute Buffalo Lake Linden Edwardsburg Harvey Belleville Freeport Imlay City for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	479	27.08%
Mainstay Communities	Established, Diverse Households	932	52.69%
Working Communities	Blue-collar, Working Families	59	3.34%
Country Communities	Rural, Agri. & Mining Families	297	16.79%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Ubly Munising Scheeleraft Tawas City Comstock Northwest Grosse IIe Edgement Park Camden Dougle Lincoln Springport Scottville Crystal Falls Algonac Mount Morris Machine Intercultural Institute Shepherd Goodrich Grand Blanc St. Charles Hudsonville Bancroft Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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



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?

th Dearborn Heights Napoleon Spring Lake Reading Hersey Lexington Bessemer Walkerville South Ra Hope Niles Wayne Milford Atlanta Edgemont Park Argentine Durand Atlanta Edgemont Park Argentine Durand Intercultural Institute Tenson Eastwood Grosse Pointe Woods Fife Lake Norway Muskegon South Confectual Ministry Lothrop Shore Copyright 2012, Intercultural Institute for Contextual Ministry Minden City Montrose Chelsea Kingston Manchester 10

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	21,685	1,153	5.32%
Unreached %	65.74%	65.17%	99.14
Religious But NOT Evangelical HH	3,758	180	4.79%
Religious But NOT Evangelical %	11.39%	10.17%	89.26
Spiritual But NOT Relig or Evang HH	4,330	248	5.73%
Spiritual But NOT Relig or Evang %	13.13%	14.02%	106.85
Not Evangelical, Not Interested HH	13,599	725	5.33%
Not Evangelical, Not Interested %	41.23%	40.98%	99.41



Bridgman St. Joseph Custer Evart Rockwood Republic Williamston Metamora Cheboygan Sand Lake East Lansing Perry Grand Ledge Onaway Lawrence Muskegon Heiger Intercultural Institute folly Burlington Webberville Berrien Springs Lake Orion Stony Point Winifigur Contextual Ministry Rothbury Qu Copyright 2012, Intercultural Institute for Contextual Ministry ity New Era Fruitport Wining Spring Lake Baraga 11

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	1,772	96	5.43%
Active Evangelical Percent	5.37%	5.44%	101.32
Inactive Evangelical Households	9,530	518	5.43%
Inactive Evangelical Percent	28.89%	29.28%	101.34
# New Churches Needed	16	1	5.36%





Using the Spirituality Indicators

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

Issues for Your Consideration

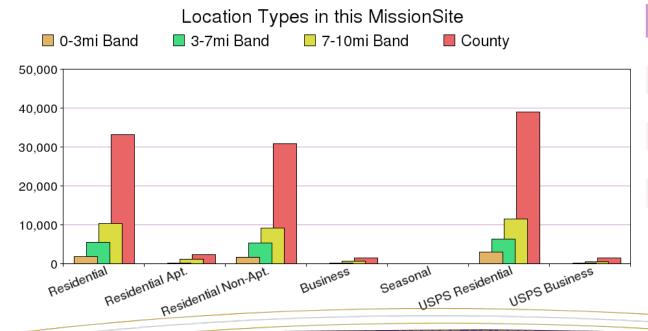
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	74,768	3,979	5.32%
2000 Population	87,904	4,594	5.23%
2010 Population	89,033	4,914	5.52%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	24,657	1,280	5.19%
2000 Households	30,729	1,552	5.05%
2010 Households	32,987	1,769	5.36%

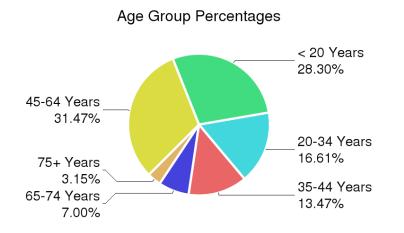


Location Type	0-3mi Band
Residential	1,756
Residential Apt.	8
Residential Non-Apt.	1,748
Business	34
Seasonal	1
USPS Residential	3,039
USPS Business	48

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

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

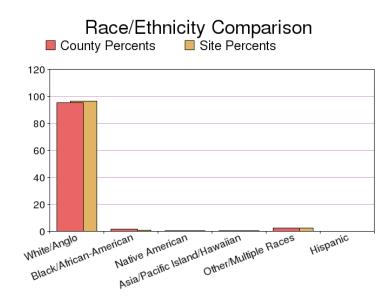


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.33%	3.54%	81.76
4-5 Years	2.29%	1.97%	86.03
6-8 Years	3.49%	4.01%	114.9
9-11 Years	3.87%	4.42%	114.21
12-13 Years	2.77%	3.64%	131.41
14-17 Years	5.8%	6.74%	116.21
18-19 Years	3%	3.99%	133
0-5 Years	6.62%	5.51%	83.23
6-12 Years	8.73%	10.2%	116.84
13-19 Years	10.2%	12.6%	123.53
< 20 Years	25.55%	28.31%	110.8
20-34 Years	15.96%	16.61%	104.07
35-44 Years	13.17%	13.47%	102.28
45-64 Years	31.57%	31.48%	99.71
65-74 Years	8.29%	7%	84.44
75+ Years	5.47%	3.15%	57.59
Median Age	42	38	91.77
Median Age (Male)	41	38	92.95
Median Age (Female)	43	39	91.14

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	95.07%	96.36%	101.35
Black, African-American	1.65%	0.65%	39.44
Native American	0.41%	0.31%	74.26
Asian	0.52%	0.35%	66.81
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	2.34%	2.34%	100.08
Hispanic	0%	2.99%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	60,839	3,180	
Less than 9th Grade	3.03%	1.79%	169.28
No High School Diploma	7.08%	6.35%	111.5
High School Graduate	38.57%	42.2%	91.4
Some College, no degree	25.37%	25.44%	99.71
Associate Degree	9.25%	9.65%	95.8
College Degree	10.58%	9.72%	108.85
Graduate/Prof. degree	6.12%	4.84%	126.36

Linden Goodrich Albena Omer East Jordan Howell Middletown Roscommon Boyne City Houghton La Figeon Sanford Wolf Lake Fife Lake Frankfort Village of Clarkston Intercultural Institute onning Caseville Caspian Leslie Corunna Grandville Mancelona Meta for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.16%	2.2%	33.27
\$10,000 to \$19,999	8.22%	8.93%	108.6
\$20,000 to \$29,999	9.77%	12.44%	127.29
\$30,000 to \$49,999	18.45%	26%	140.92
\$50,000 to \$59,999	9.88%	9.21%	93.24
\$60,000 to \$69,999	9.4%	8.76%	93.24
\$70,000 to \$79,999	7.75%	7.29%	94.07
\$80,000 to \$89,999	6.07%	5.6%	92.26
\$90,000 to \$99,999	4.23%	4.07%	96.17
\$100,000 to \$124,999	9.44%	9.72%	103.03
\$125,000 to \$149,999	4.5%	3.34%	74.04
\$150,000 to \$199,999	3.74%	0.17%	4.53
\$200,000 to \$249,999	0.82%	0%	0
\$250,000 or more	1.56%	1.98%	127.22
Median Household	57,393	51,310	89.4
Average Household	71,527	78,041	109.11
Per Capita Household	27,296	28,094	102.92
Family/Non-Family Household			
Income			
Median Family Income	65,897	60,164	91.3
Average Family Income	82,657	89,350	108.1
Median Non-Family Income	30,185	28,305	93.77
Average Non-Family Income	38,954	31,189	80.07

