MissionSite top unreached locations

age Hersey Sylvan Lake Harbor Beach Blooming Grosse Pointe Farms Burlington Vandero ysburg Ecorse Taylor Okemos Addison Hemlock CENSUS TRACT: 26165980700 ama MultiplyHaslett Camden New Era Trenton DIY Haslett Camden New Era Trenton BREGION: Region One Besser Lake Pentwater Turner Wayland Ca ASSOCIATION: Northwest Muir Au Gres vood-Tower Hills-Harbert Empire Mulliken Parchment rmington ^{partnership with the:}h Haven Gagetown Sand Lake Intercultural Institute Buena Vista West EDENSITY PATTERN: I3 Montrose Sandusky Harvey

Spring Arbor Gobles Waterford Buckley Flushing Onto Clifford Pigeon Lake Ann Le Roy Walled Lake Center Coleman ©Copyright 2012, Interduitural Institute for Contextual Ministry (y Rockwood Grand Beach Edwardsburg Bangor Norto

NorthCOUNTY: Wexford Sebewaing Grosse Pointe Shore Dear SITESCAPE: Townscape Edgemont Park Wixom K BAPTIST STATE CONVENTION of the st Hills Inkster Akro

MissionSite (TM) Table of Contents

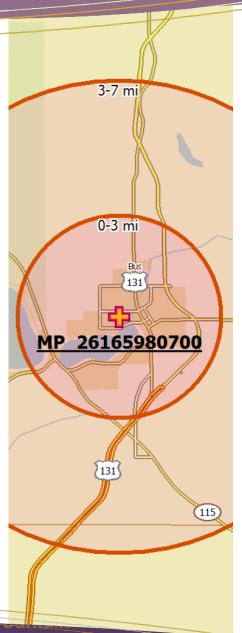
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	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

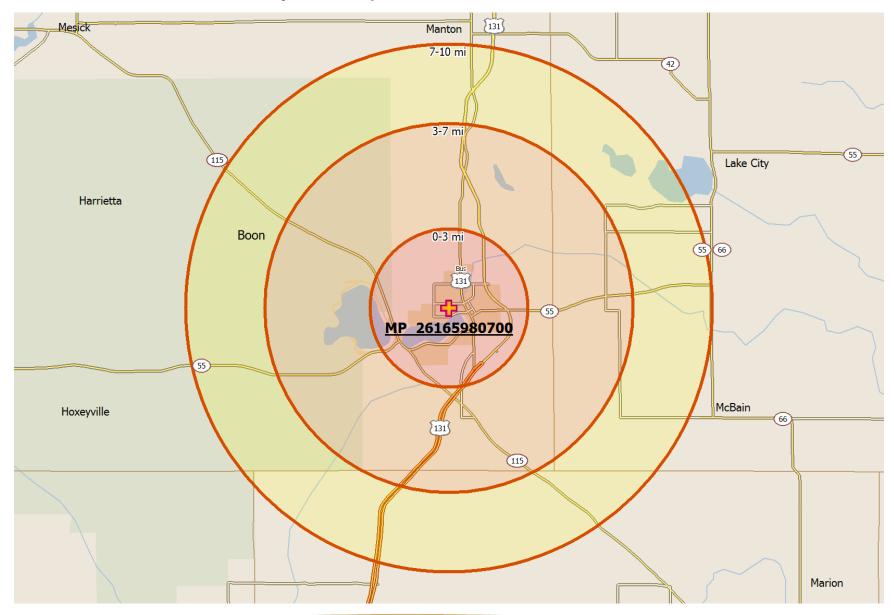
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	26165	Wexford
4	Zipcode	49601	Wexford
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.23	Medium towns adjacent to a small town
8	Sitescape Density Pattern	13	50000-10000-10000



Eau Claire Metamora Holly Walkerville Lapeer Marine City Posen Oakley Allendate Big Bay Beech Zeeland Clifford Paw Paw Elsie Hartford Harrietta Middleville Grand Intercultural Institute St. Helen Boyne City New Haven Union City Twining Brownlee Park Big Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



S Vanderbill Belding Constantine Deckerville North Muskegon Adrian Lincoln Douglas East Jordan Dundee Morley Marquette Rosebush Inkster Norton Shores Stanwood Intercultural Institute Harbor Springs Athens Oakley Turner Powers Perry Copper City Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	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	7	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
	Codes		urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999
			(large urban cluster)
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

ersburg Oxford St. Charles Quinnesec Onaway Mackinac Island Pleasant Ridge Buchanan Ortonville Ham Detroit Beach Lakeview Allen Park Webberville Jonesville Clarge Buchanan Sparta Rockwood Keego Harbor Pinckney Barnes Lake-Millers Lake St. Clai For Contestual Ministry Contestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	12,755	7,569	5,822
2010 Households	5,329	2,939	2,290
2010 Group Quarters Population	292	39	12

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	26	11	13
Language Diversity National Index	13	11	8
Foreign Born Diversity National Index	75	49	41
Ancestry Diversity National Index	99	96	87
Racial Diversity National Index	8	4	6

yiora marrisville Norton Shores Figeon

Beach Caspian Baraga Fraser St. Joseph Wayland Hastings Vandercook Lake Hainvell Carrollton Femville Lawton Hazel Park Daggett Sylvan Lake South Haven Editor Intercultural Institute Parma Riverview Bangor Waterford Level Park-Oak Park Swartz Cree for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Greater Galesburg Farwe

Saning Benton Harbor Buena vista Trenton Rogers City Atlanta Omer Laingsburg East Lansing Fowle ay Point Kalkaska Spring Lake Montague L'Anse Frankfort Millersburg Intercultural Institute Sable Cassopolis Fenton Lake Isabella Free Soil Manchester Imlay City (or Contextual Ministry) Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	431	8.09%
Mainstay Communities	Established, Diverse Households	1,468	27.55%
Working Communities	Blue-collar, Working Families	2,668	50.07%
Country Communities	Rural, Agri. & Mining Families	519	9.74%
Aspiring Communities	Young Singles / Aspiring-Multihousing	14	0.26%
Urban Communities	High Density, Inner-city Neighborhoods	229	4.3%

everly Hills Beaverton Westphalia Michiana Weidman Sunfield Newaygo Paw Paw Lake Bancroft Alma Get Marion Clinton Walkerville Gobles Grosse Pointe Woods South Guine Stockbridge Quinnesec anton Birmingham Almont Maple Rapids Trowbridge Park St. Ignace For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

Creek Vandalia Gaines Garden Walkerville Grand Blanc Northville Manistique Ravenna McBain Shel Sunfield Frankenmuth Luther Deckerville Davison Keego Harbor Bright Intercultural Institute Centreville Portage Barnes Lake-Millers Lake Tecumseh Warren Eau Classic For Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	8,299	3,546	42.72%
Unreached %	65.69%	66.54%	101.29
Religious But NOT Evangelical HH	1,516	689	45.44%
Religious But NOT Evangelical %	12%	12.93%	107.74
Spiritual But NOT Relig or Evang HH	1,836	705	38.39%
Spiritual But NOT Relig or Evang %	14.53%	13.22%	91.01
Not Evangelical, Not Interested HH	4,948	2,152	43.49%
Not Evangelical, Not Interested %	39.16%	40.38%	103.11



aw Lake Middletown Peck Hastings Brown City Romulus Byron Benton Heights Potterville Harbor Spi-Lincoln Park Yale Ravenna Perrinton Camden Kingston Burlington Intercultural Institute Skidway Lake Caledonia Auburn Hills Almont Trowbridge Park Kentwork for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry City Powers Midland Robin Glen-Indiantown Lyons 11

Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BSCM within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BSCM Churches	0	0	0%
Active BSCM Attenders	0	0	0%
Active Evangelical Households	1,495	615	41.14%
Active Evangelical Percent	11.83%	11.54%	97.53
Inactive Evangelical Households	2,840	1,168	41.14%
Inactive Evangelical Percent	22.48%	21.92%	97.53
# New Churches Needed	6	3	42.18%





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.

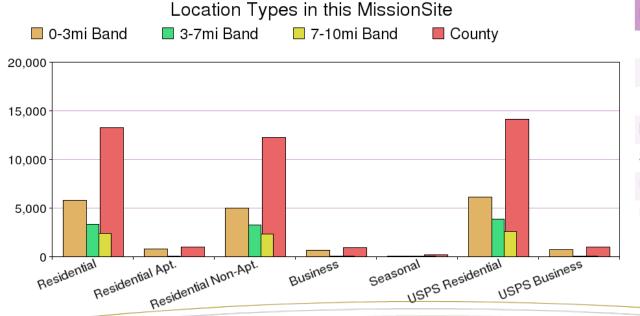
Issues for Your Consideration

- 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.

South Monroe Battle Creek Burt Clinton Brown City Edmore Reed City Camden South Rockwood De Tour Village Beverly Hills Canadian Lakes Gladstone Norway Elsion Intercultural Institute Mount Morris Level Park-Oak Park Columbiaville Hastings DeWitt To Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates 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

EMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	26,360	12,488	47.37%
2000 Population	30,484	12,692	41.63%
2010 Population	31,476	12,755	40.52%

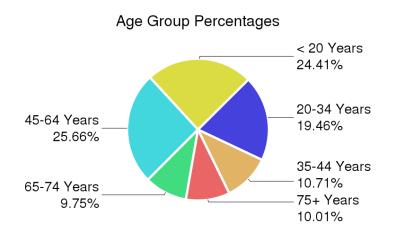


Location Type	0-3mi Band
Residential	5,769
Residential Apt.	781
Residential Non-Apt.	4,988
Business	665
Seasonal	46
USPS Residential	6,105
USPS Business	732

Beaverton Coopersville Grand Haven Auburn Paw Paw Chatham Fenton Evart Onsted Fair Plain R Shores Flint Hastings Waverly Stephenson Riverview Canada Creek Roof Intercultural Institute Canadian Lakes Croswell Standish Ovid South Haven Fountain Whith for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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.

