# MissionSite top unreached locations

Armada Durang KINGSLEY, MI Belding Ontonadon gis Harper Woods Schoolcraft Ovid CENSUS TRACT: 26055990300 Unising Multiplyens Wolf Lake Twin Lake Shelby REGION: Region One ASSOCIATION: Northwest CONGREGATIONAL CONGREGATIONAL Plymouth Township Stephenson Goodrich Beech In partnership with the: In portnership with the: BeechvCOUNTY: Grand Traverse Osta SITESCAPE: Townscape Intercultural Institute Mancelona Rockwoo DENSITY PATTERN: 13 for Contextual Ministry ore Sauga Hemlock **Royal Oak** 

S Copyright 2012 Intercultural Institute for Contextual Ministrye

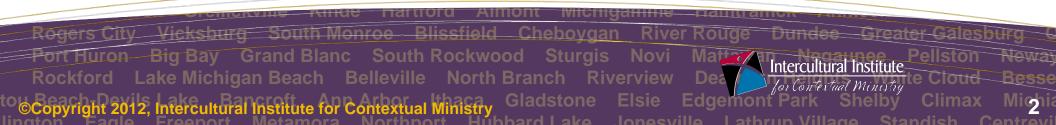
lancock Fennville Au Sab BAPTIST STATE Westlan CONVENTION Pellston Onekama

Eau Claire

Ann Arbor

#### MissionSite (TM) Table of Contents

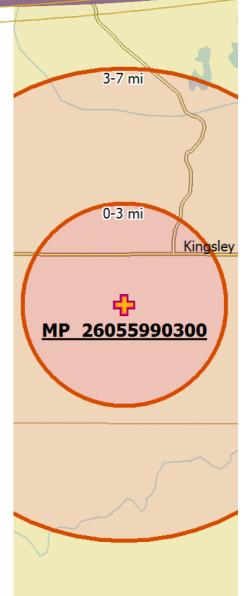
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65



#### Site Location Summary

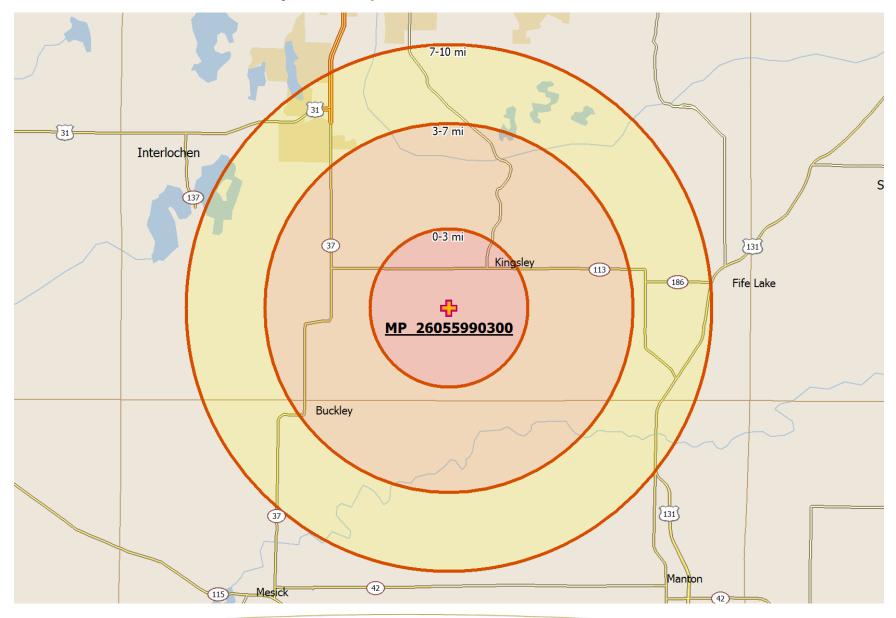
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	26R01	Region One
2	Association	26A08	Northwest
3	County Location	26055	Grand Traverse
4	Zipcode	49649	Grand Traverse
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-50000



Howell Algonac Cutlerville Muskegon Heights Whitehall South Range Stockbridge New Haven Perinter Battle Creek Whitmore Lake Ithaca Lake City Barton Hills Big Bay How City Lo Roy Baroda Roge one Falls Hudson Hubbell Auburn Hills Luther Port Austin Martin Mid Confectual Institute Preckenridge Pro-Copyright 2012, Intercultural Institute for Contextual Ministry Proce Canada Creek Ranch Detroit Caledonia Casnovia 3

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



Wewamo Dexter Buchanan Bad Axe Harrisville Burt Ubly Canadian Lakes Muskegon Heights Applegate Point Coleman Munising Manistique Lake Ann Bloomfield Hills Clinton Intercultural Institute Millersburg West Bloomfield Township Lake Linden Cheboygan Lambe Vaccopyright 2012, Intercultural Institute for Contextual Ministry Vaccopyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CO DE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	8	Micropolitan area not adjacent to a metro area
3	Rural / Urban Continuum	5	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	70	Micropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

eugemont Park Marshall Mount Giernens

max Sterling Heights Leslie Montgomery Pigeon Comstock Northwest Graying Ferryspurg Lampertville Creek North Branch Mancelona Vermontville Central Lake McBain White Intercultural Institute Three Oaks Kaleva Copemish Carson City Ravenna Armada Onaway (Confertual Ministry) in Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Faton Banids, Clip, Holly, Deerfield, Buchanan, Sault Ste

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,231	3,882	11,832
2010 Households	1,096	1,322	4,399
2010 Group Quarters Population	46	217	40

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	12	9	22
Language Diversity National Index	14	26	15
Foreign Born Diversity National Index	60	49	75
Ancestry Diversity National Index	66	72	81
Racial Diversity National Index	11	15	17

Carrollton Woodhaven West Monroe St. Louis Cadillac Beal City Saline Pewamo Eleckenridge St. Clar en uth Otisville Kaleva Fife Lake Mount Morris Mio Addison Dearborn Intercultural Institute ort Huron Stevensville Muskegon Heights Ferndale East Tawas Brighton Vestwood Burt Pigeon Vill 6 ©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	0	False
Non-metro Recreation County	1	True
Retirement Destination County	1	True

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

tin Greater Galesburg Lawrence Stephenson Laingsburg Unionville Harbor Beach Belding Ashley Ma berry Woodland Lambertville St. Clair Perrinton Rose City Kentwood Intercultural Institute Lansing Minden City Wakefield Mulliken Birmingham Lincoln Brigh for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	9	0.82%
Mainstay Communities	Established, Diverse Households	599	54.65%
Working Communities	Blue-collar, Working Families	247	22.54%
Country Communities	Rural, Agri. & Mining Families	239	21.81%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1	0.09%
Urban Communities	High Density, Inner-city Neighborhoods	1	0.09%

Grand Rapids Coleman Kingston Buena Vista Woodhaven Lakeview Buckley Franklin Vicksburg Welt Park Free Soil Pigeon Niles Merrill Coopersville Cement City Hole Intercultural Institute oft Kingsley Mancelona Bellevue Utica Buchanan Comstock Northwes for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

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

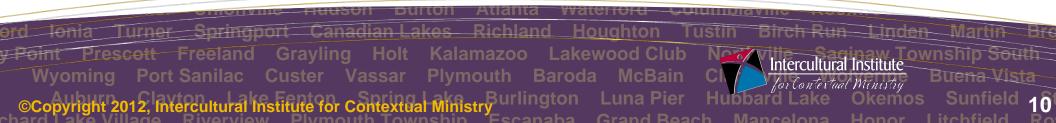
#### Issues for Your Consideration

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

## Using the Site Location Summary

#### Issues for Your Consideration - continued

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



## Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	23,303	713	3.06%
Unreached %	67.45%	65.08%	96.48
Religious But NOT Evangelical HH	4,656	121	2.61%
Religious But NOT Evangelical %	13.48%	11.07%	82.12
Spiritual But NOT Relig or Evang HH	4,352	154	3.55%
Spiritual But NOT Relig or Evang %	12.6%	14.08%	111.78
Not Evangelical, Not Interested HH	14,296	438	3.06%
Not Evangelical, Not Interested %	41.38%	39.93%	96.5



ege of Clarkston Sturgis Okemos Au Sable Pellston Imlay City Suttons Bay Hopkins Brownlee Park Cell Rebin Glen-Indiantown Ithaca Douglas St. Clair Shores Reading Wolf Low Intercultural Institute Empire Pierson Republic Lowell Standish Owosso Spring Arbor Contextual Ministry Edgemont Park Swartz Creek Cement City Dexter Eas 1

### **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	2,115	72	3.4%
Active Evangelical Percent	6.12%	6.57%	107.29
Inactive Evangelical Households	9,130	311	3.4%
Inactive Evangelical Percent	26.43%	28.35%	107.29
# New Churches Needed	17	1	3.17%