Edgemont Park Emmett Reese Lake Angelus Lawrence Allen Ishpeming East Jordan Se Sanford Hubbardston Alma Kalamazoo Wolf Lake Allendale More Intercultural Institute Tor Contextual Ministry 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	74.53%	78.8%	105.73
Families with Children	34.26%	38.21%	111.55
Families without Children	40.28%	40.59%	100.77
Non-Family Households			
% Non-Family Households	25.47%	21.2%	83.24
Non-Families with Children	0.87	0.96	110.45
Non-Families without Children	24.6	20.24	82.27
Housing Units			Index
Total Housing Units	35,828	2,104	
Vacant percent	7.93%	15.92%	200.79
Owned percent	77.2%	76.47%	99.06%
Rented Percent	14.87%	7.6%	51.15
Households by Size			Index
Avg household size	2.63	2.77	105.32
Avg family hh size	3.16	3.19	100.95
Avg non-family hh size	1.11	1.22	109.91
Households By Count of Persons			Percent
One	7,275	317	4.36%
Two	11,240	600	5.34%
Three or Four	10,946	637	5.82%
Five+	3,526	215	6.1%

sea Beechwood Zeeland Ithaca Grosse Pointe Park Fair Plain Fraser Manitou Beach-Devils Lake Berkley Tee Oaks Mattawan South Gull Lake Alma Richland Wayland Roosevelt Provide Lintercultural Institute Westland Thompsonville Roseville Howell Allen St. Clair Waverly Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Rapids Vandalia

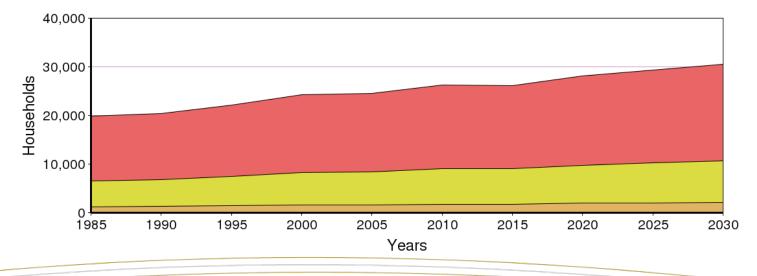
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	74,768	3,979	5.32%
2000 Population	87,904	4,594	5.23%
2010 Population	89,033	4,914	5.52%
2015 Population	84,399	4,712	5.58%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

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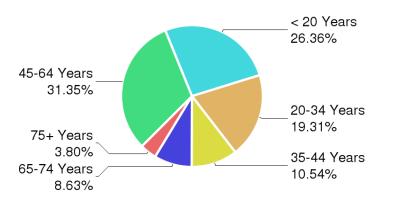


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A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

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

Projected Age Group Percentages

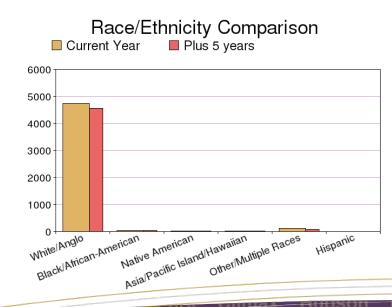


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.54%	4.22%	119.21
4-5 Years	1.97%	1.85%	93.91
6-8 Years	4.01%	3.8%	94.76
9-11 Years	4.42%	3.82%	86.43
12-13 Years	3.64%	2.93%	80.49
14-17 Years	6.74%	5.88%	87.24
18-19 Years	3.99%	3.84%	96.24
0-5 Years	5.51%	6.07%	110.16
6-12 Years	10.2%	9.1%	89.22
13-19 Years	12.6%	11.16%	88.57
< 20 Years	28.31%	26.33%	93.01
20-34 Years	16.61%	19.29%	116.13
35-44 Years	13.47%	10.53%	78.17
45-64 Years	31.48%	31.32%	99.49
65-74 Years	7%	8.62%	123.14
75+ Years	3.15%	3.8%	120.63
Median Age	42	39	92.71
Median Age (Male)	41	39	95.4
Median Age (Female)	43	39	91.96

Cedar Springs Port Austin Southfield Westphalia Pigeon Gladwin Far Josef Waterford Winistry Middleville Pears Cedar Springs Port Austin Southfield Westphalia Pigeon Gladwin Far Josef Winistry Middleville Pears Cedar Springs Port Austin Southfield Westphalia Pigeon Gladwin Far Josef Winistry Middleville Pears Cedar Springs Port Austin Southfield Westphalia Pigeon Gladwin Far Josef Winistry Middleville Pears Cedar Springs Port Austin Southfield Westphalia Pigeon Gladwin Far Josef Winistry Middleville Pears Cedar Springs Port Austin Southfield Westphalia Pigeon Gladwin Far Josef Winistry Middleville Pears Cedar Springs Port Austin Southfield Westphalia Pigeon Gladwin Far Josef Winistry Winistry Middleville Pears Cedar Springs Port Austin Southfield Westphalia Pigeon Gladwin Far Josef Winistry Winistry Middleville Pears Cedar Springs Port Austin Southfield Westphalia Pigeon Gladwin Far Josef Winistry Winistry Middleville Pears Cedar Springs Port Austin Southfield Westphalia Pigeon Gladwin Far Josef Winistry Winistry Middleville Pears Cedar Springs Port Austin Pars Pars Pears Pears

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	96.36%	96.71%	100.37
Black, African-American	0.65%	0.7%	107.55
Native American	0.31%	0.38%	125.14
Asian	0.35%	0.38%	110.42
Pacific Island, Hawaiian	0%	0.02%	0
Other/Multiple Races	2.34%	1.8%	77.08
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,180	3,084	
Less than 9th Grade	1.79%	1.85%	103.11
No High School Diploma	6.35%	4.77%	75.04
High School Graduate	42.2%	41.99%	99.5
Some College, no degree	25.44%	25.03%	98.4
Associate Degree	9.65%	10.41%	107.82
College Degree	9.72%	10.18%	104.78
Graduate/Prof. degree	4.84%	5.77%	119.18

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	2.2%	2.35%	106.55
\$10,000 to \$19,999	8.93%	8.72%	97.68
\$20,000 to \$29,999	12.44%	12.47%	100.29
\$30,000 to \$49,999	26%	24.72%	95.07
\$50,000 to \$59,999	9.21%	8.72%	94.69
\$60,000 to \$69,999	8.76%	8.72%	99.58
\$70,000 to \$79,999	7.29%	7.05%	97.4
\$80,000 to \$89,999	5.6%	5.93%	102.93
\$90,000 to \$99,999	4.07%	4.14%	101.69
\$100,000 to \$249,999	9.72%	10.46%	107.57
\$125,000 to \$149,999	3.34%	4.03%	120.74
\$150,000 to \$199,999	0.17%	0.34%	197.87
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	1.98%	2.07%	104.59
Median Household	51,310	52,742	102.79
Average Household	78,041	80,976	103.76
Per Capita Household	28,094	30,727	109.37
Family/Non-Family Household			
Income			
Median Family Income	60,164	62,417	103.74
Average Family Income	89,350	94,352	105.6
Median Non-Family Income	28,305	29,661	104.79
Average Non-Family Income	31,189	32,331	103.66

Pigeon Kingston Mount Pleasant Lake City Saginaw Township South Saranac Rockford Grass Lake One New Era Burton Copemish Belleville Morenci Whittemore Middletown Intercultural Institute Alma Bellevue Waldron Clarksville Taylor Pinckney Lansing Eastla Contextual Ministry Contextual Ministry O Secopyright 2012, Intercultural Institute for Contextual Ministry Coversion Contextual Ministry Coversion 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 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	78.8%	76.96%	97.66
Families with Children	38.21	35.4	92.64
Families without Children	40.59	39.15	96.46
Non-Family Households			
% Non-Family Households	21.2%	23.04%	108.7
Non-Families with Children	0.96	1.06	108.7
Non-Families without	20.24	21.98	108.61
Children			
Housing Units			
Total Housing Units	2,104	2,124	100.95%
Vacant percent	15.92%	15.82%	99.35
Owned percent	76.47%	76.55%	100.1
Rented Percent	7.6%	7.63%	100.3
Households by Size			
Avg household size	2.77	2.63	94.95%
Avg family hh size	3.19	3.08	96.55%
Avg non-family hh size	1.22	1.15	94.26%
Households By Count of			
Persons			
One	317	349	110.09%
Two	600	654	109%
Three or Four	637	611	95.92%
Five+	215	174	80.93%