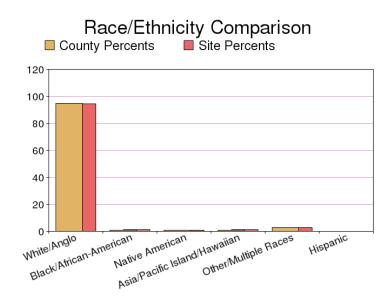


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.12%	5.12%	100
4-5 Years	2.55%	2.33%	91.37
6-8 Years	3.82%	3.55%	92.93
9-11 Years	3.75%	3.6%	96
12-13 Years	2.47%	2.41%	97.57
14-17 Years	5.05%	4.84%	95.84
18-19 Years	2.53%	2.55%	100.79
0-5 Years	7.67%	7.45%	97.13
6-12 Years	8.8%	8.39%	95.34
13-19 Years	8.82%	8.56%	97.05
< 20 Years	25.29%	24.4%	96.48
20-34 Years	17.68%	19.45%	110.01
35-44 Years	11.72%	10.71%	91.38
45-64 Years	28.01%	25.65%	91.57
65-74 Years	9.52%	9.75%	102.42
75+ Years	7.79%	10.01%	128.5
Median Age	41	43	103.47
Median Age (Male)	40	40	100.63
Median Age (Female)	43	45	105.63

Mic Otisville Blissfield Nashville Gladwin Burr Oak Beecher Addison Custer West Ishpeming Cross Hubbard Lake Grand Haven Goodrich Plymouth Grayling Royal Oak dison Heights Temperance Ishpeming Cutlerville Sandusky Middletown (al Copyright 2012, Intercultural Institute for Contextual Ministry Beulah Huntington Woods Clayton Metamora Coleman 15

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	94.9%	94.31%	99.38
Black, African-American	0.91%	1.14%	126.42
Native American	0.84%	0.91%	108.43
Asian	0.68%	1.02%	149.21
Pacific Island, Hawaiian	0.03%	0%	0
Other/Multiple Races	2.64%	2.62%	99.07
Hispanic	0%	1.53%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	21,634	8,755	
Less than 9th Grade	2.54%	2.46%	103.34
No High School Diploma	8.68%	8.01%	108.36
High School Graduate	40.78%	37.38%	109.08
Some College, no degree	24.65%	25.24%	97.64
Associate Degree	7.67%	7.96%	96.38
College Degree	10.77%	13.25%	81.32
Graduate/Prof. degree	4.91%	5.7%	86.21

Hockbridge Burlington Kingsley Kingston White Cloud Benton Heights Carson City Madison Heights Lak Hester Grandville St. Ignace Ashley Westland Lexington Lake City Reference Intercultural Institute Hubbard Lake New Buffalo Benton Harbor Gwinn Burt Saginaw Monro Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	9.7%	10.87%	132.5
\$10,000 to \$19,999	13.96%	15.65%	112.09
\$20,000 to \$29,999	11.21%	11.2%	99.96
\$30,000 to \$49,999	25%	23.53%	94.14
\$50,000 to \$59,999	8.36%	7.22%	86.44
\$60,000 to \$69,999	9.4%	8.58%	91.28
\$70,000 to \$79,999	6.69%	6.57%	98.2
\$80,000 to \$89,999	4.71%	4.9%	104
\$90,000 to \$99,999	2.91%	2.74%	94.06
\$100,000 to \$124,999	3.72%	3.87%	103.91
\$125,000 to \$149,999	1.57%	1.18%	75.43
\$150,000 to \$199,999	1.37%	1.97%	143.89
\$200,000 to \$249,999	0.42%	0.58%	138.67
\$250,000 or more	0.99%	1.05%	106.21
Median Household	41,323	40,601	98.25
Average Household	51,560	52,734	102.28
Per Capita Household	21,000	22,120	105.33
Family/Non-Family Household			
Income			
Median Family Income	50,653	53,537	105.69
Average Family Income	60,848	64,095	105.34
Median Non-Family Income	24,336	23,586	96.92
Average Non-Family Income	32,353	29,205	90.27

Custer Capac South Gull Lake Ontonagon Benton Heights Clifford Auburn Manton Hartford Center Port Huron Charlevoix Big Bay Westwood Greenville Gibraltar Block Tell Township Allen Mount C Lawrence Ecorse Wolf Lake Melvindale Gagetown Colon Plymout For Confectual 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	67.41%	62.53%	92.76
Families with Children	33.66%	32.24%	95.77
Families without Children	33.74%	30.29%	89.76
Non-Family Households			
% Non-Family Households	32.59%	37.47%	114.97
Non-Families with Children	0.37	0.28	75.66
Non-Families without Children	32.22	37.19	115.42
Housing Units			Index
Total Housing Units	16,490	6,074	
Vacant percent	23.38%	12.27%	52.45
Owned percent	60.29%	60.19%	99.83%
Rented Percent	16.33%	27.54%	168.72
Households by Size			Index
Avg household size	2.46	2.34	95.12
Avg family hh size	3.09	3.02	97.73
Avg non-family hh size	1.17	1.20	102.56
Households By Count of Persons			Percent
One	3,433	1,691	49.26%
Тwo	4,476	1,793	40.06%
Three or Four	3,549	1,419	39.98%
Five+	1,176	424	36.05%

Ontonagon Boyne Falls Au Gres Grosse Pointe Farms Paw Paw Lake Harrietta Gibraltar Mecosta Kin Heldman Otsego West Branch North Muskegon Grosse Pointe Shores Intercultural Institute Cutlerville Buckley Grandville Coloma Edgemont Park East Tawas Caro for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Backson Caro Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Backson Caro Contextual Ministry Contextual Ministry Backson Caro Contextual Ministry Backson C

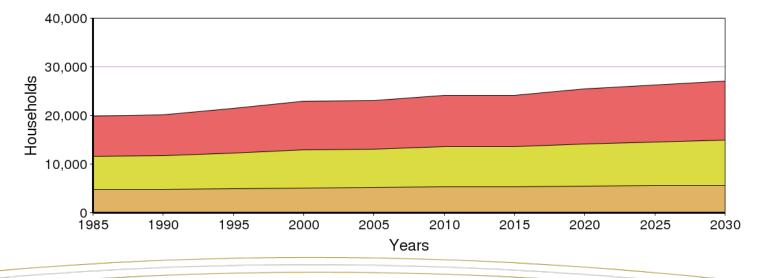
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	26,360	12,488	47.37%
2000 Population	30,484	12,692	41.63%
2010 Population	31,476	12,755	40.52%
2015 Population	31,069	12,482	40.18%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

📕 0-10mi Ring

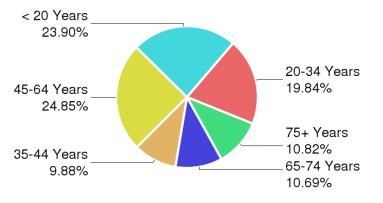


Newberry Westland Blissfield Grosse Pointe Woods Manchester Carson City Marion Benton Harbor Levue Jenison Maybee Chelsea Fremont Cedar Springs Nashville Mecon Intercultural Institute Ick Capac Pontiac Lake Angelus Freeport Daggett Caledonia Suttons for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Bade Howell South Gull Lake Barton Hills East Jawas Reese

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

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

Projected Age Group Percentages



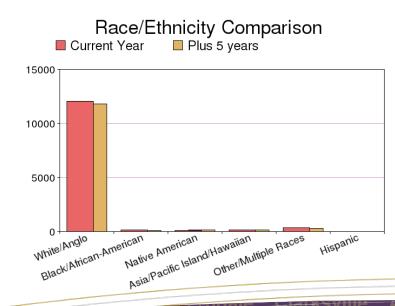
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.12%	4.92%	96.09
4-5 Years	2.33%	2.17%	93.13
6-8 Years	3.55%	3.36%	94.65
9-11 Years	3.6%	3.66%	101.67
12-13 Years	2.41%	2.63%	109.13
14-17 Years	4.84%	4.8%	99.17
18-19 Years	2.55%	2.36%	92.55
0-5 Years	7.45%	7.09%	95.17
6-12 Years	8.39%	8.33%	99.28
13-19 Years	8.56%	8.48%	99.07
< 20 Years	24.4%	23.9%	97.95
20-34 Years	19.45%	19.84%	102.01
35-44 Years	10.71%	9.88%	92.25
45-64 Years	25.65%	24.85%	96.88
65-74 Years	9.75%	10.69%	109.64
75+ Years	10.01%	10.82%	108.09
Median Age	41	43	103.83
Median Age (Male)	40	40	101.29
Median Age (Female)	43	46	106.66

Peck Mackinaw City vassa

Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-3 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	94.31%	94.46%	100.16
Black, African-American	1.14%	1%	87.49
Native American	0.91%	1.04%	114.52
Asian	1.02%	1.14%	111.62
Pacific Island, Hawaiian	0%	0.01%	0
Other/Multiple Races	2.62%	2.36%	89.95
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,755	8,596	
Less than 9th Grade	2.46%	1.77%	72.01
No High School Diploma	8.01%	6.38%	79.62
High School Graduate	37.38%	37.94%	101.48
Some College, no degree	25.24%	26.61%	105.4
Associate Degree	7.96%	8.45%	106.09
College Degree	13.25%	13.63%	102.9
Graduate/Prof. degree	5.7%	5.23%	91.85

