MissionSite top unreached locations

Boyne Falls Springfield Baroda

IronwoMultiplyLake Harrietta White Pigeon Le Roy CONGREGATIONAL etoskev lesick Hudson Comstock Park Fremont Sturgis Union CiCOUNTY: Wayne Iston Negaunee In partnership with the: Britton Greenville Brownlee Park CSITESCAPE: Cityscape bridge Park inte Shores Durand Pleasant Ridge Stanton Intercultural Institute Lakes Mendon Stor Ignace for Contextual Ministryak Park Carleton South Northv Onekama Ferndale Berrien Sprind Freeport Holly Rockford Bangor Taylor Au Sable Hubbards /li@Copyrigh?2012, Intercultural Institute for Contextual Ministry chard Lake Village Allegan Ithaca Harbor Springs Hough

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DEARBORN, MI

CENSUS TRACT: 26163575500 Harrietta White Pigeon Le Roy REGION: Region Five Indian River Empire Elsie Buena Vista Lowell Burt Cryst ASSOCIATION: Greater Detroit Township North Ve Empire Elsie **DENSITY PATTERN: E3ake Pontiac** BAPTIST STATE CONVENTION of lat Rock

MissionSite (TM) Table of Contents

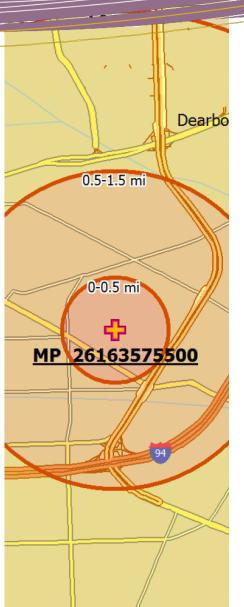
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Site Location Summary

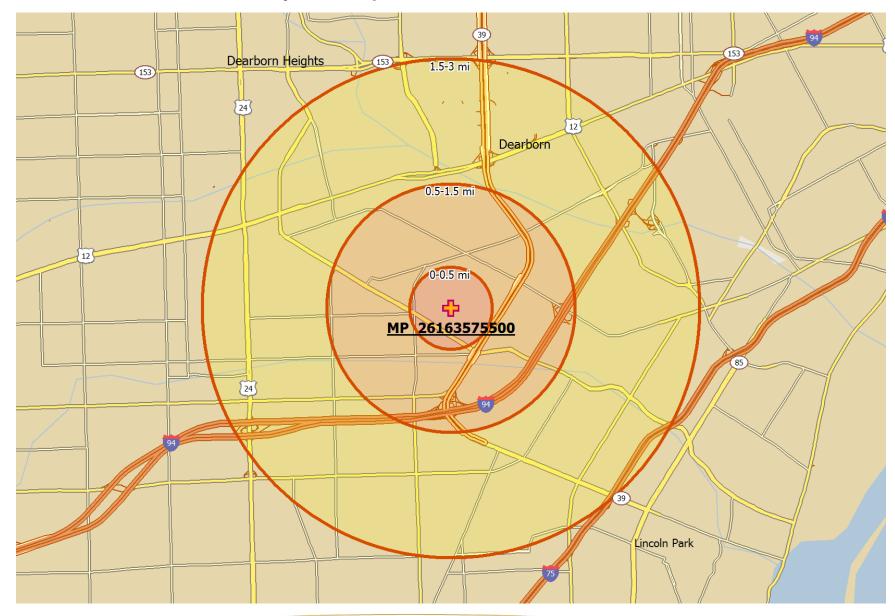
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has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

Location Typography	CODE	LOCATION
Region	26R05	Region Five
Association	26A05	Greater Detroit
County Location	26163	Wayne
Zipcode	48124	Wayne
Sitescape Category	4	Cityscape
Sitescape Group	4.1	Small Cities
Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
Sitescape Density Pattern	E3	250000-1000000-1000000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region26R05Association26A05County Location26163Zipcode48124Sitescape Category4Sitescape Group4.1Sitescape Subgroup4.16



a Steckbridge Hersey Davison Garden Roscommon Lewiston Vernon Southfield Hubbell St. Ignace Claire Frankenmuth Pearl Beach Custer Morrice Big Rapids Manton Chernel Intercultural Institute Sexville Onekama Norton Shores Fennville Ahmeek Hancock Center Live For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry North Branch Northvillo Booklyn Montgomery Canaca

Site Location Summary - Map of the Site Location



Usky Sylvan Lake Marshall Allen Park Howard City Bingham Farms Davison Deckerville Byron Center Birmingham Leslie Elk Rapids Benzonia Clinton St. Charles Carney Intercultural Institute Saranac Hanover Sebewaing Posen River Rouge Harbor Springs Flore for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Idwin Fandale Fastlake Renton Brown

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	13	City: Small: Territory inside an urbanized area and inside a principal city with
	Codes		population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

rollton Au Sable Beecher Woodland Newaygo Addison Hesperia Benzonia Centreville Comstock North Reckford Harrisville Houghton Lake Haslett Pierson Muir Saranac Contextual Institute Grass Lake Tekonsha New Lothrop Albion Westwood Galesburg for Contextual Ministry Contextual Ministry Eagle Au Grass Milford Constantine Imlay City Lakeview South 5

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	4,788	18,243	78,605
2010 Households	2,044	7,531	31,786
2010 Group Quarters Population	0	41	510

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	72	85	83
Language Diversity National Index	55	75	33
Foreign Born Diversity National Index	87	40	99
Ancestry Diversity National Index	100	44	14
Racial Diversity National Index	34	76	70

erkley South Range Bloomfield Hills Lewiston Ithaca Harrison Imlay City Barryton Stanton Alpha Fer Faw Lake Richmond South Lyon Manchester Thompsonville Lake Origon Intercultural Institute Alpena Addison Grandville Walker Turner Lake Isabella Greenville To Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 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

levue Wakefield <u>Stevensville</u> Shorewood-Tower Hills-Harbert Harper Woods Pleasant Ridge Bridgeport A Petersburg Sanford Clio Plymouth Hubbell Ossineke Bessemer Intercultural Institute Cass City Minden City Wyandotte Clinton Augusta Trowbridge Park Coversitie Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 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	1,615	79.01%
Mainstay Communities	Established, Diverse Households	42	2.05%
Working Communities	Blue-collar, Working Families	300	14.68%
Country Communities	Rural, Agri. & Mining Families	47	2.3%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	40	1.96%

Heights Tecumseh Allegan Onekama Lennon Bellaire Wolverine Lake Ferndale Fon River Pentwater Houghton Lake Manistee Bancroft Grosse Pointe Park St. Louis Decker Intercultural Institute Rochester Hills Whitehall Copemish Cadillac Fowlerville Fife Lake for Contextual Ministry Contextual Institute for Contextual Ministry Pierson Jackson Benzonia Lyons White Pigeon Lake

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.

Wolverine Three Rivers Marine City Sault Ste. Marie Oakley Middletown Westphalia Grand Ledge Grand Waterford Grandville Dowagiac Marquette Springport Walkervier Contextual Institute Fenton Adrian St. Clair Shores Webberville Manistee Ithaca Shore Loi Contextual Ministry Dearborr Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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



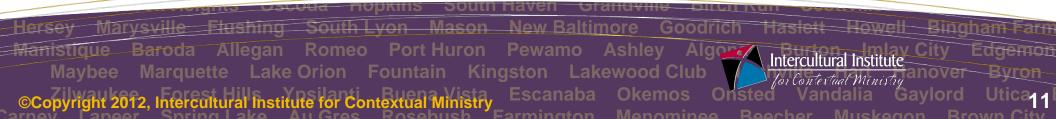
Spirituality Indicators Overview - Evangelscape

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	1,382	0.28%
Unreached %	70.04%	67.61%	96.54
Religious But NOT Evangelical HH	152,338	327	0.21%
Religious But NOT Evangelical %	21.78%	15.98%	73.36
Spiritual But NOT Relig or Evang HH	56,789	213	0.37%
Spiritual But NOT Relig or Evang %	8.12%	10.4%	128.08
Not Evangelical, Not Interested HH	286,981	843	0.29%
Not Evangelical, Not Interested %	41.04%	41.23%	100.46





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	4,810	6.1%
Active Evangelical Percent	11.27%	11.63%	103.18
Inactive Evangelical Households	130,709	7,977	6.1%
Inactive Evangelical Percent	18.69%	19.29%	103.18
# New Churches Needed	350	21	5.91%





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.

