# MissionSite top unreached locations

REDFORD, MI CENSUS TRACT: 26163555500 REGION: Region Five ASSOCIATION: Greater Detroit COUNTY: Wayne SITESCAPE: Cityscape DENSITY PATTERN: E3 MAPTIST STATE

Clinton for Contextual Ministry Hancock Allegan Birch Run South Rockwood St. Clair Coloma Harrietta Rosebush Ypsilanti Bloomfield Hills Walkerville Lewiston Burto Britton Convention Allendale Westwood Copyright 2012, Intercultural Institute for Contextual Ministry le Lakeview Woodland Lakewood Club Whittemore New

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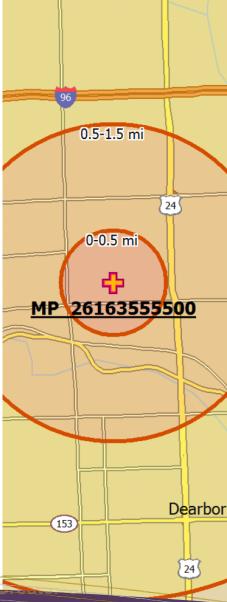
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#### Site Location Summary

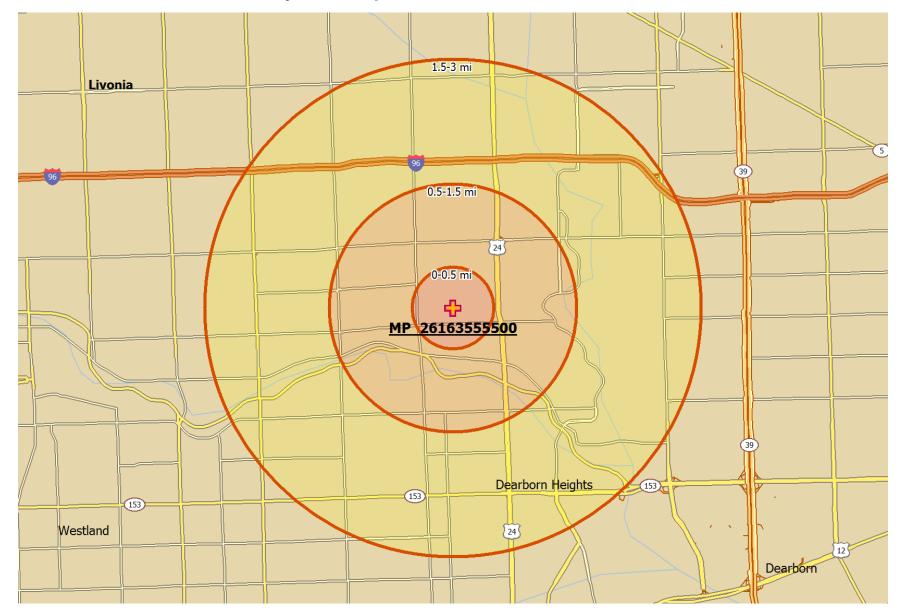
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has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

	Location Typography	CODE	LOCATION
1	Region	26R05	Region Five
2	Association	26A05	Greater Detroit
3	County Location	26163	Wayne
4	Zipcode	48239	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	E3	250000-1000000-1000000



Manistee Emmett Central Lake Bear Lake Lyons New Buffalo Flushing Plymouth Minden City Village Thes Grass Lake Edgemont Park Bellaire Buchanan Spring Lake St. Char Intercultural Institute ds Lake Fenton Alanson Lake Odessa Baraga Pontiac Rochester Har Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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



Procklyn Royal Oak Allen Park Zeeland Walker Benzonia Bridgman Wolf Lake Ubly Berkley Spring An Croswell Union City Ypsilanti Richmond Estral Beach Clarksville Intercultural Institute nada Creek Ranch Marion Plymouth Harvey Edwardsburg Canton Tempor Contextual Ministry Contextual Ministry Reproduced Barton Hills Forestville Norway Sparta Gibraltar A Contextual Ministry Standard Processey St. Cla

#### 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	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with
	Codes		population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Browniee Park Grosse Pointe Southgate Buckley Marquette Alma Lapeer Montague Palmer South ster Rochester Battle Creek Swartz Creek Caro Beal City Lake City Every Village of Clarkston Barryton Carrollton Suttons Bay St. Clair Shores Detroit Beach Sparta Napoleon Cartertual Institute South St. Clair Shores Detroit Beach Sparta Napoleon Confertual 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	4,832	23,417	89,186
2010 Households	1,963	9,152	33,888
2010 Group Quarters Population	9	95	610

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	77	87	87
Language Diversity National Index	60	62	62
Foreign Born Diversity National Index	78	43	65
Ancestry Diversity National Index	70	38	22
Racial Diversity National Index	58	69	79

tage Lake Angelus Coloma Allegan Richland Harvey Wyoming Galesburg Herrill Saline Romulus H Sebewaing Portland Ahmeek Burton Frankenmuth Homer Gaastra Intercultural Institute amo Birmingham Plainwell Harrisville Cassopolis Mio Athens White For Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

#### 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

Rosebush Oscoda St. Helen Barton Hills Brown City Lake Isabella Gaines Shepherd Reed City Hills Troy Port Huron Michigamme Wixom Corunna Harvey Petersburg Intercultural Institute Hart Melvindale Bridgman Napoleon Schoolcraft Harrietta Lake Cive Intercultural Ministry Confectual Ministry New Era Dowagiac Inkster Sparta Homer Hamtram 7

#### 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	131	6.67%
Mainstay Communities	Established, Diverse Households	46	2.34%
Working Communities	Blue-collar, Working Families	1,564	79.67%
Country Communities	Rural, Agri. & Mining Families	12	0.61%
Aspiring Communities	Young Singles / Aspiring-Multihousing	210	10.7%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

raverse City Chelsea Greenville Vandercook Lake Standish Zeeland Fennville Comstock Northwest Line Hichigan Center Manitou Beach-Devils Lake Harrison Harper Woods Vortuge Intercultural Institute Village New Er Kerrien Springs Frankfort Clayton West Ishpeming Bloomingdale Lansing of Contextual Ministry Caro Three F ©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.

Galesburg Brighton Springport West Ishpeming Grass Lake Owendale Mendon Marysville Cadillac Lu Kingston Boyne Falls Pentwater Houghton Lake Pinckney Albion Ministry Park Manchester Tekonsha Oscoda Howard City Dowagiac Deckerville Jor Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Big Bay Otsego Milan Twin Lake Twining Luding

## Using the Site Location Summary

#### Issues for Your Consideration - continued

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



## Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	489,789	1,352	0.28%
Unreached %	70.04%	68.89%	98.36
Religious But NOT Evangelical HH	152,338	371	0.24%
Religious But NOT Evangelical %	21.78%	18.92%	86.86
Spiritual But NOT Relig or Evang HH	56,789	200	0.35%
Spiritual But NOT Relig or Evang %	8.12%	10.21%	125.7
Not Evangelical, Not Interested HH	286,981	780	0.27%
Not Evangelical, Not Interested %	41.04%	39.76%	96.89





### **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	5,217	6.62%
Active Evangelical Percent	11.27%	11.59%	102.84
Inactive Evangelical Households	130,709	8,650	6.62%
Inactive Evangelical Percent	18.69%	19.22%	102.84
# New Churches Needed	350	23	6.44%





## 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.

Morley Tekonsha Forestville Chelsea Pentwater Morenci Lambertville Barnes Lake Hillers Lake Dowagi Adrian Wixom Fruitport Stanton Roseville Lennon Westland Maria Intercultural Institute Temperance Algonac Maybee Sunfield Gagetown Bad Axe Beecher Contextual Ministry Contextual Ministry Escanaba Farmington Hills Cement City Reese Charlaged City Contextual Ministry Record Contextual Ministry