Augusta Tekonsha Oak Park Zilwaukee Burton Watervliet Otter Lake Wakefield Dundee Marshall Lers Deckerville Perry McBride Saginaw Township South Byron Center Gull Lake Manitou Beach-Devils Lake Lake Angelus Brown City Caspian Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 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	10.87%	11.05%	101.74
\$10,000 to \$19,999	15.65%	15.2%	97.11
\$20,000 to \$29,999	11.2%	9.68%	86.41
\$30,000 to \$49,999	23.53%	22.54%	95.8
\$50,000 to \$59,999	7.22%	6.99%	96.71
\$60,000 to \$69,999	8.58%	8.95%	104.31
\$70,000 to \$79,999	6.57%	7.16%	104.66
\$80,000 to \$89,999	4.9%	5.54%	108.05
\$90,000 to \$99,999	2.74%	2.92%	106.54
\$100,000 to \$249,999	3.87%	4.11%	106.2
\$125,000 to \$149,999	1.18%	1.32%	111.51
\$150,000 to \$199,999	1.97%	2.32%	117.56
\$200,000 to \$249,999	0.58%	0.73%	126.26
\$250,000 or more	1.05%	1.28%	121.86
Median Household	40,601	42,649	105.04
Average Household	52,734	55,229	104.73
Per Capita Household	22,120	23,590	106.65
Family/Non-Family Household			
Income			
Median Family Income	53,537	57,553	107.5
Average Family Income	64,095	67,373	105.11
Median Non-Family Income	23,586	24,340	103.2
Average Non-Family Income	29,205	30,734	105.24

in Jenison South Lyon New Baltimore Mio Mason Cutlerville Gaastra Otsego Ortonville Lakewood G Grant Pinconning Perrinton Schoolcraft Bangor Jackson Newberry Intercultural Institute Rogers City Royal Oak Lake City Hudson Rockford Battle Creek Mack Confectual 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 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	62.53%	61.02%	97.59
Families with Children	32.24	31.39	97.38
Families without Children	30.29	28.66	94.64
Non-Family Households			
% Non-Family Households	37.47%	38.98%	104.03
Non-Families with Children	0.28	0.21	104.03
Non-Families without	37.19	38.78	104.26
Children			
Housing Units			
Total Housing Units	6,074	6,042	99.47%
Vacant percent	12.27%	12.12%	98.78
Owned percent	60.19%	60.23%	100.06
Rented Percent	27.54%	27.67%	100.47
Households by Size			
Avg household size	2.34	2.30	98.29%
Avg family hh size	3.02	3.05	100.99%
Avg non-family hh size	1.20	1.11	92.5%
Households By Count of			
Persons			
One	1,691	1,761	104.14%
Тwo	1,793	1,780	99.27%
Three or Four	1,419	1,377	97.04%
Five+	424	392	92.45%

Perrinten Goodrich Wixom River Rouge Indian River Trenton Chelsea Pleasant Ridge Sandusky Clare Rose City Lyons Burt Grosse IIe Ishpeming Barnes Lake-Millers Laker Morening Rockford New Loth Fairgrove Clio Ravenna Carney Prescott Port Hope Redford University Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Stanwood Nashville Contextual Corrupt

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	
	MILES	MILES	MILES		MILES	МІ
Foreign Born Pop	338	90	62	Eastern Africa	0	0
Northern Europe	23	8	7	Middle Africa	0	0
Western Europe	64	9	10	Northern Africa	5	0
Southern Europe	3	0	0	Southern Africa	0	5
Eastern Europe	41	0	7	Western Africa	0	0
Other Europe	0	0	0	Other Africa	0	9
Eastern Asia	5	2	4	Oceania	0	0
So. Central Asia	55	27	0	Caribbean	10	0
SE Asia	24	10	5	Central Amer.	57	0
Western Asia	3	0	0	South America	4	0
Other Asia	0	0	0	North America	44	20
				Born at sea	0	0

Oakley Grosse Pointe Park Lakewood Club Alma Iron Mountain Comstock Park Perrinton White Cloud Lathrup Village Corunna Saginaw Coloma Croswell Onsted With Intercultural Institute Norton Shores Owendale Canada Creek Ranch Cheboygan Palmer Trop Intercultural Institute for Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Burr Oak Ferndale Webberville Thompsonville Buena 24

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	12,565	5,005	6,382	Other Indo-Euro	0	0	2
Spanish	153	45	56	Asian/PI languages	0	0	0
Other Indo-Euro	171	114	106	Chinese	0	2	4
language			100	Japanese	0	4	0
French (incl. Patois,	15	26	12	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	9	2	1	Miao, Hmong	0	0	0
Portuguese	9	2	0	Thai	0	0	0
German	75	41	50	Laotian	16	0	2
Yiddish	0	0	0	Vietnamese	0	0	4
Other West Germanic	11	13	26	Other Asian	15	0	0
A Scandinavian	11	0	2	Tagalog	20	8	2
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	48	2	6
Russian	13	3	2	Navajo	0	0	0
Polish	15	1	9	Other Native N.	7	2	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	2	Hungarian	9	0	2
Armenian	0	0	0	Arabic	22	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	25	0	African languages	0	0	3
Hindi	0	1	0	Other unspecified	10	0	1
Urdu	0	0	0				

apac Auburn Vassar Bridgeport Otter Lake Spring Lake Mason Southfield Hersey Center Line Richla Carrollton Port Huron Okemos Byron Mount Pleasant Albion Onaway Intercultural Institute andalia Ludington Palmer Alpha Otisville New Era Leslie Lexington Jor Confectual Ministry Confectual Ministry New Lothrop Lawton Clinton Ishpeming Shepherd 25

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	10,554	4,144	5,147	Irish	Irish 903	Irish 903 458
Arab	70	14	4	Italian	Italian 293	Italian 293 42
Armenian	0	0	1	Lithuanian	Lithuanian 0	Lithuanian 0 4
Austrian	6	4	6	Norwegian	Norwegian 169	Norwegian 169 92
British	26	7	15	Polish	Polish 571	Polish 571 208
Canadian	23	17	16	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	16	4	3	Romanian	Romanian 5	Romanian 5 4
Czech	44	14	12	Russian	Russian 56	Russian 56 11
Czechoslovak	27	6	6	Scandinavian	Scandinavian 53	Scandinavian 53 3
Danish	83	34	23	Scotch-Irish	Scotch-Irish 130	Scotch-Irish 130 61
Dutch	770	254	1,010	Scottish	Scottish 319	Scottish 319 80
English	1,157	427	579	Slovak	Slovak 22	Slovak 22 15
European	45	13	34	Subsaharan Africar	Subsaharan African 0	Subsaharan African 0 18
Finnish	65	36	56	Swedish	Swedish 816	Swedish 816 270
French (not Basque)	522	192	202	Swiss	Swiss 10	Swiss 10 6
French Canadian	324	161	157	Ukrainian	Ukrainian 45	Ukrainian 45 19
German	2,111	948	995	US/American	US/American 883	US/American 883 357
Greek	20	16	2	Welsh	Welsh 44	Welsh 44 9
Hungarian	82	29	10	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 3	Yugoslavian 3 38
				Other	Other 841	Other 841 273

Creek Bloomfield Township Gibraltar East Jordan Marquette Lake Linden Baraga Woodhaven Eastiake ountain Deckerville Rogers City Barton Hills Auburn Romeo New Balting Intercultural Institute winn Benton Heights Caro Sebewaing Harrison Vandercook Lake Otse Jordan Ministry bio Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry ontine Bloomfield Fund Ludington Be26

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?

erton Boyne Falls Maybee Hillsdale Adrian Parma Clayton Richland Howell White Pigeon Lakewood C Faltar Elberta Peck Climax Sheridan Blissfield Robin Glen-Indiantown Intercultural Institute Iesburg Eastlake East Lansing De Tour Village Rose City Flushing Grave Intercultural Institute Source Goodrie Confectual Ministry Sheridan Ministry

Using the Demographic Indicators

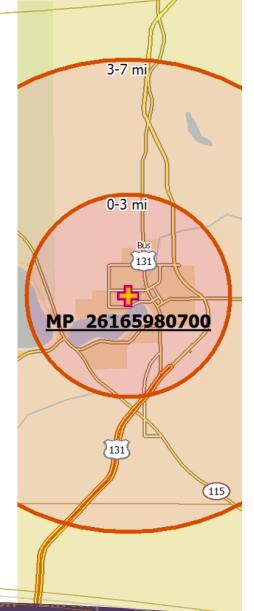
Issues for Your Consideration - continued

- 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.



Peteskey Burt Newberry Croswell Michiana Plainwell Novi Waverly Roosevelt Park Eaton Rapids Ea Flushing Columbiaville McBride Sparta Utica Burlington Baraga <u>Intercultural Institute</u> Mancelona Reese filford Rockford Clinton Eastpointe Sunfield Elkton Harrison Elberta <u>Intercultural Institute</u> kerield Rivervi for Contextual Ministry polegate Rochester Hills Vermontville Parchment Co29

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	5,329	100%	3,549	100%
AFFLUENT SUBURBIA	16	0.3%	11	0.31%
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	16	0.3%	11	0.31%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	415	7.79%	279	7.86%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	415	7.79%	279	7.86%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	557	10.45%	357	10.06%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	26	0.49%	17	0.48%
Urban Optimists	14	0.26%	10	0.28%
Family Convenience	517	9.7%	330	9.3%
Mid-Market Enterprise	0	0%	0	0%

Paw Paw Lake Saline Schoolcraft Almont Escanaba Westphalia Holt Ishpeming St. Clair Shores Zilwa Liedonia Gibraltar Dryden Breedsville Fenton Clifford Carney Detroit Mestland Powers St. Lot Coldwater Edmore Vandalia Charlotte Forestville Portland Dearborn For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Buckley Martin Allen Athens Vandercook

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	5,329	100%	3,549	100%
BLUE COLLAR BACKBONE	1,221	22.91%	755	21.27%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	968	18.16%	584	16.46%
Lower Income Essentials	83	1.56%	56	1.58%
Small Town Endeavors	170	3.19%	115	3.24%
AMER. DIVERSITY	911	17.1%	663	18.68%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	8	0.15%	5	0.14%
Professional Urbanites	284	5.33%	205	5.78%
Urban Advancement	107	2.01%	72	2.03%
Amer. Great Outdoors	194	3.64%	124	3.49%
Mature America	318	5.97%	257	7.24%
METRO FRINGE	1,447	27.15%	994	28.01%
Steadfast Conservative	1,178	22.11%	807	22.74%
Moderate Conventionalists	35	0.66%	24	0.68%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	234	4.39%	163	4.59%

