# MissionSite top unreached locations

DETROIT, MI Edgemont d City East Grand Rapids Stony Point Morenci CENSUS TRACT: 26163543900 Multiply is Grosse Pointe Woods Royal Oak hit CONGREGATIONAL South Rockwood Edwardsburg Owendale **REGION: Region Five Center** Flushing Duran South Rockwood Edwardsburg Owendale ASSOCIATION: Greater Detroit lage of Clarkston Pi getown Rochester Hills Honor Marlette Bear Lake KalamaCOUNTY: Wayne Cassopolis Lake Orion Huntingt In partnership with the: Adrian Laingsburg Shelby BloomirSITESCAPE: Cityscape k Park Intercultural Institute Rockwood Northville MeDENSITY PATTERN: Kentine Shoreham Grosse Po BAPTIST STATE Rockfor for Contextual Ministry Fairgrove Novi Mig CONVENTION of MICHIGAN Laurium Grass Lake Zeelar Sylvan Lake Au Gres Kingsley Concord Crystal Falls Otte Clinton Centreville kohsha hg@CopyFight=2012, InterculturalInstitute for Contextual Ministry Boyne City Hillman Nashville Roseville Vicksburg Ho

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#### Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	26R05	Region Five
2	Association	26A05	Greater Detroit
3	County Location	26163	Wayne
4	Zipcode	48223	Wayne
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
8	Sitescape Density Pattern	К	250000-1000000-1000000

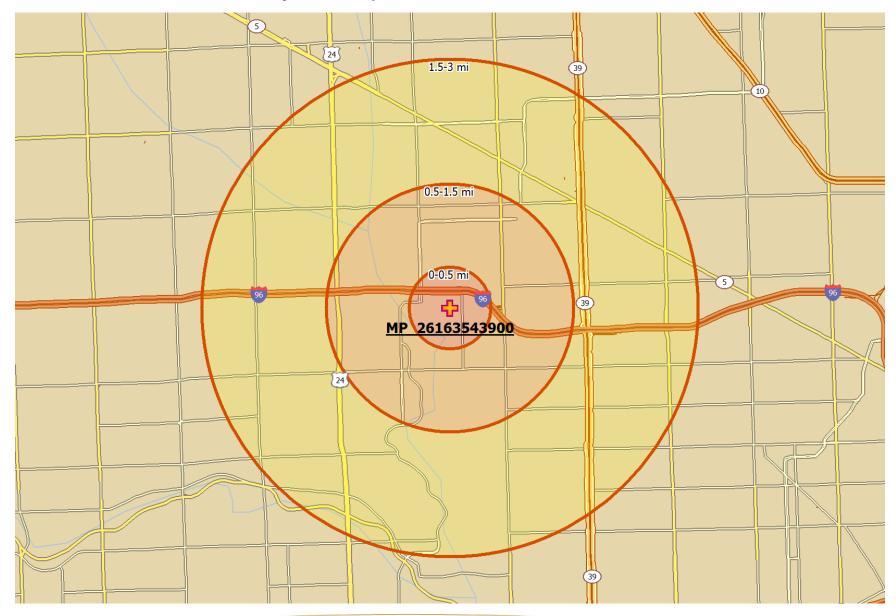


0.5-1.5 mi

0-0.5 mi

MP 26163543900

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



H Clare Ashley Grand Blanc Algonac Byron Barton Hills Twin Lake K. I. Sawyer AFB Marquette Tem aastra Lost Lake Woods Perry Onsted Deerfield Lake Ann Haslett Rose Intercultural Institute South Range Norway Livonia Dowagiac Three Rivers Saranac Richmon Vassar Emmett Boyne Falls Auburg 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	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric Locale	11	City: Large: Territory inside an urbanized area and inside a principal city with
	Codes		population of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Mount Pleasant Reading New Lothrop Muskegon Ortonville Woodhaven Gladwin Clinton Inlay City M Enlevine Stevensville Hopkins Bingham Farms Hudson Hillman Chather Intercultural Institute Lake Linden North Branch Muskegon Heights Pinckney Otsego Autor (outertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	1,992	25,104	112,172
2010 Households	816	8,462	40,030
2010 Group Quarters Population	11	207	402

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	85	87	89
Language Diversity National Index	33	67	65
Foreign Born Diversity National Index	98	42	66
Ancestry Diversity National Index	12	26	44
Racial Diversity National Index	58	72	73

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## Site Location Summary - County Environment

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

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

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

Volf Lake Hubbard Lake Martin Middleville Elk Rapids Hartford Lawrence Portland Benton Heights Frei Northport River Rouge Decatur Oxford Plymouth Township St. Ignace Intercultural Institute Providence Contextual Ministry Portage Gag Copyright 2012, Intercultural Institute for Contextual Ministry Weidman Elberta Ash Copyright 2012, Intercultural Institute for Contextual Ministry Weiteball DeWitt Ludington Canton Lakeview Paw Paw

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	42	5.15%
Working Communities	Blue-collar, Working Families	15	1.84%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	148	18.14%
Urban Communities	High Density, Inner-city Neighborhoods	612	75%

Arma Lathrup Village Coleman Bloomfield Township Fife Lake Grand Blanc Port Huron Palmer Otter Lak Royal Oak Rogers City Harvey Breedsville Homer Beulah Prudenville Berrien Springs Bridgman Union City Atlanta Wayland Morenci Michiana Byron Center South Confectual Institute 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?

Greilickville Wolverine Charlevoix Cadillac Menominee Mulliken Saginaw Township North Benzonia E Se Pointe Farms Kingston Dowagiac White Pigeon Montrose White Cloud Intercultural Institute Lakewood Club Otter Lake Reese Woodhaven Clayton Beaverton Galesburg Hillman Blissfield L10 Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-0.5 mile band that are in each category. The index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	489,789	564	0.12%
Unreached %	70.04%	69.08%	98.63
Religious But NOT Evangelical HH	152,338	230	0.15%
Religious But NOT Evangelical %	21.78%	28.24%	129.65
Spiritual But NOT Relig or Evang HH	56,789	15	0.03%
Spiritual But NOT Relig or Evang %	8.12%	1.8%	22.13
Not Evangelical, Not Interested HH	286,981	348	0.12%
Not Evangelical, Not Interested %	41.04%	42.68%	104





# **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	78,825	5,424	6.88%
Active Evangelical Percent	11.27%	11.00%	97.6
Inactive Evangelical Households	130,709	8,995	6.88%
Inactive Evangelical Percent	18.69%	18.24%	97.6
# New Churches Needed	350	25	7.05%



Casnovia Grosse Pointe Maybee Concord Twining Ishpeming Pinckney Tawas City Marguette Pont Geogo Benton Harbor Three Oaks Lennon Hersey Fruitport Gladstone Intercultural Institute Saline Kinde Bronson Grandville Hudson Roscommon Lake Orion for Contextual Ministry Contextual Ministry Hill Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Spirituality Indicators

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

#### Issues for Your Consideration

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



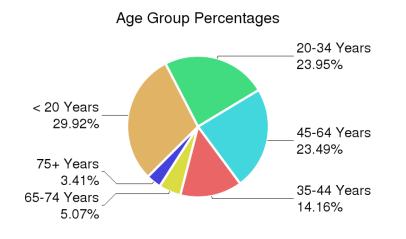
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMO	OSCAPE	COUNTY	BAND	% OF C
1990 Population	2,111,687	3,629	0.17%	1990 I	Households	780,532	1,475	0.19%
2000 Population	2,061,162	2,897	0.14%	2000	Households	768,440	1,206	0.16%
2010 Population	1,898,563	1,992	0.1%	2010	Households	699,322	816	0.12%
Location Types in this MissionSite <b>Location Type 0-0.5mi Ban</b>								
🔲 0-0.5mi Bar	nd 🔲 0.5-1	.5mi Band	📕 1.5-3mi	Band 🔲 Count	ty	Residential		886
1,000,000						Residential A	.pt.	400
800,000						Residential N	lon-Apt.	486
600,000						Business		26
000,000						Seasonal		0
400,000						USPS Reside	ential	899
200,000	· · ·					USPS Busine	ess	22
Residential Reside	ential Apt. Residential No	n-Api. Bus	iness Seaso	usps Residential	Business			

layton Garden Spring Lake Traverse City Port Hope Chatham Armada Dundee Three Rivers Swartz Gre Clarksville Berrien Springs Clio Novi Standish Capac Ferndale New Eastlake St. Helen Decate Detroit Lakeview Morrice Farwell Lake Michigan Beach Memphis Corfectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