Beechwood Twin Lake East Jordan Houghton Au Sable Whittemore Walker South Lyon Petersburg Lette Gaastra Bellaire Mackinaw City Sturgis Gladwin Boyne City Sparry Intercultural Institute In Honor Lake Isabella Marlette Lawrence Bingham Farms Rogers City For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Pigeon Athens Huntington Woods Cadillac Easthoute

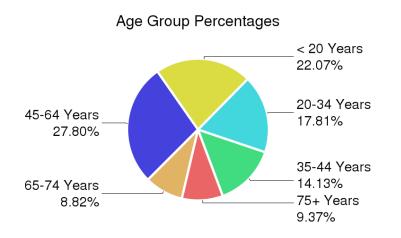
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the 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 C
1990 Population	2,111,687	5,223	0.25%	1990 Households	780,532	2,074	0.27%
2000 Population	2,061,162	4,846	0.24%	2000 Households	768,440	2,100	0.27%
2010 Population	1,898,563	4,788	0.25%	2010 Households	699,322	2,044	0.29%
		51	n this Missi		Location Ty	ре	0-0.5mi Ban
🔲 0-0.5mi Ban	nd 🗌 0.5-1	.5mi Band	🗖 1.5-3mi	Band 📕 County	Residential		1,962
1,000,000					Residential A	Apt.	2
800,000					Residential N	Von-Apt.	1,960
600,000					Business		65
000,000					Seasonal		0
400,000					USPS Resid	ential	1,990
200,000 0 Residential Reside	ntial Apt. Residential No	n-Apt. Bus	iness Seaso	nal USPS Residential USPS Business	USPS Busin	ess	84

Bessemer Hudson Watervliet Bancroft St. Ignace Manchester Evart Tecumsch Wolverine Lake Ge Hemphis Auburn Plymouth Township Hartford Wyoming Portage Book Intercultural Institute Stockbridge Mount Pleasant Byron Center Niles Michiana Gladstone GorContextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

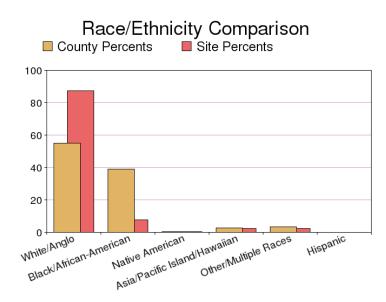


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.23%	4.41%	84.32
4-5 Years	2.67%	2.03%	76.03
6-8 Years	4.03%	2.92%	72.46
9-11 Years	4.1%	3.11%	75.85
12-13 Years	2.77%	2.19%	79.06
14-17 Years	5.75%	4.89%	85.04
18-19 Years	2.94%	2.55%	86.73
0-5 Years	7.9%	6.43%	81.39
6-12 Years	9.51%	7.12%	74.87
13-19 Years	10.08%	8.54%	84.72
< 20 Years	27.49%	22.09%	80.36
20-34 Years	19.18%	17.82%	92.91
35-44 Years	13.63%	14.14%	103.74
45-64 Years	26.8%	27.82%	103.81
65-74 Years	6.84%	8.83%	129.09
75+ Years	6.06%	9.38%	154.79
Median Age	37	42	112.83
Median Age (Male)	36	41	114.13
Median Age (Female)	39	44	112.03

Deerfield McBain Whittemore Sheridan Woodland Beach Beulah Manistee Jenison Marysville Sou Shoreham Oxford Romeo Eaton Rapids Lakewood Club Lakeview Bloom Intercultural Institute Jeon Stevensville DeWitt Applegate Clawson Marion Cheboygan Big for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	54.85%	87.47%	159.47
Black, African-American	38.87%	7.6%	19.56
Native American	0.36%	0.29%	81.43
Asian	2.54%	2.32%	91.26
Pacific Island, Hawaiian	0.06%	0.06%	97.35
Other/Multiple Races	3.32%	2.26%	68.01
Hispanic	0%	4.97%	0
Education of Adults (25 yrs+)			
Tatal Adulta avan and OF verse	4 054 000	0.400	

Total Adults over age 25 years.	1,251,329	3,496	
Less than 9th Grade	5.03%	2.6%	193.2
No High School Diploma	11.11%	6.86%	161.77
High School Graduate	33.89%	33.35%	101.6
Some College, no degree	22.85%	21.05%	108.55
Associate Degree	7.13%	9.38%	75.97
College Degree	12.48%	16.62%	75.08
Graduate/Prof. degree	7.52%	10.13%	74.26

Plymouth Township Port Sanilac Bangor Hart Pinckney Scottville Hillman Kingsley Armada St. Louis Lost Lake Woods Yale Burlington Cement City Sterling Hastings Banger Intercultural Institute Lawton Muskegon Iron River Grand Blanc Port Hope Grand Rapids for Contextual Ministry de Copyright 2012, Intercultural Institute for Contextual Ministry Howell Turner Farmington Hills Luther West Branch

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%	3.03%	28.67
\$10,000 to \$19,999	12.2%	8.71%	71.39
\$20,000 to \$29,999	11.7%	8.95%	76.51
\$30,000 to \$49,999	20.5%	18.4%	89.73
\$50,000 to \$59,999	7.76%	8.66%	111.61
\$60,000 to \$69,999	7.09%	10.37%	146.22
\$70,000 to \$79,999	5.95%	8.41%	141.48
\$80,000 to \$89,999	4.75%	7.29%	153.58
\$90,000 to \$99,999	3.32%	5.19%	156.28
\$100,000 to \$124,999	7.39%	9.78%	132.33
\$125,000 to \$149,999	3.92%	4.55%	116.09
\$150,000 to \$199,999	3.28%	5.87%	179.22
\$200,000 to \$249,999	0.72%	0.59%	81.87
\$250,000 or more	1.11%	0.2%	17.68
Median Household	44,630	61,653	138.14
Average Household	58,937	67,418	114.39
Per Capita Household	22,198	28,781	129.66
Family/Non-Family Household			
Income			
Median Family Income	56,307	72,521	128.8
Average Family Income	70,459	77,492	109.98
Median Non-Family Income	30,033	45,403	151.18
Average Non-Family Income	38,816	50,671	130.54

Clawson Lambertville Perrinton Alanson Fremont Lake Linden Franklin Village of Clarkston Hand Tostlanti Grand Ledge Owosso Onaway Pontiac DeWitt Boyne City White Pigeon Gladwin Plyman Millington Grayling Lansing Eaton Rapids Portland Boyne Falls Blooming Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry tain Langer Hart Deckerville Highland Park St Ignace Grand Beach Clare Maybee Elushing Beal Cit

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	63.59%	61.99%	97.48
Families with Children	33.72%	23.14%	68.63
Families without Children	29.87%	38.85%	130.06
Non-Family Households			
% Non-Family Households	36.41%	38.01%	104.4
Non-Families with Children	0.28	0.05	17.58
Non-Families without Children	36.13	37.96	105.06
Housing Units			Index
Total Housing Units	835,198	2,415	
Vacant percent	16.27%	15.36%	94.43
Owned percent	57.05%	79.21%	138.84%
Rented Percent	26.68%	5.42%	20.33
Households by Size			Index
Avg household size	2.67	2.34	87.64
Avg family hh size	3.55	3.15	88.73
Avg non-family hh size	1.13	1.03	91.15
Households By Count of Persons			Percent
One	228,033	706	0.31%
Two	165,215	599	0.36%
Three or Four	207,119	569	0.27%
Five+	98,955	170	0.17%

Marine City Shoreham Mio Big Rapids Vermontville New Baltimore Manitou Beach-Devils Lake Webb Forwood Harrison Lambertville Negaunee Lapeer Brooklyn Lincoln Part Intercultural Institute Nyoming Saline Dearborn Casnovia Clarksville West Monroe Elberta for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Pawer and 2012, Intercultural Institute for Contextual Ministry Pawer and 2012, Intercultural Institute for Contextual Ministry

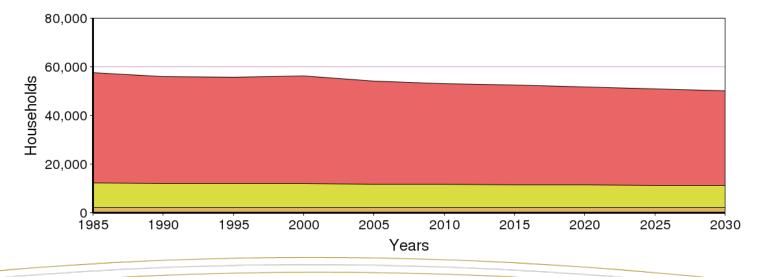
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 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 5,223 0.25%
2000 Population 2,061,162 4,846 0.24%
2010 Population 1,898,563 4,788 0.25%
2015 Population 1,766,345 4,470 0.25%