Inistee Wolverine South Rockwood Pontiac White Pigeon Muir Hopkins Baraga Pay Pay Lake Shorey dwin Palmer Vandalia Augusta Garden City Madison Heights Grand Black Frankenmuth Bancroft Plym field Plainwell Croswell Monroe Alanson Elk Rapids Cadillac East Grove Lowell Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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	5,329	100%	3,549	100%
REMOTE AMERICA	244	4.58%	144	4.06%
Hardy Rural Fam.	24	0.45%	15	0.42%
Rural Southern Living	220	4.13%	129	3.63%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	14	0.26%	10	0.28%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	2	0.04%	1	0.03%
Stable Careers	12	0.23%	9	0.25%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	275	5.16%	178	5.02%
Industrious Country Living	167	3.13%	114	3.21%
America's Farmland	0	0%	0	0%
Comfy Country Living	19	0.36%	12	0.34%
Small Town Connections	89	1.67%	52	1.47%
Hinterland Fam.	0	0%	0	0%

Ste Marie Colon Yale Luna Pier Sheridan Kingsley Grant New Baltimore Harbor Beach Ashley Negal inkster Applegate Bridgeport Lake City Romeo Blissfield Coopers Intercultural Institute Rose City Au Sable Marcellus Carrollton Riverview Weidman Daggett for Contextual Ministry ^t ©Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	5,329	100%	3,549	100%
STRUGGLING SOCIETIES	78	1.46%	58	1.63%
Rugged Southern Style	6	0.11%	4	0.11%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	72	1.35%	54	1.52%
URBAN ESSENCE	151	2.83%	100	2.82%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	36	0.68%	22	0.62%
Af. Amer. Neighborhoods	18	0.34%	13	0.37%
Urban Diversity	0	0%	0	0%
New Generation Activists	97	1.82%	65	1.83%
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%

Linden Brooklyn Saginaw Township South Mio West Bloomfield Township Eau Claire Greilickville K. I. Say Rochester Hills Riverview Walled Lake South Range Fairgrove Iron Mount Intercultural Institute and Berkley Huntington Woods Reed City Howell Westphalia Birch Rur Forestville Baldwin Ta 33 ©Copyright 2012, Intercultural Institute for Contextual Ministry Burt Ypsilanti Pleasant Ridge Marlette Baldwin Ta 33

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?

Galesburg Oseoda East Jordan White Cloud Shorewood-Tower Hills-Harbert Harbor Springs Coloma Ve Benton Heights Fremont Ferndale Mackinaw City Comstock Park Sarah Dowariac Durand Kent City ass Lake Keego Harbor Harrietta Manistee Woodhaven Lowell Middleto Vertial Institute Park Grant W accopyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Brown City Elberta Jonesville Lake App Grand Blanc

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).



nton Richland <u>St. Johns Cheboygan Marquette Empire Thompsonville</u> Lake City Swartz Creek Elberta inte Hart Bloomfield Township Portage Pinconning Caledonia Olivet <u>Intercultural Institute</u> Bad Axe Greenville Buckley Canada Creek Ranch Powers Highland Park Cemen <u>Intercultural Institute</u> rohment Hollar ©Copyright 2012, Intercultural Institute for Contextual Ministry Marguette Structure Park Park Lake <u>35</u>

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	76%	77%	76%
Use Comp. for Internet/E-mail	57%	60%	60%
Internet Use: E-Mail	46%	49%	48%
Use Comp. for Comp. Games	40%	42%	42%
Use Comp. for Word Processing	39%	41%	41%
Use Comp. for Shopping	32%	35%	35%
Use Comp. for Digital Camera	30%	33%	34%
Photo Editing			
Use Comp. for Education	30%	32%	32%
Use Comp. for Banking	28%	31%	31%
Internet Use: News/ Weather	27%	28%	28%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	26%	28%	29%
Internet Use: Banking	22%	23%	23%
Use Comp. for News/Info./Data	21%	22%	22%
Service			
PC-Network-HH Has One	15%	16%	17%
Use Comp. for Accounting	14%	15%	15%
Use Comp. for Filing/DB Mngmnt	13%	14%	14%
Use Comp. for Personal Financial	12%	13%	13%
Mngmnt			
HH Owns Video/Webcam	12%	11%	11%
Internet Use: Shopping: Gathered	11%	12%	11%
Info. for Shopping			
Internet Use: Research/ Education	11%	11%	11%



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	BRIDGES
	MILES	MILES	MILES	
Listening To Music	68%	69%	68%	Any Ailment
Dining Out (Not Fast Food)	58%	60%	60%	Gen./Fam. Pra
Reading Books	55%	55%	54%	Dentist
Card Games	43%	44%	45%	Eye Dr.
Cooking for Fun	36%	37%	37%	Hypertension/H
Gardening	36%	38%	40%	Pressure
Board Games	33%	34%	35%	Backache
Go To A Beach/Lake	33%	36%	36%	High Cholester
Going To	20%	20%	20%	None Of These
Bars/Nightclubs/Dancing				Any Arthritis
Photography	19%	20%	20%	Acid Reflux Dis

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	71%	71%	70%
Gen./Fam. Practitioner	46%	46%	45%
Dentist	29%	30%	30%
Eye Dr.	24%	23%	22%
Hypertension/High Blood	24%	22%	22%
Pressure			
Backache	24%	24%	23%
High Cholesterol	21%	20%	20%
None Of These	19%	19%	19%
Any Arthritis	18%	18%	18%
Acid Reflux Disease (GERD)	18%	17%	16%

Vernon Deerfield Twin Lake Harrison Springport Olivet Benton Harbor Ubly Evart Shepherd De Line Wyandotte Lawrence Mayville Newberry Millersburg Sanford Four Intercultural Institute Inden Boyne Falls Shelby Baraga St. Joseph Schoolcraft Pellston Kin for Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	26.21%	25.47%	24.68%
Live Theater	18.51%	19.54%	19.29%
Live Theater Most Often	15.58%	16.71%	16.61%
Rock/Pop Concerts Most	14.02%	13.2%	12.63%
Often			
Comedy Club	7.73%	7.8%	7.81%
Dance Performance	7.42%	7.22%	7.14%
Movies: Comedy	37.63%	38.09%	37.42%
Movies: Action/Adventure	37.02%	37.4%	37.42%
Movies: Fam.	19.58%	19.55%	19.5%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.7%	18.87%	18.6%
Movies: Drama	16.97%	16.62%	16.38%
Movies: Mystery	16.18%	15.45%	15.16%
MLB Baseball Reg. Season	5.85%	6.65%	6.52%
College Football Reg.	5.08%	5.77%	5.72%
Season			
NFL Football Reg. Season	4.7%	5.5%	5.42%
College Basketball Reg.	4.5%	4.53%	4.4%
Season			
Auto Racing Events	2.61%	2.88%	2.88%
NBA Basketball Reg.	2.44%	2.68%	2.53%
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	39.81%	40.61%	40.7%	Т	arget Shooting	Target Shooting 10.34%	Target Shooting 10.34% 11.61%
Swimming	31.96%	33.62%	34.22%	Ba	ackpacking/Hiking	ackpacking/Hiking 9.67%	ackpacking/Hiking 9.67% 10.11%
Freshwater Fishing	20.83%	21.75%	22.72%	Ba	seball	seball 9.26%	seball 9.26% 9.45%
Bowling	19.4%	20.37%	20.81%	Powe	er Boating	er Boating 9.18%	er Boating 9.18% 9.74%
Billiards/Pool	18.46%	18.4%	18.15%	Aerob	pics	bics 8.67%	bics 8.67% 8.48%
Camping Trips	16.57%	18.13%	19.18%	Volley	ball	ball 8.59%	ball 8.59% 8.62%
Golf	14.15%	14.85%	14.64%	Saltwa	ter Fishing	ter Fishing 7.8%	ter Fishing 7.8% 8.16%
Hunting	14.04%	15.3%	16.38%	Football		7.69%	7.69% 7.99%
Weight Training	12.93%	14.19%	14.22%	Softball		7.18%	7.18% 8.01%
Mountain/Road Biking	12.57%	13.72%	14.31%	Motorcycling		7.16%	7.16% 7.54%
Basketball	12.18%	12.95%	13.27%	Canoeing/Kaya	king	king 6.89%	king 6.89% 7.62%
Using Cardio Machine	11.91%	12.29%	12.13%	Horseback Ridin	g	g 6.4%	g 6.4% 7.02%
Jogging/Running	11.71%	12.59%	12.9%	Yoga		5.97%	5.97% 6.08%
Stationary Cycling	10.9%	11.2%	11.3%	Soccer		5.81%	5.81% 6.01%

t Austin Munising Lennon Woodland Redford Peck Escanaba Hillsdale Vandercook Lake Flat Rock F The Atlanta Grosse Pointe Farms Three Oaks Roscommon Lake City Intercultural Institute armington Muskegon Heights Ludington Michiana Warren Decatur Gave Intercultural Institute [or Confectual Ministry Gaines Muskegon Centreville Allendale Grand Hav 39 Perpendent 2012, Intercultural Institute for Contextual Ministry Marshall Martin Harrietta Mecosta Ferndale Fastwood

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Tennis	5.53%	5.74%	5.56%
Archery	4.88%	6.05%	6.55%
Ice Skating	4.86%	5.32%	5.71%
Roller Skating	4.79%	4.98%	5.15%
Snorkeling	4.77%	4.82%	4.81%
Fly Fishing	4.76%	4.71%	4.84%
Jet Skiing	4.64%	4.55%	4.54%
Auto Racing	4.57%	4.52%	4.9%
Water Skiing	4.43%	4.92%	5.44%
Downhill & X-Country Skiing	4.03%	4.39%	4.6%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowmobiling	4.02%	4.66%	5.13%
Hockey	3.92%	3.61%	3.54%
Rock Climbing	3.79%	3.7%	3.71%
Racquetball	3.67%	3.54%	3.5%
Sailing	3.48%	3.33%	3.4%
Snowboarding	3.34%	3.42%	3.41%
Skateboarding	3.15%	3.38%	3.64%
Martial Arts	2.85%	2.85%	2.92%
Rowing	2.68%	2.73%	2.91%
Surfing & Windsurfing	2.64%	2.56%	2.56%

Freeport Vassar Mecosta Oakley Marshall Manistique Shorewood-Tower Hills-Harbert Vermontville Bro Hew Haven Schoolcraft Gaastra Homer Watervliet Otisville Grosse <u>Intercultural Institute</u> Michigan Cent Argentine Harrison Northview Sheridan Williamston Zeeland Flat Rock <u>Intercultural Institute</u> Park Hubbard Copyright 2012, Intercultural Institute for Contextual Ministry Shorebard Corunna Shelby Burt Lake Fenton Okemos

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.