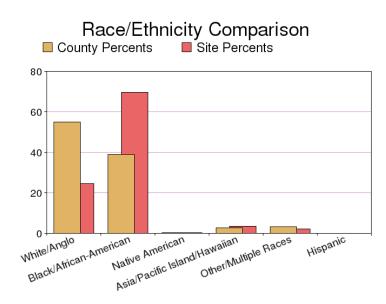


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.23%	6.22%	118.93
4-5 Years	2.67%	3.21%	120.22
6-8 Years	4.03%	4.92%	122.08
9-11 Years	4.1%	4.47%	109.02
12-13 Years	2.77%	3.01%	108.66
14-17 Years	5.75%	5.37%	93.39
18-19 Years	2.94%	2.71%	92.18
0-5 Years	7.9%	9.44%	119.49
6-12 Years	9.51%	10.84%	113.99
13-19 Years	10.08%	9.64%	95.63
< 20 Years	27.49%	29.92%	108.84
20-34 Years	19.18%	23.95%	124.87
35-44 Years	13.63%	14.16%	103.89
45-64 Years	26.8%	23.49%	87.65
65-74 Years	6.84%	5.07%	74.12
75+ Years	6.06%	3.41%	56.27
Median Age	37	32	85.41
Median Age (Male)	36	31	85.17
Median Age (Female)	39	34	86.3

aurium Breckenridge Roscommon Orchard Lake Village Canadian Lakes Albien Plymouth Eagle E Concord Harbor Springs Laingsburg Millersburg Grand Ledge Romeo the Copyright 2012, Intercultural Institute for Contextual Ministry Concord Harbor Springs Laingsburg Millersburg Grand Ledge Romeo the Copyright 2012, Intercultural Institute for Contextual Ministry Concord Harbor Springs Lake Vermontville Clawson Iron River Elusping Maybee Sunfield Alapson

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	54.85%	24.65%	44.94
Black, African-American	38.87%	69.58%	179
Native American	0.36%	0.25%	69.91
Asian	2.54%	3.41%	134.37
Pacific Island, Hawaiian	0.06%	0.05%	77.99
Other/Multiple Races	3.32%	2.11%	63.57
Hispanic	0%	2.76%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,251,329	1,238	
Less than 9th Grade	5.03%	4.68%	107.34
No High School Diploma	11.11%	13.81%	80.4
High School Graduate	33.89%	35.7%	94.92
Some College, no degree	22.85%	24.31%	93.99

7.13%

12.48%

7.52%

7.27%

9.53%

4.68%

98.04

130.91

160.51

dston Chesaning Clinton Manistee Shepherd Marcellus Lake Angelus Boyne City Robin Glen-Indiantown The Climax Atlanta Kaleva Jenison Fountain Lambertville Grand Beach, Intercultural Institute Confectual Ministry North Branch St. Joseph Sandusky Copemish Manistri Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute For Contextual Ministry

Associate Degree

Graduate/Prof. degree

**College Degree** 

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX	
ESTIMATES				
Household Income				
< \$10,000	10.32%	19.49%	184.18	
\$10,000 to \$19,999	12.2%	12.25%	100.47	
\$20,000 to \$29,999	11.7%	19.12%	163.37	
\$30,000 to \$49,999	20.5%	24.26%	118.35	
\$50,000 to \$59,999	7.76%	7.97%	102.67	
\$60,000 to \$69,999	7.09%	5.64%	79.47	
\$70,000 to \$79,999	5.95%	3.92%	65.94	
\$80,000 to \$89,999	4.75%	2.7%	56.8	
\$90,000 to \$99,999	3.32%	1.23%	36.93	
\$100,000 to \$124,999	7.39%	2.57%	34.8	
\$125,000 to \$149,999	3.92%	0.25%	6.25	
\$150,000 to \$199,999	3.28%	0.49%	14.96	
\$200,000 to \$249,999	0.72%	0%	0	
\$250,000 or more	1.11%	0%	0	
Median Household	44,630	29,083	65.16	
Average Household	58,937	33,473	56.79	
Per Capita Household	22,198	13,730	61.85	
Family/Non-Family Household				
Income				
Median Family Income	56,307	31,358	55.69	
Average Family Income	70,459	37,392	53.07	
Median Non-Family Income	30,033	27,053	90.08	
Average Non-Family Income	38,816	28,747	74.06	

Waterford Plymouth South Lyon Onaway Edwardsburg Beulah Vandalia Milford Nashville Fremont F Belleville Sturgis Barryton Carleton Rose City Sheridan Omer Brief Intercultural Institute eo Central Lake Oakley Holt Lewiston Quincy Newaygo Riverview Voltor Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	63.59%	51.23%	80.56
Families with Children	33.72%	33.7%	99.95
Families without Children	29.87%	17.52%	58.67
Non-Family Households			
% Non-Family Households	36.41%	48.77%	133.95
Non-Families with Children	0.28	0.37	132.12
Non-Families without Children	36.13	48.41	133.96
Housing Units			Index
Total Housing Units	835,198	1,021	
Vacant percent	16.27%	20.08%	123.42
Owned percent	57.05%	27.72%	48.58%
Rented Percent	26.68%	52.3%	196.04
Households by Size			Index
Avg household size	2.67	2.43	91.01
Avg family hh size	3.55	3.51	98.87
Avg non-family hh size	1.13	1.29	114.16
Households By Count of Persons			Percent
One	228,033	349	0.15%
Two	165,215	175	0.11%
Three or Four	207,119	192	0.09%
Five+	98,955	101	0.1%

Fenton St. Clair Hewell Gagetown Port Sanilac Southgate Mackinaw City Millersburg Sterling Mount HadiSon Heights Ontonagon South Rockwood Grand Haven Skidway Law City Intercultural Institute North Muskegon Clawson Houghton Baldwin Pearl Beach Shelby Lan Gordertual Ministry Beach Benton Copyright 2012, Intercultural Institute for Contextual Ministry Mount Morris Athens Kingsford Parchment Livonia Hastings May hee Marlette Britton Middletown Bad Axe, Colon St. Joseph McBride, Elsie Bellevue B

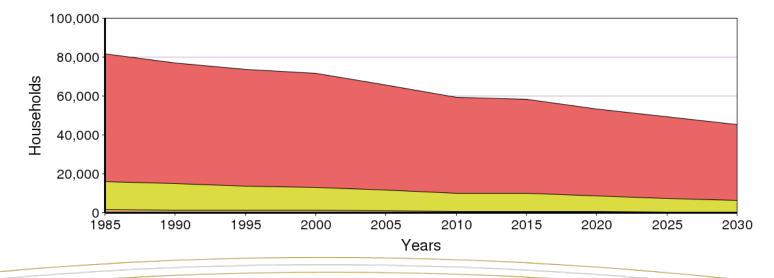
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	2,111,687	3,629	0.17%
2000 Population	2,061,162	2,897	0.14%
2010 Population	1,898,563	1,992	0.1%
2015 Population	1,766,345	1,840	0.1%