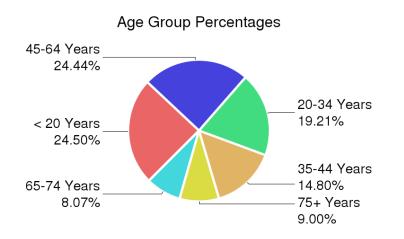
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	2,111,687	5,219	0.25%	1990 Households	780,532	2,092	0.27%
2000 Population	2,061,162	5,134	0.25%	2000 Households	768,440	2,133	0.28%
2010 Population	1,898,563	4,832	0.25%	2010 Households	699,322	1,963	0.28%
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800,000					Residential N	Non-Apt.	1,926
600,000					Business		104
000,000					Seasonal		0
400,000					USPS Resid	ential	2,216
200,000 0 Residential	ntial Apt. Residential No	n-Apt. Bus	iness Seaso	usps Residential USPS Residential	USPS Busin	ess	139

er Portland <u>Schoolcraft</u> Harper Woods Big Bay Frankfort Free Soil Hersey Ypsilanti Bay City Dexter Filage Stony Point Atlanta Galesburg Napoleon West Branch Foresty Intercultural Institute Harrietta Canton Reed City Flint Williamston Mulliken Burr Oak ©Copyright 2012, Intercultural Institute for Contextual Ministry ake Walker Mayville Gagetown Gaylord Bancroft 14

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.

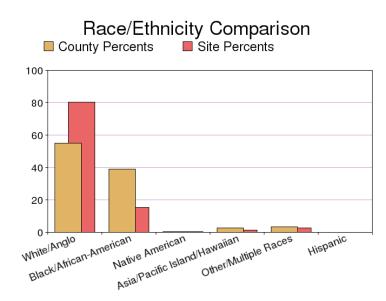


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.23%	5.28%	100.96
4-5 Years	2.67%	2.26%	84.64
6-8 Years	4.03%	3.44%	85.36
9-11 Years	4.1%	3.54%	86.34
12-13 Years	2.77%	2.38%	85.92
14-17 Years	5.75%	5.01%	87.13
18-19 Years	2.94%	2.61%	88.78
0-5 Years	7.9%	7.53%	95.32
6-12 Years	9.51%	8.13%	85.49
13-19 Years	10.08%	8.84%	87.7
< 20 Years	27.49%	24.5%	89.12
20-34 Years	19.18%	19.21%	100.16
35-44 Years	13.63%	14.8%	108.58
45-64 Years	26.8%	24.44%	91.19
65-74 Years	6.84%	8.07%	117.98
75+ Years	6.06%	9%	148.51
Median Age	37	40	105.47
Median Age (Male)	36	38	105.21
Median Age (Female)	39	41	106.24



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%	80.24%	146.29
Black, African-American	38.87%	15.31%	39.4
Native American	0.36%	0.41%	115.27
Asian	2.54%	1.32%	52.14
Pacific Island, Hawaiian	0.06%	0.02%	32.15
Other/Multiple Races	3.32%	2.69%	81.12
Hispanic	0%	4.72%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,251,329	3,384	
Less than 9th Grade	5.03%	3.55%	141.81
No High School Diploma	11.11%	8.98%	123.62
High School Graduate	33.89%	35.58%	95.25

22.85%

7.13%

12.48%

7.52%

26.36%

6.97%

13.48%

5.08%

86.7

102.2

92.6

147.95

bor Beach Alpena Canadian Lakes Lakeview Grosse Pointe Park Three Oaks Ovid South Monroe Maple Gloud Saline Harrison Hubbard Lake Northville Kent City Grayling Transfer City Morley Laurium Zit Grosse Pointe Woods Mio Woodland Grant Ossineke Ellsworth Farmi Contextual Ministry Secopyright 2012, Intercultural Institute for Contextual Ministry Unising Words Device Park Dewitt Houghton Bloomfield Hills Sylvan Lake Elusping Otsego Bloomfield Hills

Some College, no degree

Associate Degree

Graduate/Prof. degree

**College Degree** 

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	10.32%	6.57%	62.12
\$10,000 to \$19,999	12.2%	7.9%	64.73
\$20,000 to \$29,999	11.7%	9.88%	84.45
\$30,000 to \$49,999	20.5%	23.59%	115.05
\$50,000 to \$59,999	7.76%	9.37%	120.81
\$60,000 to \$69,999	7.09%	11.72%	165.18
\$70,000 to \$79,999	5.95%	8.05%	135.33
\$80,000 to \$89,999	4.75%	5.76%	121.28
\$90,000 to \$99,999	3.32%	4.33%	130.49
\$100,000 to \$124,999	7.39%	8.3%	112.3
\$125,000 to \$149,999	3.92%	1.94%	49.39
\$150,000 to \$199,999	3.28%	1.73%	52.87
\$200,000 to \$249,999	0.72%	0.25%	35.52
\$250,000 or more	1.11%	0.51%	46.02
Median Household	44,630	52,209	116.98
Average Household	58,937	57,873	98.19
Per Capita Household	22,198	23,551	106.1
Family/Non-Family Household			
Income			
Median Family Income	56,307	61,393	109.03
Average Family Income	70,459	67,050	95.16
Median Non-Family Income	30,033	33,867	112.77
Average Non-Family Income	38,816	42,396	109.22

ntwater Buchanan Dexter St. Louis Alpha Mattawan Escanaba Wixom Ovid Birch B New Baltimore Sylvan Lake Keego Harbor Reading Wolverine Lake nison Beaverton Croswell Oakley Bellevue Akron Harrietta St. Clair St. Contextual Mi for Contextual Ministry Wolverine Maple Rapids Temperance

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.

ESTIMATES Family Households	63.17%	Index
Family Households	63.17%	
	63.17%	00.04
% Family Households 63.59%		99.34
Families with Children 33.72%	27.46%	81.43
Families without Children 29.87%	35.71%	119.56
Non-Family Households		
% Non-Family Households 36.41%	36.83%	101.15
Non-Families with Children 0.28	0.15	54.92
Non-Families without Children 36.13	36.68	101.5
Housing Units		Index
Total Housing Units 835,198	2,234	
Vacant percent 16.27%	12.13%	74.56
Owned percent 57.05%	81.02%	142.01%
Rented Percent 26.68%	6.85%	25.67
Households by Size		Index
Avg household size 2.67	2.46	92.13
Avg family hh size 3.55	3.27	92.11
Avg non-family hh size 1.13	1.06	93.81
Households By Count of Persons		Percent
One 228,033	670	0.29%
Two 165,215	518	0.31%
Three or Four 207,119	575	0.28%
Five+ 98,955	199	0.2%

Hubbardston Olivet Bangor Detroit Beach Otter Lake Jackson Marion Negaunee Cutlerville Le Re Elberta Redford Pleasant Ridge Ossineke Lost Lake Woods Gobles Intercultural Institute rton Hills Fraser Grosse Pointe Woods Mason Millington Whitmore Lake Got Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

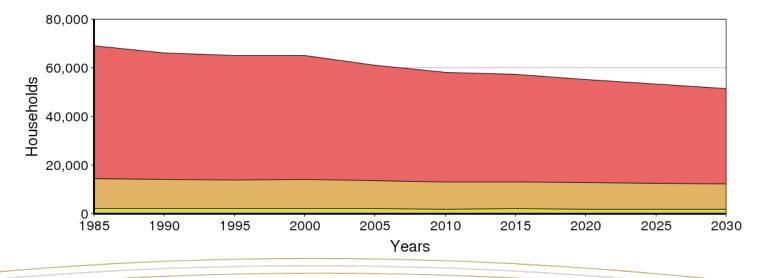
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 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	5,219	0.25%
2000 Population	2,061,162	5,134	0.25%
2010 Population	1,898,563	4,832	0.25%
2015 Population	1,766,345	4,623	0.26%

Household Change from 1985 to 2030

🔲 0-0.5mi Ring 👘 0-1.5mi Ring

📕 0-3mi Ring

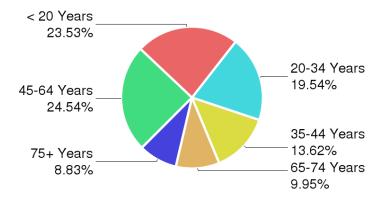


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A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