Household Change from 1985 to 2030

🔲 0-0.5mi Ring 👘 🔲 0-1.5mi Ring

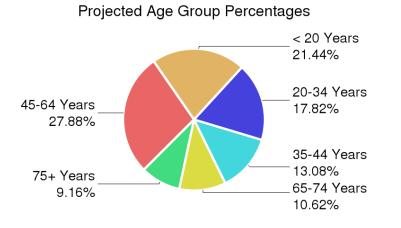
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inconning Ovid Ashley Pigeon Blissfield Copper City Crystal Falls Sterling Heights Bridgeport Port He Shelby Coleman Indian River Manton Sanford Auburn Allendale Intercultural Institute Novi Rothbury Athens Carrollton Redford Kalkaska Imlay City Lake Confectual Ministry I Confectual Ministry Lake Tekonsha Hudsonville Bay City Mount Clemen 19

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

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

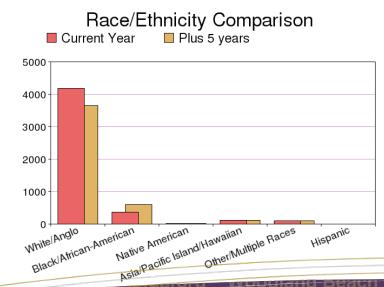


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.41%	4.68%	106.12
4-5 Years	2.03%	2.04%	100.49
6-8 Years	2.92%	2.91%	99.66
9-11 Years	3.11%	3.02%	97.11
12-13 Years	2.19%	2.01%	91.78
14-17 Years	4.89%	4.45%	91
18-19 Years	2.55%	2.35%	92.16
0-5 Years	6.43%	6.71%	104.35
6-12 Years	7.12%	6.94%	97.47
13-19 Years	8.54%	7.81%	91.45
< 20 Years	22.09%	21.46%	97.15
20-34 Years	17.82%	17.83%	100.06
35-44 Years	14.14%	13.09%	92.57
45-64 Years	27.82%	27.9%	100.29
65-74 Years	8.83%	10.63%	120.39
75+ Years	9.38%	9.17%	97.76
Median Age	37	43	115.58
Median Age (Male)	36	41	115.64
Median Age (Female)	39	45	115.99

Farwell Harrietta Elk Rapids Bloomfield Hills Hazel Park Hillman Lincoln South Lyon Muskegon Hel Hichiana McBain Boyne City Armada Grosse Pointe Woods Grayling Intercultural Institute Catur Lennon Roscommon Climax Marcellus Harbor Springs Fennville For Contextual Ministry Corpyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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



CURRENT	PLUS 5 YRS	INDEX
87.47%	81.7%	93.41
7.6%	13.29%	174.8
0.29%	0.29%	99.46
2.32%	2.55%	110.01
0.06%	0.07%	107.11
2.26%	2.1%	93.23
0%	0%	0
3,496	3,278	
2.6%	2.32%	89.07
6.86%	5.64%	82.21
33.35%	34.41%	103.17
21.05%	20.56%	97.67
9.38%	9.88%	105.35
16.62%	16.84%	101.33
10.13%	10.34%	102.13
	87.47% 7.6% 0.29% 2.32% 0.06% 2.26% 0% 3,496 2.6% 6.86% 33.35% 21.05% 9.38% 16.62%	87.47% 81.7% 7.6% 13.29% 0.29% 0.29% 2.32% 2.55% 0.06% 0.07% 2.26% 2.1% 0% 0% 3,496 3,278 2.6% 2.32% 6.86% 5.64% 33.35% 34.41% 9.38% 9.88% 16.62% 16.84%

Constantine Petoskey Burton Hubbardston Estral Beach Lake Odessa Au Sable Baroda South Lyon Hotty Caledonia Stephenson Powers Lake Angelus East Lansing For Hits Laurium Woodhaven ife Lake Northville Lake Isabella Harper Woods Sherwood Rockwood Confectual Ministry Confectual 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	3.03%	2.7%	89.06
\$10,000 to \$19,999	8.71%	8.4%	96.44
\$20,000 to \$29,999	8.95%	8.74%	97.65
\$30,000 to \$49,999	18.4%	18.12%	98.52
\$50,000 to \$59,999	8.66%	8.35%	96.42
\$60,000 to \$69,999	10.37%	9.87%	95.18
\$70,000 to \$79,999	8.41%	8.45%	99.23
\$80,000 to \$89,999	7.29%	7.42%	101.07
\$90,000 to \$99,999	5.19%	5.06%	97.55
\$100,000 to \$249,999	9.78%	10.46%	106.92
\$125,000 to \$149,999	4.55%	4.91%	107.95
\$150,000 to \$199,999	5.87%	6.73%	114.62
\$200,000 to \$249,999	0.59%	0.49%	83.66
\$250,000 or more	0.2%	0.15%	75.29
Median Household	61,653	63,700	103.32
Average Household	67,418	70,153	104.06
Per Capita Household	28,781	31,953	111.02
Family/Non-Family Household			
Income			
Median Family Income	72,521	75,884	104.64
Average Family Income	77,492	81,037	104.57
Median Non-Family Income	45,403	48,977	107.87
Average Non-Family Income	50,671	53,139	104.87

Kingsley Beverly Hills Comstock Northwest Roscommon Ann Arbor Lake Ann Wyoming Millersburg Saline Sand Lake Vandercook Lake Bloomfield Hills Grosse Pointe Park Boy Kalkaska Marquette F Ravenna Grand Beach Hancock Columbiaville South Monroe Wolverine Soute Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Melvin Mason Bessemer Swartz Creek Springfield

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

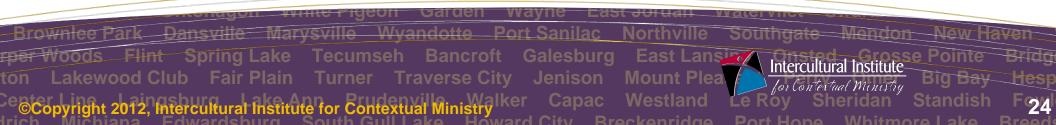
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	61.99%	60.61%	97.78
Families with Children	23.14	22.1	95.51
Families without Children	38.85	37.38	96.22
Non-Family Households			
% Non-Family Households	38.01%	39.39%	103.62
Non-Families with Children	0.05	0.1	103.62
Non-Families without	37.96	39.29	103.5
Children			
Housing Units			
Total Housing Units	2,415	2,406	99.63%
Vacant percent	15.36%	15.38%	100.1
Owned percent	79.21%	79.3%	100.11
Rented Percent	5.42%	5.36%	98.84
Households by Size			
Avg household size	2.34	2.20	94.02%
Avg family hh size	3.15	2.96	93.97%
Avg non-family hh size	1.03	1.01	98.06%
Households By Count of			
Persons			
One	706	743	105.24%
Тwo	599	633	105.68%
Three or Four	569	526	92.44%
Five+	170	133	78.24%

Prisville Estral Beach Lake Michigan Beach Lexington South Lyon Bridgman East Lansing Lowell Forest Manistique Grosse IIe Colon Holt Grand Rapids Allen Omer Canter Intercultural Institute Powers Ann Arbor Laingsburg Marysville Mackinac Island Pewamo (ontextual Ministry) ©Copyright 2012, Intercultural Institute for 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	210	1,266	5,634	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	26	45	343	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	18	52	341	Northern Africa	Northern Africa 0	Northern Africa 0 5
Southern Europe	30	108	463	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	27	249	704	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 6
Eastern Asia	0	58	168	Oceania	Oceania 0	Oceania 0 9
So. Central Asia	8	85	360	Caribbean	Caribbean 0	Caribbean 0 12
SE Asia	13	110	342	Central Amer.	Central Amer. 12	Central Amer. 12 132
Western Asia	12	161	1,220	South America	South America 4	South America 4 27
Other Asia	6	2	34	North America	North America 54	North America 54 205
				Born at sea	Born at sea 0	Born at sea 0 0