## Using the Spirituality Indicators

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

#### Issues for Your Consideration

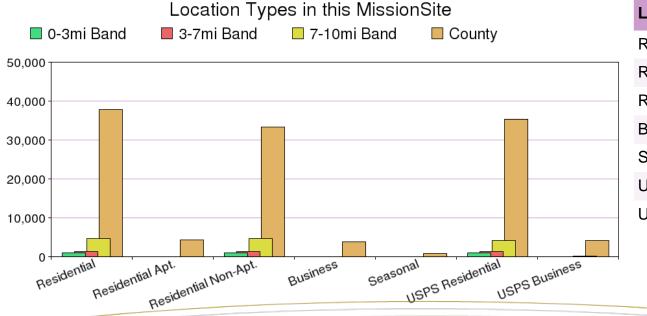
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	64,273	1,683	2.62%
2000 Population	77,654	2,986	3.85%
2010 Population	86,868	3,231	3.72%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	23,966	540	2.25%
2000 Households	30,396	987	3.25%
2010 Households	34,548	1,096	3.17%

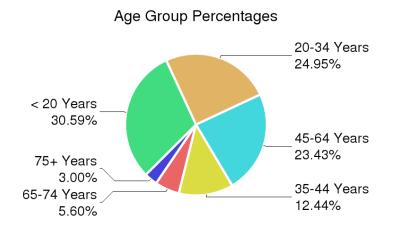


Location Type	0-3mi Band
Residential	1,033
Residential Apt.	18
Residential Non-Apt.	1,015
Business	8
Seasonal	1
USPS Residential	1,001
USPS Business	3

edonia Flat Rock Buchanan Harbor Springs Hancock Baroda East Tawas Howard City Holt Clio Alpha eton Wyoming Fennville Bronson Augusta Fair Plain Kaleva South Harrison Michigan Center Kalkaska Lapeer Vandalia Columbiaville Elk Rapids Gagetown Coper Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry View Lamberty III Marquette Monroe Twind

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

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

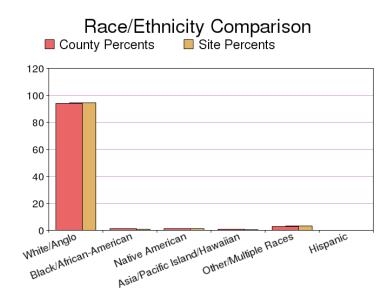


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.19%	6.99%	166.83
4-5 Years	2.28%	3.19%	139.91
6-8 Years	3.52%	5.14%	146.02
9-11 Years	3.54%	4.58%	129.38
12-13 Years	2.36%	3.53%	149.58
14-17 Years	4.83%	4.86%	100.62
18-19 Years	2.47%	2.32%	93.93
0-5 Years	6.47%	10.18%	157.34
6-12 Years	8.23%	11.48%	139.49
13-19 Years	8.49%	8.94%	105.3
< 20 Years	23.19%	30.6%	131.95
20-34 Years	18.74%	24.95%	133.14
35-44 Years	12.41%	12.44%	100.24
45-64 Years	29.5%	23.43%	79.42
65-74 Years	8.71%	5.6%	64.29
75+ Years	7.45%	3%	40.27
Median Age	42	32	76.36
Median Age (Male)	40	31	78.32
Median Age (Female)	43	33	75.71

Holly Mackinaw City Pierson Northview Wyoming Posen Belding Addison Evart Romeo Vernon Wy Tesse lie Freeland Inkster Luther Richland Manistee Quincy Lake Isaber Intercultural Institute Beulah Ahmeek Greenville Marion Boyne Falls Buena Vista St. Clair For Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	94.16%	94.46%	100.31
Black, African-American	1.39%	0.87%	62.53
Native American	1.05%	1.18%	111.9
Asian	0.69%	0.28%	40.53
Pacific Island, Hawaiian	0.03%	0.03%	89.62
Other/Multiple Races	2.68%	3.16%	117.9
Hispanic	0%	2.2%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	61,310	1,981	
Less than 9th Grade	1.57%	2.32%	67.43
No High School Diploma	5.65%	6.92%	81.74
5 1			
High School Graduate	29.33%	42.66%	68.77
<b>c</b>	29.33% 25.99%	42.66% 26.05%	68.77 99.78
High School Graduate			

9.49%

2.32%

408.6

nson Bingham Farms Owosso Cement City St. Charles Lambertville Douglas Middletown Morley May H Lansing Oscoda Kingston Wolverine Lake Cutlerville Minden City Brown Intercultural Institute Ceeland Eastpointe Daggett Twining Boyne Falls Spring Arbor Suttons for Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	4.91%	3.38%	84.39
\$10,000 to \$19,999	9.95%	9.31%	93.52
\$20,000 to \$29,999	12.65%	15.78%	124.73
\$30,000 to \$49,999	23.36%	24.91%	106.61
\$50,000 to \$59,999	10.23%	10.77%	105.25
\$60,000 to \$69,999	9.07%	13.05%	143.83
\$70,000 to \$79,999	6.45%	6.3%	97.53
\$80,000 to \$89,999	4.77%	4.38%	91.81
\$90,000 to \$99,999	3.26%	3.28%	100.78
\$100,000 to \$124,999	6.76%	5.84%	86.44
\$125,000 to \$149,999	3.53%	1%	28.44
\$150,000 to \$199,999	2.94%	1.46%	49.69
\$200,000 to \$249,999	0.85%	0.18%	21.59
\$250,000 or more	1.27%	0.18%	14.39
Median Household	48,900	47,511	97.16
Average Household	65,836	58,376	88.67
Per Capita Household	27,148	19,825	73.03
Family/Non-Family Household			
Income			
Median Family Income	61,054	53,425	87.5
Average Family Income	79,219	63,871	80.63
Median Non-Family Income	31,862	34,037	106.83
Average Non-Family Income	43,316	40,126	92.64

Trowbridge Park Graying Fowler Whitmore Lake Mackinac Island Reese Bessemer Forest Hills Elber Hinden City Olivet East Lansing Westwood Sandusky Athens Prescott Intercultural Institute Intercultural Institute Grosse Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	62.72%	72.45%	115.5
Families with Children	28.26%	42.43%	150.14
Families without Children	34.47%	30.02%	87.1
Non-Family Households			
% Non-Family Households	37.28%	27.55%	73.92
Non-Families with Children	0.31	0.09	29.46
Non-Families without Children	36.97	27.46	74.29
Housing Units			Index
Total Housing Units	41,207	1,210	
Vacant percent	16.16%	9.42%	58.3
Owned percent	65.6%	76.45%	116.53%
Rented Percent	18.24%	14.13%	77.48
Households by Size			Index
Avg household size	2.44	2.91	119.26
Avg family hh size	3.15	3.45	109.52
Avg non-family hh size	1.25	1.49	119.2
Households By Count of Persons			Percent
One	9,944	230	2.31%
Two	11,703	313	2.67%
Three or Four	10,004	396	3.96%
Five+	2,897	158	5.45%

Lake Isabella Augusta Baldwin New Buffalo Climax Greenville Northview Adrian Saginaw Township P ont Park Free Soil Deckerville Onsted North Muskegon New Era Laings Intercultural Institute Ravenna Eau Claire Sault Ste. Marie White Pigeon Sand Lake Huntington For Confectual Ministry On Copyright 2012, Intercultural Institute for Contextual Ministry

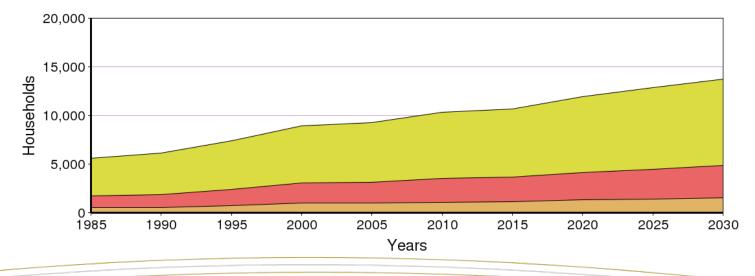
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	64,273	1,683	2.62%
2000 Population	77,654	2,986	3.85%
2010 Population	86,868	3,231	3.72%
2015 Population	89,532	3,378	3.77%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

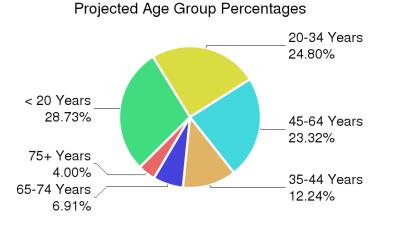
g 🛛 📃 0-10mi Ring



Tose North Branch Allendale Walker Mesick Watervliet Mason White Pigeon Grosse Pointe Stanwood Beechwood Pierson Wolf Lake Ironwood Benton Harbor Birch Run Merris Southfield Warren ing Rogers City Gagetown West Bloomfield Township Marshall Howell for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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