Household Change from 1985 to 2030

0-0.5mi Ring 0-1.5mi Ring

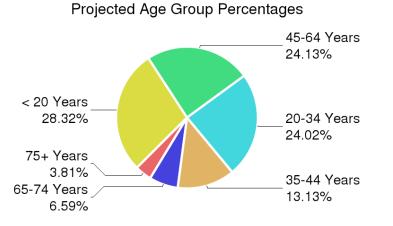
📕 0-3mi Ring



Coldwater Ferrysburg Eincoln Park Negaunee Millington Whittemore Port Hope Britton Three Oaks He Clayton Frankfort Schoolcraft Whitmore Lake Shelby Caspian Charter Intercultural Institute Saranac Escanaba K. I. Sawyer AFB Republic Marquette Williamston for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

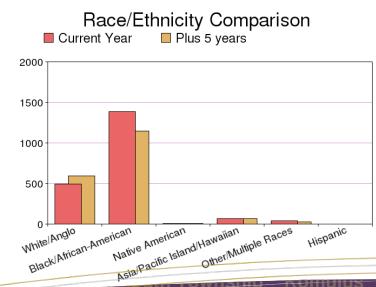


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.22%	6.03%	96.95
4-5 Years	3.21%	3.37%	104.98
6-8 Years	4.92%	4.67%	94.92
9-11 Years	4.47%	4.08%	91.28
12-13 Years	3.01%	2.61%	86.71
14-17 Years	5.37%	5.11%	95.16
18-19 Years	2.71%	2.39%	88.19
0-5 Years	9.44%	9.4%	99.58
6-12 Years	10.84%	10.11%	93.27
13-19 Years	9.64%	8.75%	90.77
< 20 Years	29.92%	28.26%	94.45
20-34 Years	23.95%	23.97%	100.08
35-44 Years	14.16%	13.1%	92.51
45-64 Years	23.49%	24.08%	102.51
65-74 Years	5.07%	6.58%	129.78
75+ Years	3.41%	3.8%	111.44
Median Age	37	33	88.34
Median Age (Male)	36	32	89.41
Median Age (Female)	39	34	87.99

Kaleva Morley Berkley Horsey Woodland Hastings Barnes Lake-Millers Lake Coleman Alanson M Manitou Beach-Devils Lake Dansville Norway Farmington Hills Farwel Intercultural Institute Morrice Pierson Carson City Harrietta Michigan Center Pentwater Jor Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Ecopyright 2012, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	24.65%	32.34%	131.19
Black, African-American	69.58%	62.17%	89.36
Native American	0.25%	0.27%	108.26
Asian	3.41%	3.7%	108.26
Pacific Island, Hawaiian	0.05%	0.11%	216.52
Other/Multiple Races	2.11%	1.41%	67.02
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,238	1,162	
Less than 9th Grade	4.68%	4.13%	88.17
No High School Diploma	13.81%	11.19%	81
High School Graduate	35.7%	37.61%	105.34
Some College, no degree	24.31%	23.92%	98.4
Associate Degree	7.27%	7.83%	107.72
College Degree	9.53%	10.24%	107.44
Graduate/Prof. degree	4.68%	5.08%	108.38

Springs Estral Beach Boyne Falls Bear Lake Montague Beal City Memphis Inkster Beaverton White P Canton Onekama Northville New Era Montrose Addison Eastwood Per Intercultural Institute Sterling Barnes Lake-Millers Lake Detroit Canadian Lakes Gibraltar Los Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Decopyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	19.49%	18.39%	94.35
\$10,000 to \$19,999	12.25%	12.55%	102.38
\$20,000 to \$29,999	19.12%	18.76%	98.12
\$30,000 to \$49,999	24.26%	25.09%	103.41
\$50,000 to \$59,999	7.97%	7.95%	99.81
\$60,000 to \$69,999	5.64%	5.71%	101.37
\$70,000 to \$79,999	3.92%	3.98%	104.53
\$80,000 to \$89,999	2.7%	3.11%	101.37
\$90,000 to \$99,999	1.23%	1.37%	111.5
\$100,000 to \$249,999	2.57%	2.61%	101.37
\$125,000 to \$149,999	0.25%	0.25%	101.37
\$150,000 to \$199,999	0.49%	0.5%	101.37
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0%	0%	0
Median Household	29,083	29,627	101.87
Average Household	33,473	34,255	102.34
Per Capita Household	13,730	15,005	109.29
Family/Non-Family Household			
Income			
Median Family Income	31,358	33,160	105.75
Average Family Income	37,392	38,491	102.94
Median Non-Family Income	27,053	27,753	102.59
Average Non-Family Income	28,747	29,430	102.38

Grass Lake Benton Harbor Negaunce Houghton Lake Laingsburg Caledonia Holly Greenville Pewar Harrison Eagle Flushing Copper City Holland Cement City West Ishper Intercultural Institute Breilickville Leonard Bloomingdale Three Rivers Livonia Casnovia Muir for Contextual Ministry Pigeon Beverly Hills Maple Rapids Walled Lake As 22 Copyright 2012, Intercultural Institute for Contextual Ministry Higgson Beverly Hills Maple Rapids Walled Lake As 22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	51.23%	50.43%	98.46
Families with Children	33.7	31.93	94.73
Families without Children	17.52	16.27	92.86
Non-Family Households			
% Non-Family Households	48.77%	49.57%	101.62
Non-Families with Children	0.37	0.5	101.62
Non-Families without	48.41	49.07	101.37
Children			
Housing Units			
Total Housing Units	1,021	1,004	98.33%
Vacant percent	20.08%	19.72%	98.22
Owned percent	27.72%	28.59%	103.13
Rented Percent	52.3%	51.59%	98.65
Households by Size			
Avg household size	2.43	2.27	93.42%
Avg family hh size	3.51	3.36	95.73%
Avg non-family hh size	1.29	1.17	90.7%
Households By Count of			
Persons			
One	349	354	101.43%
Two	175	191	109.14%
Three or Four	192	179	93.23%
Five+	101	81	80.2%

Falls Center Line Mio Sturgis Clarksville Watervliet Manistee Woodland Beach Springfield Weidman Dryden St. Ignace Petersburg Caseville Farwell Spring Lake Warren Intercultural Institute Sault Ste. Marie Ann Arbor Pinckney Indian River Wyandotte Dowagiac (Softertual Ministry) Confertual Falls, Shepherd Montague, Sunfield Eastlake Douglas Eagle Bessemer Utica 23 (Confertual Ministry)

# **Ethnographic Summary**

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

BORN IN:	0-0.5	0.5-1.5	1.5-3	BORN	IN:	IN: 0-0.5	IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	64	898	3,869	Eastern Africa	a	a 0	a 0 0
Northern Europe	1	42	238	Middle Africa		0	0 7
Western Europe	0	56	144	Northern Africa		0	0 2
Southern Europe	0	19	293	Southern Africa		0	0 0
Eastern Europe	3	29	418	Western Africa		10	10 99
Other Europe	0	0	11	Other Africa	(	)	) 3
Eastern Asia	0	4	35	Oceania	0		0
So. Central Asia	23	258	408	Caribbean	1		48
SE Asia	1	32	213	Central Amer.	2		107
Western Asia	1	26	518	South America	1		19
Other Asia	0	3	41	North America	21		144
				Born at sea	0		0