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
English only	3,643	17,608	69,381
panish	3,043 46	457	1,848
Other Indo-Euro	227	953	3,134
language	!	000	3,101
French (incl. Patois,	52	70	290
Cajun)			
French Creole	0	0	0
talian	19	90	466
Portuguese	0	0	126
German	43	91	320
Yiddish	5	1	0
Other West Germanic	0	5	7
A Scandinavian	0	2	18
Language			
Greek	10	79	77
Russian	0	29	100
Polish	42	139	692
Serbo-Croatian	0	19	41
Other Slavic Language	16	55	158
Armenian	15	77	194
Persian	0	0	2
Gujarathi	0	2	54
Hindi	9	43	55
Urdu	0	24	35

Carney Henor Richland Bad Axe Constantine Harrison Ecorse Brock Intercultural Institute For Contextual Ministry Rapids Walkerville Houghton Lake Keego Harbor Be 25 Contextual Institute for Contextual Ministry Rapids Walkerville Houghton Lake Keego Harbor Be 25

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
	MILES	MILES	MILES
Reporting ancestry	3,508	17,434	69,142
Arab	42	381	2,564
Armenian	34	266	564
Austrian	4	47	188
British	27	52	261
Canadian	5	85	343
Croatian	9	22	93
Czech	6	38	214
Czechoslovak	4	26	188
Danish	9	23	61
Dutch	42	219	835
English	275	1,354	4,861
European	5	113	341
Finnish	5	84	371
French (not Basque)	113	699	2,553
French Canadian	96	420	1,367
German	708	2,652	10,670
Greek	35	213	445
Hungarian	97	423	2,407
Iranian	0	0	8

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	392	1,806	7,128
Italian	272	1,540	5,060
Lithuanian	34	121	323
Norwegian	29	81	271
Polish	518	2,379	9,804
Portuguese	0	0	28
Romanian	20	199	456
Russian	23	113	344
Scandinavian	0	6	29
Scotch-Irish	103	260	1,110
Scottish	63	390	1,776
Slovak	8	88	405
Subsaharan African	3	7	92
Swedish	36	140	544
Swiss	0	50	98
Ukrainian	39	123	437
US/American	126	844	3,199
Welsh	8	58	240
West Indian	0	8	19
Yugoslavian	8	58	175
Other	309	2,047	9,270

Ravenna Center Line Perhiton Reeu

Walled Lake Reese Canada Creek Ranch Belding Lakewood Club Spring After Lake City Bellare Harper Por Huron Tawas City Mattawan White Cloud Fraser Iron Mountain Intercultural Institute awton Marcellus Coopersville Au Sable Eau Claire Union City New Era for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Stony Point Springport Huntington Woods Bridger

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

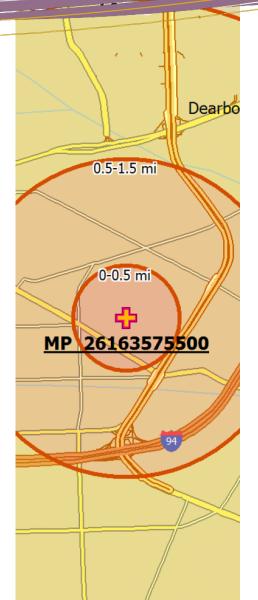
Issues for Your Consideration - continued

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



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

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



n Ferrysburg Cassopelis Minden City Hersey McBride Woodland Beach Fennville Estral Beach Weidme Brooklyn Wyoming Wolverine Lake Merrill Lost Lake Woods Marquette Intercultural Institute Maple Rapit Ieman Gladwin Vassar Beulah Three Rivers Freeland Norton Shores (or Confectual Ministry) Ortonville Ste Copyright 2012, Intercultural Institute for Contextual Ministry Alpha Fife Lake Buckley Hartford Standish Eastla 29

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 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	2,044	100%	1,384	100%
AFFLUENT SUBURBIA	4	0.2%	3	0.22%
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	4	0.2%	3	0.22%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,611	78.82%	1,089	78.68%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,517	74.22%	1,019	73.63%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	65	3.18%	48	3.47%
Successful Urban Sprawl	29	1.42%	22	1.59%
SM TWN SUCCESS	34	1.66%	23	1.66%
2nd City Homebodies	5	0.24%	4	0.29%
Prime Middle America	29	1.42%	19	1.37%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

East Grand Rapids Copper City Port Austin Estral Beach Iron River Prescott Rescommon Oakley Multiple Daggett Hersey Carleton Martin Berkley Stony Point Riverview Intercultural Institute Frankfort Condercook Lake Manton Hudsonville Eau Claire Suttons Bay Petoskey Soft Township Rothbury Waterford L30 Copyright 2012, Intercultural Institute for Contextual Ministry 2012, In

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	2,044	100%	1,384	100%
BLUE COLLAR BACKBONE	36	1.76%	22	1.59%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	36	1.76%	22	1.59%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	8	0.39%	5	0.36%
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	8	0.39%	5	0.36%
Mature America	0	0%	0	0%
METRO FRINGE	264	12.92%	181	13.08%
Steadfast Conservative	264	12.92%	181	13.08%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

River Rouge New Baltimore Blissfield Newaygo Bad Axe Clinton Campen Technisch Detroit Benze Bronson Oak Park Ellsworth Bessemer Brownlee Park Onekama View Intercultural Institute ton Quincy Belleville Whittemore Stanwood Harper Woods Brighton Confertual Ministry South Birming South Birming 31 Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Burlington Otisville Bellaire Fau Claire Cheboygan

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	2,044	100%	1,384	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	47	2.3%	32	2.31%
Industrious Country Living	47	2.3%	32	2.31%
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%

Kentwood Orchard Lake Village Vassar Caro Honor Bessemer Marine City Oxford De Tour Village Cheboygan Midland Grant Detroit Beach Saginaw Township South Provide Intercultural Institute Baldwin West Monroe North Branch Holt Lake Ann Britton Vandercoo Tou Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012

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	2,044	100%	1,384	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	40	1.96%	29	2.1%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	40	1.96%	29	2.1%
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%

avenna Kingsford Gresse Pointe Shores Lake Michigan Beach Sebewaing St. Clair Montague Centreville Galesburg Farwell Argentine Millington Milan Quinnesec Swartz Intercultural Institute Madison Heights Dearborn Heights Eau Claire Camden Marysville Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

- 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?

wn Howard City Gladstone Hemlock South Rockwood South Monroe Brooklyn Okemos Greilickville Sp wendale Olivet Canton West Monroe Auburn Hills Bear Lake L'Ans Intercultural Institute Birch Run Le Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Creater Calesburg Kingsford Bronson Clawson Level Contextual Ministry Contextual Ministry Creater Calesburg Kingsford Bronson Clawson Level Contextual Ministry Contextual Ministry Creater Calesburg Kingsford Bronson Clawson Level Contextual Ministry Creater Calesburg Kingsford Bronson Clawson Level Contextual Ministry Creater Calesburg Kingsford Bronson Clawson Level Contextual Ministry

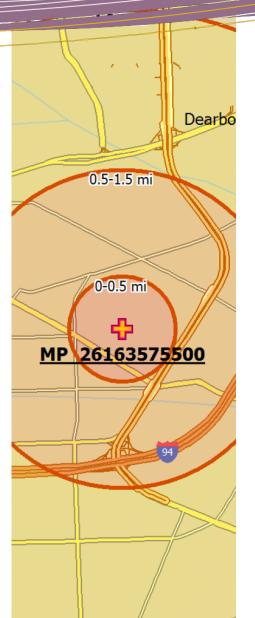
Potential Cultural Bridges

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).