es Midland Addison Bloomfield Hills St. Ignace Rochester Allendale Shear Lake Rosebush Romulu Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	46	167	395	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	5	9	41	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	5	20	103	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	3	19	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	15	25	Western Africa	Western Africa 0	Western Africa 0 1
Other Europe	0	3	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	0	20	28	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	0	0	0	Caribbean	Caribbean 0	Caribbean 0 0
SE Asia	5	11	16	Central Amer.	Central Amer. 15	Central Amer. 15 24
Western Asia	0	5	26	South America	South America 5	South America 5 10
Other Asia	0	0	0	North America	North America 11	North America 11 46
				Born at sea	Born at sea 0	Born at sea 0 0

rysville St. Johns Britten Lake Isabella Garden East Lansing Bronson Olivet Elk Rapids Imlay City Gu Redford Jackson Morley St. Helen Rochester Hills Grand Rapids Grosser Intercultural Institute non Prescott Stevensville Dearborn Mattawan Brown City Berkley Go Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	3,610	12,599	27,887	Other Indo-Euro	0	0	15
Spanish	109	136	467	Asian/PI languages	0	0	0
Other Indo-Euro	39	133	348	Chinese	0	0	16
language	00	100	540	Japanese	0	21	7
French (incl. Patois,	13	35	142	Korean	0	5	6
Cajun)	10	00	112	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	Ũ	Ũ	Ũ
Italian	0	6	19	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	7	49	121	Laotian	0	8	0
Yiddish	0	0	0	Vietnamese	0	0	19
Other West Germanic	0	19	1	Other Asian	0	0	5
A Scandinavian	7	2	0	Tagalog	0	2	7
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	30	71
Russian	0	5	7	Navajo	0	0	0
Polish	12	17	18	Other Native N.	0	0	3
Serbo-Croatian	0	0	3	American			
Other Slavic Language	0	0	8	Hungarian	0	8	29
Armenian	0	0	14	Arabic	0	9	14
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	17
Hindi	0	0	0	Other unspecified	0	13	8
Urdu	0	0	0				

Reading Laingsburg Schoolcraft Galesburg Tekonsha Portland South Range Houghton Lake Hills Berrien Springs Elberta Harrison Augusta Woodland Allen Fraser Alpha Oakley Rochester Hills Grosse Pointe Shores Richmond Ionia Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	2,770	10,104	22,262	Irish	Irish 182	Irish 182 871
Arab	0	18	16	Italian	Italian 51	Italian 51 249
Armenian	0	0	16	Lithuanian	Lithuanian 0	Lithuanian 0 1
Austrian	0	7	27	Norwegian	Norwegian 14	Norwegian 14 45
British	7	23	52	Polish	Polish 252	Polish 252 788
Canadian	17	54	143	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	3	15	11	Romanian	Romanian 0	Romanian 0 23
Czech	3	7	26	Russian	Russian 7	Russian 7 32
Czechoslovak	0	7	35	Scandinavian	Scandinavian 14	Scandinavian 14 11
Danish	20	20	43	Scotch-Irish	Scotch-Irish 85	Scotch-Irish 85 212
Dutch	71	146	324	Scottish	Scottish 104	Scottish 104 284
English	316	1,153	2,830	Slovak	Slovak 13	Slovak 13 13
European	7	101	149	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	22	66	90	Swedish	Swedish 43	Swedish 43 79
French (not Basque)	72	466	1,037	Swiss	Swiss 13	Swiss 13 4
French Canadian	81	284	711	Ukrainian	Ukrainian 8	Ukrainian 8 26
German	552	2,600	5,617	US/American	US/American 374	US/American 374 1,233
Greek	8	31	24	Welsh	Welsh 6	Welsh 6 33
Hungarian	57	139	183	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	5	Yugoslavian	Yugoslavian 5	Yugoslavian 5 3
				Other	Other 363	Other 363 1,060

en Auburn Hills Custer New Buffalo Jackson Riverview Montague Decatur Bellaire Honor Prescott A ake Angelus Munising Frankfort Grosse IIe Chatham Michigan Center Intercultural Institute East Jordan ian River Pinconning Essexville Allen Lake Fenton West Bloomfield Tow Intercultural Institute Muskegon Heigh Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

eville Breedsville Lincoln Climax Ubly Midland St. Clair Newaygo Inkster Parchment Spring Lake W Sand Lake Freeland Burton DeWitt Grand Haven Alanson Bellevu for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

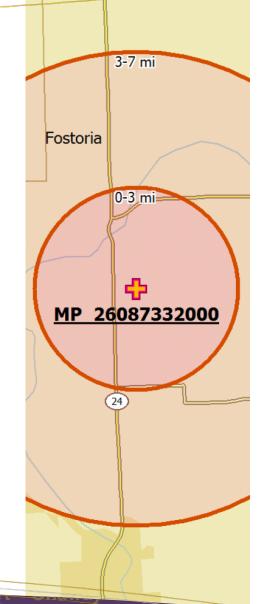
Issues for Your Consideration - continued

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



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.



Marshall Michiana Ovid Gwinn Oakley Carrollton South Range Harbor Beach Hubbell Grosse Pointe Himan Saline Birmingham Dearborn Heights Crystal Falls Vicksburg <u>Intercultural Institute</u> Valkerville Stockbridge Oxford Tustin East Grand Rapids Kentwood Me Auburn Wolf Lake Sturgis 29 ©Copyright 2012, Intercultural Institute for Contextual Ministry Paraga Kent City Three Oaks St. Joseph Thempson 29

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,769	100%	1,153	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	479	27.08%	322	27.93%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	479	27.08%	322	27.93%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	923	52.18%	590	51.17%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	142	8.03%	92	7.98%
Urban Optimists	0	0%	0	0%
Family Convenience	781	44.15%	498	43.19%
Mid-Market Enterprise	0	0%	0	0%

Springs Olivet Litchfield Copper City Battle Creek Douglas Fife Lake Okemos Northview Fennville Ha Harbor Bancroft Cass City Negaunee Millington Centreville Menomine <u>Intercultural Institute</u> unna Webberville Iron River Village of Clarkston Saranac Unionville Gon Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Manle Rapids Martin Hastings Kaleya Pontiac Hamtran

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,769	100%	1,153	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	9	0.51%	6	0.52%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	9	0.51%	6	0.52%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	59	3.34%	40	3.47%
Steadfast Conservative	29	1.64%	20	1.73%
Moderate Conventionalists	30	1.7%	20	1.73%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Lincoln Park East Tawas Fremont East Jordan Frankfort Carsonville Comstock Park Lake Fenton Restock Northwest Deerfield De Tour Village Burr Oak Birch Run Buchan Marcelora Clawson Eastpole Wolverine Shelby Fair Plain Hersey Hillman Hesperia Reese Linder Confectual Ministry Johns Canada Secopyright 2012, Intercultural Institute for Contextual Ministry Clause Clause Clause Alma 31

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,769	100%	1,153	100%
REMOTE AMERICA	77	4.35%	45	3.9%
Hardy Rural Fam.	5	0.28%	3	0.26%
Rural Southern Living	72	4.07%	42	3.64%
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	220	12.44%	150	13.01%
Industrious Country Living	220	12.44%	150	13.01%
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%

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,769	100%	1,153	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

rison Westphalia Gobles Imlay City Ferrysburg Onekama Leslie Milford Lake Linden Suttons Bay Mar Bridgeport Hazel Park Trenton Addison Gladstone Montrose Elsie Intercultural Institute Watervliet Grand Rapids St. Ignace Westwood Dansville Three Rivers Copyright 2012, Intercultural Institute for Contextual Ministry Sherwood Hanover Carrollton Decatur Breckenri 33 Pigeon Bridgman Estral Beach Sparta Stephenson Fair Plain Norton Shores Grandville Hubbardston