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

**Projected Age Group Percentages** 

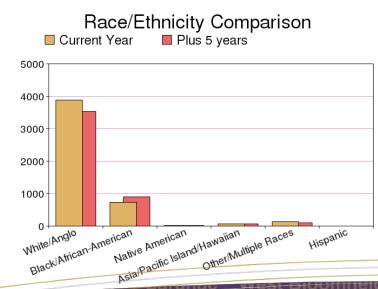


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.28%	5.36%	101.52
4-5 Years	2.26%	2.27%	100.44
6-8 Years	3.44%	3.22%	93.6
9-11 Years	3.54%	3.37%	95.2
12-13 Years	2.38%	2.31%	97.06
14-17 Years	5.01%	4.61%	92.02
18-19 Years	2.61%	2.38%	91.19
0-5 Years	7.53%	7.64%	101.46
6-12 Years	8.13%	7.77%	95.57
13-19 Years	8.84%	8.13%	91.97
< 20 Years	24.5%	23.54%	96.08
20-34 Years	19.21%	19.55%	101.77
35-44 Years	14.8%	13.63%	92.09
45-64 Years	24.44%	24.55%	100.45
65-74 Years	8.07%	9.95%	123.3
75+ Years	9%	8.83%	98.11
Median Age	37	40	107.52
Median Age (Male)	36	38	106.94
Median Age (Female)	39	42	108.8

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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	80.24%	76.44%	95.27
Black, African-American	15.31%	19.34%	126.27
Native American	0.41%	0.39%	94.07
Asian	1.32%	1.6%	120.85
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	2.69%	2.25%	83.62
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,384	3,259	
Less than 9th Grade	3.55%	3.25%	91.72
No High School Diploma	8.98%	7.46%	83
High School Graduate	35.58%	36.76%	103.32
Some College, no degree	26.36%	25.59%	97.08
Associate Degree	6.97%	7.52%	107.8
College Degree	13.48%	13.93%	103.38
Graduate/Prof. degree	5.08%	5.49%	108.06

Twin Lake Vandercook Lake Woodhaven Madison Heights Hemlock Eastlake Port Hope Union City Ele Grand Haven Level Park-Oak Park Edgemont Park Boyne City Kalama <u>Midland Menominee Mance</u> Republic Bangor Ludington Alpena Algonac South Haven Mount Mount Mount Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.57%	6.39%	97.24
\$10,000 to \$19,999	7.9%	7.99%	101.16
\$20,000 to \$29,999	9.88%	9.49%	95.98
\$30,000 to \$49,999	23.59%	23.07%	97.79
\$50,000 to \$59,999	9.37%	9.04%	96.41
\$60,000 to \$69,999	11.72%	11.18%	95.45
\$70,000 to \$79,999	8.05%	8.19%	98
\$80,000 to \$89,999	5.76%	6.04%	103.21
\$90,000 to \$99,999	4.33%	4.49%	103.77
\$100,000 to \$249,999	8.3%	9.14%	110.03
\$125,000 to \$149,999	1.94%	2.3%	118.64
\$150,000 to \$199,999	1.73%	2%	115.3
\$200,000 to \$249,999	0.25%	0.4%	156.8
\$250,000 or more	0.51%	0.4%	78.4
Median Household	52,209	53,567	102.6
Average Household	57,873	59,575	102.94
Per Capita Household	23,551	25,858	109.8
Family/Non-Family Household			
Income			
Median Family Income	61,393	62,391	101.63
Average Family Income	67,050	69,507	103.66
Median Non-Family Income	33,867	35,058	103.52
Average Non-Family Income	42,396	43,728	103.14

Cadillac Watervliet Three Oaks Perrinton Burr Oak Tecumseh Burton Addison Hartford Emmett Watervliet Three Oaks Perrinton Burr Oak Tecumseh Burton Addison Hartford Emmett Watervliet Port Austin Kentwood Grant Stevensville Gladstone Coleman East Hercultural Institute South Lyon Davis Hersey West Ishpeming Pinconning Tawas City Muskegon Heights Jon Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Geopyright 2012, Intercultural Institute for Contextual Ministry Allen Owesson Fair Plain Baraga Twin Lake Sterling

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	63.17%	61.61%	97.53
Families with Children	27.46	26.11	95.09
Families without Children	35.71	34.7	97.16
Non-Family Households			
% Non-Family Households	36.83%	38.39%	104.24
Non-Families with Children	0.15	0.15	104.24
Non-Families without	36.68	38.24	104.26
Children			
Housing Units			
Total Housing Units	2,234	2,279	102.01%
Vacant percent	12.13%	12.11%	99.83
Owned percent	81.02%	80.96%	99.92
Rented Percent	6.85%	6.93%	101.23
Households by Size			
Avg household size	2.46	2.30	93.5%
Avg family hh size	3.27	3.10	94.8%
Avg non-family hh size	1.06	1.03	97.17%
Households By Count of			
Persons			
One	670	718	107.16%
Тwo	518	570	110.04%
Three or Four	575	549	95.48%
Five+	199	166	83.42%

At Joseph St. Leuis Hemiock Gagetown Cheboygan Sparta Level Park-Oak Park Flushing St. Johns We Hainwell Shelby Vicksburg Mecosta Fife Lake Big Rapids Trenton Royal Allen Park Port Austin Vandercook Lake Robin Glen-Indiantown Rose City Sterling Heights Rees for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Ethnographic Summary**

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

BORN IN:	0-0.5	0.5-1.5	1.5-3	BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	289	2,012	6,824	Eastern Africa	Eastern Africa 0	Eastern Africa 0 9
Northern Europe	41	107	286	Middle Africa	Middle Africa 0	Middle Africa 0 8
Western Europe	5	73	196	Northern Africa	Northern Africa 0	Northern Africa 0 13
Southern Europe	43	200	725	Southern Africa	Southern Africa 0	Southern Africa 0 4
Eastern Europe	72	434	1,291	Western Africa	Western Africa 8	Western Africa 8 33
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 24
Eastern Asia	0	20	230	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	44	194	455	Caribbean	Caribbean 1	Caribbean 1 36
SE Asia	0	70	264	Central Amer.	Central Amer. 0	Central Amer. 0 109
Western Asia	27	399	1,620	South America	South America 2	South America 2 12
Other Asia	2	23	80	North America	North America 44	North America 44 244
				Born at sea	Born at sea 0	Born at sea 0 0

illersburg Homer Port Hope Fair Plain St. Louis Springfield Alanson Rothbury St. Charles Constantine ake Woods Big Bay Eastwood Manton Sterling Heights Gobles Madis intercultural Institute Romulus Big Rapids Free Soil Bridgman Escanaba Fife Lake Bury for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Utlerville Marculette Kent City Fernaville Beal City Plymouth Troy Almont Whittemore Coleman Caspia

## 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 MILE
English only	3,597	22,845	77,889	Other Indo-Euro	26	151	355
Spanish	24	545	2,072	Asian/PI languages	0	0	0
Other Indo-Euro	279	1,676	4,709	Chinese	0	11	179
language				Japanese	0	7	51
French (incl. Patois,	17	109	347	Korean	0	5	46
Cajun)				Mon-Khmer,	0	0	22
French Creole	0	0	0	Cambodian			
Italian	27	165	864	Miao, Hmong	0	0	105
Portuguese	2	5	0	Thai	0	4	0
German	2	51	234	Laotian	0	6	0
Yiddish	0	0	0	Vietnamese	0	4	48
Other West Germanic	0	9	11	Other Asian	0	93	194
A Scandinavian	10	0	7	Tagalog	0	24	107
Language				Other Pacific Is	0	5	5
Greek	17	107	232	Other languages	25	666	3,231
Russian	0	27	65	Navajo	0	0	0
Polish	65	563	1,304	Other Native N.	0	0	53
Serbo-Croatian	5	143	201	American			
Other Slavic Language	46	217	642	Hungarian	0	3	69
Armenian	17	20	125	Arabic	24	613	2,906
Persian	0	16	27	Hebrew	0	0	7
Gujarathi	27	14	89	African languages	0	31	149
Hindi	18	34	81	Other unspecified	1	19	47
Urdu	0	0	31				

nte Melvindale Browniee Park Lyons Leonard Muskegon Oak Park Buckley Lincoln Park Port Sanilac Addison Romulus Pentwater Hastings East Lansing Vermontville <u>Intercultural Institute</u> Fenton Carrollton Greilickville Munising Saginaw Township North For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Ancestry Summary