North Adams Highland Park Bancroft Fountain Caledonia Daggett Warren Belleville Cement City Cement City Warren Belleville Ceme

Potential Cultural Bridges

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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
PC-HH Own	82%	79%	79%
Jse Comp. for Internet/E-mail	68%	62%	62%
Internet Use: E-Mail	56%	49%	49%
Use Comp. for Word	45%	40%	40%
Processing			
Use Comp. for Comp. Games	44%	42%	41%
Use Comp. for Shopping	39%	36%	36%
Use Comp. for Digital Camera	38%	34%	34%
Photo Editing			
Use Comp. for Education	35%	32%	32%
Use Comp. for Banking	35%	32%	32%
Internet Use: News/ Weather	31%	28%	29%

Baroda Climax Lincoln Waverly Three Oaks Shorewood-Tower Hills-Harbert Clifford Saugatuck Ferryste Plainwell Hillman Harrisville Mancelona East Grand Rapids Hopkins Intercultural Institute Alma Houghton Lake Breedsville Muir Richland Birmingham Grand for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Internet Use: Research/

Education

13%

12%

12%

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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	69%	67%	67%
Dining Out (Not Fast Food)	63%	60%	60%
Reading Books	55%	54%	54%
Card Games	42%	42%	42%
Go To A Beach/Lake	41%	37%	37%
Gardening	39%	37%	37%
Cooking for Fun	37%	35%	35%
Board Games	34%	33%	33%
Visit Museum	23%	20%	20%
Going To	23%	20%	20%
Bars/Nightclubs/Dancing			

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
68%	68%	69%
44%	44%	44%
34%	30%	31%
23%	23%	23%
21%	21%	21%
21%	22%	22%
19%	21%	21%
19%	19%	19%
16%	17%	17%
14%	15%	15%
	MILES 68% 44% 34% 23% 21% 21% 21% 19% 19%	MILES 68% 68% 44% 44% 34% 30% 23% 23% 21% 21% 19% 21% 19% 19% 16% 17%

Hartford Troy Keege Harbor Grand Ledge Freeport Jenison Big Bay Buchanan Fennyille West Ishpen Farvell North Branch Omer Lansing Greenville Brownlee Park Montgory Intercultural Institute and Brown City Comstock Park Prescott Eastpointe Colon Carson City Jor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to 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	31.84%	28.62%	28.65%
Live Theater	25.11%	21.09%	21.21%
Live Theater Most Often	21.65%	17.66%	17.54%
Rock/Pop Concerts Most	18.39%	16.32%	16.04%
Often			
Comedy Club	10.25%	9.42%	9.15%
Dance Performance	9.82%	9%	9%
Movies: Comedy	41.3%	38.18%	37.91%
Movies: Action/Adventure	39.23%	36.85%	36.71%
Movies: Romantic Comedy	22.07%	19.61%	19.53%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Drama	20.11%	18.91%	19.27%
Movies: Fam.	18.49%	18.45%	18.61%
Movies: Mystery	17.25%	16.09%	16.15%
MLB Baseball Reg.	9.83%	7.93%	7.97%
Season			
NFL Football Reg.	8.19%	6.76%	6.59%
Season			
College Football Reg.	6.91%	5.66%	5.64%
Season			
NHL Hockey Reg.	4.14%	3.26%	3.18%
Season			
College Basketball Reg.	4.12%	3.54%	3.61%
Season			
NBA Basketball Reg.	3.55%	3.04%	3.35%
Season			

Sburg Corunna Ubly Greilickville Shorewood-Tower Hills-Harbert West Monroe Lennon Beechwood Meta Fenton Adrian North Branch St. Helen Frankenmuth Almont Howell Greine Pointe Shores Canton Bloc prosse Pointe Park Carleton Albion Lake Odessa Gibraltar Lowell Port for Contextual Ministry Ishpeming Clause Copyright 2012, Intercultural Institute for Contextual Ministry Vandalia Suttons Bay Powers Pleasant Ridge Gladsto 38

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	BF	RIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES			MILES	MILES	MILE
Walking for Exercise	45.19%	42.27%	42.07%	Ae	erobics	11.51%	10.09%	9.96%
Swimming	36.91%	34.33%	34.13%	Ba	seball	11.16%	10.96%	10.7%
Bowling	23.42%	22.06%	21.62%	Po	wer Boating	10.9%	9.38%	9.1%
Billiards/Pool	20.01%	19.05%	18.64%	Та	rget Shooting	9.91%	10.11%	9.87%
Golf	18.54%	15.03%	14.66%	Vo	lleyball	9.42%	9.87%	9.72%
Weight Training	17.79%	15.75%	15.71%	Fo	otball	9.12%	8.59%	8.26%
Camping Trips	17.61%	17.82%	17.57%	Hu	Inting	9.06%	9.49%	9.21%
Using Cardio	17.18%	14.86%	14.79%	Ca	noeing/Kayaking	8.77%	8.22%	7.98%
Machine				So	ftball	8.26%	8.15%	7.98%
Freshwater Fishing	16.73%	17.79%	17.53%	Sa	Itwater Fishing	7.94%	7.46%	7.21%
Jogging/Running	16.3%	14.29%	14.23%	Te	nnis	7.78%	6.92%	6.9%
Mountain/Road	15.29%	13.84%	13.78%	Yo	oga	7.58%	7.18%	7.32%
Biking				So	occer	7.32%	6.81%	6.73%
Basketball	15.07%	13.51%	13.17%	Mc	otorcycling	6.96%	6.79%	6.53%
Stationary Cycling	14.23%	12.91%	12.8%					
Backpacking/Hiking	11.8%	10.74%	10.65%					

Elsie Comstock Northwest Burt Bloomingdale Kent City Cedar Springs Algonac Caseville Marion He and Beach Lakewood Club Imlay City Mulliken Webberville Burlington Intercultural Institute Onsted Ironwood De Tour Village Almont Dearborn Heights Hopkin for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 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
Snorkeling	6.03%	4.86%	4.73%	Fly Fishing	Fly Fishing 4.72%	Fly Fishing 4.72% 4.57%
Horseback Riding	5.74%	5.69%	5.53%	Snowmobiling	Snowmobiling 4.54%	Snowmobiling 4.54% 4.34%
Jet Skiing	5.71%	4.85%	4.62%	Racquetball	Racquetball 4.53%	Racquetball 4.53% 4.52%
Ice Skating	5.69%	5.49%	5.4%	Hockey	Hockey 4.46%	Hockey 4.46% 4.4%
Roller Skating	5.57%	5.76%	5.65%	Martial Arts	Martial Arts 4.02%	Martial Arts 4.02% 3.59%
Downhill & X-Country	5.4%	4.97%	4.99%	Skateboarding	Skateboarding 3.53%	Skateboarding 3.53% 3.33%
Skiing				Sailing	Sailing 3.53%	Sailing 3.53% 3.13%
Water Skiing	5.37%	4.78%	4.59%	Auto Racing	Auto Racing 3.44%	Auto Racing 3.44% 3.44%
Archery	5.24%	5.1%	4.86%	Rowing	Rowing 3.44%	Rowing 3.44% 3.13%
Rock Climbing	4.82%	3.97%	3.71%	Surfing &	Surfing & 3.4%	Surfing & 3.4% 2.84%
Snowboarding	4.75%	4.01%	3.74%	Windsurfing	Windsurfing	Windsurfing

City Gaastra Hartford Portland Plainwell Walkerville Allegan Kingsford Plymouth West Ishpeming New Strate White Cloud Westwood Owosso Twining Concord Columbiaville Intercultural Institute Portage Davisor Stevensville St. Ignace Zilwaukee Dundee Melvin Haslett Grosse Point for Contextual Ministry Manchester Grosse Pointe Shores Escanaba Frankf 40

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.

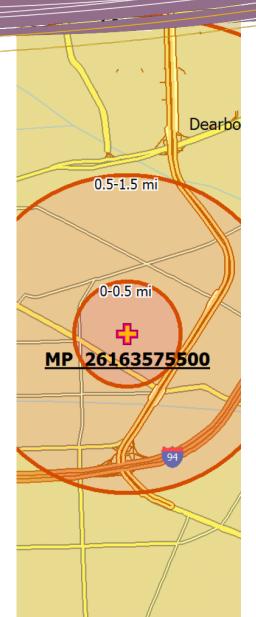
BIBLICAL BARRIERS

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.



ntwood Schoolcraft Algonac Lake Linden Brownlee Park South Haven Port Huron Estral Beach Corunna Hepkins Carson City Saranac Howard City Custer Fenton Grass Lake Intercultural Institute Alanson Romulus Oxford Lake Orion Woodhaven Wolverine Lake Montestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

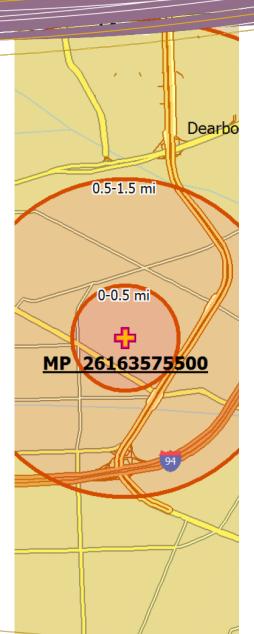
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



McBain Whitehall Williamston Carney Holly Sherwood St. Clair Watervliet Eau Claire Sunfield East Grand Rapids Coldwater Twining Baraga Bessemer Morenci Intercultural Institute Northview Battle Creek Stephenson Stanwood Edmore Fremont East for Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