Harbor Beach Elsie Ossineke Union City Hesperia Romeo Sheridan Memphis Birmingham Boyne Falls Fewlerville North Branch Forest Hills Holland Ironwood Edgemont Park of Stal Falls, Indian River Negat Honor Metamora Quinnesec Lake Fenton Spring Arbor Flushing Elktor for Contextual Ministry Essexville Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
English only	2,605	25,703	111,857	Other Indo-Euro	0	3	306
Spanish	20	591	2,590	Asian/PI languages	0	0	0
Other Indo-Euro	50	355	2,993	Chinese	6	15	11
language				Japanese	8	22	94
French (incl. Patois,	21	85	565	Korean	0	0	27
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	4	27	338	Miao, Hmong	0	0	0
Portuguese	0	0	7	Thai	0	4	0
German	9	55	182	Laotian	0	6	10
Yiddish	0	0	7	Vietnamese	0	4	42
Other West Germanic	0	0	23	Other Asian	6	179	73
A Scandinavian	0	0	10	Tagalog	0	11	151
Language				Other Pacific Is	0	0	10
Greek	0	8	169	Other languages	12	207	1,288
Russian	6	10	24	Navajo	0	0	0
Polish	5	34	752	Other Native N.	0	53	7
Serbo-Croatian	0	0	29	American			
Other Slavic Language	0	12	150	Hungarian	0	0	16
Armenian	0	0	81	Arabic	0	55	850
Persian	0	0	40	Hebrew	0	0	30
Gujarathi	2	18	96	African languages	12	99	355
Hindi	1	35	114	Other unspecified	0	0	30
Urdu	0	0	30				

yde Swartz Creek Woodiand Bridgeport bu

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# Ancestry Summary

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

1.5-3
MILES
3,896
2,306
262
216
6,429
52
252
302
38
766
1,016
129
2,106

73,629

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Reporting ancestry	2,405	25,312	109,387
Arab	0	74	1,099
Armenian	0	0	179
Austrian	0	0	80
British	0	1	71
Canadian	4	56	328
Croatian	0	11	94
Czech	0	12	105
Czechoslovak	5	20	81
Danish	16	76	128
Dutch	0	31	385
Inglish	47	252	2,490
European	0	15	189
Finnish	5	50	354
rench (not	33	142	1,281
Basque)			
French Canadian	19	68	918
German	86	542	5,630
Greek	0	46	344
Hungarian	4	20	451
ranian	0	0	13

oughten Lake Odessa Cassopolis Marshall Woodland Beach Leslie Atlanta Livenia Dundee Mackinac Lincoln Hubbell Au Gres Rochester Perrinton Canada Creek Ranch Intercultural Institute Adrian Stockbridge Chatham Pewamo Manchester Benzonia Berkle for Confextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

#### Issues for Your Consideration - continued

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



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

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

0.5-1.5 mi 0-0.5 mi MP 26163543900

dale St. Louis Mesick Whittemore Zeeland East Tawas Lakewood Club Kingston Wayne Lexington Bay Clarksville Waverly Sparta Armada L'Anse Vandalia Escanaba Sarano Intercultural Institute lew Buffalo Newaygo Shelby Ishpeming Muskegon Caseville Oakley for Confectual Ministry Westland Ha Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	816	100%	564	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

a Vista Fountain Omer Swartz Creek East Tawas Ferndale Merrill Copper City Michigamme Richland Lennon Sylvan Lake Bellevue Shorewood-Tower Hills-Harbert St. Ignace Intercultural Institute Rockwood Bay City Buchanan New Haven Indian River Lathrup Village Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Canter Contextual Contextual Ministry Contextual Ministry Contextual Contextual Contextual Contextual Ministry Contextual Ministry Contextual Contextual

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	816	100%	564	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	42	5.15%	27	4.79%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	42	5.15%	27	4.79%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	15	1.84%	11	1.95%
Steadfast Conservative	7	0.86%	5	0.89%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	8	0.98%	6	1.06%

Byron Fountain Mason Haslett Dowagiac Shields Colon Nashville Pinconning Niles Grandville Lake Orion Lansing Webberville Melvindale Montague Quinnesec Intercultural Institute Onsted Coleman Montgomery Lost Lake Woods Hillsdale Gobles Bro Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Branch Memphis Ashley Northport Oakley Pinckney 34

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	816	100%	564	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	148	18.14%	110	19.5%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	148	18.14%	110	19.5%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

New Buffalo Harrisville Temperance Brighton Shelby Bay City Kingsley Mount Clemens Corunna Po-Ludington Paw Paw Dowagiac Charlevoix Gaastra Skidway Lake Morrice Farwell St. Johns Southgate Gladstone Lathrup Village 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 table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	816	100%	564	100%
STRUGGLING SOCIETIES	530	64.95%	359	63.65%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	530	64.95%	359	63.65%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	82	10.05%	57	10.11%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	82	10.05%	57	10.11%
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%

Eastpointe Brighton Madison Heights Franklin Allendale Portage Norway Almont South Haven Cana Marquette Napoleon East Lansing Burton Grosse Ile New Lothrop Intercultural Institute ton Manitou Beach-Devils Lake Millington Traverse City Kingsley Cliffor for Contextual Ministry Contextual Ministry Lambert Ville Harbor Bea 33 Copyright 2012, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

Within the 0-0.5 mile, 0.5-1.5 mile and 1.5-3 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

#### Issues for Your Consideration

- 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?

Parchment St. Johns

ngton St. Helen Norton Shores Fast Grand Rapids

Daggett

#### **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).



Haslett South Honroe New Baltimore Kalkaska Hartford Unionville Flat Rock Gibraltar Kingston Dea Quinnesec Tekonsha Rochester Hills Deerfield Tecumseh Woodhaver Intercultural Institute farcellus Lawrence Sylvan Lake Lake Odessa Prescott North Adams Haraga Kaleva Baroda Roosevelt Park Mem 35 PCopyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
PC-HH Own	61%	66%	70%
Use Comp. for Internet/E-mail	38%	42%	47%
Use Comp. for Comp. Games	32%	33%	35%
Internet Use: E-Mail	31%	35%	39%
Use Comp. for Education	28%	28%	29%
HH Owns DVD Player	23%	25%	26%
Use Comp. for Shopping	18%	21%	25%
Use Comp. for Banking	17%	19%	22%
Internet Use: News/ Weather	17%	19%	21%
Use Comp. for Digital Camera Photo Editing	17%	19%	22%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Internet Use: Banking	16%	18%	20%
Use Comp. for Word	16%	21%	26%
Processing			
PC-Network-HH Has One	15%	16%	17%
Use Comp. for	10%	13%	16%
News/Info./Data Service			
Use Comp. for Filing/DB	9%	10%	10%
Mngmnt			
HH Owns Video/Webcam	8%	8%	9%
Internet Use: Instant	7%	7%	7%
Messaging (Im)			
Internet Use: Research/	6%	9%	10%
Education			
Internet Use: Yellow Pages	6%	7%	7%
Internet Use: Read	6%	8%	9%
Magazines/ Newspapers			

Beverly Hills Comstock Northwest Orchard Lake Village Leonard Williamston Revenue Sterling Adria Barton Hills Fowler Chatham Wayne Lambertville Howard City Royal And Belding Vanderbilt Bad Adria nont Custer Manchester Waterford Grand Haven Port Sanilac Iron Rive for Contextual Institute City Laingsbur Copyright 2012, Intercultural Institute for Contextual Ministry Vandalia Roosevelt Park Roscommon Owendale Do 36 Barkiev Otser Montrose Taylor Westerbalia Fowlerville Sparta Holly Ludington Forest Hills Grand

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	64%	65%	66%
Reading Books	46%	49%	51%
Dining Out (Not Fast Food)	37%	42%	47%
Card Games	30%	36%	38%
Cooking for Fun	30%	32%	34%
Go To A Beach/Lake	25%	26%	28%
Board Games	22%	26%	28%
Gardening	21%	23%	27%
Going To	14%	15%	16%
Bars/Nightclubs/Dancing			
Visit Zoo	12%	13%	14%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	66%	69%	69%
Gen./Fam. Practitioner	29%	31%	35%
Hypertension/High Blood	23%	24%	23%
Pressure			
Backache	22%	24%	23%
Dentist	19%	21%	24%
None Of These	18%	18%	18%
Eye Dr.	17%	20%	21%
High Cholesterol	17%	19%	19%
Acid Reflux Disease	15%	16%	16%
(GERD)			
Any Arthritis	15%	16%	16%

Mie Grosse Pointe Whittemore Westphalia Pellston Muskegon Heights Climax Berrien Springs Tecum phac Crystal Falls St. Louis Fowlerville Prudenville Hazel Park Pierson Intercultural Institute and Petoskey Norway Laurium East Jordan Three Rivers Alanson Stor for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry File Park 2012, Intercultural Institute for Contextual Ministry Baraga Holland Royal Oak Marysville Bellaire M37