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

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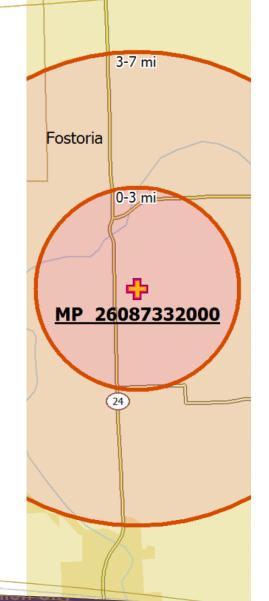
Potential Cultural Bridges

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

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

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

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



montville Maybee Britton Kingston Unionville Novi Orchard Lake Village New Baltimore Plymouth Towns Hamistee Ontonagon Grosse Pointe Shores Sterling Heights Pentwater Intercultural Institute Inn Arbor Wolverine Lake Greilickville Shelby Garden Shoreham Marsh Jocopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	83%	84%	81%
Use Comp. for Internet/E-mail	70%	70%	67%
Internet Use: E-Mail	57%	56%	55%
Use Comp. for Word Processing	47%	47%	44%
Use Comp. for Comp. Games	45%	46%	44%
Use Comp. for Shopping	42%	42%	40%
Use Comp. for Digital Camera	40%	39%	36%
Photo Editing			
Use Comp. for Education	37%	37%	36%
Use Comp. for Banking	37%	37%	35%
Internet Use: News/ Weather	32%	31%	30%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	31%	30%	29%
Internet Use: Banking	29%	28%	27%
Use Comp. for News/Info./Data	25%	24%	23%
Service			
PC-Network-HH Has One	19%	17%	16%
Use Comp. for Accounting	19%	19%	17%
Use Comp. for Filing/DB Mngmnt	17%	17%	15%
Use Comp. for Personal Financial	14%	13%	13%
Mngmnt			
Internet Use: Shopping: Made A	14%	13%	13%
Purchase			
Internet Use: Shopping: Gathered	13%	13%	12%
Info. for Shopping			
Internet Use: Research/ Education	11%	11%	11%

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Huron Greater Calesburg Comstock Northwest Clinton Sherwood Milan Carney Hebberville Beecher Mile Behaire Adrian Lexington Bridgeport Wyandotte Mackinaw City Sutton Intercultural Institute Soo Flint Akron Lakewood Club Ontonagon Lake Orion White Cloud Boo Confectual Ministry Corunna Temp Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	71%	70%	68%
Dining Out (Not Fast Food)	64%	63%	61%
Reading Books	54%	53%	53%
Card Games	46%	47%	47%
Go To A Beach/Lake	42%	41%	39%
Gardening	42%	41%	40%
Cooking for Fun	38%	37%	38%
Board Games	37%	37%	36%
Going To	22%	22%	23%
Bars/Nightclubs/Dancing			
Visit Museum	21%	20%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	70%	70%
Gen./Fam. Practitioner	47%	47%	48%
Dentist	31%	30%	31%
Backache	24%	24%	24%
Eye Dr.	21%	21%	21%
None Of These	20%	20%	19%
Hypertension/High Blood	19%	19%	20%
Pressure			
High Cholesterol	19%	19%	18%
Overweight (30 Pounds Or	18%	20%	19%
More)			
Any Arthritis	15%	15%	17%

Allage of Clarkston Edmore Millington Grosse Pointe Park Ellsworth Reading Fair Plain Tawas City Ponte Fraidron Middletown Baraga Gaines Iron Mountain Sanford Charlever Intercultural Institute Controlle Deckerville Powers Douglas Birch Run Okemos Buena Vista Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.44%	23.65%	24.44%
Live Theater	21.71%	20.26%	19.07%
Live Theater Most Often	19.01%	17.71%	16.5%
Rock/Pop Concerts Most	12.93%	11.7%	12.23%
Often			
Comedy Club	8.86%	8.11%	7.81%
Country Concerts Most	8.68%	8.88%	8.79%
Often			
Movies: Comedy	41.42%	41.73%	40.59%
Movies: Action/Adventure	39.13%	38.8%	37.79%
Movies: Fam.	19.86%	20.11%	19.52%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	19.82%	19.11%	18.55%
Movies: Drama	16.36%	15.28%	15.94%
Movies: Mystery	14.52%	13.69%	14.01%
MLB Baseball Reg. Season	9.43%	9.15%	8.56%
NFL Football Reg. Season	7.93%	7.75%	7.07%
College Football Reg.	7.7%	7.73%	7.24%
Season			
College Basketball Reg.	4.93%	5.15%	4.99%
Season			
Auto Racing Events	3.73%	3.86%	3.4%
NBA Basketball Reg.	3.65%	3.72%	5.16%
Season			



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	41.88%	41.08%	40.01%	Stationary Cycling	Stationary Cycling 11.62%	Stationary Cycling 11.62% 10.77%
Swimming	38%	37.29%	36.06%	Backpacking/Hiking	Backpacking/Hiking 10.67%	Backpacking/Hiking 10.67% 10.22%
Freshwater Fishing	23.56%	24.48%	23.43%	Baseball	Baseball 10.37%	Baseball 10.37% 9.85%
Bowling	23.31%	23.03%	21.82%	Power Boating	Power Boating 9.72%	Power Boating 9.72% 9.1%
Camping Trips	20.95%	21.64%	20.43%	Football	Football 9.6%	Football 9.6% 9.26%
Billiards/Pool	20.42%	20.64%	19.87%	Saltwater Fishing	Saltwater Fishing 9.24%	Saltwater Fishing 9.24% 9.16%
Weight Training	18.09%	17.74%	16.19%	Softball	Softball 9.22%	Softball 9.22% 9.03%
Golf	16.89%	16.18%	14.81%	Volleyball	Volleyball 8.92%	Volleyball 8.92% 9.13%
Hunting	16.76%	18.39%	16.57%	Motorcycling	Motorcycling 8.56%	Motorcycling 8.56% 8.82%
Basketball	15.29%	15.2%	15.03%	Aerobics	Aerobics 8.43%	Aerobics 8.43% 7.86%
Mountain/Road Biking	15.21%	14.86%	14.39%	Archery	Archery 8.25%	Archery 8.25% 8.76%
Jogging/Running	14.68%	14.29%	13.5%	Canoeing/Kayaking	Canoeing/Kayaking 8.14%	Canoeing/Kayaking 8.14% 7.86%
Using Cardio Machine	14.17%	13.26%	13.28%	Horseback Riding	Horseback Riding 8.02%	Horseback Riding 8.02% 8.36%
Target Shooting	13.22%	13.51%	12.4%	Tennis	Tennis 6.7%	Tennis 6.7% 6.52%

Wyandotte Keego Harbor Royal Oak Marysville Niles Hopkins Canton Stanton East Grand Rapids G Baldwin Vermontville Applegate Saline South Monroe Wayland Cass in Intercultural Institute ningham Milan St. Johns Newaygo Elsie Lewiston Howell Beaverton for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Soccer	6.42%	6.21%	5.91%
Yoga	6.06%	5.54%	5.55%
Ice Skating	5.69%	5.6%	4.96%
Snowmobiling	5.37%	5.37%	4.61%
Roller Skating	5.28%	5.26%	4.94%
Water Skiing	5.26%	5.12%	4.63%
Snorkeling	5.03%	4.73%	4.66%
Downhill & X-Country	4.92%	4.66%	4.42%
Skiing			
Jet Skiing	4.48%	4.17%	3.91%
Fly Fishing	4.46%	4.18%	4.12%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowboarding	3.77%	3.45%	3.13%
Auto Racing	3.61%	3.49%	3.31%
Rock Climbing	3.56%	3.19%	3.2%
Skateboarding	3.55%	3.32%	2.95%
Racquetball	3.38%	3.16%	3.05%
Hockey	2.94%	2.78%	2.73%
Martial Arts	2.79%	2.61%	2.53%
Rowing	2.59%	2.11%	2.26%
Sailing	2.56%	2.24%	2.23%
Surfing & Windsurfing	2.54%	2.2%	2.05%