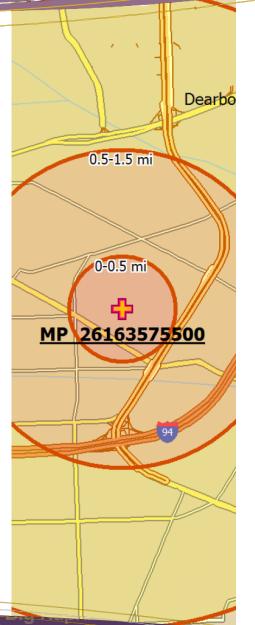
BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILE
Important Continue Learning New Things	48%	47%	47%	Too Much Sponsorship In Arts/Sports	20%	22%	22%
Prefer To Have Few Possessions As Possible	44%	39%	39%	Like To Pursue Challenge/Novelty/Change	20%	19%	19%
Find It Difficult To Say No To My Kids	38%	37%	37%	Like to Stand Out In A Crowd Rarely Sit Down to a Meal	19% 16%	20% 17%	20% 17%
Speak My Mind Even If It Upsets People	34%	36%	36%	Together At Home I Am A Workaholic	15%	14%	14%
Woman's Place Is In The Home	34%	34%	34%	Happy With My Standard Of Living	14%	12%	12%
Like Control Over People And Resources	31%	33%	33%	Only Work Current Job for The Money	13%	14%	14%
If Won Lottery Would Never Work Again	30%	28%	28%	We Should Strive for Equality for All	12%	12%	12%
Friends More Important Than My Fam.	30%	29%	29%	On Whole People Get What They Deserve	10%	10%	10%
Don't Judge People/Way They Live Life	28%	27%	27%	Indulge My Kids With The Little Extras	8%	9%	9%
Like To Do Unconventional Things	28%	31%	31%	Little I Can Do To Change My Life	7%	8%	8%
Money Is Best Measure Of Success	27%	27%	27%	Willing To Give Up Time With Fam. To Advance	6%	6%	6%
Marijuana Should Be Legalized	21%	20%	20%				

everly Hills Lennon Augusta McBride Wayne Ravenna Dearborn Heights Carsonville Westland Honor Report Eastlake Ypsilanti South Rockwood Bellaire Manistee Middleville Intercultural Institute Intramck Ossineke Wakefield Troy Hancock Hubbard Lake Sturgis Charles and Ministry Elsie Burlin 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.



mlay City Grand Beach Helvin Montague Grosse Pointe Shores Hillman Linden Muskegon Laingsburg Postanti Alpha Pearl Beach Fife Lake Freeland Caseville Ortonville Intercultural Institute y Harrisville Onaway South Monroe Milan Lakewood Club St. Clair Shore for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Buchanan Walkerville Abmeek Edmore Morley

Potential Cultural Themes:

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

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILE
Important To Respect Customs And Beliefs	64%	60%	61%	Consider Myself Interested In The Arts	17%	18%	18%
You Should Seize Opportunities In Life	56%	57%	57%	Is An Important Part Of Who I Am	16%	17%	17%
Prefer To Have Few	44%	39%	39%	Real Men Don't Cry	16%	15%	16%
Possessions As Possible Like To Understand About	38%	37%	37%	Looking for New Ideas To Improve Home	15%	16%	16%
Nature				Try Not To Worry About The	14%	14%	14%
Important Feel Respected By My Peers	34%	34%	34%	Future Enjoy Spending Time With My	12%	13%	13%
Prefer Work Part Of Team	32%	33%	33%	Fam. Provide My Kids With The Little	9%	11%	11%
mportant To Juggle Various	28%	30%	30%	Extras	0,0	1170	
Tasks				Feel Very Alone In The World	6%	6%	6%
Have Keen Sense Of Adventure	27%	27%	27%	Children Should Be Allowed To Express Themselves	5%	6%	6%
Good At Fixing Things	27%	27%	27%	Like Spending Most Time With	5%	5%	5%
Like To Just Enjoy Life	26%	25%	25%	Fam.			
People Have To Take Me As They Find Me	24%	22%	22%	Would Like To Set Up Own Business	4%	4%	4%
Worried About Pollution Caused By Cars	18%	17%	18%	Decor Particular Interest To Me	4%	3%	3%

Dowagiac Peterspurg North Draugh

ner Adrian New Baltimore Woodland Grand Ledge Birmingham Belding Hartford Grosse Pointe Park H Freater Galesburg Paw Paw East Grand Rapids Forest Hills Luna Pier Frank <u>Intercultural Institute</u> Indian River Northport Mancelona Gwinn Harbor Beach Midland St. Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Minis

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.

Dearbo 0.5-1.5 mi 0-0.5 mi MP 26163575500

nna Wyoming Garden Kalamazoo Big Rapids Milan Okemos Grand Rapids Galesburg Jackson South Plain DeWitt Hastings Marion Vernon Harrison Sylvan Lake Parchmers Intercultural Institute lewberry Waldron Manitou Beach-Devils Lake Edmore Grosse Pointe Park Intercultural Institute Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fam. Restaurants/Steak	85.62%	83.96%	83.3%
Houses-Visit Any			
Fast Food/Drive-In	85.42%	85.56%	85.21%
Restaurant-Visit Any			
McDonald's	54.61%	55.69%	55.86%
Burger King	37.01%	38.77%	38.46%
Wendy's	31.69%	30.68%	30.29%
Applebee's	31.64%	30.7%	30.23%
Subway	31.01%	30.47%	29.96%
Taco Bell	29.85%	30.15%	29.59%
Kentucky Fried Chicken	25.09%	26.66%	26.42%
(KFC)			
Olive Garden	23.35%	21.86%	21.46%
Arby's	22.6%	23.51%	23.06%
Pizza Hut	19.13%	21.4%	21.38%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Outback Steakhouse	18.84%	14.73%	14.08%
Dairy Queen	17.46%	18.57%	18.36%
Red Lobster	17.23%	17.23%	16.97%
Cracker Barrel	15.69%	15.13%	14.68%
Dunkin' Donuts	14.74%	11.48%	11.04%
TGI Friday's	14.38%	11.58%	11.2%
Chili's Grill and Bar	13.82%	11.74%	11.57%
IHOP (International House	13.2%	13.07%	13.04%
Of Pancakes)			
Denny's	13.17%	13.87%	13.85%
Domino's Pizza	12.86%	13.27%	13.17%
Starbucks	12.8%	10.56%	10.83%
Panera Bread	12.16%	9.73%	9.6%

chiana Rose City Lake Ann Beecher Armada Nashville Vanderbilt New Buffaio Vandalia Mason Tawas Calamazoo Shelby Monroe Pontiac Morrice Maybee Breedsville Warren Arter Morenci Benton Harbo Pellston Estral Beach Spring Arbor Clinton Elberta Mattawan Lake Isa Anter Contestual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contestual Ministry Houghton Lake Whittemore Hillman Marcellus Onaway

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!



Lake Grosse Pointe Shores Ionia Wyandotte Trenton Gaastra Belding Pellston Minden City Marine City Hillsdale Plainwell Harvey Schoolcraft Buchanan Almont Edmore Intercultural Institute Roscommon Coloma Jackson Bangor Burr Oak Chatham Rockwoo Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential 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	55.33%	53.04%	52.72%
Recycled products	42.54%	39.69%	39.62%
Worked as volunteer (non political)	21.78%	18.72%	18.43%
Engaged in fund raising	12.79%	11.76%	11.69%
Religious club member	8.19%	7.18%	7.04%
Wrote to elected offcl about publ bus	7.57%	6.64%	6.6%

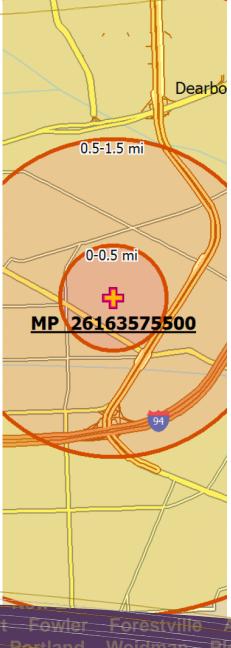
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to editor of mag or	6.69%	6.12%	6.09%
newspaper			
Union member	6.58%	5.98%	5.82%
Fraternal order member	6.41%	5.76%	5.52%
Took active part in local	6.37%	5.79%	5.7%
civic issue			
Charitable Organization	5.72%	5.72%	5.89%
Addressed a public meeting	5.15%	4.73%	4.79%

Coleman Clawson Forest Hills Fraser Martin Vassar Detroit Beach Madison Heights Rochester Hills E Arrietta Marshall Cement City Benzonia Port Austin Stony Point Onsteer in Intercultural Institute City Middleville Bancroft Melvindale Harvey Carsonville Sebewaing Norway Ontona Intercultural Institute Ranch Sanford Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to begin shaping targeted messages to your intended audience.