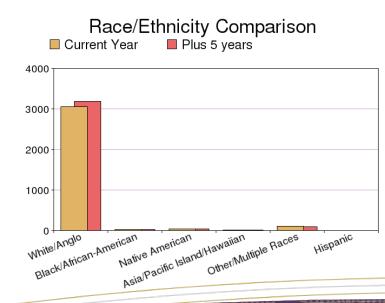


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.99%	6.16%	88.13
4-5 Years	3.19%	2.58%	80.88
6-8 Years	5.14%	4.8%	93.39
9-11 Years	4.58%	4.35%	94.98
12-13 Years	3.53%	3.73%	105.67
14-17 Years	4.86%	4.83%	99.38
18-19 Years	2.32%	2.28%	98.28
0-5 Years	10.18%	8.73%	85.76
6-12 Years	11.48%	11.01%	95.91
13-19 Years	8.94%	8.97%	100.34
< 20 Years	30.6%	28.71%	93.82
20-34 Years	24.95%	24.78%	99.32
35-44 Years	12.44%	12.23%	98.31
45-64 Years	23.43%	23.3%	99.45
65-74 Years	5.6%	6.9%	123.21
75+ Years	3%	4%	133.33
Median Age	42	33	79.49
Median Age (Male)	40	34	85.15
Median Age (Female)	43	34	78.96

Lost Lake Woods Vernen Rosebush Free Soil Midland Republic Plymouth Township Shields Le Roy C Livonia St. Louis North Muskegon Chesaning Powers Ahmeek Iron Intercultural Institute Alanson Applegate Jonesville Comstock Park Frankenmuth Brooklyn Contextual Ministry Dearborn C20 Copyright 2012, Intercultural Institute for Contextual Ministry Carsonville Blissfield McBride Parma Dearborn C20

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	94.46%	94.52%	100.07
Black, African-American	0.87%	0.92%	105.9
Native American	1.18%	1.27%	108.23
Asian	0.28%	0.33%	116.9
Pacific Island, Hawaiian	0.03%	0.06%	191.3
Other/Multiple Races	3.16%	2.93%	92.84
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,981	2,146	
Less than 9th Grade	2.32%	1.63%	70.24
No High School Diploma	6.92%	5.73%	82.88
High School Graduate	42.66%	43.62%	102.25
Some College, no degree	26.05%	26.33%	101.08
Associate Degree	9.09%	8.81%	96.93
College Degree	10.65%	11.09%	104.12
Graduate/Prof. degree	2.32%	2.8%	120.41

Davison Alpha Kaleva Grandville St. Clair Shores Flat Rock Greilickville Grosse Pointe Shores Mid Temperance Springport Williamston Charlevoix Weidman Bad Axe Dry Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	3.38%	2.9%	86.05
\$10,000 to \$19,999	9.31%	9.42%	101.21
\$20,000 to \$29,999	15.78%	16.11%	102.06
\$30,000 to \$49,999	24.91%	23.59%	94.71
\$50,000 to \$59,999	10.77%	10.74%	99.75
\$60,000 to \$69,999	13.05%	12.85%	98.5
\$70,000 to \$79,999	6.3%	6.25%	103.47
\$80,000 to \$89,999	4.38%	5.02%	106.53
\$90,000 to \$99,999	3.28%	3.61%	109.88
\$100,000 to \$249,999	5.84%	6.51%	111.55
\$125,000 to \$149,999	1%	0.97%	96.48
\$150,000 to \$199,999	1.46%	1.32%	90.45
\$200,000 to \$249,999	0.18%	0.53%	289.44
\$250,000 or more	0.18%	0.18%	96.48
Median Household	47,511	49,294	103.75
Average Household	58,376	61,371	105.13
Per Capita Household	19,825	20,658	104.2
Family/Non-Family Household			
Income			
Median Family Income	53,425	54,760	102.5
Average Family Income	63,871	68,147	106.69
Median Non-Family Income	34,037	35,421	104.07
Average Non-Family Income	40,126	41,426	103.24

Litchfield Clayton Jonesville Orchard Lake Village Canada Creek Ranch Imlay City White Cloud Portland Omer Weidman Burt Hubbell Woodland Lake Odessa Bessemer Mary In Breedsville Harrietta Kal ant South Haven Hubbardston Romulus Sandusky Onaway Port Sanila (Soutevital Ministry) a Oak Park M Secopyright 2012, Intercultural Institute for Contextual Ministry on Heights K. I. Sawyer AFB Houghton Alpena Ishper 22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	72.45%	69.19%	95.51
Families with Children	42.43	38.38	90.46
Families without Children	30.02	28.26	94.13
Non-Family Households			
% Non-Family Households	27.55%	30.81%	111.81
Non-Families with Children	0.09	0	111.81
Non-Families without	27.46	30.81	112.18
Children			
Housing Units			
Total Housing Units	1,210	1,253	103.55%
Vacant percent	9.42%	9.34%	99.11
Owned percent	76.45%	76.38%	99.91
Rented Percent	14.13%	14.29%	101.09
Households by Size			
Avg household size	2.91	2.94	101.03%
Avg family hh size	3.45	3.65	105.8%
Avg non-family hh size	1.49	1.35	90.6%
Households By Count of			
Persons			
One	230	257	111.74%
Two	313	295	94.25%
Three or Four	396	404	102.02%
Five+	158	180	113.92%

Pesen Flat Rock Bingham Farms Roosevelt Park Grand Blanc Holly Custer Morenci White Pigeon G Intercultural Institute Bellaire For Nountain Clinton Southfield Niles Mason Cedar Springs Northview Lynn GorContectual Ministry Contectual Ministry Hubbell Millington Marshall River Rouge Coleman 23 Comparison 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:	0-3	3-7	7-10	BORN II	N:	N: 0-3	N: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	21	22	190	Eastern Africa	a	a 0	a 0 0
Northern Europe	0	2	15	Middle Africa		0	0 0
Western Europe	4	5	37	Northern Africa		0	0 0
Southern Europe	0	0	14	Southern Africa		0	0 0
Eastern Europe	4	0	21	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	3	5	10	Oceania		0	0 0
So. Central Asia	0	0	0	Caribbean	1		3
SE Asia	2	0	21	Central Amer.	3		4
Western Asia	0	0	21	South America	0		0
Other Asia	0	0	0	North America	4		3
				Born at sea	0		0

Okemos Boyne City Stanwood Roosevelt Park Pleasant Ridge Gaastra Auburn Hills Armada Holt Fa Wendale Saginaw Township South Hudsonville Carney Onekama Richland Intercultural Institute Intercultural Institute for Contextual Ministry Roscommon Almont Logic Contextual Ministry Mancelona Alle Copyright 2012, Intercultural Institute for Contextual Ministry Rapids Caledonia Fairgrove Olivet Barryton Webb 24 Sineke Port Hone Bangor Lowiston Kalkaska Riverview Clip Sherwood Marion Baraga Marysville Port

## Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	3,555	2,072	7,359	Other Indo-Euro	0	0	2
Spanish	99	60	146	Asian/PI languages	0	0	0
Other Indo-Euro	11	29	130	Chinese	0	0	0
		29	130	Japanese	0	0	6
language French (incl. Patois,	2	7	22	Korean	0	0	7
Cajun)	2	/	22	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	0	0	0
Italian	0	0	4	Miao, Hmong	0	0	20
Portuguese	1	11	4	Thai	0	0	0
German	4	8	47	Laotian	0	0	0
Yiddish		0			-		-
	0	-	0	Vietnamese	0	0	0
Other West Germanic	0	0	21	Other Asian	0	0	0
A Scandinavian	1	0	7	Tagalog	0	0	0
Language	0	0	0	Other Pacific Is	0	0	1
Greek	0	0	0	Other languages	0	0	69
Russian	0	0	1	Navajo	0	0	0
Polish	0	1	6	Other Native N.	0	0	3
Serbo-Croatian	0	0	0	American			
Other Slavic Language	3	2	19	Hungarian	0	0	2
Armenian	0	0	0	Arabic	0	0	55
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	9
Urdu	0	0	0				