Garden City Rosebush Lake Odessa Ovid Dansville West Ishpeming Norton Shores Riverview Comstock derley Dexter Barryton Charlevoix Akron Linden Boyne Falls Nashville Intercultural Institute ark Alpena Edwardsburg Ortonville Vicksburg Turner Mount Pleasant Corpyright 2012, Intercultural Institute for Contextual Ministry Corpyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

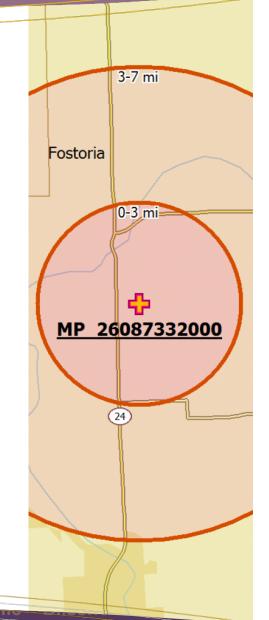
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Ston Boyne City Montague Memphis Leslie Reading Parma Tustin Carrollton Eaten Rapids Deckervit Fremont Beechwood Burton Jonesville Taylor Richmond Rose City Intercultural Institute se Perrinton Walkerville Melvin Middleville Carney Ithaca Bingham Faren Intercultural Institute for Confectual 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.

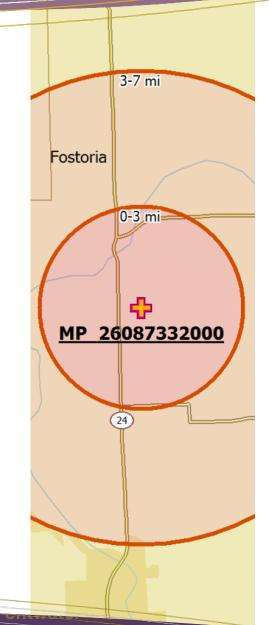
CULTURAL BARRIERS OF ACCEPTANCE

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.



was Goodrich St. Clair Twining Lincoln Concord Howell Fairgrove Edgemont Park Greilickville Shore The Millersburg Charlotte Tustin Dowagiac Jackson Lakewood Club Monthport Harbor Beach wood Boyne Falls Webberville Marshall Benton Harbor Manistee Lost for Contextual Ministry 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

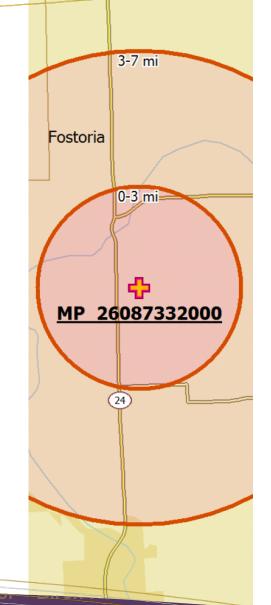
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7- M
Important Continue Learning New Things	49%	49%	49%	Too Much Sponsorship In 2 Arts/Sports	20%	21%	22
Find It Difficult To Say No To My Kids	43%	43%	41%	Rarely Sit Down to a Meal Together At Home	19%	19%	18
Woman's Place Is In The Home	38%	40%	38%	Marijuana Should Be Legalized	18%	17%	179
Speak My Mind Even If It Upsets	33%	33%	32%	I Am A Workaholic	16%	16%	159
People				Like To Pursue	14%	13%	14%
Prefer To Have Few	32%	30%	29%	Challenge/Novelty/Change			
Possessions As Possible				Only Work Current Job for The	13%	13%	139
Like To Do Unconventional	31%	31%	31%	Money			
Things				We Should Strive for Equality for	11%	11%	129
Like Control Over People And	30%	31%	31%	All			
Resources				Happy With My Standard Of	10%	10%	109
If Won Lottery Would Never	28%	27%	26%	Living			
Work Again				On Whole People Get What They S	9%	9%	8%
Money Is Best Measure Of	27%	27%	26%	Deserve			
Success				0,	8%	8%	8%
Don't Judge People/Way They	27%	26%	26%	Extras			
Live Life				8,	7%	8%	8%
Friends More Important Than My	24%	23%	23%	Life			
Fam.				0	6%	6%	6%
Like to Stand Out In A Crowd	22%	22%	21%	Fam. To Advance			

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Potential Cultural Themes

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

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



Vicksburg Garden Standish Comstock Northwest Lake Linden Buckley Au Gres Charlotte Hillsdale Burr Oak North Adams Jonesville Lake Fenton East Tawas DeWitt Intercultural Institute Redford Lawton Big Rapids Alanson Boyne Falls Manitou Beach-De Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	70%	70%	67%	Consider Myself Interested In The Arts	16%	17%	18%
You Should Seize Opportunities In Life	57%	57%	56%	Is An Important Part Of Who I Am Looking for New Ideas To Improve	16% 14%	16% 15%	16% 15%
Like To Understand About Nature	36%	37%	36%	Home Real Men Don't Cry	14%	14%	15%
Prefer Work Part Of Team Than Alone	33%	34%	33%	Enjoy Spending Time With My Fam.	12%	13%	12%
Important Feel Respected By My Peers	33%	33%	32%	Try Not To Worry About The Future	12%	12%	12%
Prefer To Have Few Possessions As Possible	32%	30%	29%	Provide My Kids With The Little Extras	9%	9%	9%
Important To Juggle Various Tasks	27%	27%	28%	Like Spending Most Time With Fam.	5%	6%	5%
Have Keen Sense Of Adventure	26%	26%	25%	Feel Very Alone In The World	4%	4%	5%
Good At Fixing Things	26%	27%	27%	Decor Particular Interest To Me	4%	4%	4%
People Have To Take Me As They Find Me	26%	26%	25%	Children Should Be Allowed To Express Themselves	3%	4%	4%
Like To Just Enjoy Life	21%	20%	20%	Would Like To Set Up Own	3%	3%	3%
Worried About Pollution Caused By Cars	19%	19%	18%	Business			

Walled Lake Shields Woodhaven Deckerville Memphis Greilickville Norton Shores Clare Mount Pier chester Hills St. Johns Mecosta North Muskegon Flat Rock Detroit Beach Intercultural Institute or St. Ignace Beverly Hills Okemos Marysville Chatham Plymouth Contextual Ministry Norway Lake Fenton Deckerville Contextual Ministry Norway Lake Fenton Augusta Chalsea Beaverton

Potential Shared Places

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

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Jonesville Schoolcraft Kalkaska Canton Au Sable Homer Peck Pewamo Marion Eastlake Fair Plain Dexter Muskegon Hillsdale Sandusky Clifford Akron Stephenson Lycon Intercultural Institute Bessemer Harbor Beach Millington Lake Michigan Beach Morrice Hon Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Benton Harbor Saginaw Township North Laurium Rose

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	88.97%	89.81%	89.22%
Restaurant-Visit Any			
Fam. Restaurants/Steak	87.38%	87.15%	84.65%
Houses-Visit Any			
McDonald's	61.09%	62.2%	61.74%
Burger King	38.26%	38.81%	38.21%
Subway	34.43%	34.8%	33.74%
Applebee's	33.52%	33.36%	32.55%
Wendy's	32.54%	31.81%	31.12%
Taco Bell	30.93%	30.66%	30.74%
Arby's	29.66%	31.27%	29.3%
Kentucky Fried Chicken (KFC)	28.94%	30.08%	29.68%
Pizza Hut	23.13%	24.58%	23.59%
Dairy Queen	21.27%	22.68%	21.91%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	20.58%	19.56%	19.53%
Cracker Barrel	18.87%	18.51%	17.93%
Red Lobster	15.71%	15.26%	15.03%
Outback Steakhouse	15.09%	13.34%	13.45%
Chick-Fil-A	12.94%	12.85%	12.37%
Chili's Grill and Bar	12.25%	11.02%	11.41%
IHOP (International House Of	12.17%	11.73%	11.79%
Pancakes)			
Ruby Tuesday	12.09%	11.08%	11.08%
Sonic	11.96%	11.96%	12.51%
Golden Corral	11.85%	12.65%	12.14%
TGI Friday's	11.41%	10.16%	10.07%
Hardee's	11.17%	11.83%	11.41%

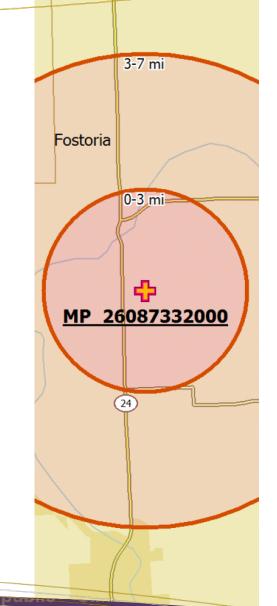


Potential Shared Projects

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!