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

ANCESTRY	0-0.5	0.5-1.5	1.5-3	ANCESTRY	ANCESTRY 0-0.5	ANCESTRY 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	3,504	24,324	82,078	Irish	Irish 312	Irish 312 1,970
Arab	79	840	3,556	Italian	Italian 227	Italian 227 1,593
Armenian	10	69	318	Lithuanian	Lithuanian 39	Lithuanian 39 156
Austrian	0	38	119	Norwegian	Norwegian 33	Norwegian 33 72
British	9	14	91	Polish	Polish 737	Polish 737 4,133
Canadian	34	138	413	Portuguese	Portuguese 0	Portuguese 0 23
Croatian	5	54	112	Romanian	Romanian 10	Romanian 10 110
Czech	28	18	152	Russian	Russian 10	Russian 10 111
Czechoslovak	11	77	82	Scandinavian	Scandinavian 0	Scandinavian 0 11
Danish	6	64	214	Scotch-Irish	Scotch-Irish 32	Scotch-Irish 32 499
Dutch	21	223	380	Scottish	Scottish 99	Scottish 99 494
English	138	1,290	3,570	Slovak	Slovak 17	Slovak 17 45
European	18	139	213	Subsaharan African	Subsaharan African 16	Subsaharan African 16 134
Finnish	51	172	454			
French (not	112	668	1,625	Swedish	Swedish 18	Swedish 18 213
Basque)				Swiss	Swiss 8	Swiss 8 5
French Canadian	99	427	1,184	Ukrainian	Ukrainian 45	Ukrainian 45 247
German	387	2,861	7,314	US/American	US/American 158	US/American 158 1,127
Greek	37	220	512	Welsh	Welsh 21	Welsh 21 57
Hungarian	55	225	738	West Indian	West Indian 0	West Indian 0 17
Iranian	0	16	8	Yugoslavian	Yugoslavian 5	Yugoslavian 5 120
				Other	Other 616	Other 616 5,633

City white Pigeon Ann Arboi

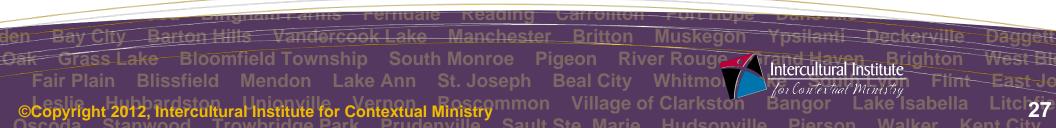
Thartin St. Helen Cass City Bay City Posen Perry K. I. Sawyer AFB Maybee Grand Haven Boyne Grand estimation Manchester Barnes Lake-Millers Lake Forest Hills Cassopolis Intercultural Institute c Twin Lake Auburn Hills Greater Galesburg Lake Linden Fowlerville K. Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Argentine Muskegon Fair Pla26

## 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

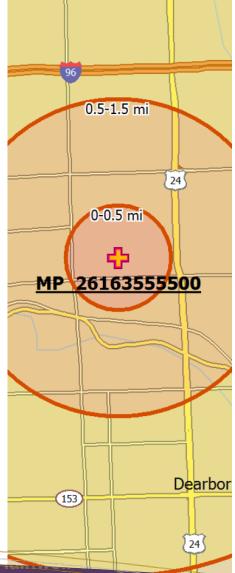
#### Issues for Your Consideration - continued

- 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?

Troy Albion <u>Tustin Lawrence Lapeer Eastpointe Lake City</u> Pinconning Tecumsch Michiana Norway Buckley Bancroft Gaastra Canadian Lakes Bloomingdale Huntington intercultural Institute erview Mason Hopkins North Muskegon Rochester Webberville Wayne for Contextual Ministry ta Copyright 2012, Intercultural Institute for Contextual Ministry Vandalia Battle Creek Lake Odessa Portiand Marion 28

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.



epublic Ionia Cedar Springs Manistique Emmett Caseville Lambertville Corunna Frenwood Dearborn Response Respondent St. Clair Deckerville Spring Lake Chatham Lincoln Detroit South Monroe Intercultural Institute Monroe Negaunee Wyandotte Holly Kalamazoo K. I. Sawyer AFB Fit Intercultural Institute Jor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Easton Burr Oak Luther Huntington Woods Hubbard

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	1,963	100%	1,353	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	131	6.67%	88	6.5%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	131	6.67%	88	6.5%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	21	1.07%	14	1.03%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	12	0.61%	8	0.59%
Urban Optimists	9	0.46%	6	0.44%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

osen Belding Linden Corunna Iron River Hudsonville Oxford Lowell Hancock Edgemont Park Wyand Huron Owendale Roscommon Clio Williamston Grosse Pointe Shores Intercultural Institute dale Otsego Prescott Bad Axe Michiana Pearl Beach Plymouth Pontia for Contextual Ministry e Copyright 2012, Intercultural Institute for Contextual Ministry Bridgman Spring Arbor McBride Ludington Unionvill 30

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,963	100%	1,353	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	25	1.27%	16	1.18%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	25	1.27%	16	1.18%
Mature America	0	0%	0	0%
METRO FRINGE	1,564	79.67%	1,072	79.23%
Steadfast Conservative	1,536	78.25%	1,053	77.83%
Moderate Conventionalists	28	1.43%	19	1.4%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Carson City Milford Fruitport Allen Park Republic Muskegon Heights Kalkaska Wolverine Lake Alah Examples Suttons Bay Kingsford Zilwaukee Albion Honor Lower Intercultural Institute Im North Adams Fowlerville Dearborn Heights Gaastra Blissfield Port for Confectual Ministry Ionroe Milan Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,963	100%	1,353	100%
REMOTE AMERICA	12	0.61%	7	0.52%
Hardy Rural Fam.	12	0.61%	7	0.52%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	210	10.7%	156	11.53%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	210	10.7%	156	11.53%
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%

Grosse Pointe Jackson Cutlerville Dundee Taylor Charlevoix Pearl Beach Saline Portland Maybee Linten Rochester Northview Powers Kent City Imlay City Napoleon Book Intercultural Institute Caspian Sunfie Allegan Sunfie Copyright 2012, Intercultural Institute for Contextual Ministry Rochester Hills Clawson Omer Webberville Mendon 32

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,963	100%	1,353	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

le Paw Paw Lake Augusta Woodhaven Walkerville Grosse Ile Kingsley Hersey Ypsilanti Roscommon Centreville Barryton East Lansing Zeeland Bangor Kalkaska Mio <u>Intercultural Institute</u> Hopkins Hamtramck Blissfield Cement City Indian River Holly Mount *Intercultural Institute* Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Augusta Part Austin Calumet Almont Fenton Thompsonville Fr33

## 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?

Dearborn Heights Brooklyn Jackson Springport Litchfield Webberville Grayling Bridgeport Blooming Hills Boyne Falls Whittemore Beechwood Mount Clemens St. Clair Contextual Institute Se Pointe Ishpeming Hubbardston Riverview Ovid Shepherd St. Johns Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **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).