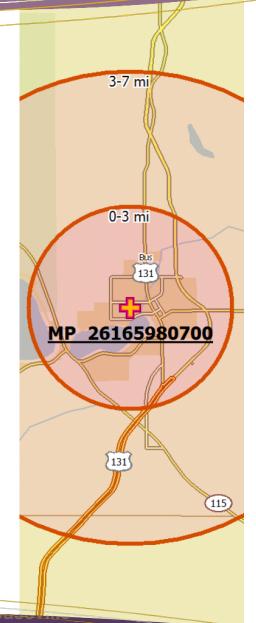
BIBLICAL BARRIERS

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.



Douglas Dexter Oakley Otter Lake Niles Royal Oak Honor Burton Springfield Lake Michigan Beach Honor Burton Springfield Lake Michigan Beach Honor Burton Springfield Lake Michigan Beach Honor Burton Skidway Lake Onsted Grass Lake Tecumseh Detroit Beach Intercultural Institute Voltage Michigan Beach Honor Burton Springfield Intercultural Institute Voltage Beach Honor Burton Detroit Beach Intercultural Institute Voltage Beach Honor Burton Burton Springfield Lake Michigan Beach Honor Burton States Skidway Lake Onsted Grass Lake Tecumseh Detroit Beach Intercultural Institute Voltage Beach Honor Burton Detroit Beach Intercultural Institute Voltage Beach Honor Burton Beach Intercultural Institute Voltage Beach Honor Burton Beach Intercultural Institute For Contextual Ministry Colores Contextual Ministry Ashley Frager Ortopyillo Litchfield Lake Michigan Beach Honor Burton Beach Intercultural Institute For Contextual Ministry Ashley Frager Ortopyillo Litchfield Lake Michigan Beach Honor Burton Beach Intercultural Institute For Contextual Ministry Structure State Frager Ortopyillo Litchfield Lake Michigan Beach Honor Burton Beach Intercultural Institute For Contextual Ministry State Frager Ortopyillo Litchfield Lake Honor Burton Honor Burton Beach Intercultural Institute For Contextual Ministry State Frager Ortopyillo Litchfield Lake Honor Burton Beach Honor Burton Beach Intercultural Institute For Contextual Ministry State Frager Ortopyillo Litchfield Lake Honor Burton Beach Honor Burton Beach Intercultural Institute For Contextual Ministry State Frager Ortopyillo Litchfield Lake Honor Burton Beach Intercultural Institute For Contextual Ministry State Frager Ortopyillo Litchfield Lake Honor Burton Beach Intercultural Institute For Contextual Ministry State Frager Ortopyillo Litchfield Lake Honor Burton Beach Intercultural Institute For Contextual Ministry State Frager F

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.

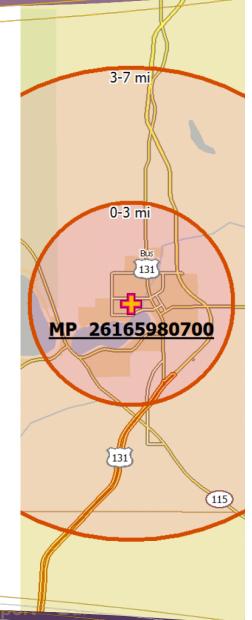
CULTURAL BARRIERS OF ACCEPTANCE

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.



rian Charlotte <u>New Buffalo</u> Lake Fenton Bancroft Southgate Keego Harbor Meivin Kalamazoo Custer to St. Clair Corunna Ravenna Paw Paw Beecher Gagetown Hemlock <u>Intercultural Institute</u> tz Creek Lost Lake Woods Port Sanilac Pleasant Ridge Huntington Woods for Contextual Ministry Corpyright 2012, Intercultural Institute for Contextual Ministry Corpyright 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	3-7	7-10	BARRIERS	0-3	3-7 MILES	7-10
Important Continue Learning	MILES 51%	MILES 51%	MILES	Like to Stand Out In A Crowd	MILES 20%	MILES	MILES
Important Continue Learning New Things	5170	5170	50%	Like To Pursue	19%	21% 18%	21% 17%
Find It Difficult To Say No To My	35%	37%	38%	Challenge/Novelty/Change	1070	1070	17.70
Kids				Marijuana Should Be Legalized	18%	18%	17%
Woman's Place Is In The Home	35%	36%	37%	Rarely Sit Down to a Meal	17%	18%	18%
Speak My Mind Even If It Upsets	34%	34%	34%	Together At Home			
People	0.40/	000/	00%	Only Work Current Job for The	15%	15%	15%
Prefer To Have Few Possessions As Possible	34%	33%	32%	Money I Am A Workaholic	150/	150/	150/
	220/	200/	240/		15%	15%	15%
Like To Do Unconventional Things	32%	32%	31%	We Should Strive for Equality for All	13%	13%	12%
Like Control Over People And Resources	31%	31%	31%	Happy With My Standard Of Living	11%	11%	11%
Don't Judge People/Way They Live Life	30%	29%	29%	On Whole People Get What They Deserve	10%	10%	10%
Money Is Best Measure Of Success	27%	28%	29%	Indulge My Kids With The Little Extras	8%	8%	8%
Friends More Important Than My Fam.	27%	26%	25%	Little I Can Do To Change My Life	8%	8%	8%
If Won Lottery Would Never Work Again	24%	25%	25%	More Important Do Duty Than Enjoy Life	6%	5%	5%
Too Much Sponsorship In Arts/Sports	22%	21%	21%				

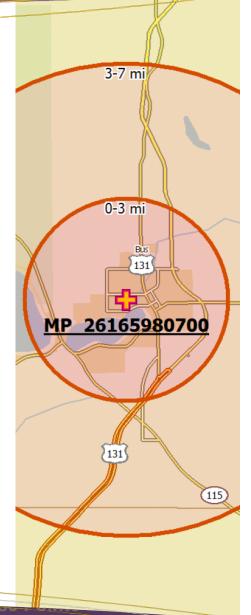
tt Augusta Grosse Pointe

Bridgman Fowlerville Birch Run Newaygo St. Joseph Republic Marianazoo Emmett Free Sol Bridgman Fowlerville Birch Run Newaygo St. Joseph Republic Marianazoo Emmett Free Sol Bingham Farms Algonac Buchanan Baldwin Walker Gaastra Jonesville For Contextual Institute for Contextual Ministry St. Lakewood Contextual Ministry St. Sol Copyright 2012, Intercultural Institute for Contextual Ministry Manitou Beach-Devils Lake Munising Burr Oak

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.



Minden City Kaleva Stuffield Edmore Dearborn Waverly Grayling Harrisville Freeland White Pigeon Rapids Harbor Springs Metamora Bear Lake Rothbury Mesick Clarks in Intercultural Institute Saranac Three Oaks Garden Wolverine Richmond Marquette Waylar for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	58%	61%	61%	Worried About Pollution Caused By Cars	16%	16%	16%
You Should Seize Opportunities In Life	58%	57%	57%	Real Men Don't Cry Looking for New Ideas To Improve	16% 15%	15% 15%	15% 15%
Like To Understand About Nature	39%	38%	37%	Home Is An Important Part Of Who I Am	15%	15%	15%
Important Feel Respected By My Peers	36%	35%	35%	Try Not To Worry About The Future	14%	14%	13%
Prefer To Have Few Possessions As Possible	34%	33%	32%	Provide My Kids With The Little Extras	11%	10%	10%
Prefer Work Part Of Team Than Alone	34%	34%	34%	Enjoy Spending Time With My Fam.	10%	11%	11%
Important To Juggle Various Tasks	31%	30%	30%	Feel Very Alone In The World Children Should Be Allowed To	7% 5%	6% 5%	6% 4%
Good At Fixing Things Have Keen Sense Of Adventure	30% 27%	29% 27%	29% 27%	Express Themselves	10/	5%	5%
People Have To Take Me As	23%	24%	21%	Like Spending Most Time With Fam.	4%	570	570
They Find Me	000/	000/	000/	Decor Particular Interest To Me	3%	4%	4%
Like To Just Enjoy Life Consider Myself Interested In The Arts	22% 20%	22% 19%	22% 19%	Would Like To Set Up Own Business	3%	3%	3%

wason Freeland Edwardsburg St

Edgemont Park Lincoln Alanson Homer Alma Negaunee Portland Port Huron Holt Traverse City S Caro Casnovia Cass City Ortonville Kingston Corunna Schoolcraft Intercultural Institute Beulah Midland Akron Bingham Farms Shields East Jordan Troy JorConfectual Ministry Ocopyright 2012, Intercultural Institute for Contextual Ministry Ocopyright 2012, Intercultural Institute for Contextual Ministry Bendon Heights Kalamazoo South Range Prudenville Carney Ubly Romes Factor

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.