Three Oaks Fremont Lake Angelus Clayton Mancelona Robin Glen-Indiantown Lake Orion Harbor Beach Freming Lake Odessa Cassopolis Hesperia New Buffalo Hancock Copper City Vassar Bloomingdale East Tawas Augusta Lansing Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	53.36%	53.34%	51.4%
Recycled products	40.28%	40.12%	37.97%
Worked as volunteer (non political)	21.25%	20.93%	19.38%
Engaged in fund raising	12.83%	12.96%	12.06%
Religious club member	8.85%	8.89%	8.38%
Wrote to elected offcl about publ bus	7.51%	7.39%	6.97%

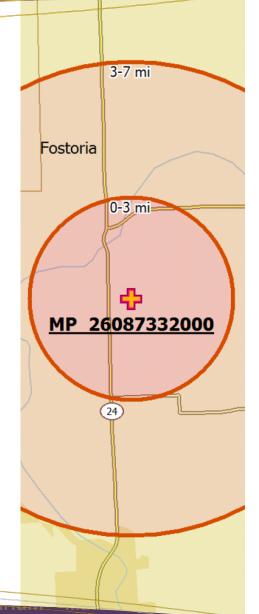
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	7.01%	7.03%	6.4%
Wrote to editor of mag or	6.69%	6.6%	6.22%
newspaper			
Charitable Organization	6.56%	6.96%	6.45%
Fraternal order member	5.89%	5.78%	5.47%
Addressed a public meeting	5.87%	6.03%	5.65%
Church Board	5.76%	5.78%	5.32%

North Muskegon Tecumseh Saginaw Township South Tekonsha Grand Beach Eau Claire Middleville So Harbor Beach Reading Twining Trowbridge Park Eaton Rapids Burt Intercultural Institute Range Manchester Bridgeport Imlay City Constantine Luna Pier Waverl Confertual Ministry Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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.



ard City Minden City Fowlerville Marquette Elsie Jackson Woodland Clifford St. Clair Goodrich Elkton Comstock Northwest Mackinaw City Middletown Canton Williamston King of Jonia Greenville Carrolle otterville Concord South Rockwood Pontiac Clinton Springport Westlav For Contextual Ministry Concentration of Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	17.76%	16.91%	16.43%
Children's Books	14.53%	14.21%	13.76%
Mystery	12.03%	11.42%	11.43%
Cookbooks	11.62%	11.22%	10.97%
Religious (not Bibles)	9.1%	9.04%	8.83%
Romance	8.05%	7.85%	7.41%
Personal/Business	7.99%	7.84%	7.15%
Self-help			
History	6.93%	6.76%	6.57%
Biography	6.38%	5.74%	5.65%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	71.57%	71.29%	69.72%
Gen. Editorial	44.26%	43.54%	43.91%
Womens	41.28%	41.31%	41.34%
Service	38.92%	38.33%	37.2%
Business/Finance	18.06%	16.84%	16.17%
Mens	16.41%	16.33%	16.59%
Fishing/Hunting	15.36%	16.46%	16.18%
Automotive	13.98%	14.39%	14.4%
Mature Market	13.57%	13.08%	12.97%

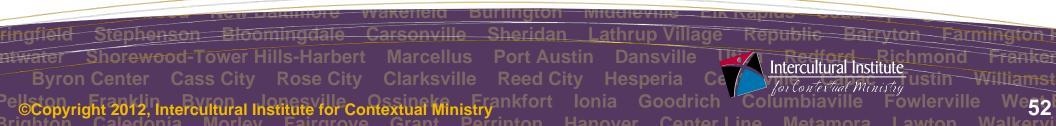
se Pointe Shores Tustin Flint Wolverine Lake Capac Gwinn Hamtramck Oxford Ellsworth New Baltimer The Guil Lake Clio Kingston Nashville Hudson Ludington Jonesville Intercultural Institute Iston Plainwell Daggett White Pigeon Huntington Woods Saginaw Town for Contextual Ministry at Copyright 2012, Intercultural Institute for Contextual Ministry at Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	60.63%	60.43%	58.51%
Classified	36.34%	37.38%	36.81%
Sport	35.1%	36.08%	34.74%
Editorial Page	34.07%	34.05%	33.64%
Business/Finance	31.91%	31.05%	29.72%
Comics	30.03%	30.13%	29.81%
Food/Cooking	26.69%	25.83%	25.96%
Movie Listings & Reviews	26.26%	26.07%	25.63%
TV/Radio Listings	25.66%	26.03%	25.72%
Home/Gardening	25.29%	25.89%	25.01%
Travel	21.58%	21.54%	20.29%
Science/Technology	19.02%	18.55%	17.79%
Fashion	13.59%	13.28%	13.14%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	29.69%	31.7%	30.19%
Adult Contemporary	21.1%	21.39%	20.64%
Rock	15.66%	15.9%	15.1%
CHR Contemp Hit Radio	15.57%	15.64%	16.54%
News/Talk	15%	13.96%	13.1%
Classic Rock	12.96%	12.81%	11.91%
Oldies	12.67%	12.3%	11.82%
Alternative	10.4%	9.4%	9.19%
Soft Contemporary	7.89%	7.75%	7.14%
Variety	7.81%	7.46%	7.12%
Religious	7.41%	7.12%	6.69%
Urban Contemporary	6.91%	6.89%	7.91%
All News	4.91%	4.38%	4.17%
Classic Hits	4.71%	4.62%	4.43%
Sports	4.68%	4.5%	4.15%
Jazz	4.06%	3.83%	3.41%
Classical	3.82%	3.44%	3.25%
All Talk	3.79%	3.4%	3.34%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULT
	MILES	MILES	MILES	
Fox News Channel	68.07%	68.14%	65.51%	Come
Satellite Dish	60.24%	59.68%	59.53%	TV Inf
Soapnet	52.56%	51.96%	51.27%	Hallm
Other Video-On-Demand	42.9%	43.12%	41.89%	USAN
Sci-Fi Channel	39.99%	40.7%	39.25%	BET (
Adult Pay Per View TV	38.71%	37.12%	35.45%	TV)
MSNBC	37.23%	38.07%	37.25%	TV Inf
Nickelodeon	34.64%	35.78%	33.98%	Guide
Adult Swim	34.12%	34.75%	32.03%	TCM
TV Info From Sunday TV	31.46%	30.87%	30.04%	Movie
Magazine				The G
Subscribe Digital Cable	30.97%	31.23%	29.76%	ABC F
Nick At Nite	30.81%	31.45%	29.46%	Video
				Enco

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Comedy Central	29.97%	27.41%	27.63%
TV Info From Newspapers	29.19%	29.11%	28.54%
Hallmark Channel	28.12%	28.01%	26.68%
USA Network	26.66%	26.2%	25.4%
BET (Black Entertainment	26.18%	25.43%	25.97%
TV)			
TV Info From Monthly Cable	25.9%	25.36%	24.5%
Guide			
TCM (Turner Classic	25.78%	24.66%	24.64%
Movies)			
The Golf Channel	24.61%	24.15%	23.07%
ABC Fam.	24.54%	23.37%	22.63%
Video-On-Demand Movies	23.03%	21.41%	19.26%
Encore	22.99%	22.57%	21.7%
ESPN2	22.89%	21.2%	21.77%

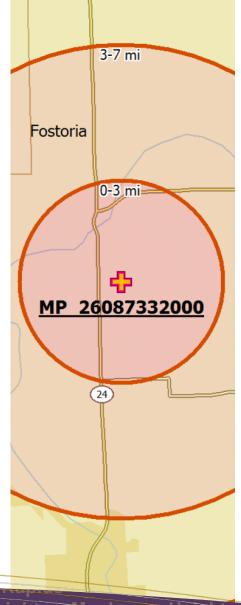
Cladstone Gagetown Grosse Pointe Park Greater Galesburg Breedsville South Monroe Davison Paines Wyoming Hancock Farmington Hills Rockwood Woodland Beach Port Athens Cadillac Fennya Peck Rochester Constantine McBain Perrinton Bingham Farms Ionia Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Petoskey Detroit Adrian Muskegon Heights Sprin 53

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.