McBride Lansing Rockwood Calumet Dearborn Lake Odessa Capac Fruitport Fowler Forestville And Dearborn Lake Odessa Capac Fruitport Fowler Forestville And Dearborn Plant Dearborn Plant Dearborn Plant Alpha Bellevue Boyne City Shepherd Saline Allen Park Au Gres Forestville Forestville Forestville Alpha Bellevue Boyne City Shepherd Saline Allen Park Au Gres Forestville Forestville Forestville Alpha Bellevue Boyne City Shepherd Saline Allen Park Au Gres Forestville Forestville Alpha Bellevue Boyne City Shepherd Saline Allen Park Au Gres Forestville Forestville Forestville Alpha Bellevue Boyne City Shepherd Saline Allen Park Au Gres Forestville Forestv

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	19.87%	17.23%	17.26%
Children's Books	14.84%	12.65%	12.46%
Mystery	13.7%	12.6%	12.62%
Cookbooks	12.87%	11.7%	11.52%
Biography	8.71%	7.25%	7.15%
Religious (not Bibles)	8.55%	8.56%	8.53%
Personal/Business	8.44%	6.93%	6.83%
Self-help			
History	7.41%	7.37%	7.61%
Romance	7.17%	6.37%	6.24%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	75.46%	74.34%	73.98%
Gen. Editorial	47.2%	47%	47.21%
Womens	41.16%	40.36%	40.43%
Service	38.49%	36.34%	36.15%
Business/Finance	21.55%	17.11%	16.97%
Mens	18.62%	19.49%	19.63%
Sports	16.91%	16.74%	16.82%
Mature Market	15.28%	15.04%	14.78%
Parenthood	14.01%	13.12%	12.87%

Chelsea Mecosta Hubbell Escanaba Roosevelt Park Lake Isabella Flat Rock Alpena Coloma Michiga Gaastra St. Clair Carsonville Croswell Stockbridge Jenison Saugatuck Intercultural Institute sley Elberta Breedsville Lennon Reed City Lexington Empire Marlette For Confectual Ministry De 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	61.04%	58.89%	58.47%
Business/Finance	35.41%	31.9%	31.77%
Editorial Page	33.77%	33.76%	33.73%
Sport	33.64%	34.63%	34.91%
Classified	31.69%	34%	33.87%
Comics	29.95%	30.02%	29.85%
Movie Listings &	29.56%	28.54%	28.43%
Reviews			
Food/Cooking	29.53%	27.75%	27.43%
TV/Radio Listings	25.93%	26.9%	26.89%
Home/Gardening	24.82%	23.85%	23.82%
Travel	22.85%	21.39%	21.45%
Science/Technology	22.25%	20.03%	19.82%
Fashion	15.78%	14.27%	14.16%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Adult Contemporary	20.23%	19.26%	19.22%
News/Talk	18.57%	14.76%	14.3%
Country	18.51%	21.83%	21.76%
CHR Contemp Hit Radio	16.97%	18.42%	18.69%
Rock	15.32%	15.2%	14.95%
Alternative	14.64%	11.93%	11.57%
Oldies	14.33%	12.94%	12.65%
Classic Rock	12.26%	11.18%	11.02%
Variety	9.39%	7.52%	7.26%
Urban Contemporary	8.52%	9.14%	9.2%
Soft Contemporary	8.08%	6.49%	6.32%
Religious	7.61%	6.33%	6.1%
All News	7.38%	5.26%	5.29%
Sports	5.76%	4.24%	4.13%
Classical	5.17%	4.05%	3.99%
Jazz	5.02%	3.87%	3.74%
All Talk	4.98%	4.09%	4.26%
Classic Hits	4.8%	4.89%	4.85%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fox News Channel	64.06%	63.83%	63.98%
Satellite Dish	59.23%	54.57%	53.96%
Soapnet	52.06%	50.62%	50.45%
Other Video-On-Demand	43.31%	41.7%	41.4%
Adult Pay Per View TV	41.07%	35.86%	34.74%
Comedy Central	37.32%	33.04%	33.43%
Sci-Fi Channel	36.25%	36.2%	36.33%
MSNBC	32.68%	32.91%	33.24%
Subscribe Digital Cable	32.36%	29.25%	28.65%
Adult Swim	30.72%	28.71%	28.21%
TV Info From Sunday TV	29.56%	28.12%	28.11%
Magazine			
ABC Fam.	28.43%	24.38%	24.4%

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
BET (Black Entertainment TV)	27.82%	25.53%	25.33%
Nickelodeon	27.68%	27.93%	27.88%
ESPN2	26.73%	23.23%	23.21%
TV Info From Newspapers	26.58%	25.48%	25.36%
TCM (Turner Classic	26.48%	25.24%	25.18%
Movies)			
USA Network	26.2%	25.3%	25.4%
Hallmark Channel	26.02%	23.99%	24.14%
The Golf Channel	25.72%	24.07%	24.07%
ESPN Classic	25.52%	20.98%	21.38%
Nick At Nite	25.23%	23.72%	23.6%
Video-On-Demand Movies	24.22%	19.61%	19.3%
TV Info From Monthly Cable Guide	23.66%	22.66%	22.57%

canaba Woodland Beach Michigan Center Ovid Hersey Hubbard Lake Novi Bessemer Cutlerville Water Hudson Columbiaville Orchard Lake Village Mesick East Jordan South Provide Sparta Port Huron Ma den Colon Carney Marion Ypsilanti Monroe Petersburg Niles Au Sab for Contextual Ministry Intercultural Institute for Contextual Ministry Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

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



ven Ferrysburg Douglas Carney Holly Fruitport Whitmore Lake Elkton Saginaw Township South Monta Four Village Charlevoix Hopkins Allegan Muskegon Perry Mattawan Intercultural Institute Jenison Luna Pier Caspian Hudsonville South Monroe Central Lake Scopyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Birmingham Wakefield Eastpointe Sault Ste Marie Bala

Potential Print Media Usage:

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIL
	MILES	MILES	MILES	
Book Readers				Quintil
Heavy Users (7+)	22.78%	20.2%	20.21%	Magaz
Medium Users (4-6)	12.39%	11.17%	11.1%	Magaz
Light Users (1-3)	21.74%	21.57%	21.48%	Magaz
Quintiles (20%)				Magaz
Newspaper I	1.2%	1.58%	1.58%	Magaz
(Heavy)				Outdoo
Newspaper II	1.19%	1.67%	1.73%	Outdoo
Newspaper III	1.97%	2.04%	2.04%	Outdoo
Newspaper IV	0.2%	0.59%	0.67%	Outdoo
Newspaper V	1.02%	1.05%	1.06%	Outdoo
(Light)				Yellow
				(Heavy

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	15.95%	17.71%	18.07%
Magazines II	7.44%	8.33%	8.41%
Magazines III	8.36%	8.43%	8.43%
Magazines IV	8.67%	10.66%	11.06%
Magazines V (Light)	0.79%	0.44%	0.41%
Outdoor I (Heavy)	6.86%	6.97%	7.05%
Outdoor II	2.16%	2.58%	2.71%
Outdoor III	3.1%	3.57%	3.63%
Outdoor IV	16.15%	16.43%	16.26%
Outdoor V (Light)	25.8%	26.96%	26.85%
Yellow Pages I	14.87%	15.73%	15.55%
(Heavy)			
Yellow Pages II	5.74%	5.45%	5.5%
Yellow Pages III	4.99%	4.92%	4.9%
Yellow Pages IV	19.48%	21.25%	21.22%
Yellow Pages V	3.06%	3.58%	3.6%
(Light)			

r Metamora Grosse Pointe Park Carrollton Baldwin Bad Axe Canada Creek Ranch Eastpointe Port Hope Sherwood Mancelona Wakefield Manton East Lansing McBride Ither Intercultural Institute Eastlake Redford Montrose Walkerville North Muskegon Garden Twin Confectual Ministry Sources and Ministry Douglas Vicksburg Grosse Ile Suttons Bay Utica 55 Copyright 2012, Intercultural Institute for Contextual Ministry Peck Oak Park, Beechwood, Burt Lapeer, Le Roy