Posen Argentine Minden City Big Rapids North Branch Springport Cheboygan Martin Huntington Wood Part Sanilac East Lansing Petoskey Shepherd Prudenville Lansing Martin Huntington Oak Park Gr Sebewaing Casnovia Wolverine Dansville Williamston Negaunee Deerfic Intercultural Institute on Mountain P Confectual Ministry Potterville Big Bay Ashley Vicksburg Charlotte Mou35 Copyright 2012, Intercultural Institute for Contextual Ministry Potterville Big Bay Ashley Vicksburg Charlotte Mou35

#### **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	BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	78%	78%	76%	HH Owns DVD Player	26%	27%	28%
Use Comp. for Internet/E-mail	60%	60%	58%	Internet Use: Banking	23%	24%	24%
Internet Use: E-Mail	46%	47%	47%	Use Comp. for News/Info./Data	20%	21%	21%
Use Comp. for Comp. Games	41%	41%	40%	Service			
Use Comp. for Word	36%	37%	36%	PC-Network-HH Has One	16%	17%	18%
Processing				Use Comp. for Personal	12%	13%	13%
Use Comp. for Shopping	34%	34%	33%	Financial Mngmnt			
Use Comp. for Education	31%	31%	32%	Internet Use: Shopping:	12%	12%	12%
Use Comp. for Digital Camera	31%	31%	30%	Gathered Info. for Shopping			
Photo Editing				Internet Use: Research/	11%	12%	11%
Use Comp. for Banking	29%	29%	29%	Education			
Internet Use: News/ Weather	27%	27%	27%	Internet Use: Read Magazines/	11%	11%	10%
				Newspapers			



Use Comp. for Accounting

HH Owns Video/Webcam

11%

11%

12%

10%

12%

10%

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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	66%	67%	67%
Dining Out (Not Fast Food)	57%	57%	56%
Reading Books	52%	53%	53%
Card Games	42%	42%	40%
Gardening	38%	36%	34%
Cooking for Fun	34%	35%	35%
Go To A Beach/Lake	34%	35%	35%
Board Games	34%	33%	32%
Going To	19%	20%	19%
Bars/Nightclubs/Dancing			
Visit Zoo	19%	19%	18%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	68%	69%	68%
Gen./Fam. Practitioner	43%	43%	40%
Dentist	28%	28%	28%
Backache	23%	23%	22%
Eye Dr.	22%	23%	22%
Hypertension/High Blood	21%	21%	21%
Pressure			
None Of These	21%	20%	20%
High Cholesterol	19%	19%	19%
Any Arthritis	17%	17%	16%
Overweight (30 Pounds Or More)	15%	15%	14%

ast Jordan River Rouge Northport Waldron Pinckney Grand Rapids Ishpeming Imlay City Port Sanilac Elisworth Plymouth Township Rothbury Charlevoix Weidman Kalamazor Clayton Pigeon Mayville Ma Muir Owendale Richland Hopkins Benton Heights Whittemore Bright for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Reed City Bangor Turner Lapeer Petoskey Ferry 37

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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	26.24%	27.11%	27.89%
Live Theater	17.51%	19.14%	20.28%
Rock/Pop Concerts Most	15.26%	15.62%	15.84%
Often			
Live Theater Most Often	14.15%	15.68%	16.69%
Comedy Club	8.82%	9.12%	9.47%
Dance Performance	8.15%	8.51%	9.43%
Movies: Comedy	37.33%	38.4%	40.11%
Movies: Action/Adventure	36.41%	37.1%	38.28%
Movies: Fam.	18.85%	19.38%	20.46%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Romantic	18.32%	19.23%	20.49%
Comedy			
Movies: Drama	17.96%	18.83%	21.11%
Movies: Mystery	15.67%	15.99%	17.11%
MLB Baseball Reg.	6.48%	6.94%	6.95%
Season			
NFL Football Reg.	5.93%	6.45%	6.25%
Season			
College Football Reg.	4.75%	5.3%	5.54%
Season			
College Basketball Reg.	3.11%	3.43%	3.67%
Season			
Auto Racing Events	2.99%	2.99%	2.6%
NBA Basketball Reg.	2.65%	3.02%	3.2%
Season			



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

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	0-0.5
	MILES	MILES	MILES		MILES
Walking for Exercise	40.68%	41.24%	40.78%	Volleyball	10.48%
Swimming	32.36%	32.51%	31.27%	Target Shooting	10.37%
Bowling	21.94%	22.13%	21.33%	Backpacking/Hiking	10.29%
Freshwater Fishing	19.08%	18.13%	15.98%	Hunting	10.15%
Billiards/Pool	18.82%	18.65%	18.48%	Aerobics	9.21%
Camping Trips	17.88%	16.48%	14.25%	Football	8.73%
Weight Training	14.33%	15.03%	15.36%	Softball	8.47%
Jogging/Running	13.86%	14.63%	15.29%	Power Boating	8.23%
Basketball	13.76%	14.7%	15.3%	Canoeing/Kayaking	7.82%
Using Cardio	13.29%	13.82%	13.66%	Saltwater Fishing	7.29%
Machine				Soccer	6.95%
Mountain/Road	12.99%	12.88%	12.21%	Yoga	6.9%
Biking				Motorcycling	6.51%
Golf	12.44%	13.33%	13.28%	Tennis	6.3%
Stationary Cycling	11.82%	12.1%	12.19%		
Baseball	10.99%	11.17%	10.91%		

Farwell Ann Arbor Hazel Park Mackinac Island Corunna Manton Birch Run Grosse Pointe Farms Grand Marlette Columbiaville Linden Williamston Applegate Berrien Springer Intercultural Institute Lake Bloomingdale Niles Vermontville Bay City Clio Marquette Lan Intercultural Institute Pinckney Alk ©Copyright 2012, Intercultural Institute for Contextual Ministry Perry Burt Springport Baldwin Mount Pleasant Ster39

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

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Roller Skating	5.78%	5.76%	5.83%	Snorkeling	Snorkeling 4.09%	Snorkeling 4.09% 4.41%
Horseback Riding	5.66%	5.56%	5.01%	Snowmobiling	Snowmobiling 4.02%	Snowmobiling 4.02% 4%
Ice Skating	5.25%	5.32%	5.48%	Auto Racing	Auto Racing 3.56%	Auto Racing 3.56% 3.28%
Archery	4.94%	4.69%	4.27%	Rock Climbing	Rock Climbing 3.43%	Rock Climbing 3.43% 3.52%
Downhill & X-Country	4.58%	4.64%	4.63%	Martial Arts	Martial Arts 3.37%	Martial Arts 3.37% 3.47%
Skiing				Snowboarding	Snowboarding 3.22%	Snowboarding 3.22% 3.49%
Fly Fishing	4.41%	4.32%	4.28%	Skateboarding	Skateboarding 3.14%	Skateboarding 3.14% 3.32%
Racquetball	4.36%	4.46%	4.28%	Rowing	Rowing 2.82%	Rowing 2.82% 2.92%
Water Skiing	4.33%	4.34%	4.26%	Sailing	Sailing 2.59%	Sailing 2.59% 2.82%
Hockey	4.24%	4.3%	4.06%	Surfing &	Surfing & 2.31%	Surfing & 2.31% 2.56%
Jet Skiing	4.16%	4.37%	4.57%	Windsurfing	Windsurfing	Windsurfing

Vermontville Centreville Stockbridge Bloomingdale Marysville Plymouth West Branch Paw Paw Lake Free Histerville Lathrup Village Wyoming Memphis Lincoln Rochester Bright Hen Beechwood Stanwood bles Walker Pontiac Wixom Wolverine Beal City North Adams Algona Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

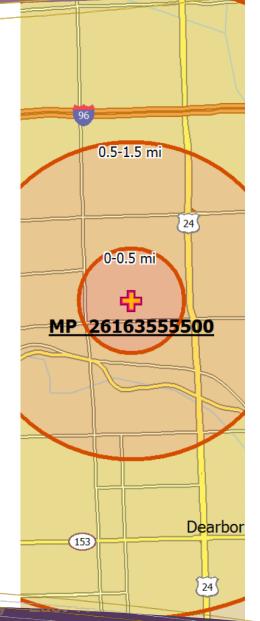
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Thing Heights Rockford Ann Arbor Augusta Cadillac Manistee Norway Au Gres Yale Stanwood Franke Her Lakes Carney Carson City Paw Paw Wayne Otter Lake Caro Mary Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry 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.