liston village of clarkston panero

Pinckney Ferrysburg Manistee Westland Ashley Springfield West Branch Reed City West Bloomfield Merrill Oscoda K. I. Sawyer AFB Caro Auburn Melvin New Baltimore Intercultural Institute Rose City Eastpointe Bessemer Onsted Coleman Gibraltar Forest Colentestual Ministry Caledonia Bur Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	2,852	1,657	6,028	Irish	Irish 231	Irish 231 122
Arab	9	2	15	Italian	Italian 75	Italian 75 41
Armenian	3	0	8	Lithuanian	Lithuanian 2	Lithuanian 2 2
Austrian	2	2	5	Norwegian	Norwegian 44	Norwegian 44 16
British	5	3	16	Polish	Polish 183	Polish 183 73
Canadian	18	13	33	Portuguese	Portuguese 1	Portuguese 1 0
Croatian	5	2	6	Romanian	Romanian 2	Romanian 2 2
Czech	37	33	39	Russian	Russian 0	Russian 0 0
Czechoslovak	10	12	4	Scandinavian	Scandinavian 3	Scandinavian 3 2
Danish	17	6	44	Scotch-Irish	Scotch-Irish 27	Scotch-Irish 27 18
Dutch	97	43	210	Scottish	Scottish 87	Scottish 87 41
English	228	160	570	Slovak	Slovak 5	Slovak 5 6
European	12	5	29	Subsaharan African	Subsaharan African 8	Subsaharan African 8 8
Finnish	17	7	44	Swedish	Swedish 58	Swedish 58 30
French (not Basque)	122	81	320	Swiss	Swiss 13	Swiss 13 1
French Canadian	91	63	218	Ukrainian	Ukrainian 11	Ukrainian 11 3
German	902	537	1,546	US/American	US/American 297	US/American 297 173
Greek	7	2	12	Welsh	Welsh 4	Welsh 4 0
Hungarian	17	17	20	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 1	Yugoslavian 1 0
				Other	Other 201	Other 201 131

ingor Eau Claire <del>Sparta Deerner</del>o

Laurium Muskegon Canton Graying Waterviet Au Gres Estral Beach Rochester Bear Lake Manton Ek East Tawas Dexter Potterville Allendale Custer Grosse Pointe Shores Contextul Institute Baines Perrinton Westland Brooklyn Michigan Center Holt Troy Poser (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Escanaba Level Park-Cak Park Walled Lake Storling Heights Deerfield Chatham Keego Harbor Hamtrame Posen Owendale Ahmeek New Baltimore Pentwater Plainwell Shorework Intercultural Institute Ington Woods Lewiston Hopkins Unionville St. Johns Adrian East Gran Lewison East Lansing Coopers 27 Copyright 2012, Intercultural Institute for Contextual Ministry

## Using the Demographic Indicators

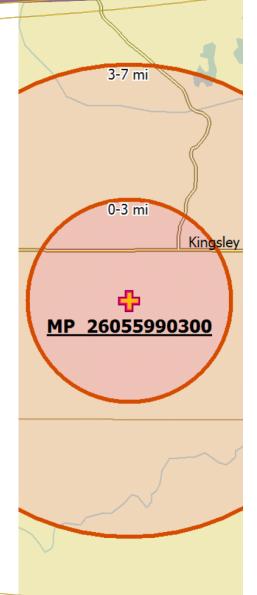
#### Issues for Your Consideration - continued

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



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

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



Deerfield Twining Beverly Hills Norway Houghton Lake Shoreham Laurium Berrien Springs St. Helen Standish Laingsburg Brown City Baraga Northview Leonard Troy Intercultural Institute Perrinton Cassopolis Westland Sturgis Durand Bingham Farms Croswe Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,096	100%	713	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	9	0.82%	6	0.84%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	9	0.82%	6	0.84%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	599	54.65%	384	53.86%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	208	18.98%	135	18.93%
Urban Optimists	0	0%	0	0%
Family Convenience	391	35.68%	249	34.92%
Mid-Market Enterprise	0	0%	0	0%

Muir Freeport East Lansing Lake Linden Alpha Lapeer Sterling Tawas City Southfield Three Rivers E Port Sanilac Millington Northview Martin Harrietta Mendon Kingstor Intercultural Institute Lincoln Traverse City Clarksville Byron Hudson Paw Paw Lake South for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,096	100%	713	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
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	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	247	22.54%	169	23.7%
Steadfast Conservative	232	21.17%	159	22.3%
Moderate Conventionalists	15	1.37%	10	1.4%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Flushing Turner Inlay City Sault Ste. Marie Forest Hills Houghton Lake Luna Pier Lathrup Village Union Birch Run White Cloud Harvey Empire Paw Paw Lake Mount Pleasant Intercultural Institute Norton Sta Sawyer AFB Saginaw Brooklyn Harbor Springs Harrison Dowagiac Save Intercultural Institute Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,096	100%	713	100%
REMOTE AMERICA	113	10.31%	66	9.26%
Hardy Rural Fam.	9	0.82%	5	0.7%
Rural Southern Living	104	9.49%	61	8.56%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1	0.09%	1	0.14%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1	0.09%	1	0.14%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	126	11.5%	86	12.06%
Industrious Country Living	126	11.5%	86	12.06%
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%

emont Park Sault Ste, Marie Spring Arbor Watervliet Wyandotte Bear Lake West Monroe Big Rapids Por AShley Elk Rapids Owendale Westphalia Allen Park Forestville Brown Intercultural Institute hepherd Waverly Fountain Lake Fenton Burton Stony Point Holland Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bobin Glen-Indiantown Lincoln Niles South Haven Burr O

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,096	100%	713	100%
STRUGGLING SOCIETIES	1	0.09%	1	0.14%
Rugged Southern Style	1	0.09%	1	0.14%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Tyn Fivonia Croswell Lewiston Constantine Montague Pigeon Wayne Baraga Freeport Westphalia F Garden Berrien Springs Goodrich Haslett Woodland Beach Frankfort Intercultural Institute Wolf Lake Niles Almont Wixom Marine City Oakley Honor Concord Intercultural Ministry Confectual Ministry Canton Madison Heights Beverly Hills Kingston Lai33

## Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Michiana Bay City Wakefield Norton Shores Grand Beach Peck Greenville Onsteel Midland Grand Le Fountain Potterville Sand Lake Charlotte Beverly Hills Clayton Trowbring Intercultural Institute Plainwell Forest Hills Coleman Vicksburg Clare Athens Lake Ann for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

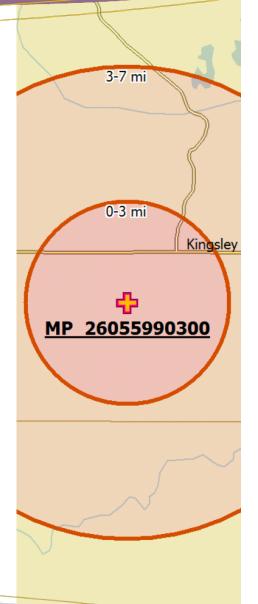
#### **Potential Cultural Bridges**

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

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

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

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



ke City Michiana South Haven Otsego Metamora Cass City Capac Harrisville Utica Wakefield Baroda ansing Unionville Byron Mattawan Thompsonville St. Clair Newaygo Intercultural Institute ont Carleton Prudenville Freeland South Lyon St. Helen Shelby Port Hor Confertual Ministry of Confertual Ministry Marshall 35 Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	82%	81%	80%
Use Comp. for Internet/E-mail	68%	67%	67%
Internet Use: E-Mail	55%	54%	53%
Use Comp. for Word Processing	45%	44%	44%
Use Comp. for Comp. Games	45%	44%	44%
Use Comp. for Shopping	41%	41%	40%
Use Comp. for Digital Camera	39%	39%	38%
Photo Editing			
Use Comp. for Banking	37%	36%	35%
Use Comp. for Education	36%	36%	35%
Internet Use: News/ Weather	31%	30%	30%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	30%	30%	30%
Internet Use: Banking	30%	28%	28%
Use Comp. for News/Info./Data	24%	24%	23%
Service			
Use Comp. for Accounting	18%	17%	17%
PC-Network-HH Has One	18%	18%	18%
Use Comp. for Filing/DB Mngmnt	15%	14%	15%
Use Comp. for Personal Financial	14%	14%	14%
Mngmnt			
Internet Use: Shopping: Made A	13%	12%	13%
Purchase			
Internet Use: Shopping: Gathered	12%	12%	12%
Info. for Shopping			
HH Owns Video/Webcam	11%	11%	10%

Fountain Skidway Lake Spring Lake Lost Lake Woods Harper Woods Benzonia Kingston Davison Cal will Hubbell Beaverton Gladwin St. Johns Onaway Owendale Ortony Intercultural Institute or Lake New Era Fairgrove Sterling Benton Heights Mount Clemens Va for Confectual Ministry for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Melvindale Tekonsha Ferndale Thompsonville Wolvering

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	70%	69%	69%
Dining Out (Not Fast Food)	62%	62%	62%
Reading Books	52%	52%	53%
Card Games	46%	46%	45%
Gardening	40%	41%	42%
Go To A Beach/Lake	40%	40%	40%
Board Games	37%	37%	37%
Cooking for Fun	37%	37%	37%
Visit Zoo	22%	21%	21%
Going To	20%	20%	20%
Bars/Nightclubs/Dancing			