Potential Multimedia Usage

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.
	MILES	MILES	MILES		MILES	MILES	MI
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	IS		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	2.33%	3.23%	3.33%	Prime Time I & II (Heavy)	3.14%	3.58%	3.6
Drive Time III (Medium)	0.18%	0.59%	0.68%	Prime Time III (Medium)	1.97%	2.03%	1.9
Radio IV & V (Light)	2.08%	2.6%	2.64%	Prime Time IV & V (Light)	6.02%	6.42%	6.5
Radio Media Quntiles (fifths	s /			TV Early/Late Fringe Quntile	s		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	6.72%	7.58%	7.94%	Fringe I & II (Heavy)	41.33%	39.92%	39
Radio III (Medium)	4.3%	4.66%	4.74%	Fringe III (Medium)	54.21%	54.34%	53
Radio IV & V (Light)	3.01%	3.04%	2.93%	Fringe IV (Light)	54.79%	55.83%	55
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	14.31%	12.62%	12.63%	All Day I & II (Heavy)	12.16%	12.81%	12
Cable III (Medium)	3.19%	3.61%	3.75%	All Day III (Medium)	23.38%	24.06%	24
Cable IV & V (Light)	31.14%	32.17%	32.44%	All Day IV (Light)	13.41%	12.62%	12



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	14.04%	13.05%	12.86%
6:00am - 10:00am	17.54%	14.92%	15.33%
10:00am - 3:00pm	7.3%	5.75%	5.84%
3:00pm - 7:00pm	14%	13.12%	13.03%
7:00pm - Midnight	17.5%	13.29%	12.85%
Midnight - 6:00am	6.41%	5.52%	5.44%
Weekend Radio			
Listeners			
Dayparts [summary]	15.61%	14.19%	13.91%
6:00am - 10:00am	6.05%	4.33%	4.14%
10:00am-3:00pm	6.5%	5.37%	5.46%
3:00pm - 7:00pm	7.54%	6.89%	6.81%
7:00pm - Midnight	9.35%	8.46%	8.38%
Midnight - 6:00am	11.42%	10.09%	10.3%

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	10.23%	8.26%	8.07%
Saturday:	7.79%	7.21%	7.14%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.71%	9.99%	9.96%
9:00am-1:00pm	25.23%	23.72%	23.6%
9:00am-4:00pm	29.16%	27.23%	27.06%
4:00pm-7:00pm	30.25%	28.82%	29.06%
11:00pm-1:00am	39.16%	40.3%	40.76%
AVG Prime time	2.87%	2.37%	2.37%
Mon-Sun			

Schoolcraft Burr Oak Elk Rapids Belleville Marlette Michigan Center Level Park-Oak Park Pleasant Re Grosse Pointe Farms Pigeon Mancelona Wayne Houghton Lake Stony Provide Intercultural Institute rson Gladwin Melvin Auburn Barryton Benton Harbor Fair Plain Oakle For Confectual Ministry Grand Beach Confectual Ministry Grand Beach Confectual Institute for Contextual Ministry Michigamme Mackinaw City Grand Rapids Bridger 57

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				١	Weekend	Weekend	Weekend
6-7am	19.37%	16.99%	16.83%	9	Sat: 7-10am	Sat: 7-10am 20.03%	Sat: 7-10am 20.03% 19.01%
7-9am	26.73%	23.23%	23.21%		Sat: 10am-1pm	Sat: 10am-1pm 8.41%	Sat: 10am-1pm 8.41% 7.11%
9am-12noon	21.85%	19.97%	19.69%	9	Sat: 1-4pm	Sat: 1-4pm 25.46%	Sat: 1-4pm 25.46% 25.28%
12noon-4pm	7.31%	7.26%	7.37%		Sat: 4-6pm	Sat: 4-6pm 6.83%	Sat: 4-6pm 6.83% 6.46%
4-6pm	50.68%	46.64%	46.77%	3	Sat: 6-7pm	Sat: 6-7pm 3.49%	Sat: 6-7pm 3.49% 2.6%
6-7pm	17.93%	18.83%	19.2%		Sat: 7-8pm	Sat: 7-8pm 1.64%	Sat: 7-8pm 1.64% 0.83%
7-7:30pm	1.82%	1.51%	1.45%	\$	Sat: 8-11pm	Sat: 8-11pm 7.79%	Sat: 8-11pm 7.79% 7.21%
7:30-8pm	9.58%	10.33%	10.42%		Sat: 11pm-1am	Sat: 11pm-1am 5.46%	Sat: 11pm-1am 5.46% 4.74%
8-11pm	10.23%	8.26%	8.07%	\$	Sat: 1am-7pm	Sat: 1am-7pm 26.2%	Sat: 1am-7pm 26.2% 25.3%
11pm-12am	32.68%	32.91%	33.24%		Sun: 7-10am	Sun: 7-10am 2.75%	Sun: 7-10am 2.75% 2.33%
11pm-1am	39.16%	40.3%	40.76%	\$	Sun: 10am-1pm	Sun: 10am-1pm 7.56%	Sun: 10am-1pm 7.56% 7.08%
1-6am	33.47%	31.5%	32.19%		Sun: 1-4pm	Sun: 1-4pm 6.16%	Sun: 1-4pm 6.16% 6.03%
				3	Sun: 4-7pm	Sun: 4-7pm 13.04%	Sun: 4-7pm 13.04% 13.05%
					Sun: 7-11pm	Sun: 7-11pm 10.71%	Sun: 7-11pm 10.71% 9.99%
				3	Sun: 11pm-1am	Sun: 11pm-1am 4.97%	Sun: 11pm-1am 4.97% 4.86%
					Sun: 1-7am	Sun: 1-7am 22.27%	Sun: 1-7am 22.27% 21.22%

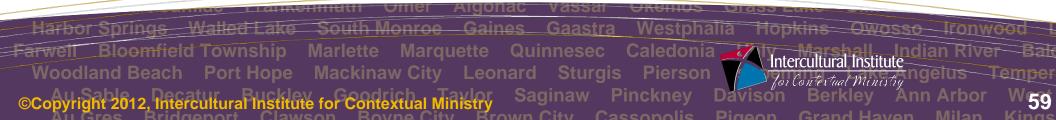
eville Durand Burt Grosse Pointe Troy Wolverine Lake Stony Point South Haven Marion Stevensville Festianti Williamston Canton Gladwin Addison Ann Arbor Pierson Her <u>Intercultural Institute</u> Croswell Grayling South Rockwood Hopkins North Adams New Haven For Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



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

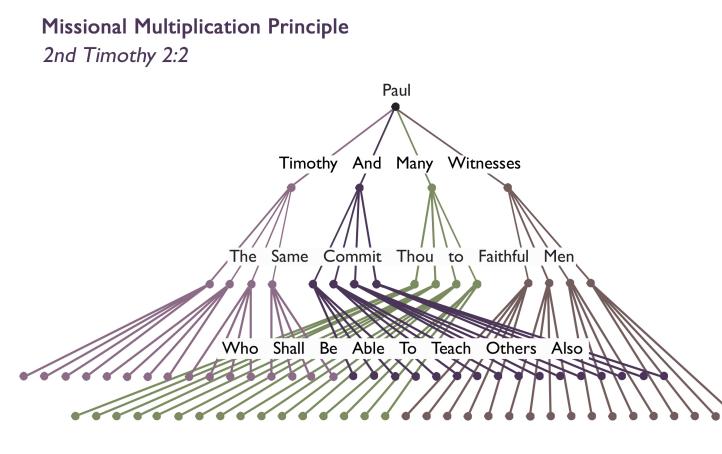
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Norten Shores Manistee Dearborn Heights Bad Axe St. Charles Grosse lle Fenton Level Park-Oak Park adiand Cassopolis Au Sable Monroe Southfield Millington Sandusky I Tawas City Clawson East Grand Rapids West Bloomfield Township Elk Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Vliet Whitehall Bancroft Addison Muskegon Heights Comstock Park Center Line Whitmore Lake Big Rap Lake Ann Muskegon New Buffalo Grand Ledge Niles Grand Beach Intercultural Institute kson St. Clair Shores Temperance Ontonagon Waterford Sunfield Barry for Contextual Ministry Coopyright 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.



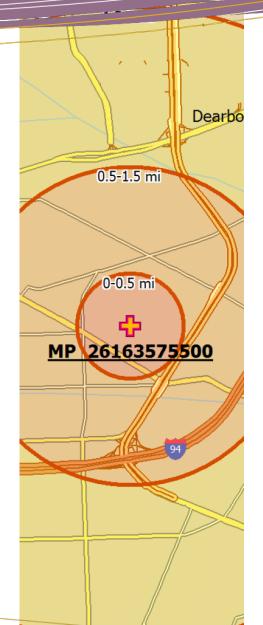
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Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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

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