Cassopolis Waldron Bangor Vandercook Lake Eastwood McBride <u>Intercultural Institute</u> Big Bay Mille Buchanan Shepherd Ossineke South Monroe Otisville Edmore Mackinac Island Mount Pleasant Spring A22 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	48%	49%	50%	Like to Stand Out In A Crowd	20%	20%	21%
New Things	200/	200/	200/	Marijuana Should Be	19%	20%	20%
Find It Difficult To Say No To My Kids	38%	38%	38%	Legalized Like To Pursue	19%	19%	19%
Speak My Mind Even If It	37%	37%	37%	Challenge/Novelty/Change	1370	1370	1370
Jpsets People	01 /0	01 /0	01 /0	Rarely Sit Down to a Meal	18%	17%	17%
Prefer To Have Few	36%	36%	36%	Together At Home			
Possessions As Possible				I Am A Workaholic	14%	16%	18%
Like Control Over People And Resources	35%	35%	35%	Only Work Current Job for The Money	14%	14%	14%
Noman's Place Is In The Home	34%	35%	34%	We Should Strive for Equality for All	13%	13%	14%
_ike To Do Unconventional Things	31%	31%	29%	Happy With My Standard Of Living	11%	12%	13%
Friends More Important Than My Fam.	27%	27%	26%	On Whole People Get What They Deserve	10%	10%	11%
Don't Judge People/Way They Live Life	27%	27%	29%	Indulge My Kids With The Little Extras	10%	10%	9%
Money Is Best Measure Of Success	27%	27%	26%	Little I Can Do To Change My Life	8%	8%	8%
f Won Lottery Would Never Work Again	26%	27%	28%	I Am A Perfectionist	7%	7%	7%
Too Much Sponsorship In Arts/Sports	24%	24%	25%				

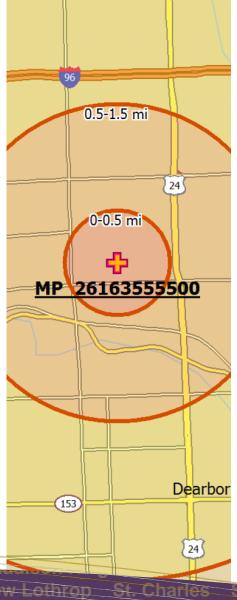
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Dexter Chesaning Augusta Cadillac Leonard Big Rapids Auburn Hills Carden City Richland East Taw edsville West Bloomfield Township Grosse Pointe Spring Arbor Gobles Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Northview Saginaw Capac Lake Michigan Beach North Branch Mancelona New Lothrop St Charles St The Muir Village of Clarkston Dexter Omer Ubly Hamtramck Colonary Intercultural Institute Union City Stanwood Farmington L'Anse Benton Heights Holly Leslic for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Wayland Tekonsha Wolverine Lake Durand Marysville

## **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
Important To Respect Customs And Beliefs	60%	61%	60%	Worried About Pollution Caused By Cars	17%	18%	18%
You Should Seize Opportunities In Life	58%	58%	58%	Looking for New Ideas To Improve Home	17%	17%	18%
Like To Understand About Nature	36%	37%	38%	Is An Important Part Of Who I Am	17%	16%	16%
Prefer To Have Few	36%	36%	36%	Real Men Don't Cry	16%	16%	16%
Possessions As Possible				Try Not To Worry About The	14%	14%	15%
Prefer Work Part Of Team	35%	35%	35%	Future			
Than Alone				Enjoy Spending Time With My	14%	13%	13%
Important Feel Respected By	34%	34%	34%	Fam.			
My Peers				Provide My Kids With The Little	13%	13%	15%
Important To Juggle Various	32%	31%	32%	Extras			
Tasks			<b>22</b> 2	Children Should Be Allowed To	7%	7%	7%
Good At Fixing Things	29%	28%	29%	Express Themselves			
Have Keen Sense Of Adventure	27%	27%	28%	Like Spending Most Time With Fam.	6%	6%	6%
Like To Just Enjoy Life	24%	24%	23%	Feel Very Alone In The World	6%	6%	6%
People Have To Take Me As They Find Me	21%	22%	23%	Would Like To Set Up Own Business	4%	4%	4%
Consider Myself Interested In The Arts	19%	19%	20%	Decor Particular Interest To Me	3%	3%	4%

ellus Flat Rock <u>Posen Harper Woods Hancock Woodland Rockwood</u> Stony Point St. Joseph Armada Heights Madison Heights d Omer Crystal Falls Athens Baraga East Tawas North Adams Sagina <u>Intercultural Institute</u> for Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Litchfield Bancroft Pleasant Ridge L'Anse Freeport 45 Confectual 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.



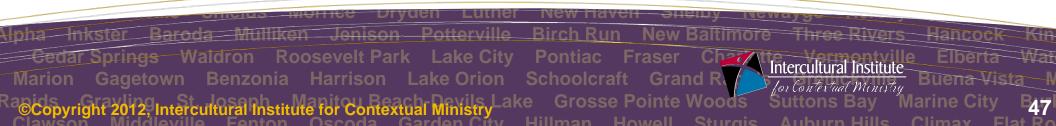


## **Potential Shared Places:**

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	86.82%	86.66%	86.25%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.5%	83.79%	81.93%
Houses-Visit Any			
McDonald's	57.27%	56.93%	56.18%
Burger King	40.8%	40.06%	39.4%
Subway	31.11%	31.22%	31.01%
Wendy's	30.94%	31.38%	32.11%
Applebee's	30.74%	30.94%	29.84%
Taco Bell	30.52%	30.18%	29.2%
Kentucky Fried Chicken	29.98%	30.13%	30.82%
(KFC)			
Arby's	25.01%	24.49%	22.9%
Pizza Hut	23.97%	23.42%	23.01%
Olive Garden	20.67%	21%	20.75%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Dairy Queen	19.77%	18.94%	18.23%
Red Lobster	18.24%	18.34%	18.28%
Cracker Barrel	15.23%	15.37%	14.26%
Domino's Pizza	14.57%	14.73%	15.25%
Denny's	14.3%	13.75%	13.4%
IHOP (International House	13.47%	14.03%	14.28%
Of Pancakes)			
Sonic	13.28%	12.88%	12.77%
Chick-Fil-A	12.98%	13.58%	13.25%
Golden Corral	12.9%	12.6%	12.33%
Hardee's	12.5%	11.59%	11.01%
Outback Steakhouse	12.12%	13.52%	14.72%
Long John Silver's	11.1%	10.18%	9.18%



#### **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!



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## **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	51.36%	51.32%	49.47%
Recycled products	37.24%	37.11%	35.12%
Worked as volunteer (non political)	16.35%	16.82%	16.75%
Engaged in fund raising	11.39%	11.75%	11.72%
Religious club member	6.93%	7.55%	7.66%
Union member	6.07%	6.16%	5.66%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.83%	6.02%	5.93%
Wrote to editor of mag or newspaper	5.71%	5.73%	5.67%
Charitable Organization	5.58%	5.54%	5.29%
Took active part in local civic issue	5.5%	5.57%	5.47%
Fraternal order member	5.23%	5.32%	5.11%
Church Board	4.65%	5.35%	5.5%

hpeming Hamtramck Bear Lake Norton Shores Holland Lowell East Grand Rapids Sunfield Allen East Saginaw New Lothrop Port Austin Keego Harbor Constantine Lost Lake Manton Mio Mackinas or Roseville Au Sable Bridgman Howard City Comstock Park Eaton Rap Intercultural Institute Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Ste Marine Kingsford Negaunee Michigamme Gaastra Vicksburg Harrietta Clip Carpey Shorewood-Tow