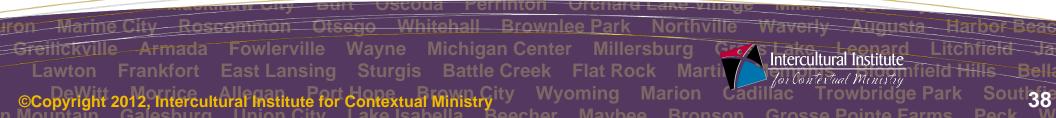
BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	68%
Gen./Fam. Practitioner	46%	45%	45%
Dentist	28%	28%	29%
Backache	24%	24%	23%
Eye Dr.	20%	20%	20%
None Of These	20%	20%	20%
Hypertension/High Blood	18%	19%	19%
Pressure			
High Cholesterol	18%	18%	18%
Overweight (30 Pounds Or	18%	18%	17%
More)			
Any Arthritis	15%	16%	16%

Remeo Woodland Comstock Park Port Huron South Range Dansville Sebewaing Michigan Center Michig

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	23.9%	23.55%	24.29%
Live Theater	18.39%	18.67%	19.43%
Live Theater Most Often	15.72%	16.01%	16.94%
Rock/Pop Concerts Most	11.73%	11.6%	12.23%
Often			
Comedy Club	9.32%	9.2%	8.67%
Country Concerts Most	9.07%	8.65%	8.4%
Often			
Movies: Comedy	40.45%	39.66%	39.56%
Movies: Action/Adventure	38.92%	38.56%	38.63%
Movies: Fam.	20.54%	20.39%	19.71%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.58%	18.51%	18.59%
Movies: Drama	15.95%	15.72%	16.65%
Movies: Mystery	14.42%	14.21%	14.45%
MLB Baseball Reg. Season	8.67%	8.34%	8.37%
NFL Football Reg. Season	7.23%	7%	7.13%
College Football Reg.	6.72%	6.53%	7.21%
Season			
College Basketball Reg.	4.62%	4.47%	4.87%
Season			
Auto Racing Events	3.98%	3.89%	3.53%
NBA Basketball Reg.	3.37%	3.23%	3.15%
Season			



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	39.82%	40.35%	41.13%	Baseball	Baseball 11.09%	Baseball 11.09% 10.98%
Swimming	37.62%	37.19%	36.99%	Stationary Cycling	Stationary Cycling 10.5%	Stationary Cycling 10.5% 10.76%
Freshwater Fishing	25.32%	24.9%	24.53%	Backpacking/Hiking	Backpacking/Hiking 10.22%	Backpacking/Hiking 10.22% 10.6%
Bowling	23.07%	22.87%	22.8%	Football	Football 10.09%	Football 10.09% 9.73%
Billiards/Pool	20.82%	20.09%	19.64%	Softball	Softball 9.62%	Softball 9.62% 9.93%
Camping Trips	20.8%	21%	20.8%	Saltwater Fishing	Saltwater Fishing 9.61%	Saltwater Fishing 9.61% 9.36%
Weight Training	17.14%	16.77%	16.26%	Volleyball	Volleyball 9.04%	Volleyball 9.04% 9.11%
Hunting	16.61%	16.95%	16.79%	Power Boating	Power Boating 8.74%	Power Boating 8.74% 9.31%
Basketball	14.99%	14.91%	15.05%	Motorcycling	Motorcycling 8.56%	Motorcycling 8.56% 8.49%
Golf	14.45%	14.5%	14.59%	Horseback Riding	Horseback Riding 8.18%	Horseback Riding 8.18% 8.24%
Mountain/Road Biking	14.03%	14.46%	14.5%	Archery	Archery 7.68%	Archery 7.68% 7.79%
Jogging/Running	13.46%	13.69%	14.15%	Canoeing/Kayaking	Canoeing/Kayaking 7.49%	Canoeing/Kayaking 7.49% 8.09%
Target Shooting	13.3%	13.7%	13.3%	Aerobics	Aerobics 7.29%	Aerobics 7.29% 7.44%
Using Cardio Machine	13.07%	12.95%	13.29%	Soccer	Soccer 6.38%	Soccer 6.38% 6.48%

Harper Woods Burt Howard City Powers Plainwell South Monroe Burton Leonard Canadian Lakes Grant West Monroe Ironwood Buena Vista Bay City Carleton Wakeford Intercultural Institute Emmett Escanaba Cedar Springs Capac Hazel Park Ubly Prudenville Cass City Swartz Creek Alpha Gran39

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

MILES   MILES   MILES     Tennis   6.18%   6.09%   6.1%	
Tennis 6.18% 6.09% 6.1%	
Yoga 5.73% 5.94% 6.11%	
Ice Skating   5.13%   5.54%   5.49%	
Roller Skating   5.11%   5.31%   5.21%	
Snowmobiling 5.01% 5.39% 5.18%	
Water Skiing   4.69%   5.11%   5.33%	
Fly Fishing   4.55%   4.59%   4.59%	
Snorkeling   4.54%   4.68%   4.55%	
Downhill & X-Country   4.38%   4.63%   4.62%     Skiing   <	
Jet Skiing   3.97%   4.11%   4.08%	

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Auto Racing	3.66%	4.11%	4.02%
Racquetball	3.34%	3.4%	3.31%
Skateboarding	3.29%	3.53%	3.44%
Rock Climbing	3.08%	3.26%	3.22%
Snowboarding	3.06%	3.21%	3.23%
Rowing	2.61%	2.79%	2.71%
Hockey	2.58%	2.81%	2.79%
Martial Arts	2.46%	2.66%	2.71%
Sailing	2.34%	2.55%	2.72%
Surfing & Windsurfing	2.23%	2.34%	2.3%

Albion Wixom Adrian Croswell Merrill Three Rivers White Cloud Reese New Buffalo Southfield Car Hount Pleasant Taylor Huntington Woods Bessemer Oscoda Boyne Faller, Intercultural Institute Beaverton Madison Heights Cheboygan North Muskegon Copper City (Soutextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

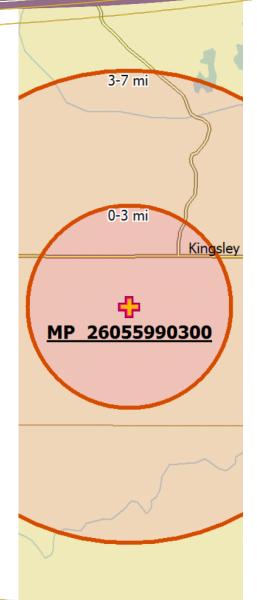
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Michiana Tecumseh Sturgis Allen Park Frankfort Woodland Barryton Graying Shelby Mackinae Island Shoreham Melvin Free Soil Calumet Sparta Grand Blanc K. I. Sawy <u>Intercultural Institute</u> Intercultural Institute Lake-Millers Lake Fenton Caseville Mount Morris Northville Gwinn Albert 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.

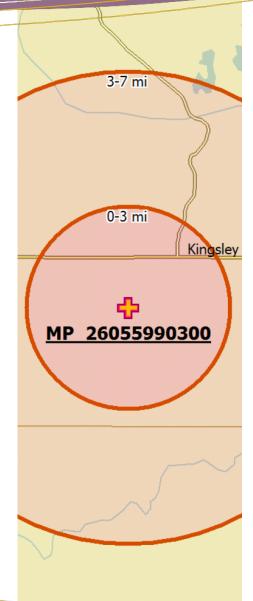
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Lersey Munising Marien Middletown Huntington Woods Level Park-Oak Park Charlevoix Ishpeming Edge esaming East Lansing Akron Flint Howard City Laingsburg Okemos Har Intercultural Institute Clawson Owendale Ludington Le Roy Reese Berkley Wayland Lost Laver for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

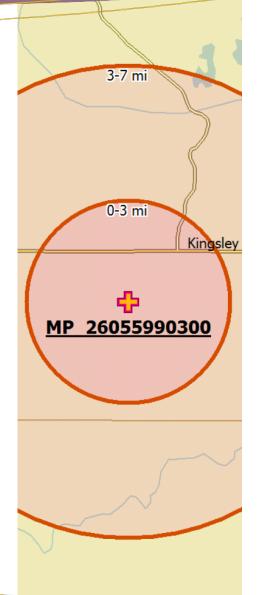
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	49%	49%		Too Much Sponsorship In Arts/Sports	21%	21%	20%
Find It Difficult To Say No To My Kids	43%	42%	41%		Rarely Sit Down to a Meal Together At Home	19%	19%	18%
Woman's Place Is In The Home	38%	38%	38%		Marijuana Should Be Legalized	17%	17%	17%
Speak My Mind Even If It Upsets	33%	34%	33%		I Am A Workaholic	17%	17%	16%
People					Like To Pursue	14%	14%	15%
Like To Do Unconventional	32%	32%	31%		Challenge/Novelty/Change			
Things					Only Work Current Job for The	13%	14%	14%
Like Control Over People And	31%	31%	31%		Money			
Resources					We Should Strive for Equality for	12%	12%	11%
Prefer To Have Few	28%	29%	29%		All			
Possessions As Possible					On Whole People Get What They	9%	10%	10%
Don't Judge People/Way They	27%	27%	27%		Deserve			
Live Life					Indulge My Kids With The Little	9%	9%	9%
Money Is Best Measure Of	27%	27%	28%		Extras			
Success					Happy With My Standard Of	9%	9%	10%
If Won Lottery Would Never	26%	27%	26%		Living			
Work Again					Little I Can Do To Change My	8%	8%	7%
Like to Stand Out In A Crowd	22%	22%	21%		Life			
Friends More Important Than My	22%	22%	23%		Willing To Give Up Time With	5%	5%	5%
Fam.				_	Fam. To Advance			