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	22.21%	23.93%	25.19%
Live Theater	13.27%	16.08%	17.64%
Rock/Pop Concerts Most	12.27%	13.56%	14.3%
Often			
Live Theater Most Often	10.43%	12.58%	14.07%
Dance Performance	10.42%	10.25%	9.88%
Comedy Club	9.12%	9.6%	9.52%
Movies: Comedy	43.5%	42.03%	40.7%
Movies: Action/Adventure	39.25%	39.43%	38.42%
Movies: Drama	27.8%	26.02%	23.52%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Fam.	24.71%	24.1%	22.64%
Movies: Horror	23.23%	18.64%	15.55%
Movies: Romantic	21.34%	20.87%	20.53%
Comedy			
College Basketball Reg.	3.45%	3.49%	3.52%
Season			
College Football Reg.	3.36%	4.29%	4.68%
Season			
NFL Football Reg.	2.62%	4.11%	4.86%
Season			
NBA Basketball Reg.	2.21%	3.06%	3.06%
Season			
MLB Baseball Reg.	2.1%	2.85%	4.15%
Season			
College Football	1.99%	1.93%	1.67%
Post-Season			

Gagetown Montrese Maple Rapids Holly Evart Vandercook Lake Langsburg Grand Ledge Robin Grand Lincoln Park Buchanan Clare Woodhaven Onekama Zeeland Berge Maker Whitehall Grass La on Kingsley Fife Lake Barton Hills Suttons Bay Minden City Perrinton for Confertual Ministry Olivet Bloomin Copyright 2012, Intercultural Institute for Contextual Ministry Mattawan Le Roy Pinconning New Haven Crosswell Fra

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Nalking for Exercise	32.29%	35.27%	37.54%	Mountain/Road	Mountain/Road 6.03%	Mountain/Road 6.03% 7.36%
Swimming	18.69%	21.24%	24.68%	Biking	Biking	Biking
Basketball	18.09%	19.08%	18%	Ice Skating	Ice Skating 5.96%	Ice Skating 5.96% 6.1%
Billiards/Pool	16.62%	16.28%	16.9%	Softball	Softball 5.9%	Softball 5.9% 6.89%
Bowling	15.74%	18.38%	20.01%	Yoga	Yoga 5.9%	Yoga 5.9% 6.24%
Jogging/Running	15.01%	15.92%	15.72%	Golf	Golf 5.74%	Golf 5.74% 7.96%
Football	13.79%	13.8%	12.72%	Roller Skating	Roller Skating 5.7%	Roller Skating 5.7% 6.01%
Weight Training	11.05%	12.51%	13.38%	Tennis	Tennis 5.35%	Tennis 5.35% 6.14%
Freshwater Fishing	10.33%	11.78%	13.71%	Soccer	Soccer 5.09%	Soccer 5.09% 6.43%
Aerobics	10.06%	11.37%	11.3%	Saltwater Fishing	Saltwater Fishing 4.24%	Saltwater Fishing 4.24% 5.53%
Baseball	9.55%	10.28%	10.9%	Snorkeling	Snorkeling 4.21%	Snorkeling 4.21% 4.26%
Stationary Cycling	9.13%	9.95%	10.62%	Camping Trips	Camping Trips 4.2%	Camping Trips 4.2% 4.95%
Volleyball	8.13%	8.44%	8.86%	Jet Skiing	Jet Skiing 3.85%	Jet Skiing 3.85% 4.13%
Using Cardio	6.83%	9.04%	10.67%	Fly Fishing	Fly Fishing 3.75%	Fly Fishing 3.75% 3.82%
Machine				Hunting	Hunting 3.72%	Hunting 3.72% 4.59%

Ville Dewitt Caspian Eastpointe Bear Lake Manchester Essexville Novi Coopersville Athens Yale Contextual Ministry South Menter Deckerville Alma Wolf Intercultural Institute South Menter Detroit Traverse City Estral Beach Grand Ledge Richland Elberta Stor Montextual Ministry South Contextual Ministry Contextual Ministry South Con

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Power Boating	3.65%	4.09%	5.27%
Skateboarding	3.37%	3.93%	3.75%
Racquetball	3.2%	3.83%	4.22%
Snowmobiling	3.11%	3.26%	3.42%
Canoeing/Kayaking	3.08%	3.84%	4.9%
Snowboarding	3.07%	3.15%	3.23%
Backpacking/Hiking	3%	4.59%	6.28%
Hockey	3%	3.82%	4.08%
Motorcycling	3%	3.6%	4.47%
Target Shooting	2.92%	3.81%	5.7%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Horseback Riding	2.89%	3.26%	3.99%
Downhill & X-Country	2.64%	3.24%	3.68%
Skiing			
Water Skiing	2.62%	3.12%	3.54%
Sailing	2.38%	2.75%	2.76%
Rock Climbing	2.26%	2.38%	2.74%
Surfing & Windsurfing	2.14%	2.53%	2.49%
Archery	2.05%	2.09%	2.88%
Auto Racing	1.62%	1.88%	2.22%
Martial Arts	1.6%	2.48%	2.81%
Rowing	1.31%	2.04%	2.36%

ichigan Beach Fenton Barryton Harbor Beach Keego Harbor New Haven Wakefield Grand Beach Wavery Shelby Paw Paw Lake South Gull Lake Rochester Hills Saranac Care Intercultural Institute Argentine Yale Grand Haven Lake Ann Sparta De Tour Village Jackson For Confertual Ministry Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Wolf Jack Source Farwell Athens Dryden Leonard Iron River Bancroft Sylvan

#### 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.



ish Cedar Springs Indian River Carson City Fowler Allendale Rose City Gwinn Waldron Ishpeming Ha Good Homer Detroit Baroda Harbor Springs Buena Vista Clare Fenny Contextual Institute Powers Shepherd Bloomfield Hills Rochester Petersburg Brighton For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

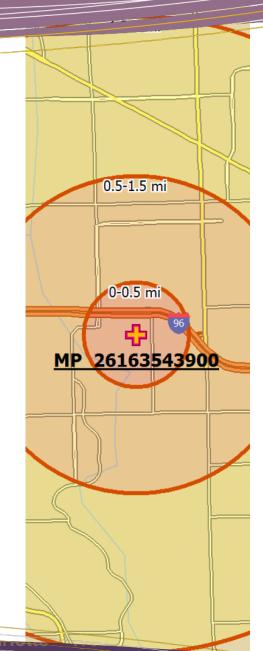
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### Unreached People Group

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



I Celeman Ubly Sterling Vermontville Lakewood Club Hersey Hemlock Sanford Dryden Dearborn He Burton Harrisville Highland Park Southfield Carney Bloomfield Township Intercultural Institute Berkley Iron River West Ishpeming Bad Axe Riverview Boyne City Bee Contextual Ministry Caseville Sou Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### **Potential Cultural Barriers:**

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

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	57%	56%	54%	We Should Strive for Equality for All	23%	21%	18%
Speak My Mind Even If It Upsets People	44%	44%	41%	Money Is Best Measure Of Success	21%	23%	24%
Like Control Over People And Resources	44%	43%	40%	Marijuana Should Be Legalized	20%	21%	20%
Don't Judge People/Way They Live Life	37%	34%	31%	Rarely Sit Down to a Meal Together At Home	18%	18%	17%
Too Much Sponsorship In Arts/Sports	37%	34%	31%	Like To Pursue Challenge/Novelty/Change	18%	17%	18%
Woman's Place Is In The Home	36%	35%	35%	Only Work Current Job for The Money	e 17%	17%	16%
Find It Difficult To Say No To My Kids	35%	37%	38%	Friends More Important Than My Fam.	16%	17%	20%
I Am A Workaholic	32%	28%	24%	Very Happy With My Life As It	13%	11%	9%
Like to Stand Out In A Crowd	27%	24%	23%	ls			
Like To Do Unconventional Things	26%	28%	29%	More Important Do Duty Than Enjoy Life	12%	10%	9%
If Won Lottery Would Never Work Again	26%	26%	27%	On Whole People Get What They Deserve	12%	11%	11%
Prefer To Have Few Possessions As Possible	24%	26%	29%	Happy With My Standard Of Living	12%	12%	12%
				Little I Can Do To Change My Life	11%	11%	10%