Montague Royal Oak Coleman Colon Burton Millington Orchard Lake Village Ontenagon K. I. Sawyer AFB Fowbridge Park Marion Escanaba Crystal Falls Marysville St. Joseph Intercultural Institute rney Buckley Montgomery Wayland Otsego Grosse Pointe Woods Bent For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

3-7 mi

0-3 mi

MP 26165980700

115

Bus 131

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	85.32%	86.26%	86.6%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83%	84.17%	84.28%
Houses-Visit Any			
McDonald's	55.39%	57.06%	57.63%
Burger King	34.37%	35.48%	36.12%
Applebee's	29.82%	30.32%	29.73%
Subway	28.06%	29.95%	30.6%
Taco Bell	28.01%	28.36%	28.38%
Kentucky Fried Chicken (KFC)	27.54%	28%	28.3%
Wendy's	26.75%	28.41%	28.86%
Arby's	24.43%	25.9%	26.26%
Pizza Hut	23.16%	23.04%	22.98%
Dairy Queen	20.79%	20.86%	20.86%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19.23%	19.4%	19.01%
Red Lobster	15.33%	15.49%	15.56%
Cracker Barrel	14.79%	16.06%	16.56%
Sonic	13.19%	12.75%	12.95%
Outback Steakhouse	12.66%	13.05%	12.85%
Domino's Pizza	11.78%	11.29%	11.09%
IHOP (International House Of	11.57%	11.55%	11.3%
Pancakes)			
Denny's	10.61%	10.73%	10.7%
Chili's Grill and Bar	10.12%	10.58%	10.61%
Hardee's	9.62%	10.15%	10.53%
Golden Corral	9.42%	10.17%	10.52%
TGI Friday's	9.16%	9.56%	9.47%

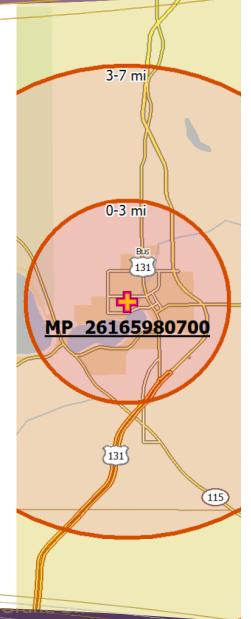


Potential Shared Projects

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!



son Lansing Crystal Fails Fremont Lennon Keego Harbor Bingham Farms Lincoln Park Grayling Lawto Wyoming Harper Woods New Lothrop Harrietta Manistee Bangor Intercultural Institute Waverly Memphis Novi Posen Marlette Perry Caseville Luther Stor for Confertual Ministry Ide Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 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	48.62%	49.99%	49.6%
Recycled products	35.21%	36.75%	36.51%
Worked as volunteer (non political)	17.54%	18.63%	18.6%
Engaged in fund raising	10.88%	11.46%	11.37%
Religious club member	7.82%	8.12%	8.06%
Wrote to elected offcl about publ bus	6.05%	6.46%	6.41%

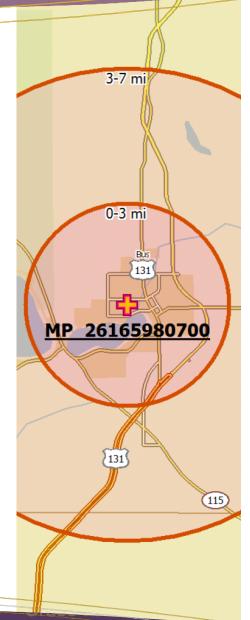
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	5.78%	5.97%	5.79%
Wrote to editor of mag or	5.74%	6.07%	6.1%
newspaper			
Fraternal order member	5.57%	5.65%	5.62%
Union member	5.33%	5.94%	6.2%
Took active part in local civic	4.96%	5.1%	5.11%
issue			
Addressed a public meeting	4.87%	5.22%	5.21%

ore Sterling Harrisville Douglas Barnes Lake-Millers Lake Manton Grosse Pointe Park Lake Orion Hillsda Lastings Sebewaing Marcellus Waterford Galesburg Burlington Addison <u>Intercultural Institute</u> Peck Pleasant Ridge Gaines Roosevelt Park Leslie Brighton Cement <u>Intercultural Institute</u> Marlette L id Copyright 2012, Intercultural Institute for Contextual Ministry With Peck Pleasant Ridge Gaines Roosevelt Park Leslie Brighton Shores Scottville Corunna Bear Lake 49

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.



rtford Le Roy <u>New Baltimore</u> Perrinton Climax Hersey Birmingham Dansville Kentwood Lake Ann Hull Repids Rosebush Central Lake Custer Metamora Houghton Lake Isabella <u>Intercultural Institute</u> Fairgrove City South Lyon Coleman Wayland Cassopolis Breckenridge Caledon *Contextual Ministry* ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	16.06%	16.59%	16.52%
Children's Books	12.22%	12.83%	12.78%
Mystery	12.22%	12.07%	11.85%
Cookbooks	10.46%	10.77%	10.71%
Religious (not Bibles)	8.82%	8.82%	8.75%
Romance	6.93%	7.26%	7.32%
Biography	6.55%	6.44%	6.31%
History	6.53%	6.69%	6.67%
Personal/Business Self-help	5.85%	6.48%	6.49%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	68.62%	69.22%	68.44%
Gen. Editorial	45.59%	45.31%	45.21%
Womens	39.78%	40.03%	39.69%
Service	35.33%	36.38%	36.6%
Mens	17.84%	17.29%	16.94%
Business/Finance	14.87%	15.63%	15.19%
Mature Market	14.82%	14.55%	14.44%
Fishing/Hunting	14.16%	14.89%	15.68%
Automotive	14%	14.07%	14.24%

Okemos Eau Claire Spring Lake Comstock Northwest South Rockwood South Range Shelby Monroe Pierson East Jordan Chesaning Fremont Saranac Howard City Michier Intercultural Institute Lowell Gwinn Eastwood Plymouth Elberta Flint Hubbardston Mac (ontertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 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	59.41%	59.77%	59.56%
Classified	35.78%	36.21%	36.97%
Editorial Page	34.61%	34.53%	34.46%
Sport	33.98%	34.32%	33.94%
Comics	30.61%	30.38%	30.16%
Business/Finance	28.95%	29.73%	29.27%
Food/Cooking	27.03%	26.78%	26.5%
TV/Radio Listings	25.66%	25.57%	25.29%
Movie Listings & Reviews	25.29%	25.32%	24.88%
Home/Gardening	22.38%	23.13%	22.87%
Travel	19.4%	19.95%	19.52%
Science/Technology	17.89%	18.23%	18.08%
Fashion	13.53%	13.3%	12.77%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	26.18%	27.62%	28.92%
Adult Contemporary	19.32%	19.86%	19.81%
CHR Contemp Hit Radio	17.05%	16.62%	16.5%
Rock	12.62%	13.39%	13.34%
Oldies	11.36%	11.7%	11.64%
News/Talk	11.26%	12.2%	12.05%
Classic Rock	11.18%	11.89%	12.13%
Alternative	7.81%	8.38%	8.29%
Urban Contemporary	7.7%	7.21%	6.76%
Variety	6.15%	6.59%	6.55%
Religious	5.99%	6.38%	6.43%
Soft Contemporary	5.59%	5.97%	5.59%
Classic Hits	4.26%	4.22%	4.05%
All News	4.05%	4.17%	3.86%
Adult Standards	3.56%	3.28%	3.11%
Sports	3.35%	3.68%	3.55%
All Talk	3.31%	3.52%	3.42%
Classical	3.06%	3.26%	3.18%
Adult Standards Sports All Talk	3.56% 3.35% 3.31%	3.28% 3.68% 3.52%	3.11% 3.55% 3.42%



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
	MILES	MILES	MILES
Fox News Channel	59.91%	63.14%	64.72%
Satellite Dish	55%	56.66%	57.51%
Soapnet	50.83%	51.49%	51.6%
Other Video-On-Demand	43.95%	43.66%	43.76%
Sci-Fi Channel	33.73%	36.08%	37.31%
Adult Pay Per View TV	33.56%	35.27%	35.96%
MSNBC	31.67%	33.85%	34.8%
Comedy Central	31.57%	31.31%	30.84%
TV Info From Sunday TV	28.51%	29.66%	30.06%
Magazine			
Nickelodeon	26.32%	29.1%	30.21%
Subscribe Digital Cable	26.21%	27.39%	27.28%
Adult Swim	26.08%	28.23%	28.35%

Millington Fennyille Au Gres Eastwood Detroit Essexville Algonac Lost Lake Woods Ishpeming E dams Tekonsha Capac Woodland Gaastra Michiana Melvindale Oakler Intercultural Institute everly Hills Albion Reading St. Johns Beaverton Benton Harbor Home for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

ESPN2

18.95%

20.19%

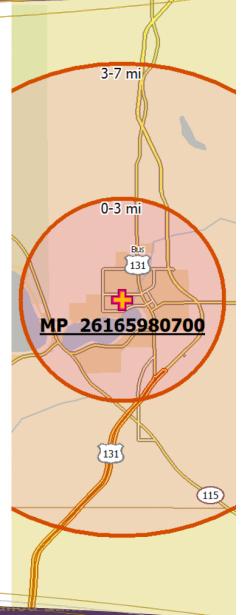
20.34%

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.