Joseph Vicksburg Manchester Buchanan Webberville Robin Glen-Indiantown Stephenson Copemish Ea Addison Columbiaville Beechwood Augusta Sylvan Lake Grosse I Intercultural Institute Thompsonville Saugatuck St. Clair Metamora Ishpeming Camden Book for Confertual Ministry Shoreham 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.



edar Springs Harper Woods Beechwood Reed City Jonesville Tekonsha Paw Paw Lake Parchment King Starting Mattawan Saugatuck Montrose Albion Ecorse Caledonia Wood Intercultural Institute Durand L'Anse Elk Rapids Springport Flat Rock Saginaw Township for Confertual Ministry for Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# **Potential Cultural Themes:**

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

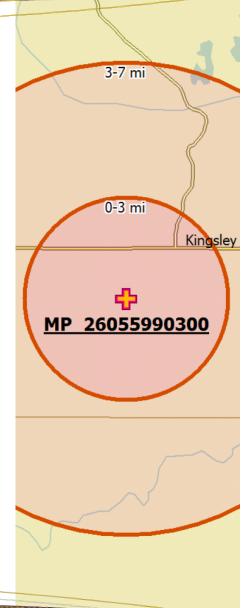
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES		0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs	<b>MILES</b> 69%	68%	67%	Consider Myself	Interacted in The	17%	17%	17%
Important To Respect Customs And Beliefs	09%	00%	07 70	Arts	Interested In The	1770	1770	1770
You Should Seize Opportunities	57%	57%	56%	Is An Important	Part Of Who I Am	15%	15%	16%
In Life				Looking for New	Ideas To Improve	15%	15%	15%
Like To Understand About	36%	35%	35%	Home				
Nature				Real Men Don't	Cry	15%	15%	15%
Prefer Work Part Of Team Than Alone	34%	34%	33%	Enjoy Spending Fam.	Time With My	13%	13%	12%
Important Feel Respected By My	32%	33%	33%	Try Not To Worr	v About The	12%	12%	12%
Peers	/-			Future	<b>,</b>			
Prefer To Have Few	28%	29%	29%	Provide My Kids	With The Little	9%	9%	9%
Possessions As Possible				Extras				
Important To Juggle Various	28%	28%	28%	Like Spending M	lost Time With	6%	6%	5%
Tasks				Fam.				
Good At Fixing Things	26%	27%	27%	Feel Very Alone	In The World	4%	5%	5%
Have Keen Sense Of Adventure	26%	26%	25%	Decor Particular	Interest To Me	4%	4%	4%
People Have To Take Me As	25%	25%	25%	Children Should	Be Allowed To	4%	4%	4%
They Find Me				Express Themse	elves			
Like To Just Enjoy Life	20%	20%	21%	Would Like To S	Set Up Own	3%	3%	3%
Worried About Pollution Caused	19%	18%	18%	Business				
By Cars								

nonis Peliston Winterial

New Buffalo Charlevoix Gobles Sanford Fairgrove Troy Concord Intercultural Institute ar Lake McBain Hubbardston Indian River Lake Fenton Brighton Huntin for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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



Wayne Hubbell Cerunna Southgate Big Bay Carsonville Plymouth Township Harvey Lowell Westphe Canada Creek Ranch Barryton Twining Rockford Custer Kinde Kinger Intercultural Institute Schoolcraft Livonia Estral Beach Belleville White Cloud Harrietta Au for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Fonton Harbor Beach Eaton Banids Douglas Fast Lange

## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	89.49%	89.36%	88.46%
Restaurant-Visit Any			
Fam. Restaurants/Steak	86.96%	86.7%	86.14%
Houses-Visit Any			
McDonald's	62.63%	62.05%	60.65%
Burger King	38.81%	38.82%	38.57%
Subway	34.69%	34.45%	34.53%
Applebee's	34.12%	33.09%	32.23%
Taco Bell	32.9%	32.19%	31.27%
Wendy's	32.17%	31.98%	31.09%
Arby's	30.2%	29.83%	29.13%
Kentucky Fried Chicken (KFC)	29.82%	29.81%	29.04%
Pizza Hut	24.42%	24.17%	23.22%
Dairy Queen	21.43%	21.32%	21.32%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	20.16%	19.82%	20.21%
Cracker Barrel	19.32%	18.98%	19.13%
Red Lobster	15.77%	15.95%	16.02%
Chick-Fil-A	15.15%	14.19%	13.5%
Sonic	14.92%	14.43%	14.36%
Golden Corral	13.81%	13.5%	12.58%
Outback Steakhouse	13.53%	13.23%	13.94%
Hardee's	12.9%	12.67%	12.13%
Chili's Grill and Bar	12.62%	12.3%	12.27%
IHOP (International House Of	12.55%	12.32%	12.06%
Pancakes)			
Ruby Tuesday	12.28%	11.77%	11.6%
Domino's Pizza	11.76%	11.64%	11.45%

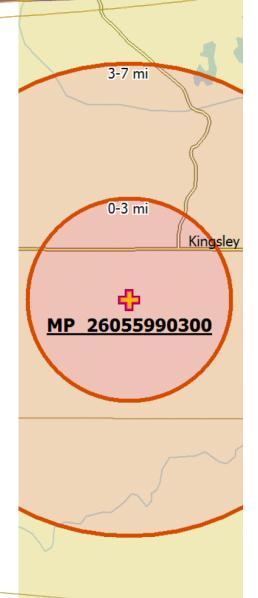
North Branch Michigamme Imlay City Minden City Lakewood Club Hudsonville West Ishpeming Wolf Lake Hand Edwardsburg Fowlerville Tustin Applegate Shields Au Gres Intercultural Institute Shorewood-Tower Hills-Harbert Sturgis Grandville Bangor Riverview for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Bad Axe McBain Montague Galesburg Clinton Whit 47

#### **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!



estal Falls Manten Vanderbilt Kent City St. Helen Stevensville Grand Beach Iron River Blissfield New Ha and Bridgman Port Huron New Baltimore Emmett South Range St. Charles Secting Township South River Sandusky Mecosta Shorewood-Tower Hills-Harbert New Buffalo Grand Blar South Structural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Ecorse Marcellus Warren Cobles Allegan Centreville

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	49.82%	50.19%	50.09%
Recycled products	37.14%	37.36%	37.62%
Worked as volunteer (non political)	18.56%	18.68%	19.06%
Engaged in fund raising	11.44%	11.55%	11.67%
Religious club member	8.19%	8.2%	8.12%
Wrote to elected offcl about publ bus	6.9%	6.89%	6.87%

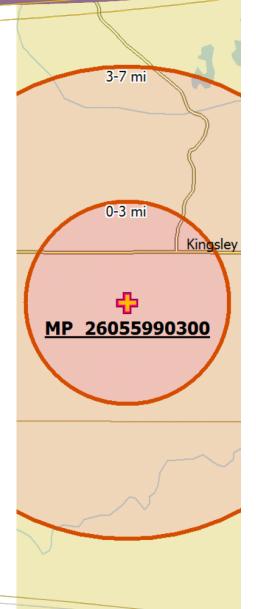
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	6.36%	6.54%	6.55%
Wrote to editor of mag or	6.23%	6.3%	6.28%
newspaper			
Charitable Organization	6.07%	5.99%	5.9%
Addressed a public meeting	5.33%	5.29%	5.43%
Church Board	5.15%	5.27%	5.32%
Fraternal order member	5.11%	5.23%	5.39%

val Oak Otter Lake Ironwood Spring Lake Leonard Rose City Olivet Essexville Northville Caro Reed G Hazoo Barton Hills Harrisville Forestville Capac Freeport Vernon Bara Marcuette Cass City Standis Pentwater St. Helen Alma Plymouth Alpha Omer Mount Pleasant <sup>to</sup> Copyright 2012, Intercultural Institute for Contextual Ministry <sup>to</sup> 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.