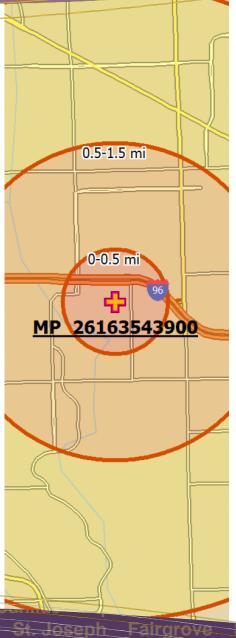
nersey Urchard Lake village - Jan

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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.



rien Springs Vermontville Hazel Park Hudsonville Pinckney Cass City Michiana St. Joseph Fairgrove S Springs Boyne Falls Scottville Howell Harbor Beach Belding Colon Contextual Institute Idenville Au Gres Alma New Lothrop Beechwood Niles L'Anse Michig Jox Contextual Ministry Jox Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
You Should Seize Opportunities In Life	59%	59%	58%	People Have To Take Me As They Find Me	23%	24%	23%
Important To Respect Customs And Beliefs	52%	55%	57%	Try Not To Worry About The Future	20%	19%	17%
Like To Understand About	41%	39%	38%	Like To Just Enjoy Life	19%	18%	20%
Nature				Real Men Don't Cry	17%	18%	17%
Prefer Work Part Of Team Than Alone	39%	41%	39%	Enjoy Spending Time With My Fam.	15%	15%	14%
Important To Juggle Various Tasks	37%	37%	36%	Is An Important Part Of Who I Am	14%	13%	14%
Good At Fixing Things	34%	32%	31%	Worried About Pollution Caused	13%	16%	17%
Important Feel Respected By	32%	33%	33%	By Cars			
My Peers				Children Should Be Allowed To	9%	9%	9%
Have Keen Sense Of	31%	30%	29%	Express Themselves			
Adventure				Feel Very Alone In The World	6%	6%	6%
Provide My Kids With The Little Extras	27%	26%	22%	Like Spending Most Time With Fam.	5%	6%	6%
Consider Myself Interested In The Arts	26%	24%	22%	Would Like To Set Up Own Business	5%	5%	4%
Looking for New Ideas To Improve Home	25%	24%	21%	Decor Particular Interest To Me	3%	4%	3%
Prefer To Have Few Possessions As Possible	24%	26%	29%				

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ast Lansing Mecosta Atlanta Pewamo Plymouth Township Gibraltar Kalamazoo Sagnaw Bansville Whe Reese Standish Belleville Prudenville Munising Barryton Boyne City Intercultural Institute Freeport Kingston Colon Monroe Galesburg Manistique Otisville Te for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

Brown City Baldwin Garden Pleasant Ridge West Branch Otter Lake Northville Galesburg Robin Glendi Michigan Center Leslie Greater Galesburg Middleville Muir Plainwell (Intercultural Institute Intercultural Institute for Contextual Ministry Corpyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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## **Potential Shared Places:**

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

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fast Food/Drive-In	88.48%	88.59%	87.65%
Restaurant-Visit Any			
Fam. Restaurants/Steak	72.34%	76.13%	78.66%
Houses-Visit Any			
McDonald's	56.62%	56.95%	56.59%
Kentucky Fried Chicken	43.21%	42.34%	38.19%
(KFC)			
Burger King	40.31%	40.42%	40.22%
Wendy's	36.04%	35.67%	34.48%
Subway	31.6%	32.19%	31.54%
Pizza Hut	28.51%	28.14%	26.49%
Taco Bell	27.09%	26.53%	27.25%
Applebee's	24.39%	27.11%	28.11%
Popeyes	24.23%	22.18%	17.96%
Domino's Pizza	21.01%	20.12%	18.4%

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
20.39%	22.21%	22.58%
19.9%	21.35%	20.44%
19.17%	18.5%	18.02%
18.5%	16.39%	13.31%
18.36%	18.38%	16.67%
16.45%	15.23%	14.44%
16.36%	17.82%	18.84%
15.6%	17.04%	16.27%
14.67%	14.67%	13.4%
14.03%	13.76%	11.9%
14.02%	12.55%	12.47%
13.6%	16.68%	16.09%
	MILES 20.39% 19.9% 19.17% 18.5% 18.36% 16.45% 16.36% 15.6% 14.03% 14.03%	MILES         MILES           20.39%         22.21%           19.9%         21.35%           19.17%         18.5%           18.5%         16.39%           18.5%         16.39%           16.45%         15.23%           15.6%         17.04%           14.67%         14.67%           14.02%         12.55%

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#### **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!



nwood Posen Banger Grant Royal Oak Marine City Lakeview Allen Park Lapeer Febryille Utica Arm wood Posen Banger Grant Royal Oak Marine City Lakeview Allen Park Lapeer Febryille Utica Arm inconning Gobles Rose City Leonard Saugatuck Chatham Huntington Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Muir Sterling Sterling H48

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	35.01%	40.02%	44.08%
Recycled products	17.52%	22.08%	26.97%
Worked as volunteer (non political)	9.31%	10.68%	12.62%
Engaged in fund raising	8.98%	10.3%	11.21%
Religious club member	7.02%	8.5%	8.43%
Church Board	6.34%	8.13%	7.63%

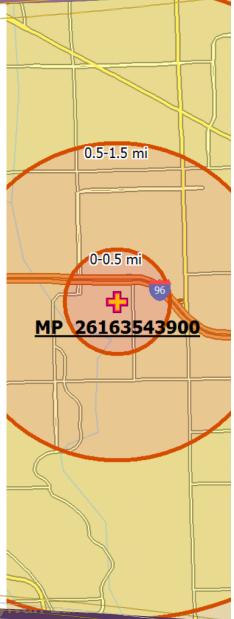
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Took active part in local civic issue	4.03%	4.51%	4.88%
Wrote to editor of mag or newspaper	3.88%	4.14%	4.63%
Wrote to elected offcl about publ bus	2.99%	3.48%	4.36%
Union member	2.99%	4.52%	5.24%
Addressed a public meeting	2.93%	3.53%	3.92%
Charitable Organization	2.87%	3.58%	4.31%

Liamsten Clinton Allen Park Westland Cutlerville Lapeer Chesaning Otsego Decatur Ossineke Center Orchard Lake Village L'Anse Dryden Pearl Beach Memphis Luther Dover Intercultural Institute forenci Mount Pleasant Huntington Woods Middletown Sylvan Lake Woo 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.