Houghton Lake Irenwood Dowagiac Waverly Bronson Otisville Zeeland Alanson Posen Springport igeon Pearl Beach Midland Port Austin Comstock Park East Lansing <u>Intercultural Institute</u> al Falls Kaleva Saginaw Hanover Cutlerville Lawrence Elkton Foresty <u>Intercultural Institute</u> Angelus Allene ^{Itt} Copyright 2012, Intercultural Institute for Contextual Ministry Claire Escanaba Marquette North Branch Lake Ann 54 Itt Copyright 2012, Intercultural Institute for Contextual Ministry Claire Escanaba Marquette North Branch Lake Ann 54

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+)	18.43%	19.3%	19.44%
Medium Users (4-6)	10.41%	10.86%	10.75%
Light Users (1-3)	21.75%	21.55%	21.11%
Quintiles (20%)			
Newspaper I (Heavy)	1.1%	1.25%	1.4%
Newspaper II	1.75%	1.63%	1.53%
Newspaper III	2.2%	2.4%	2.51%
Newspaper IV	0.69%	0.71%	0.72%
Newspaper V (Light)	1.46%	1.45%	1.39%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.94%	18.71%	19.16%
Magazines II	7.97%	8.4%	8.63%
Magazines III	9.18%	9.95%	10.45%
Magazines IV	10.44%	10.18%	10.1%
Magazines V (Light)	0.35%	0.31%	0.27%
Outdoor I (Heavy)	5.5%	5.34%	5.13%
Outdoor II	2.36%	2.11%	2.07%
Outdoor III	2.85%	2.66%	2.58%
Outdoor IV	19.01%	18.13%	18.14%
Outdoor V (Light)	28.65%	28.2%	27.74%
Yellow Pages I	15.5%	15.01%	14.65%
(Heavy)			
Yellow Pages II	5.05%	4.96%	4.73%
Yellow Pages III	4.02%	3.89%	4%
Yellow Pages IV	24.39%	23.44%	23.49%
Yellow Pages V (Light)	2.78%	2.44%	2.26%



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.

Radio Drive Time Quntiles V Prime Time Quntiles (fifths / 20%) Drive Time I & II (Heavy) 2.9% 3.2% 3.38% Drive Time I M (Medium) 0.39% 0.48% 0.55% Radio IV & V (Light) 2.02% 1.95% 1.9% Radio Media Quntiles (fifths / 2.02% 1.95% 1.9% Solo IV & V (Light) 2.02% 1.95% 1.9% Radio IV & V (Light) 2.02% 1.95% 1.9% Radio IV & V (Light) 8.04% 8.15% V Early/Late Fringe Quntiles 20%) 1.95% 5.7% Fringe I & II (Heavy) 43.09% 43.14% 43.14 Radio IV & V (Light) 2.44% 2.6% 2.8% Fringe I & II (Medium) 59.54% 59.75% 59.7 Cable TV Quntiles (fifths / 20%) TV All Day Quntiles (fifths / 20%) 50.75% 59.7 Cable I & II (Heavy) 10.43% 11.24% 11.52% All Day I & II (Medium) 25.59% 25.37% 25.4	MEDIUM	0-3	3-7	7-10		MEDIUM	0-3	3-7	7-10
(fifths / 20%)2.9%3.2%3.38%20%)Drive Time I & II (Heavy)0.39%0.48%0.55%Prime Time I & II (Heavy)3.78%3.82%3.73%Radio IV & V (Light)2.02%1.95%1.9%Prime Time I W (Medium)2.22%2.2%2.2%Radio Media Quntiles (fifths / 20%)2.02%1.95%1.9%Prime Time IV & V (Light)7.76%7.9%8.15%Radio I & II (Heavy)8.04%8.14%8.35%Fringe I & II (Heavy)43.09%43.14%43.14%Radio III (Medium)4.63%5.38%5.7%Fringe I & II (Heavy)59.54%58.42%58.42%Radio IV & V (Light)2.44%2.6%2.8%Fringe I W (Light)60.35%59.75%59.7Cable I & II (Heavy)10.43%11.24%11.52%All Day I & II (Heavy)13.06%12.45%12.2All Day III (Medium)3.99%3.79%3.68%All Day III (Medium)25.59%25.37%25.4		MILES	MILES	MILES			MILES	MILES	MILE
Drive Time I & II (Heavy) 2.9% 3.2% 3.38% Prime Time I & II (Heavy) 3.78% 3.82% 3.73 Drive Time III (Medium) 0.39% 0.48% 0.55% Prime Time I & II (Medium) 2.22% 2.6% 2.2% </td <td>Radio Drive Time Quntiles</td> <td></td> <td></td> <td></td> <td>-</td> <td>TV Prime Time Quntiles (fifths /</td> <td></td> <td></td> <td></td>	Radio Drive Time Quntiles				-	TV Prime Time Quntiles (fifths /			
Drive Time III (Medium) 0.39% 0.48% 0.55% Radio IV & V (Light) 2.02% 1.95% 1.9% Radio Media Quntiles (fifths / 20%) 2.02% 1.95% 1.9% Radio I & II (Heavy) 8.04% 8.14% 8.35% Radio I & II (Medium) 4.63% 5.38% 5.7% Radio IV & V (Light) 2.44% 2.6% 2.8% Cable I V Quntiles (fifths / 20%) 10.43% 11.24% 11.52% Cable I & II (Medium) 13.06% 12.45% 12.2 All Day I & II (Medium) 25.59% 25.37% 25.4%	(fifths / 20%)					20%)			
Radio IV & V (Light) 2.02% 1.95% 1.9% Prime Time IV & V (Light) 7.76% 7.9% 8.15 Radio Media Quntiles (fifths / 20%) TV Early/Late Fringe Quntiles (fifths / 20%) TV Early/Late Fringe Quntiles (fifths / 20%) 1.95% 43.14% 43.14% 43.14% Radio I & II (Meaium) 4.63% 5.38% 5.7% Fringe I & II (Heavy) 43.09% 43.14% 43.14% Radio IV & V (Light) 2.44% 2.6% 2.8% Fringe III (Medium) 59.54% 58.42% 58.70% Cable TV Quntiles (fifths / 20%) 2.44% 2.6% 2.8% TV All Day Quntiles (fifths / 20%) 60.35% 59.75% 59.7 Cable I & II (Heavy) 10.43% 11.24% 11.52% All Day I & II (Heavy) 13.06% 12.45% 12.2 All Day I & II (Medium) 25.59% 25.37% 25.4	Drive Time I & II (Heavy)	2.9%	3.2%	3.38%		Prime Time I & II (Heavy)	3.78%	3.82%	3.73%
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles 20%) TV Early/Late Fringe Quntiles Radio I & II (Heavy) 8.04% 8.14% 8.35% Radio I & II (Medium) 4.63% 5.38% 5.7% Radio IV & V (Light) 2.44% 2.6% 2.8% Cable TV Quntiles (fifths / 20%) TV All Day Quntiles (fifths / 20%) TV All Day I & II (Heavy) 13.06% 12.45% Cable I & II (Medium) 3.99% 3.79% 3.68%	Drive Time III (Medium)	0.39%	0.48%	0.55%		Prime Time III (Medium)	2.22%	2.2%	2.23%
20%) (fifths / 20%) Radio I & II (Heavy) 8.04% 8.14% 8.35% Radio III (Medium) 4.63% 5.38% 5.7% Radio IV & V (Light) 2.44% 2.6% 2.8% Cable TV Quntiles (fifths / 2.44% 2.6% 2.8% Cable TV Quntiles (fifths / 2.44% 2.6% 2.8% Cable TV Quntiles (fifths / 2.44% 11.52% TV All Day Quntiles (fifths / Cable I & II (Heavy) 10.43% 11.52% All Day I & II (Heavy) 13.06% 12.45% Cable III (Medium) 3.99% 3.79% 3.68% All Day III (Medium) 25.59% 25.37% 25.4	Radio IV & V (Light)	2.02%	1.95%	1.9%		Prime Time IV & V (Light)	7.76%	7.9%	8.15%
Radio I & II (Heavy) 8.04% 8.14% 8.35% Fringe I & II (Heavy) 43.09% 43.14% 43.1 Radio III (Medium) 4.63% 5.38% 5.7% Fringe I & II (Heavy) 59.54% 58.42% 58.0 Radio IV & V (Light) 2.44% 2.6% 2.8% Fringe IV (Light) 60.35% 59.75% 59.7 Cable TV Quntiles (fifths / 20%) 10.43% 11.24% 11.52% All Day I & II (Heavy) 13.06% 12.45% 12.2 Cable III (Medium) 3.99% 3.79% 3.68% All Day III (Medium) 25.59% 25.37% 25.4%	Radio Media Quntiles (fifths /					TV Early/Late Fringe Quntiles			
Radio III (Medium) 4.63% 5.38% 5.7% Fringe III (Medium) 59.54% 58.42% 58.0 Radio IV & V (Light) 2.44% 2.6% 2.8% Fringe IV (Light) 60.35% 59.75% 59.7 Cable TV Quntiles (fifths / 20%) 7V All Day Quntiles (fifths / 20%) TV All Day Quntiles (fifths / 20%) 11.24% 11.52% All Day I & II (Heavy) 13.06% 12.45% 12.2 Cable I & II (Medium) 3.99% 3.79% 3.68% All Day III (Medium) 25.59% 25.37% 25.4	20%)					(fifths / 20%)			
Radio IV & V (Light) 2.44% 2.6% 2.8% Fringe IV (Light) 60.35% 59.75% 59.7 Cable TV Quntiles (fifths / 20%)	Radio I & II (Heavy)	8.04%	8.14%	8.35%		Fringe I & II (Heavy)	43.09%	43.14%	43.13
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths / 20%) 20%) Cable I & II (Heavy) 10.43% 11.24% 11.52% Cable III (Medium) 3.99% 3.79% 3.68%	Radio III (Medium)	4.63%	5.38%	5.7%		Fringe III (Medium)	59.54%	58.42%	58.07
20%) 20%) Cable I & II (Heavy) 10.43% 11.52% All Day I & II (Heavy) 13.06% 12.45% 12.2 Cable III (Medium) 3.99% 3.79% 3.68% All Day III (Medium) 25.59% 25.37% 25.4	Radio IV & V (Light)	2.44%	2.6%	2.8%		Fringe IV (Light)	60.35%	59.75%	59.73
Cable I & II (Heavy) 10.43% 11.24% 11.52% All Day I & II (Heavy) 13.06% 12.45% 12.2 Cable III (Medium) 3.99% 3.79% 3.68% All Day III (Medium) 25.59% 25.37% 25.4	Cable TV Quntiles (fifths /					TV All Day Quntiles (fifths /			
Cable III (Medium) 3.99% 3.79% 3.68% All Day III (Medium) 25.59% 25.37% 25.4	20%)					20%)			
	Cable I & II (Heavy)	10.43%	11.24%	11.52%		All Day I & II (Heavy)	13.06%	12.45%	12.21
	Cable III (Medium)	3.99%	3.79%	3.68%		All Day III (Medium)	25.59%	25.37%	25.49
Cable IV & V (Light) 32.85% 32.2% 32.45% All Day IV (Light) 11.8% 11.02% 10.5	Cable IV & V (Light)	32.85%	32.2%	32.45%		All Day IV (Light)	11.8%	11.02%	10.54