Kentwood Pentwater Beal City Hubbardston Argentine Morenci Sterling Heights Muskegon Heights Kentwood Pentwater Beal City Hubbardston Argentine Morenci Sterling Heights Muskegon Heights Flat Rock Hart Pent Intercultural Institute Scoda Cedar S Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute fo

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	21.03%	20.17%	19.87%
Medium Users (4-6)	12.11%	12.02%	11.46%
Light Users (1-3)	21.65%	21.96%	21.27%
Quintiles (20%)			
Newspaper I (Heavy)	1.52%	1.41%	1.44%
Newspaper II	1.52%	1.69%	1.69%
Newspaper III	2.63%	2.71%	2.44%
Newspaper IV	0.79%	0.9%	1.04%
Newspaper V (Light)	1.47%	1.58%	1.43%

0-3	3-7	7-10
MILES	MILES	MILES
20.36%	21.01%	20.14%
9.59%	9.7%	9.38%
11.28%	11.14%	10.61%
10.18%	10.66%	10.66%
0.39%	0.2%	0.45%
5.29%	5.33%	5.4%
1.55%	1.54%	1.72%
2.4%	2.38%	2.61%
15.95%	15.9%	15.59%
26.66%	27.07%	25.88%
14.55%	14.64%	14.82%
5.12%	4.98%	5.08%
3.6%	3.22%	3.46%
20.82%	21.16%	20.85%
1.89%	1.75%	2.09%
	MILES 20.36% 9.59% 11.28% 10.18% 0.39% 5.29% 1.55% 2.4% 15.95% 26.66% 14.55% 5.12% 3.6% 20.82%	MILES MILES 20.36% 21.01% 9.59% 9.7% 11.28% 11.14% 10.18% 10.66% 0.39% 0.2% 5.29% 5.33% 1.55% 1.54% 2.4% 2.38% 15.95% 15.9% 26.66% 27.07% 14.55% 14.64% 3.6% 3.22% 20.82% 21.16%



Potential Multimedia Usage

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

MILES MILES MILES MILES Radio Drive Time Quntiles (fifths / 20%) TV Prime Time Quntiles (fifths / 20%) TV Prime Time Quntiles (fifths / 20%) Drive Time I & II (Heavy) 3.53% 3.79% 3.44% Drive Time III (Medium) 0.55% 0.78% 0.92% Radio IV & V (Light) 1.92% 1.95% 0.92% Radio IV & V (Light) 1.92% 1.95% 1.98% Radio IV & V (Light) 1.92% 1.95% 1.98% Radio I & II (Heavy) 8.51% 8.43% TV Early/Late Fringe Quntiles (fifths / 20%) Radio I & II (Medium) 6.82% 7.14% 6.31% Radio IV & V (Light) 2.97% 2.69% 2.81% Cable TV (Outpiles (fifths / 59.17% 56.74%	MEDIUM	3 3-7	MEDIUM	7-10	MEDIUM	0-3	3-7	7
(fifths / 20%) 20%) Drive Time I & II (Heavy) 3.53% 3.79% 3.44% Drive Time III (Medium) 0.55% 0.78% 0.92% Radio IV & V (Light) 1.92% 1.95% 1.98% Radio Media Quntiles (fifths / 7.14% 8.51% 8.43% Radio III (Medium) 6.82% 7.14% 6.31% Radio IV & V (Light) 2.97% 2.69% 2.81%		ILES MILES		MILES		MILES	MILES	M
Drive Time I & II (Heavy) 3.53% 3.79% 3.44% Drive Time III (Medium) 0.55% 0.78% 0.92% Radio IV & V (Light) 1.92% 1.95% 1.98% Radio Media Quntiles (fifths / V V 8.35% 8.03% 20%) V V 8.51% 8.52% 8.43% Radio I & II (Heavy) 8.51% 8.52% 8.43% Radio IV & V (Light) 6.82% 7.14% 6.31% Radio IV & V (Light) 2.97% 2.69% 2.81%	Radio Drive Time Quntiles		Radio Drive Time Quntiles		TV Prime Time Quntiles (fifths /	-		
Drive Time III (Medium) 0.55% 0.78% 0.92% Radio IV & V (Light) 1.92% 1.95% 1.98% Radio Media Quntiles (fifths / 1.92% 1.95% 1.98% 20%) TV Early/Late Fringe Quntiles 8.35% 8.03% Radio I & II (Heavy) 8.51% 8.52% 8.43% Fringe I & II (Heavy) 42.83% 42.59% Radio III (Medium) 6.82% 7.14% 6.31% Fringe III (Medium) 55.87% 56.74% Radio IV & V (Light) 2.97% 2.69% 2.81% Fringe IV (Light) 58.44% 59.17%	(fifths / 20%)		(fifths / 20%)		20%)			
Radio IV & V (Light) 1.92% 1.95% 1.98% Radio Media Quntiles (fifths /	Drive Time I & II (Heavy)	53% 3.79%	Drive Time I & II (Heavy)	3.44%	Prime Time I & II (Heavy)	3.77%	4.19%	3.
Radio Media Quntiles (fifths / IV Early/Late Fringe Quntiles 20%) Radio I & II (Heavy) 8.51% 8.52% 8.43% Radio III (Medium) 6.82% 7.14% 6.31% Radio IV & V (Light) 2.97% 2.69% 2.81%	Drive Time III (Medium)	55% 0.78%	Drive Time III (Medium)	0.92%	Prime Time III (Medium)	2.13%	2.07%	29
20%) (fifths / 20%) Radio I & II (Heavy) 8.51% 8.52% 8.43% Radio III (Medium) 6.82% 7.14% 6.31% Radio IV & V (Light) 2.97% 2.69% 2.81%	Radio IV & V (Light)	92% 1.95%	Radio IV & V (Light)	1.98%	Prime Time IV & V (Light)	8.35%	8.03%	8.
Radio I & II (Heavy) 8.51% 8.52% 8.43% Fringe I & II (Heavy) 42.83% 42.59% Radio III (Medium) 6.82% 7.14% 6.31% Fringe III (Medium) 55.87% 56.74% Radio IV & V (Light) 2.97% 2.69% 2.81% Fringe IV (Light) 58.44% 59.17%	Radio Media Quntiles (fifths /		Radio Media Quntiles (fifths /		TV Early/Late Fringe Quntiles			
Radio III (Medium) 6.82% 7.14% 6.31% Fringe III (Medium) 55.87% 56.74% Radio IV & V (Light) 2.97% 2.69% 2.81% Fringe IV (Light) 58.44% 59.17%	20%)		20%)		(fifths / 20%)			
Radio IV & V (Light) 2.97% 2.69% 2.81% Fringe IV (Light) 58.44% 59.17%	Radio I & II (Heavy)	51% 8.52%	Radio I & II (Heavy)	8.43%	Fringe I & II (Heavy)	42.83%	42.59%	40
	Radio III (Medium)	82% 7.14%	Radio III (Medium)	6.31%	Fringe III (Medium)	55.87%	56.74%	55
Cable TV Quotiles (fifths /	Radio IV & V (Light)	97% 2.69%	Radio IV & V (Light)	2.81%	Fringe IV (Light)	58.44%	59.17%	58
Cable 1 V Quinties (intris /	Cable TV Quntiles (fifths /		Cable TV Quntiles (fifths /		TV All Day Quntiles (fifths /			
20%) 20%)	20%)		20%)		20%)			
Cable I & II (Heavy) 13.46% 12.43% 11.89% All Day I & II (Heavy) 11.11% 11.05%	Cable I & II (Heavy)	3.46% 12.43%	Cable I & II (Heavy)	11.89%	All Day I & II (Heavy)	11.11%	11.05%	11
Cable III (Medium) 3.57% 3.79% 3.73% All Day III (Medium) 24.59% 25.08%	Cable III (Medium)	57% 3.79%	Cable III (Medium)	3.73%	All Day III (Medium)	24.59%	25.08%	24
Cable IV & V (Light) 29.7% 29.38% 29.3% All Day IV (Light) 10.29% 9.87%	Cable IV & V (Light)).7% 29.38%	Cable IV & V (Light)	29.3%	All Day IV (Light)	10.29%	9.87%	10