#### **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.



Rockford East Grand Rapids Linden Iron River Emmett Addison Stony Point Argentine Galesburg auth Guil Lake River Rouge Iron Mountain Rosebush Mayville Menominer Intercultural Institute nada East Lansing Leslie Grandville Lawrence Benton Heights Buena Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	15.21%	16.05%	16.17%
Children's Books	11.41%	12.26%	12.85%
Mystery	10.89%	10.98%	10.96%
Cookbooks	10.74%	10.8%	10.64%
Religious (not Bibles)	8.93%	9.24%	9.13%
History	6.87%	6.74%	6.59%
Biography	6.31%	6.68%	6.79%
Personal/Business	6.18%	6.66%	6.76%
Self-help			
Romance	5.44%	5.95%	6.42%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	73.33%	72.92%	71.91%
Gen. Editorial	47.59%	48.43%	49.71%
Womens	41.21%	42.56%	43.23%
Service	34.69%	34.52%	34.07%
Mens	20.46%	20.11%	19.79%
Sports	16.73%	16.4%	16.04%
Automotive	16.39%	15.15%	13.63%
Business/Finance	15.24%	17.4%	19.22%
Mature Market	14.25%	14.39%	13.48%

and Ledge South Honree Vassar Concord Elkton Cadillac Brooklyn Galesburg Coopersville Hanover Selleville Pinckney Schoolcraft Akron Brighton Quincy Au Gres Thomas Intercultural Institute Intercultural Institute Three Oaks Trenton Lakeview St. Clair (Southertual Ministry) Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 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	56.29%	56.27%	54.92%
Classified	35.4%	34.04%	32.7%
Sport	34.61%	33.89%	32.72%
Editorial Page	32.79%	32.15%	30.46%
Comics	29.08%	28.2%	26.98%
Business/Finance	28.98%	29.58%	29.39%
Movie Listings &	27.8%	27.5%	26.77%
Reviews			
TV/Radio Listings	26.4%	25.82%	24.89%
Food/Cooking	26.15%	26.26%	25.5%
Home/Gardening	23.44%	23.23%	21.93%
Travel	19.85%	20.32%	19.86%
Science/Technology	19.01%	19.1%	18.18%
Fashion	14.03%	14.85%	15.18%

	_		_
RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Country	22.4%	20.19%	17.1%
CHR Contemp Hit Radio	19.79%	19.18%	17.99%
Adult Contemporary	18%	17.22%	16.26%
Rock	14.77%	13.72%	12.18%
Urban Contemporary	13.17%	16.25%	21.07%
Oldies	11.97%	11.78%	11.68%
News/Talk	11.81%	12.17%	12.16%
Alternative	9.99%	9.82%	9.66%
Classic Rock	9.77%	9.38%	8.85%
Variety	7.03%	8.14%	9.01%
Religious	5.87%	6.28%	6.17%
Soft Contemporary	5.5%	6.03%	6.2%
Classic Hits	4.73%	4.34%	3.78%
All News	4.59%	5.7%	6.34%
Jazz	4.57%	6.26%	7.36%
Hispanic	3.59%	3.42%	3.01%
All Talk	3.53%	3.88%	4.03%
Sports	3.33%	3.75%	3.98%



### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3	MULTIMEDIA: TV		0-0.5
	MILES	MILES	MILES			MILES
Fox News Channel	64.19%	64.33%	63.41%	TV Info From Newspapers		25.37%
Satellite Dish	53.02%	53.38%	53.18%	TCM (Turner Classic		24.28%
Soapnet	48.84%	49.92%	50.62%	Movies)		
Other Video-On-Demand	41.74%	41.98%	43.62%	USA Network		24.11%
ci-Fi Channel	37.07%	37.04%	36.25%	BET (Black Entertainment		23.9%
dult Pay Per View TV	34.2%	34.98%	34.76%	TV)		
//SNBC	33.92%	33.75%	33.72%	Nick At Nite		23.64%
Comedy Central	29.01%	30.21%	30.95%	The Golf Channel		22.89%
Subscribe Digital Cable	28.63%	29.95%	30.45%	Hallmark Channel		22.75%
lickelodeon	28.56%	28.31%	27.78%	TV Info From Monthly		22.1%
V Info From Sunday TV	26.59%	27.54%	27.83%	Cable Guide		
Magazine				ABC Fam.		21.74%
Adult Swim	26.48%	26.44%	25.94%	Lifetime		21.44%
				ESPN2	2	20.87%



TV Info From Other

18.93%

19.82%

20.37%

#### **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.



adillac Ontonagon Brownlee Park Clinton Copemish Luther McBain Canada Creek Ranch Fagle Belley Wolverine Capac Spring Lake Kingsford Woodland Birch Run Lake And Intercultural Institute Inda Walled Lake Honor Howard City Centreville Sterling West Ishpemin for Contextual Ministry Decatur Be di Copyright 2012, Intercultural Institute for Contextual Ministry Allen Park East Tawas Trowbridge Park Peck McBr54

## 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.

				l		
MEDIUM	0-0.5	0.5-1.5	1.5-3		MEDIUM	MEDIUM 0-0.5
	MILES	MILES	MILES			MILES
Book Readers					Quintiles (20%)	Quintiles (20%)
Heavy Users (7+)	18.35%	18.93%	19.05%		Magazines I (Heavy)	Magazines I (Heavy) 18.68%
Medium Users (4-6)	10.08%	10.31%	10.22%		Magazines II	Magazines II 8.92%
Light Users (1-3)	20.97%	21.08%	20.35%		Magazines III	Magazines III 8.21%
Quintiles (20%)					Magazines IV	Magazines IV 11.82%
Newspaper I	1.82%	1.55%	1.4%		Magazines V (Light)	Magazines V (Light) 0.29%
(Heavy)					Outdoor I (Heavy)	Outdoor I (Heavy) 7.29%
Newspaper II	1.89%	1.79%	1.65%		Outdoor II	Outdoor II 3.19%
Newspaper III	1.97%	2%	2.03%		Outdoor III	Outdoor III 3.96%
Newspaper IV	0.79%	0.63%	0.53%		Outdoor IV	Outdoor IV 16.28%
Newspaper V	0.91%	0.85%	0.99%		Outdoor V (Light)	Outdoor V (Light) 26.64%
(Light)					Yellow Pages I	Yellow Pages I 16.07%
					(Heavy)	(Heavy)
					Yellow Pages II	Yellow Pages II 5.68%
					Yellow Pages III	Yellow Pages III 5.46%

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.68%	18.49%	19.35%
Magazines II	8.92%	8.78%	8.93%
Magazines III	8.21%	8.52%	9.25%
Magazines IV	11.82%	11.49%	12.13%
Magazines V (Light)	0.29%	0.53%	0.71%
Outdoor I (Heavy)	7.29%	7.38%	7.91%
Outdoor II	3.19%	3.15%	3.72%
Outdoor III	3.96%	3.94%	4.36%
Outdoor IV	16.28%	16.43%	16.27%
Outdoor V (Light)	26.64%	26.15%	25.43%
Yellow Pages I	16.07%	15.93%	15.66%
(Heavy)			
Yellow Pages II	5.68%	6.08%	6.74%
Yellow Pages III	5.46%	5.69%	7.07%
Yellow Pages IV	22.94%	22.67%	22.49%
Yellow Pages V	3.96%	3.81%	4.12%
(Light)			