Comstock Park <u>Dansville</u> Suttons Bay <u>Belding</u> Clayton Lowell Cedar Springs Allen Park Vanderbilt Way Humising Byron Center Ortonville Allen Canada Creek Ranch Owend in <u>Intercultural Institute</u> Maple Rapids Nashville Roscommon Clare Gaastra Coopersville Stave Confectual Ministry Intercultural Institute for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Children's Books	11.72%	12.42%	12.64%
Novel	9.77%	11.83%	13.43%
Religious (not Bibles)	9%	10.31%	10.25%
Cookbooks	7.37%	7.99%	8.73%
Romance	6.19%	6.16%	6.28%
Mystery	6.02%	6.1%	7.6%
Mail order	4.76%	4.79%	4.83%
Supermarket	4.36%	3.95%	4.24%
Personal/Business Self-help	4.22%	5.35%	5.96%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	63.14%	65.87%	68.37%
Gen. Editorial	55.89%	57.55%	54.9%
Womens	47.11%	50.68%	48.53%
Service	27.25%	27.76%	29.55%
Music	23.02%	23.85%	20.54%
Mens	20.48%	20.75%	20.52%
Business/Finance	20.11%	23.51%	22.15%
Parenthood	16.87%	15.88%	14.75%
Health	13.73%	14.72%	14.42%

Peck Applegate Romeo Stephenson Trenton Reading Fremont Webberville Charlotte Whittemore Beth Construct Park East Tawas Benton Harbor Au Gres Durand Constantine Intercultural Institute W Township South Charlevoix Leonard Empire Kalamazoo Concord Ho Contextual Ministry Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Gen. News	41.96%	44.7%	48.6%
Classified	30.82%	29.91%	30.92%
Sport	26.21%	27.47%	29.65%
TV/Radio Listings	20.24%	21.24%	22.62%
Editorial Page	20.05%	22.48%	25.5%
Movie Listings &	19.91%	21.52%	23.61%
Reviews			
Comics	19.65%	19.88%	22.17%
Business/Finance	18.89%	21.53%	24.39%
Food/Cooking	17.98%	20.44%	22.28%
Fashion	14.47%	16.53%	16.52%
Home/Gardening	13.56%	16.32%	18.7%
Travel	12.21%	15.25%	17.28%
Science/Technology	9.59%	12.66%	14.93%

PADIO	0.05	0545	4 5 0
RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Urban Contemporary	51.79%	52.3%	42.01%
CHR Contemp Hit Radio	14.26%	15.68%	16.95%
Jazz	13.3%	16.53%	13.94%
Variety	10.91%	11.61%	10.97%
Gospel	10.25%	10.45%	8.3%
Adult Contemporary	8.73%	8.33%	10.51%
Oldies	8.63%	8.23%	9.19%
Country	7.34%	6.33%	9.84%
All News	5.3%	7.6%	7.66%
Religious	4.01%	5.2%	5.77%
Soft Contemporary	3.99%	4.69%	5.17%
Alternative	3.95%	3.49%	5.15%
Rock	3.73%	3.72%	6.61%
News/Talk	3.63%	4.51%	6.9%
Hispanic	2.81%	2.56%	2.86%
Classic Rock	2.46%	2.09%	4.14%
Sports	2.12%	2.66%	3.13%
All Talk	1.99%	2.8%	3.41%

Cassopolis Shoreham Portage Middleville Montague Farmington Hills Tecumsen Twining Williamston Hope port Stockbridge Rockford Boyne Falls Allendale Canton Birch Run New Adams Grosse Pointe Webb nt Waterford Alma Roseville Beal City Cadillac Hartford Trenton Cen for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bellevue Bridgeport Highland 52

### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fox News Channel	58.82%	60.74%	61.97%
Other Video-On-Demand	55.83%	52.86%	47.82%
Soapnet	49.91%	50.33%	50.39%
Satellite Dish	46.42%	47.56%	49.47%
MSNBC	35.41%	34.45%	33.9%
Sci-Fi Channel	33.45%	34.77%	35.52%
Adult Pay Per View TV	31.25%	32.98%	33.21%
Subscribe Digital Cable	30.51%	33.53%	32.84%
Nickelodeon	26.2%	25.93%	26.35%
Nick At Nite	26.2%	25.84%	25%
TCM (Turner Classic	25.91%	25.49%	25.07%
Movies)			
TV Info From Sunday TV	25.55%	26.36%	27.07%
Magazine			

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
BET (Black Entertainment TV)	25.31%	22.59%	22.45%
TV Info From Newspapers	24.5%	25.35%	25.67%
Lifetime	23.91%	23.91%	23.04%
Hallmark Channel	22.7%	23.52%	23.47%
TV Info From Monthly	22.64%	21.84%	21.75%
Cable Guide			
TV Land	22.03%	20.72%	19.01%
ABC Fam.	21.46%	21.21%	21.5%
CNN (Cable News	21.42%	18.14%	16.3%
Network)			
Comedy Central	21.26%	23.71%	25.64%
TV Info From Other	20.8%	21.53%	21.27%
HGTV (and Garden	20.56%	21.15%	20.44%
Television)			
Travel Channel	19.9%	20.25%	19.49%

cook Lake Caro Alma Muskegon Heights Whittemore Rosebush Rockford Wolverine Westphalia Hough Au Sable Center Line Applegate Potterville New Era West Ishpeming Daviet Macking City Big Bay Imer Cedar Springs Almont Greater Galesburg Troy Brooklyn Bloomfie Contextual Ministry enclose Copyright 2012, Intercultural Institute for Contextual Ministry enclose Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Communication Media Usage**

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

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

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



Ithaca Gladwin Union City Indian River West Bloomfield Township Manchester Tekonsha Frankenmuth Caspian Dowagiac Goodrich St. Clair Palmer Portage Thompson intercultural Institute Davison Millersburg Dexter Pearl Beach Cutlerville Muskegon Height for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

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

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	12.93%	14.56%	16.04%
Medium Users (4-6)	6.54%	7.13%	8.1%
Light Users (1-3)	15.18%	16.7%	18.55%
Quintiles (20%)			
Newspaper I	1.37%	0.96%	0.98%
(Heavy)			
Newspaper II	1.23%	1.62%	1.73%
Newspaper III	1.76%	1.7%	1.98%
Newspaper IV	0.72%	0.45%	0.44%
Newspaper V	1.42%	0.93%	0.84%
(Light)			

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	24.64%	22.03%	21.08%
Magazines II	10.68%	10.11%	9.79%
Magazines III	11.67%	10.58%	10.08%
Magazines IV	16.84%	14.83%	13.97%
Magazines V (Light)	1.11%	1.4%	1.22%
Outdoor I (Heavy)	10.96%	10.16%	9.21%
Outdoor II	7.45%	6.58%	5.45%
Outdoor III	7.18%	6.39%	5.65%
Outdoor IV	16.42%	17.03%	16.84%
Outdoor V (Light)	23.89%	24.81%	24.84%
Yellow Pages I	17.06%	16.96%	16.63%
(Heavy)			
Yellow Pages II	9.65%	9.72%	8.77%
Yellow Pages III	14.72%	12.77%	10.33%
Yellow Pages IV	27.7%	25.98%	24.78%
Yellow Pages V	6.99%	5.88%	5.15%
(Light)			

Potterville Grand Rapids Niles Custer White Pigeon Lincoln Memphis Michiana Escanaba Almont Free Mesick Rosebush Cement City Bloomingdale Grayling Brighton Performance Intercultural Institute City Breck Coule of Contextual Ministry Contextual Ministry Frankfort Warren Harbor Sr55

# Potential Multimedia Usage

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fi	fths		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	2.09%	1.95%	2.54%	Prime Time I & II (Heavy)	3.9%	3.73%	3.96%
Drive Time III (Medium)	1.3%	1.07%	1.06%	Prime Time III (Medium)	1%	1%	1.27%
Radio IV & V (Light)	2.58%	2.76%	3%	Prime Time IV & V (Light)	13.9%	10.99%	9.17%
Radio Media Quntiles (fifths	/			TV Early/Late Fringe Qunti	les		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	15.44%	13.05%	11.45%	Fringe I & II (Heavy)	37.06%	37.72%	38.47%
Radio III (Medium)	3.38%	3.17%	3.66%	Fringe III (Medium)	58%	55.79%	55.09%
Radio IV & V (Light)	4.49%	4.59%	4.3%	Fringe IV (Light)	57.6%	56.38%	56.17%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths	I		
20%)				20%)			
Cable I & II (Heavy)	10%	11.41%	11.82%	All Day I & II (Heavy)	18.08%	16.96%	16.1%
Cable III (Medium)	6.9%	5.89%	5.19%	All Day III (Medium)	28.05%	26.03%	25.22%
Cable IV & V (Light)	45.47%	44.02%	40.26%	All Day IV (Light)	27.23%	24.18%	20.95%