Big Bay Ovid Vernon Lansing Carrollton Walkerville Grass Lake Port Sanilac Reed City Douglas Big ego Athens Ithaca St. Ignace Wayland Hubbell Southgate Vandercook Intercultural Institute Pentwater Saginaw Township South Detroit Paw Paw Lake Wolverine Southwest Hart Village of Clarkst 56 Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.69%	11.91%	11.69%
6:00am - 10:00am	14.32%	13.24%	13.3%
10:00am - 3:00pm	4.72%	3.73%	5.49%
3:00pm - 7:00pm	14.87%	15.2%	14.73%
7:00pm - Midnight	13.08%	11.2%	11.28%
Midnight - 6:00am	4.59%	3.93%	3.84%
Weekend Radio			
Listeners			
Dayparts [summary]	18.25%	18.06%	16.96%
6:00am - 10:00am	3.69%	2.86%	3.14%
10:00am-3:00pm	4.68%	4%	4.16%
3:00pm - 7:00pm	7.41%	7.14%	6.76%
7:00pm - Midnight	9.93%	9.8%	9.48%
Midnight - 6:00am	9.99%	9.07%	11.05%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	10.47%	10.22%	9.53%
Saturday: 8:00-11:00pm	9.39%	9.29%	9.12%
Sunday: 7:00-11:00pm	10.83%	10.64%	10.39%
9:00am-1:00pm	30.81%	31.45%	29.46%
9:00am-4:00pm	35.26%	36%	33.76%
4:00pm-7:00pm	29.48%	28.97%	28.33%
11:00pm-1:00am	44.65%	45.83%	45.23%
AVG Prime time Mon-Sun	2.44%	2.26%	2.13%

throp Cutlerville Rosebush Akron Minden City Clayton Port Hope Lincoln Park Hubbell Robin Glen-Inder Bear Lake Gibraltar Montague Nashville Perry Tustin Inkster Sares Kalamazoo Copper City He nridge East Tawas Gladwin Taylor Cadillac Olivet Bloomingdale Benz Intercultural Institute Onac Grant H ©Copyright 2012, Intercultural Institute for Contextual Ministry South Lyon Harrison Rockford Detroit Harbor Spring57

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.31%	15.42%	14.98%	Sat: 7-10am	Sat: 7-10am 18.75%	Sat: 7-10am 18.75% 18.24%
7-9am	22.89%	21.2%	21.77%	Sat: 10am-1pm	Sat: 10am-1pm 9.04%	Sat: 10am-1pm 9.04% 9.07%
9am-12noon	27.58%	28.45%	26.34%	Sat: 1-4pm	Sat: 1-4pm 25.96%	Sat: 1-4pm 25.96% 25.66%
12noon-4pm	7.67%	7.55%	7.42%	Sat: 4-6pm	Sat: 4-6pm 7.53%	Sat: 4-6pm 7.53% 7.24%
4-6pm	51.35%	50.33%	47.7%	Sat: 6-7pm	Sat: 6-7pm 2.9%	Sat: 6-7pm 2.9% 2.72%
6-7pm	23.17%	24.36%	23.38%	Sat: 7-8pm	Sat: 7-8pm 1.4%	Sat: 7-8pm 1.4% 1.14%
7-7:30pm	1.57%	1.3%	1.23%	Sat: 8-11pm	Sat: 8-11pm 9.39%	Sat: 8-11pm 9.39% 9.29%
7:30-8pm	11.61%	11.84%	11.13%	Sat: 11pm-1am	Sat: 11pm-1am 4.66%	Sat: 11pm-1am 4.66% 4.22%
8-11pm	10.47%	10.22%	9.53%	Sat: 1am-7pm	Sat: 1am-7pm 26.66%	Sat: 1am-7pm 26.66% 26.2%
11pm-12am	37.23%	38.07%	37.25%	Sun: 7-10am	Sun: 7-10am 2.37%	Sun: 7-10am 2.37% 2.16%
11pm-1am	44.65%	45.83%	45.23%	Sun: 10am-1pm	Sun: 10am-1pm 9.14%	Sun: 10am-1pm 9.14% 9.35%
1-6am	30.85%	29.87%	31.11%	Sun: 1-4pm	Sun: 1-4pm 6.49%	Sun: 1-4pm 6.49% 6.23%
				Sun: 4-7pm	Sun: 4-7pm 16.27%	Sun: 4-7pm 16.27% 16.79%
				Sun: 7-11pm	Sun: 7-11pm 10.83%	Sun: 7-11pm 10.83% 10.64%
				Sun: 11pm-1am	Sun: 11pm-1am 5.05%	Sun: 11pm-1am 5.05% 4.98%
				Sun: 1-7am	Sun: 1-7am 24.53%	Sun: 1-7am 24.53% 24.64%

Scottville Northport Fruitport Skidway Lake Port Austin Watervliet Martin Westland Forest Hills Mon Kerville Eagle Ashley Hillman Kentwood Rochester Hills Wolf Lake Mon Intercultural Institute Fair Plain Lennon Houghton Lake Monroe Rochester Big Bay Leonard (Scottextual 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

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- 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.

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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

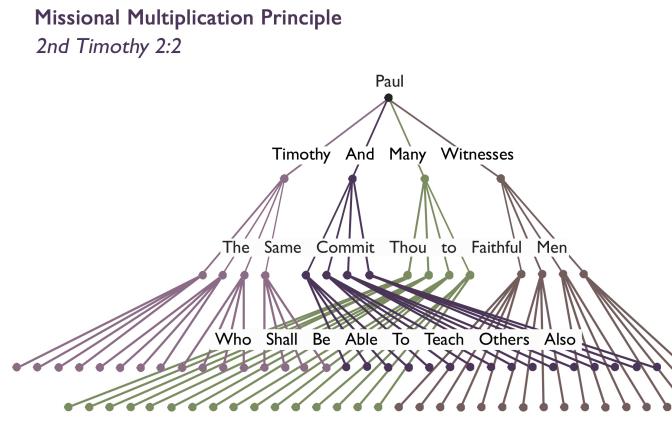
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

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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.



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Establishing Redemptive Relationships

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

Communication Steps

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



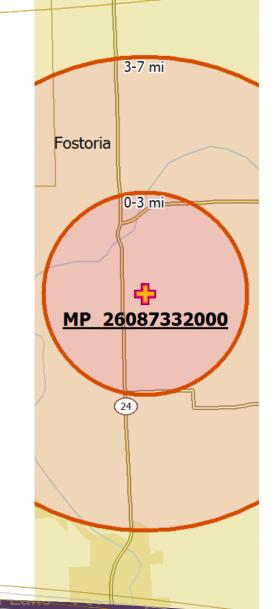


Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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

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