Av St. Louis Hubbell Bioomfield Hills Estral Beach Muskegon Battle Creek Mattawan Level Park-Oak Park Bioomfield Township Harrisville Morenci Goodrich Rose City Utica <u>Intercultural Institute</u> ercook Lake Jackson Sanford Northview Lathrup Village Daggett Munistry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5
	MILES	MILES	MILES		MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	าร	
(fifths / 20%)				/ 20%)		
Drive Time I & II (Heavy)	3.66%	3.31%	2.98%	Prime Time I & II (Heavy)	3.9%	3.87%
Drive Time III (Medium)	0.91%	0.83%	0.77%	Prime Time III (Medium)	1.92%	1.85%
Radio IV & V (Light)	3.01%	2.86%	2.85%	Prime Time IV & V (Light)	6.61%	6.57%
Radio Media Quntiles (fifths	s /			TV Early/Late Fringe Quntile	s	
20%)				(fifths / 20%)		
Radio I & II (Heavy)	8.02%	8.09%	9.28%	Fringe I & II (Heavy)	38.55%	39.17%
Radio III (Medium)	4.72%	4.59%	4.43%	Fringe III (Medium)	54.56%	54.19%
Radio IV & V (Light)	3.28%	3.39%	3.48%	Fringe IV (Light)	56.54%	56.19%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /		
20%)				20%)		
Cable I & II (Heavy)	11.8%	12.45%	12.7%	All Day I & II (Heavy)	13.18%	13.31%
Cable III (Medium)	3.92%	3.89%	4.42%	All Day III (Medium)	24.66%	24.22%
Cable IV & V (Light)	33.17%	33.63%	34.87%	All Day IV (Light)	12.91%	13.5%

Luna Pier Kingston Hartford Free Soil Big Rapids Mount Pleasant Langsburg New Baltimore Raver Roseville Portage Marshall Marlette Brownlee Park Keego Harbor Rich Intercultural Institute ner Wayne Parchment Mulliken Eastwood Flint Houghton Kalamazoo (on Contextual Ministry) Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Potential Audio & Prime Time TV Media Usage:

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

1.5-3

MILES

7.83%

7.88%

10.01%

24.67%

28.53%

30.54%

42.36% 3.7%

SAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Day-time Radio			
_isteners			
Dayparts [summary]	12.39%	12.63%	12.42%
6:00am - 10:00am	13.3%	14.39%	15.72%
10:00am - 3:00pm	5.29%	6.34%	8.58%
3:00pm - 7:00pm	12.34%	12.85%	14.72%
7:00pm - Midnight	10.33%	11.5%	13.16%
Midnight - 6:00am	4.8%	5.37%	6.68%
Weekend Radio			
Listeners			
Dayparts [summary]	13.55%	14.05%	14.85%
6:00am - 10:00am	3.2%	3.52%	3.89%
10:00am-3:00pm	4.66%	5.16%	5.54%
3:00pm - 7:00pm	6.21%	6.48%	7.27%
7:00pm - Midnight	7.55%	8.13%	9.46%
Midnight - 6:00am	9.11%	9.94%	11.85%

Beechwood Burton Oak Park Ecorse Harbor Beach Hemlock Westphalia Lewiston Clawson Read North Branch Dryden Barton Hills Williamston Fowler Calumet Flip Intercultural Institute Lansing Freeport Whittemore Negaunee Cadillac Grand Ledge Pont for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	15.06%	15.3%	16.92%		Sat: 7-10am	Sat: 7-10am 17.85%	Sat: 7-10am 17.85% 18.03%
7-9am	20.87%	21.87%	22.87%		Sat: 10am-1pm	Sat: 10am-1pm 6.41%	Sat: 10am-1pm 6.41% 7.09%
9am-12noon	19.59%	20.13%	20.02%		Sat: 1-4pm	Sat: 1-4pm 25.04%	Sat: 1-4pm 25.04% 25.17%
12noon-4pm	7.57%	7.75%	8.51%		Sat: 4-6pm	Sat: 4-6pm 6.28%	Sat: 4-6pm 6.28% 6.7%
4-6pm	44.5%	46.65%	48.36%		Sat: 6-7pm	Sat: 6-7pm 2.12%	Sat: 6-7pm 2.12% 2.27%
6-7pm	19.83%	19.43%	18.51%		Sat: 7-8pm	Sat: 7-8pm 0.34%	Sat: 7-8pm 0.34% 0.62%
7-7:30pm	1.47%	1.66%	1.73%		Sat: 8-11pm	Sat: 8-11pm 6.61%	Sat: 8-11pm 6.61% 7.28%
7:30-8pm	11.33%	11.31%	10.87%		Sat: 11pm-1am	Sat: 11pm-1am 4.62%	Sat: 11pm-1am 4.62% 5.09%
8-11pm	7.04%	7.44%	7.83%		Sat: 1am-7pm	Sat: 1am-7pm 24.11%	Sat: 1am-7pm 24.11% 24.43%
11pm-12am	33.92%	33.75%	33.72%		Sun: 7-10am	Sun: 7-10am 2.27%	Sun: 7-10am 2.27% 2.4%
11pm-1am	42.21%	42.11%	42.36%		Sun: 10am-1pm	Sun: 10am-1pm 6.85%	Sun: 10am-1pm 6.85% 6.82%
1-6am	30.45%	31.47%	32.53%		Sun: 1-4pm	Sun: 1-4pm 5.77%	Sun: 1-4pm 5.77% 5.77%
					Sun: 4-7pm	Sun: 4-7pm 13.46%	Sun: 4-7pm 13.46% 13.21%
					Sun: 7-11pm	Sun: 7-11pm 9.72%	Sun: 7-11pm 9.72% 9.68%
					Sun: 11pm-1am	Sun: 11pm-1am 4.96%	Sun: 11pm-1am 4.96% 4.88%
					Sun: 1-7am	Sun: 1-7am 20.87%	Sun: 1-7am 20.87% 21.04%

Sull Lake Decatur Weidman Hastings Flat Rock Canada Creek Ranch Millersburg Evant Mackinac Island Fail Cak Grayling Casnovia Inkster Middletown Lakeview Byron Center Intercultural Institute Jackson Au Gres Athens Lawton Manistique Greilickville Unionville Copyright 2012, Intercultural Institute for Contextual Ministry Alpena F58

# 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.

Claire Le Roy Greilickville Beaverton Parchment Watervliet St. Ignace Twin Lake Level Park-Oak Park Egaunce Rogers City Ellsworth Spring Arbor Maple Rapids Stockbridge Intercultural Institute West Branch Carson City Bridgeport Buena Vista Clawson West Bloom for Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Maybee Waverly Shelby Wakefield Marcellus South

# 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

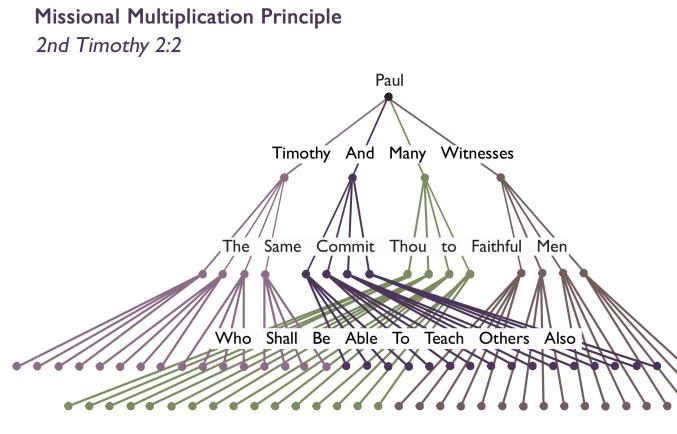
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

active Albion Pert Huren Morenci Bingham Farms New Era Marcellus Ontonagon Harcock Cutlerville Lacking Island Westphalia Houghton Lake Lakewood Club Copemish Charles Intercultural Institute coopersville Ypsilanti Argentine Vicksburg Big Rapids Richland Tustin Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultura

## **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.



Ann Arbor Napoleon Perrinton Galesburg Frankenmuth Hart Manton Harrietta Schoolcraft Newaygo H Southfield Grand Blanc Lake Odessa Parma West Branch Gaastra ranac Newberry Blissfield Bay City Rochester Kingsford New Buffalo in Confertual Institute 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.

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



Decatur Grayling Forest Hills Grosse Pointe Farms Ypsilanti Port Austin Temperance Kaleva Grant He Blissfield Skidway Lake Battle Creek Hubbardston Niles Union City Intercultural Institute wardsburg Eagle Lake Orion Petoskey Deerfield Lake Angelus Lost Lak for Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Notes and Sources

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





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