Deerfield Sterling Heights Ortonville Gaylord Redford Baroda Williamston Mio Lake Michigan Beach S The Beach-Devils Lake Hubbard Lake Shorewood-Tower Hills-Harbert Centre Intercultural Institute W Paw Lake Stockbridge Lake Odessa Eastlake Grass Lake Twining Est for Confectual Ministry Grand Beach Device Copyright 2012, Intercultural Institute for Contextual Ministry Device Copyright 2012, Intercultural Institute for Contextual Ministry Device Contextual Ministry Devi

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.55%	10.64%	11.37%
6:00am - 10:00am	14.78%	15.61%	15.63%
10:00am - 3:00pm	16.57%	15.56%	12.64%
3:00pm - 7:00pm	21.42%	18.14%	16.3%
7:00pm - Midnight	12.65%	12.11%	11.98%
Midnight - 6:00am	11.44%	10.61%	8.7%
Weekend Radio			
Listeners			
Dayparts [summary]	15.92%	15.3%	14.66%
6:00am - 10:00am	2.07%	2.16%	2.57%
10:00am-3:00pm	4.23%	5.3%	5.54%
3:00pm - 7:00pm	8.56%	8.35%	7.49%
7:00pm - Midnight	12.93%	11.62%	10.52%
Midnight - 6:00am	17.59%	16.53%	14.36%

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	5.47%	5.48%	5.97%
Saturday:	8.32%	8.55%	8.43%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.67%	9.6%	9.3%
9:00am-1:00pm	26.2%	25.84%	25%
9:00am-4:00pm	29.67%	30.32%	29.4%
4:00pm-7:00pm	32.58%	33.45%	32.66%
11:00pm-1:00am	48.04%	46.82%	44.92%
AVG Prime time	7.67%	7.15%	5.78%
Mon-Sun			

Heights Southfield Livonia Augusta Shelby Williamston Comstock Northwest Grosse Pointe Woods Gill Win Lake Rose City Lakewood Club Kalkaska Lake Linden Lake City Mary Contextual Institute omery Grayling Mount Clemens Niles Burlington Mayville Essexville For Contextual Ministry <sup>ev</sup>Copyright 2012, Intercultural Institute for Contextual Ministry Buchanan Lake Angelus Wayne Parma South Rang57

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	18.65%	15.77%	15.22%		Sat: 7-10am	Sat: 7-10am 15.75%	Sat: 7-10am 15.75% 15.61%
7-9am	19.62%	20.11%	20.58%		Sat: 10am-1pm	Sat: 10am-1pm 9.61%	Sat: 10am-1pm 9.61% 8.9%
9am-12noon	17.69%	18.53%	19.07%		Sat: 1-4pm	Sat: 1-4pm 24.65%	Sat: 1-4pm 24.65% 24.85%
12noon-4pm	11.98%	11.79%	10.33%		Sat: 4-6pm	Sat: 4-6pm 7.5%	Sat: 4-6pm 7.5% 7.63%
4-6pm	46.64%	50.04%	49.48%		Sat: 6-7pm	Sat: 6-7pm 1.28%	Sat: 6-7pm 1.28% 1.51%
6-7pm	16.52%	17.28%	17.73%		Sat: 7-8pm	Sat: 7-8pm 1.08%	Sat: 7-8pm 1.08% 0.99%
7-7:30pm	1.51%	1.98%	2.02%		Sat: 8-11pm	Sat: 8-11pm 8.32%	Sat: 8-11pm 8.32% 8.55%
7:30-8pm	11.98%	12.68%	12.09%		Sat: 11pm-1am	Sat: 11pm-1am 7.25%	Sat: 11pm-1am 7.25% 7.48%
8-11pm	5.47%	5.48%	5.97%		Sat: 1am-7pm	Sat: 1am-7pm 19.15%	Sat: 1am-7pm 19.15% 20.41%
11pm-12am	35.41%	34.45%	33.9%		Sun: 7-10am	Sun: 7-10am 2.22%	Sun: 7-10am 2.22% 2.46%
11pm-1am	48.04%	46.82%	44.92%		Sun: 10am-1pm	Sun: 10am-1pm 4.73%	Sun: 10am-1pm 4.73% 4.94%
1-6am	32.94%	34.29%	33.24%		Sun: 1-4pm	Sun: 1-4pm 4.1%	Sun: 1-4pm 4.1% 4.07%
					Sun: 4-7pm	Sun: 4-7pm 10.71%	Sun: 4-7pm 10.71% 10.67%
					Sun: 7-11pm	Sun: 7-11pm 10.67%	Sun: 7-11pm 10.67% 9.6%
					Sun: 11pm-1am	Sun: 11pm-1am 6.72%	Sun: 11pm-1am 6.72% 5.88%
					Sun: 1-7am	Sun: 1-7am 19.68%	Sun: 1-7am 19.68% 19.68%

aldren Powers Portland Birch Run Harper Woods North Branch Mount Morris Harien Stockbridge Gre wouth Newaygo Cass City Lowell Hart Northport Madison Heights Error Intercultural Institute Milan South Range Beaverton Watervliet Sheridan Copemish Palme for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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

Midland Bad Axe Petersburg Decatur Fremont Adrian East Grand Rapids Fennyille Riverview Hesp Hattawan Boyne City Greenville Mulliken Lake Michigan Beach Twining Intercultural Institute Woodland Beach St. Clair Richmond Barryton New Era Reading Level for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fruitport Cassonolis Marysville Fowlerville Lyons

# 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

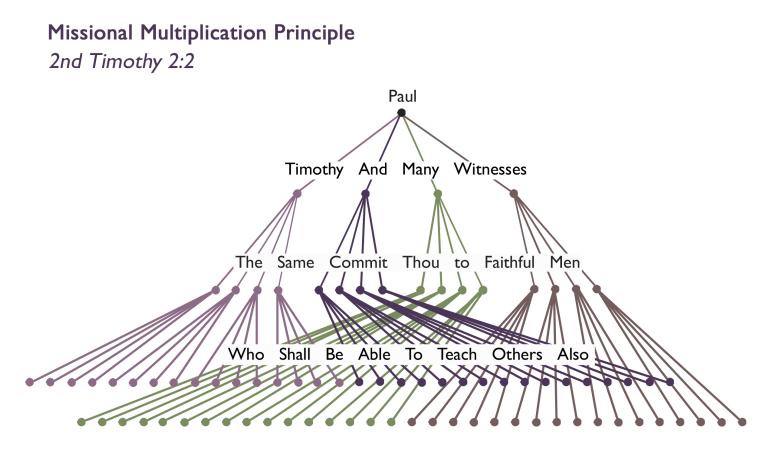
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Rechester Shields Whittemore Eastlake Fairgrove Birmingham Deckervitle Hubbard Lake Holly Ree akeview Morley Grandville Baldwin Wixom Estral Beach White Cloud Intercultural Institute Jenison Stony Point Skidway Lake Owendale Athens Twining Livonia Confectual Ministry Booleraft St. Clair St. Louis Harrison Muskegon H60 Coveral Falls Crand Rapids Isboeming Livons Paw Paw Lake Orchard Lake Village Allen Park Cadillac Fa

# **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.



Beecher Maple Rapids Perrinton Battle Creek Calumet Emmett Inkster Honor Dryden Roosevelle Beecher Maple Rapids Perrinton Battle Creek Calumet Emmett Inkster Intercultural Institute ement City Allen Montgomery Fairgrove Vanderbilt Mayville Bessemer for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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





#### Your MissionSite and the Missional Suite

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

**Beal Citv** 

Coopersville

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

Ortonville

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Zilwaukee

Nedaunee

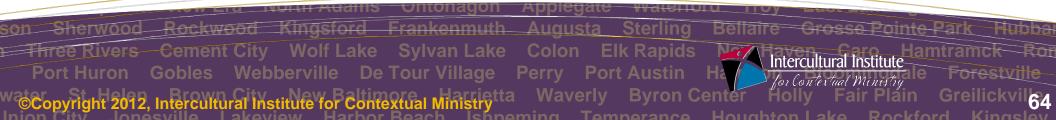
Sherwood



Columbia

## 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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