City Westland Nevi Caro Birmingham Mackinac Island St. Clair Shores L'Anse Lake Fenton Pentwater Port Hope Holt Traverse City Frankfort Boyne Falls Houghton Lake Ward Intercultural Institute ybee North Adams Fowler Fruitport Argentine Battle Creek Dundee Confectual Ministry Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

# **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	16.36%	16.5%	16.71%
Children's Books	13.2%	13.15%	13.33%
Mystery	11.57%	11.43%	11.65%
Cookbooks	10.71%	10.73%	10.95%
Religious (not Bibles)	9.47%	9.34%	9.09%
Romance	7.61%	7.52%	7.51%
History	7%	6.99%	6.93%
Personal/Business	6.69%	6.74%	6.96%
Self-help			
Biography	5.55%	5.69%	5.87%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	68.64%	68.94%	68.43%
Gen. Editorial	43.23%	43.72%	44.09%
Womens	40.58%	40.56%	40.09%
Service	38.31%	38.17%	37.99%
Mens	16.96%	17.06%	16.6%
Fishing/Hunting	16.8%	16.89%	16.77%
<b>Business/Finance</b>	14.75%	14.83%	15.25%
Automotive	14.62%	14.76%	14.44%
Health	13.07%	12.94%	13.06%

Osceda Gobles Elkten Comstock Northwest Croswell Woodland Beach Linden Vicksburg Bangor Free ake Albion East Jordan Mayville Ithaca Dryden Burr Oak Charlevoix Intercultural Institute Ontonagon Allen Park Wakefield North Branch Daggett Detroit Beach For Contextual Ministry It Copyright 2012, Intercultural Institute for Contextual Ministry Mesick Elevert

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	58.4%	58.64%	58.85%
Classified	37.98%	38.1%	37.82%
Sport	34.41%	34.34%	34.03%
Editorial Page	33.55%	33.69%	33.74%
Comics	29.76%	29.74%	29.7%
Business/Finance	28.87%	28.99%	29.38%
Food/Cooking	25.37%	25.41%	25.85%
TV/Radio Listings	25.02%	24.98%	25.21%
Movie Listings & Reviews	24.73%	24.77%	25.09%
Home/Gardening	23.56%	23.46%	23.63%
Travel	19.53%	19.52%	19.74%
Science/Technology	17.15%	17.48%	17.9%
Fashion	12.47%	12.37%	12.5%

0-3	3-7	7-10
MILES	MILES	MILES
32.85%	32.38%	31.62%
20.41%	20.34%	20.07%
16.7%	16.82%	16.29%
15.41%	15.25%	14.85%
11.99%	12.19%	12.21%
11.93%	12.1%	12.59%
11.58%	11.69%	11.73%
8.76%	8.83%	9.18%
7.05%	6.7%	6.51%
6.88%	6.85%	6.9%
6.86%	6.91%	6.57%
6.41%	6.57%	6.92%
5.26%	5.04%	4.54%
3.41%	3.47%	3.42%
3.35%	3.42%	3.68%
3.33%	3.36%	3.64%
2.94%	3%	3.04%
2.8%	2.88%	3.15%
	MILES   32.85%   20.41%   16.7%   15.41%   11.99%   11.58%   8.76%   7.05%   6.86%   6.41%   5.26%   3.41%   3.35%   3.33%   2.94%	MILESMILES32.85%32.38%20.41%20.34%16.7%16.82%15.41%15.25%11.99%12.19%11.93%12.1%11.58%11.69%8.76%8.83%7.05%6.7%6.88%6.85%6.86%6.91%6.41%6.57%5.26%5.04%3.41%3.47%3.35%3.42%3.33%3.36%2.94%3%

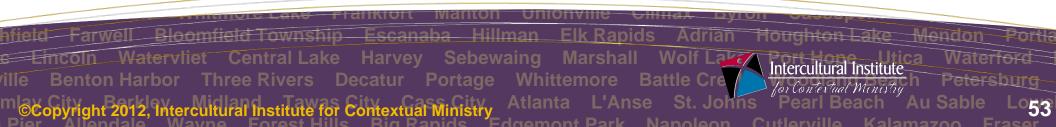
Manistique Huntington Woods Lake Angelus Benton Heights Whitehall Woodhaven Rochester Brown Durand Minden City Burt Muir Muskegon Heights Norway Sylvan Later Ceder Springs Manton Pince Copper City Beverly Hills Grand Beach Springport Baroda Lowell W For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA
	MILES	MILES	MILES	
Fox News Channel	68.09%	68.6%	68.25%	Subscribe Digi
Satellite Dish	58.24%	58.6%	58.82%	Comedy Centr
Soapnet	51.36%	51.44%	51.88%	Hallmark Char
Other Video-On-Demand	42.15%	42.56%	42.35%	TV Info From M
Sci-Fi Channel	40.15%	40.51%	40.28%	Guide
MSNBC	37.16%	37.41%	37.51%	USA Network
Adult Pay Per View TV	36.08%	36.42%	36.88%	TCM (Turner C
Nickelodeon	35.2%	35.05%	34.72%	Movies)
Adult Swim	32.51%	31.92%	31.41%	BET (Black En
TV Info From Sunday TV	30.79%	30.75%	30.83%	TV)
Magazine				The Golf Chan
Nick At Nite	30.62%	30.52%	29.78%	Lifetime
TV Info From Newspapers	28.9%	28.92%	28.88%	ABC Fam.

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Subscribe Digital Cable	27.76%	27.65%	28.43%
Comedy Central	27.07%	27.48%	28.45%
Hallmark Channel	26.99%	26.71%	26.36%
TV Info From Monthly Cable	26.29%	26.11%	25.78%
Guide			
USA Network	25.61%	25.96%	26.22%
TCM (Turner Classic	25.23%	25.53%	25.59%
Movies)			
BET (Black Entertainment	24.4%	24.93%	25.82%
TV)			
The Golf Channel	23.11%	23.12%	23.66%
Lifetime	23.01%	23.01%	22.15%
ABC Fam.	22.32%	22.25%	22.43%
Video-On-Demand Movies	22.24%	22.08%	21.11%
Encore	22.11%	21.72%	21.09%

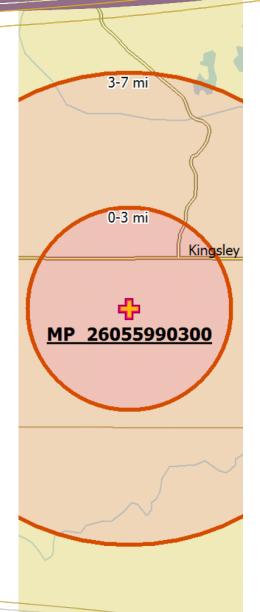


#### **Communication Media Usage**

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.



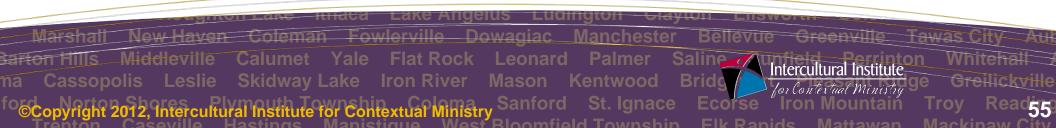
sta Springport <u>St. Clair Iron River Kaleva Centreville Harbor Springs Montgomery Lansing Corunna E</u> Skidway Lake Kingston Troy Hudsonville Bridgman Wakefield Martin <u>Intercultural Institute</u> www.Ithaca Saginaw Garden City Lakewood Club Flushing Lake Linden <u>For Contextual Ministry</u> <sup>g</sup> 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 Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.68%	19.8%	20.14%
Medium Users (4-6)	11.13%	11.07%	11.23%
Light Users (1-3)	21.08%	21.06%	20.74%
Quintiles (20%)			
Newspaper I (Heavy)	1.83%	1.85%	1.72%
Newspaper II	1.67%	1.6%	1.51%
Newspaper III	2.48%	2.56%	2.51%
Newspaper IV	1.16%	1.1%	0.88%
Newspaper V (Light)	1.38%	1.33%	1.32%

0-3	3-7	7-10
MILES	MILES	MILES
21.87%	21.59%	20.77%
10.38%	10.24%	9.55%
11.81%	11.82%	11.36%
11.58%	11.2%	10.57%
0.29%	0.26%	0.26%
5.11%	5.17%	5.13%
1.65%	1.74%	1.71%
2.63%	2.62%	2.47%
15.87%	16.12%	16.23%
26.19%	26.32%	25.99%
14.82%	14.48%	14.53%
4.69%	4.57%	4.59%
3.63%	3.81%	3.97%
22.75%	22.85%	22.12%
2.11%	2.09%	1.94%
	MILES   21.87%   10.38%   11.81%   11.58%   0.29%   5.11%   1.65%   2.63%   15.87%   26.19%   14.82%   3.63%   22.75%	MILES MILES   21.87% 21.59%   10.38% 10.24%   11.81% 11.82%   11.58% 11.2%   0.29% 0.26%   5.11% 5.17%   1.65% 1.74%   2.63% 2.62%   15.87% 16.12%   26.19% 26.32%   14.82% 4.57%   3.63% 3.81%   22.75% 22.85%