The Crystal Falls Ravenna Walkerville Au Gres Monroe Northville Ferndale Gaastra Otisville Coruma Shorewood-Tower Hills-Harbert Highland Park Farmington Burton Roman Intercultural Institute Intercultural Institute of Contextual Ministry City Charlevoix Sylvan Lake Forestville Gaylord Els56

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]	10.78%	11.53%	12.06%
6:00am - 10:00am	14.49%	14.65%	14.61%
10:00am - 3:00pm	5.67%	5.43%	5.45%
3:00pm - 7:00pm	13.88%	14.2%	14.41%
7:00pm - Midnight	12.85%	12.9%	13.08%
Midnight - 6:00am	5.01%	4.98%	4.98%
Weekend Radio			
Listeners			
Dayparts [summary]	13.29%	14.78%	15.42%
6:00am - 10:00am	3.13%	3.17%	3.18%
10:00am-3:00pm	5.02%	5.01%	5.04%
3:00pm - 7:00pm	6.21%	6.53%	6.63%
7:00pm - Midnight	7.7%	8.06%	7.9%
Midnight - 6:00am	11.12%	10.94%	11.06%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.07%	7.99%	8.08%
Saturday: 8:00-11:00pm	9.02%	9.1%	9.19%
Sunday: 7:00-11:00pm	8.32%	9%	9.17%
9:00am-1:00pm	24.71%	26.61%	27.55%
9:00am-4:00pm	29.38%	31.14%	32.02%
4:00pm-7:00pm	26.14%	27.28%	27.5%
11:00pm-1:00am	39.2%	41.44%	42.5%
AVG Prime time	2.1%	2.2%	2.29%
Mon-Sun			

uotte Prescott Newaygo would ried

Grand Beach Nappleon Marshall Kingsford Clifford Reese Clawson Skidway Lake Mayville Rockies Romeo Grosse Pointe Shores Mecosta Canada Creek Ranch Pellston Der Intercultural Institute Iontrose Saranac Farmington Saugatuck Oakley Sand Lake Carrollton (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10		TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16.49%	16.32%	16.13%		Sat: 7-10am	Sat: 7-10am 18.09%	Sat: 7-10am 18.09% 18.16%
7-9am	18.95%	20.19%	20.34%		Sat: 10am-1pm	Sat: 10am-1pm 6.59%	Sat: 10am-1pm 6.59% 7.28%
9am-12noon	20.29%	22.45%	23.26%		Sat: 1-4pm	Sat: 1-4pm 23.71%	Sat: 1-4pm 23.71% 24.29%
12noon-4pm	9.09%	8.69%	8.76%		Sat: 4-6pm	Sat: 4-6pm 6.12%	Sat: 4-6pm 6.12% 6.69%
4-6pm	41.69%	44.57%	44.77%		Sat: 6-7pm	Sat: 6-7pm 1.51%	Sat: 6-7pm 1.51% 1.88%
6-7pm	20.15%	21.29%	21.83%		Sat: 7-8pm	Sat: 7-8pm 0.74%	Sat: 7-8pm 0.74% 0.95%
7-7:30pm	0.85%	1.1%	1.27%		Sat: 8-11pm	Sat: 8-11pm 9.02%	Sat: 8-11pm 9.02% 9.1%
7:30-8pm	9.94%	10.61%	11%		Sat: 11pm-1am	Sat: 11pm-1am 4.13%	Sat: 11pm-1am 4.13% 4.23%
8-11pm	7.07%	7.99%	8.08%		Sat: 1am-7pm	Sat: 1am-7pm 25.66%	Sat: 1am-7pm 25.66% 26.3%
11pm-12am	31.67%	33.85%	34.8%		Sun: 7-10am	Sun: 7-10am 1.62%	Sun: 7-10am 1.62% 1.78%
11pm-1am	39.2%	41.44%	42.5%		Sun: 10am-1pm	Sun: 10am-1pm 6.38%	Sun: 10am-1pm 6.38% 6.99%
1-6am	31%	31.32%	31.42%		Sun: 1-4pm	Sun: 1-4pm 5.33%	Sun: 1-4pm 5.33% 5.65%
					Sun: 4-7pm	Sun: 4-7pm 11.89%	Sun: 4-7pm 11.89% 13.05%
					Sun: 7-11pm	Sun: 7-11pm 8.32%	Sun: 7-11pm 8.32% 9%
					Sun: 11pm-1am	Sun: 11pm-1am 3.97%	Sun: 11pm-1am 3.97% 4.05%
					Sun: 1-7am	Sun: 1-7am 18.64%	Sun: 1-7am 18.64% 20.05%

psonville Alma <u>McBride File Lake Ontonagon Tekonsha Marysville</u> Pinckney Parchment Temperance Fait South Monroe Au Gres Twining Northville Skidway Lake Monroe <u>Intercultural Institute</u> Inkfort Minden City Wolverine Lake Lowell Allendale St. Clair Shores Every *Confectual Ministry* Bain Robin Gle Copyright 2012, Intercultural Institute for Contextual Ministry Burton Marcellus Constact Park, Walkerville

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.

He Hudsonville Prudenville Gladstone Boyne City Mount Clemens Saranac Manistique Woodland Beach Colonater Ferrysburg Grass Lake Mecosta Saginaw Township South Please Grandville Troy Hit Cheboygan Frankfort Laurium Woodland Sterling Heights Ionia Itha for Contextual Ministry Contextual Ministry Spring Arbor Ossineke South Range North Adams 59

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

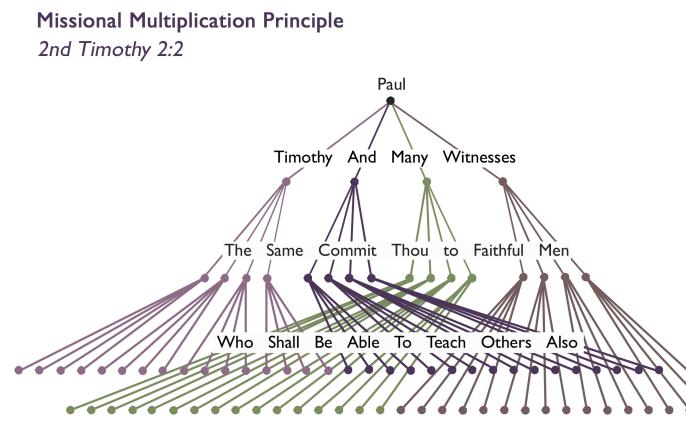
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Garden City White Pigeon Plymouth Milford Allen Park Trowbridge Park Rosebush Otisville River R Clinton Benton Heights Deerfield White Cloud Carleton Clayton St. Intercultural Institute Pointe Farms Ontonagon Bay City Reed City Wolverine Nashville The for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



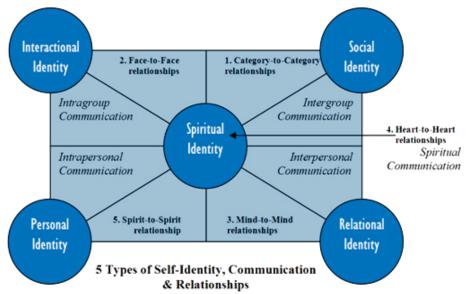
Springport Emmett Grant Imlay City Holly Howell Byron Center Harrison Rockford Portage Grosse F Grayling Empire Clinton Dundee Owosso Lost Lake Woods Oak Portage Intercultural Institute Spring Lake Utica Cadillac Martin Charlotte Howard City Canada Creek for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



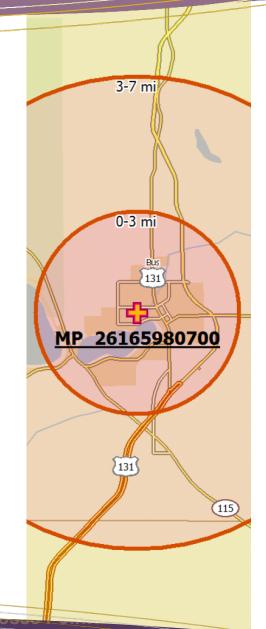
Village of Clarkston Napoleon Gladwin Empire Rose City Bingham Farms Wolverine Lake Montrose Like Kalkaska Lincoln St. Clair Shores Temperance Rockford Lewiston Intercultural Institute Benton Harbor Lyons Manistique Kingston Almont Laurium Saginaw To for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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:

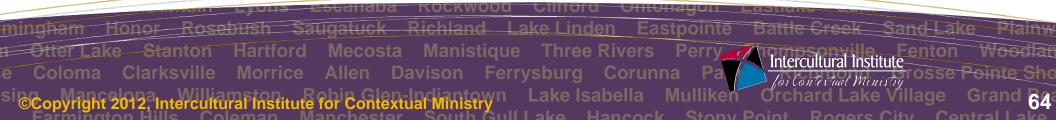
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



Newaygo Ann Arbor Bryden Flat Rock Fowler Morrice Farmington Hills Mecosta South Gull Lake Otise Es Lake Clio Barryton Ortonville Forest Hills Romulus Bloomfield Towns Intercultural Institute onia Mendon Menominee Montrose Buchanan Springport Carrollton 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

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