# Potential Multimedia Usage

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

MILES MILES MILES MILES	MILE
Radio Drive Time Quntiles TV Prime Time Quntiles (fifths /	
(fifths / 20%) 20%)	
Drive Time I & II (Heavy)   3.88%   3.93%   3.65%   Prime Time I & II (Heavy)   3.71%   3.7%	3.62%
Drive Time III (Medium)   0.78%   0.81%   0.8%   Prime Time III (Medium)   2.3%   2.27%	2.22%
Radio IV & V (Light)   1.93%   1.94%   1.92%   Prime Time IV & V (Light)   10.35%   10.05%	8.75%
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles	
20%) (fifths / 20%)	
Radio I & II (Heavy)   9.9%   9.68%   8.79%   Fringe I & II (Heavy)   41.6%   41.76%	41.39
Radio III (Medium)   7.01%   6.99%   6.52%   Fringe III (Medium)   54.83%   55.1%	54.97
Radio IV & V (Light)   3.33%   3.34%   3.59%   Fringe IV (Light)   59.47%   59.41%	58.4%
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths /	
20%) 20%)	
Cable I & II (Heavy)   13.35%   13.29%   12.82%   All Day I & II (Heavy)   11.46%   11.61%	11.14
Cable III (Medium)   3.86%   3.77%   3.6%   All Day III (Medium)   24.53%   24.76%	24.42
Cable IV & V (Light)   30.52%   31.02%   31.12%   All Day IV (Light)   9.93%   9.82%	10.03

orth Muskegon Hart Caseville Belleville Canton Three Rivers Waterford Escanaba Kinde Robin Glen-In terris Benton Heights Romeo Hillman Montague Hartford Melvin Lucie Intercultural Institute Sheridan Clinton Almont Harrietta Suttons Bay Muir Peck Royal Oak belleville for Contextual Ministry Compyright 2012, Intercultural Institute for Contextual Ministry

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.18%	12.33%	12.71%
6:00am - 10:00am	12.29%	12.69%	13.38%
10:00am - 3:00pm	3.98%	4.3%	4.52%
3:00pm - 7:00pm	14.24%	14.42%	14.31%
7:00pm - Midnight	10.79%	11.07%	12.29%
Midnight - 6:00am	3.8%	4.03%	4.32%
Weekend Radio			
Listeners			
Dayparts [summary]	17.77%	17.64%	17.37%
6:00am - 10:00am	3.03%	2.94%	3.38%
10:00am-3:00pm	3.72%	4.01%	4.29%
3:00pm - 7:00pm	7.18%	7.15%	7%
7:00pm - Midnight	9.64%	9.18%	9.06%
Midnight - 6:00am	9.15%	9.34%	10.04%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.7%	9.58%	9.76%
Saturday: 8:00-11:00pm	8.84%	8.72%	9.36%
Sunday: 7:00-11:00pm	10.86%	10.65%	10.31%
9:00am-1:00pm	30.62%	30.52%	29.78%
9:00am-4:00pm	34.74%	34.59%	33.89%
4:00pm-7:00pm	28.64%	28.71%	28.55%
11:00pm-1:00am	44.89%	45.19%	45.49%
AVG Prime time	2.17%	2.26%	2.33%
Mon-Sun			

L Sawyer AFB South Rockwood Beverly Hills Muir Barton Hills Harbor Springs Hillman Fife Lake Owen the Stony Point Buckley Lake Isabella Level Park-Oak Park Bessemer Lake Highland Park Cutlerville Lake City Mecosta Hesperia St. Helen Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextua

# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10
	MILES	MILES	MILES
Weekday			
6-7am	15.57%	15.54%	15.58%
7-9am	20.93%	20.98%	21.59%
9am-12noon	27.12%	26.86%	26.23%
12noon-4pm	7.62%	7.73%	7.66%
4-6pm	48.33%	48.25%	47.7%
6-7pm	23.21%	23.25%	22.74%
7-7:30pm	1.22%	1.33%	1.57%
7:30-8pm	12.37%	12.41%	12.02%
8-11pm	9.7%	9.58%	9.76%
11pm-12am	37.16%	37.41%	37.51%
11pm-1am	44.89%	45.19%	45.49%
1-6am	29.38%	30.1%	30.01%

entral Lake Allendale Shoreham Grand Rapids Lyons Gwinn Westland Mio Big Rapids Lake City Har Richmond Jonesville Detroit Beach Muskegon Heights Vandercook Lake intercultural Institute ille Potterville Vassar Deckerville St. Clair Shores Troy New Baltimore (ontextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



# Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

#### Issues for Your Consideration

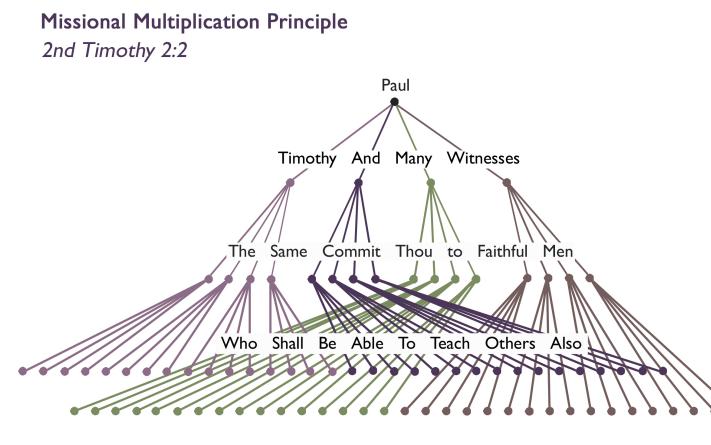
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
- 3. Review the print, radio, and television media content listed on pages 51-53. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?
- 4. Review the print, radio and television media usage on pages 55-58. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

Zeeland Fountain Hazel Park Barton Hills Fowler Allendale Wyoming Quinnesses Akron Skidway La Horenci Twining Rochester Hills Utica Kinde Lakewood Club Barryton Intercultural Institute Portland Durand Ashley Indian River Carney West Bloomfield Townslow for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 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.



Charlevoix Columbiaville L'Anse Saginaw Township North Belding Waldron Midland South Lyon Lake Cit South Haven Britton Baldwin Frankenmuth Davison Hubbardston Lais Intercultural Institute Harrison Fenton Rockford Daggett Rosebush Alanson Bad Axe Vaccopyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

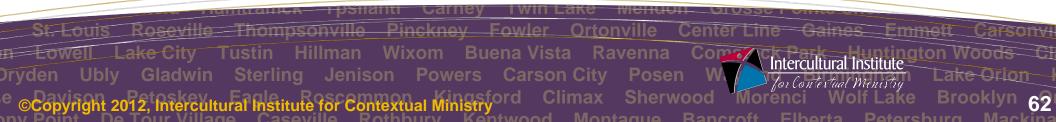
## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



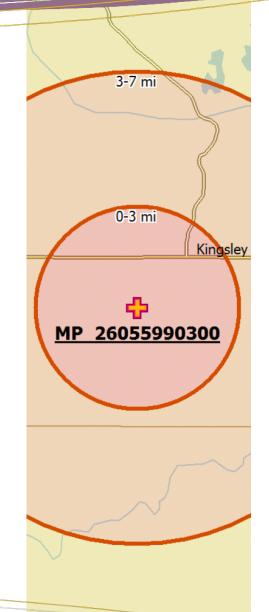


#### Your MissionSite and the Missional Suite

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

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

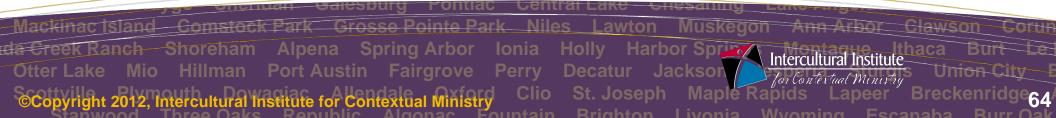
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org





## Notes and Sources

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





6 Wateroak Court North Augusta, SC 29841 In Partnership with:



#### An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

#### CONTACT US:

cwatke@iicm.net		
803-279-5828		
www.iicm.net		
www.apept.org		
www.missionalcoach.org		
www.missionalcontext.org		
www.missionalcorps.org		
www.missionalcyclopedia.org		
www.missionalzipcode.org		
www.missionalpartners.org		

Lake Michigan Beach Laingsburg Shorewood-Tower Hills-Harbert Brownlee Park Leonard Shelby Lyons Hestland Adrian Stanton Michigan Center East Jordan Brooklyn Read Intercultural Institute ohns Republic Napoleon Elberta Wyoming Kingston Laurium Ossinek for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry