MissionSite top unreached locations

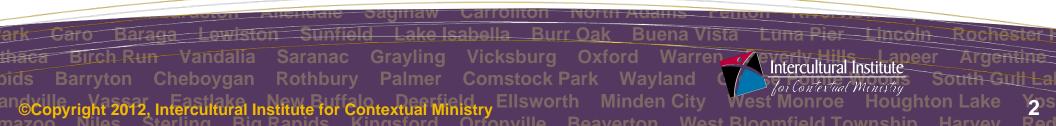
Camden Detroit Beach ROCHESTER, MI Mason Alpena

Fruitbort Petoskev

Greater Galesburg Sheridan Otsego Romeo CENSUS TRACT: 26125193400 Beach Multiply Britton Alanson Hudson Watervli REGION: Region Five Edwardsburg Memphis Sagin Congregational in North Big Bay Munising Port Huron ASSOCIATION: Oaklandark Plymouth Grant Hudsonville Allen Park Stony Point SprCOUNTY: Oaklandville In partnership with the: Oak Bellevue Temperance LaingsbSITESCAPE: Suburbscape Stephenson Intercultural Institute and Township South Perry ALTERN: 131 BAPTIST STATE Breed CONVENTION of len Center Line for Contextual Ministryg Vassar Lost Lake Wo Coldy ree Oaks Quinnesec St. C Sherwo Hills Newavgo ©Copyright/2012, Intercultural Institute for Contextual Ministry Lakeview Hartford Westphalia Ironwood Caro Tawas (

MissionSite (TM) Table of Contents

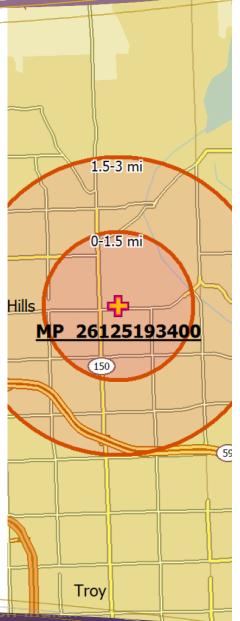
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Site Location Summary

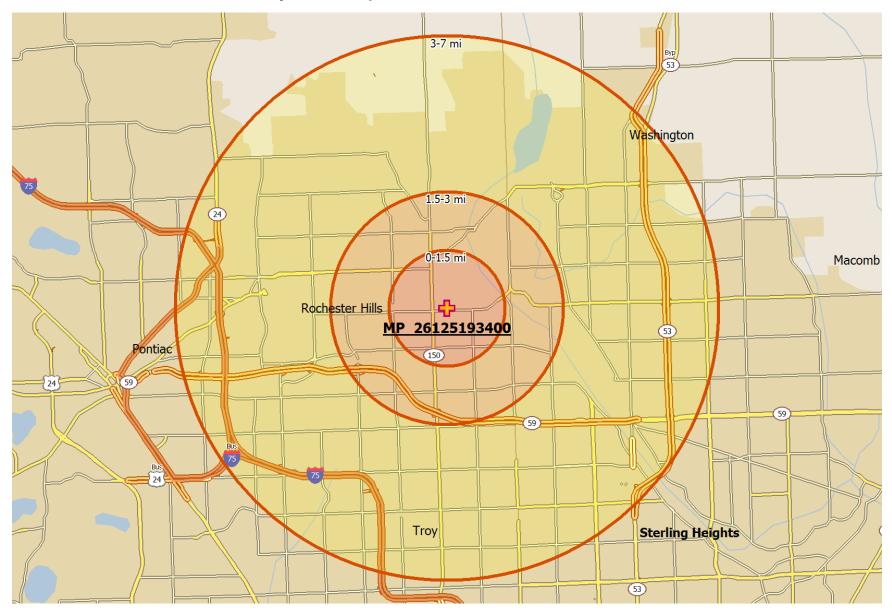
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Location Typography	CODE	LOCATION
Region	26R05	Region Five
Association	26A09	Oakland
County Location	26125	Oakland
Zipcode	48307	Oakland
Sitescape Category	3	Suburbscape
Sitescape Group	3.3	Medium Suburbs
Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
Sitescape Density Pattern	13	100000-250000-1000000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region26R05Association26A09County Location26125Zipcode48307Sitescape Category3Sitescape Group3.3Sitescape Subgroup3.33



a Vista Buchanan K. I. Sawyer AFB Ahmeek Springfield Onsted Laurium Wixom Custer Walled Lake R Cagetown Whitehall Holt Comstock Northwest Spring Lake Boyne City Intercultural Institute Copemish Saginaw Burr Oak Metamora West Ishpeming Bloomfield To for Confectual Ministry Whitmore Lake Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bridgman Carden Rose City Clayton Paw Paw Belley

Site Location Summary - Map of the Site Location



Beach Otsege Wakefield Paw Paw Lake Harbor Beach Sterling Davison West Ishpeming South Range Louis Millington Auburn Hills Northport Kingston New Haven Minder Minder Sunfield Kingsford Big Ba Unionville Highland Park Westwood Ortonville Mendon Leslie North for Contestual Ministry Becopyright 2012, Intercultural Institute for Contextual Ministry Becopyright 2012, Intercultural Institute for Contextual Ministry Becopyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more
			population who do not qualify as large central
5	NCES Urban Centric	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with
	Locale Codes		population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to	0	Percent commuting from non metro to metro areas
	Metro		

Livonia Ahmeek Calumet Oscoda Pinckney Sandusky Caledonia Forestville Grosse le Lawrence Newaygo McBride Madison Heights Hesperia Iron Mountain Roscomer Intercultural Institute eckerville Sebewaing Barton Hills Lowell Pinconning Edwardsburg Frei Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	18,449	48,032	235,827
2010 Households	7,874	18,798	86,217
2010 Group Quarters Population	482	178	2,389

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	57	63	73
Language Diversity National Index	61	70	68
Foreign Born Diversity National Index	92	79	79
Ancestry Diversity National Index	98	94	86
Racial Diversity National Index	34	37	45

hall Adrian Southfield Ashley Trenton Melvin Mason Clare Benton Heights Barnes Lake Millers Lake Steralt Allendale Shelby Boyne Falls Pontiac Hubbardston Melvindale Intercultural Institute Forenci Coopersville Freeport Fennville Canadian Lakes Emmett Beech Jor Confertual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	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	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	1	True
Nonspecialized-dependent county indicator	0	False

Pinckney Mendon Ludington Atlanta Hanover Byron Center Wyoming Merrill Northport Mesick per Woods Sebewaing Canadian Lakes Lansing Farmington Fowler Shared Rid Rapids Baroda Bree on Heights Level Park-Oak Park Southgate Gwinn Orchard Lake Village For Contextual Ministry Coopyright 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 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,820	48.51%
Mainstay Communities	Established, Diverse Households	636	8.08%
Working Communities	Blue-collar, Working Families	955	12.13%
Country Communities	Rural, Agri. & Mining Families	454	5.77%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,004	25.45%
Urban Communities	High Density, Inner-city Neighborhoods	7	0.09%

Dekama Baldwin Woodland Hemlock Allegan Chesaning Schoolcraft Montgomery Belleville Frankfort Prescott Onaway Baraga Detroit Bloomfield Hills Sturgis Village of Contextual Institute New Lothrop Kingston Hesperia Williamston Richland Suttons Bay Woodland Ministry Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry Ridge Pinckney Bellevue North Branch Ithaca Miller 8

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.

Rapids Grandville Lincoln St. Clair Mulliken Walkerville Ionia Alpena Port Huron South Haven Niles Hand Kentwood Waverly Dearborn Heights Pontiac Mendon Breckenrich Intercultural Institute ggett Mason Tekonsha Mount Clemens Eagle Grosse Pointe Shores Freder Contextual Ministry Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

Grayling Zilwaukee Harcellus Pleasant Ridge Taylor Carrollton Comstock Northwest Berkley Eastpointe ambertville Custer Lake Orion Southgate Detroit Beach Hillman Roseville Intercultural Institute by Richland Metamora Peck Waldron Grand Ledge Melvin Rose City Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

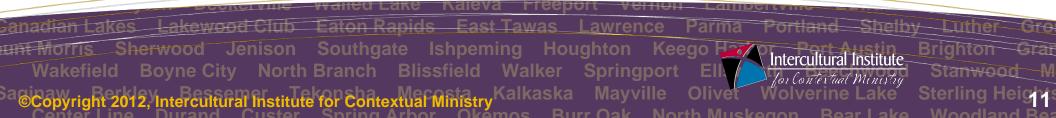
Spirituality Indicators Overview - Evangelscape

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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	340,836	5,615	1.65%
Unreached %	71.19%	71.32%	100.18
Religious But NOT Evangelical HH	85,134	1,180	1.39%
Religious But NOT Evangelical %	17.78%	14.99%	84.29
Spiritual But NOT Relig or Evang HH	53,523	1,029	1.92%
Spiritual But NOT Relig or Evang %	11.18%	13.07%	116.88
Not Evangelical, Not Interested HH	202,561	3,406	1.68%
Not Evangelical, Not Interested %	42.31%	43.26%	102.24





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	25,946	1,428	5.5%
Active Evangelical Percent	5.42%	5.36%	98.82
Inactive Evangelical Households	111,993	6,165	5.5%
Inactive Evangelical Percent	23.39%	23.11%	98.81
# New Churches Needed	239	13	5.57%





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

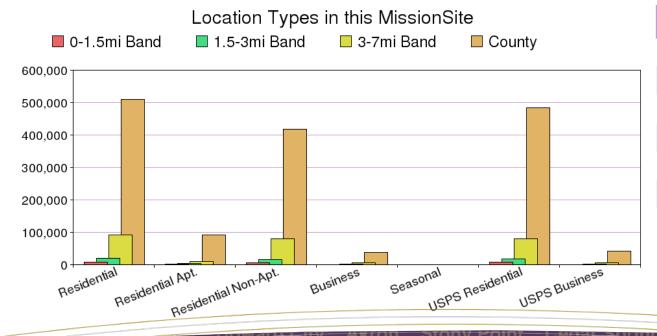
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.

Son Central Lake Owendate Clare Carsonville Camden Quincy Harbor Beach Trowbridge Park Calume de Roseville Haz Grandville Frankenmuth Leslie Napoleon Barton Hills Kingsley Harbor Born Roseville Haz Confectual Ministry Copyright 2012, Intercultural Institute for 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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	1,083,591	15,106	1.39%
2000 Population	1,194,156	17,712	1.48%
2010 Population	1,207,302	18,449	1.53%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	410,491	6,422	1.56%
2000 Households	471,115	7,515	1.6%
2010 Households	478,774	7,874	1.64%

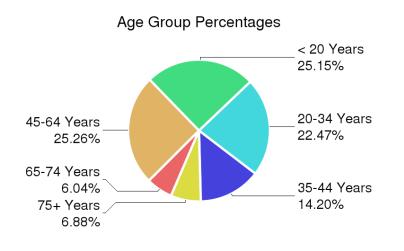


Location Type	0-1.5mi Band
Residential	8,394
Residential Apt.	2,210
Residential Non-Apt.	6,184
Business	621
Seasonal	0
USPS Residential	7,298
USPS Business	941

Vitt Empire Omer Montgomery Robin Glen-Indiantown Coldwater Shepherd Villan Trowbridge Park Pos Lake Cadillac Armada Cheboygan Eaton Rapids Lowell Farwell Reconstruction Plymouth Reading W Warren Port Austin Shelby Kentwood Manton Michiana Mesick Nation Confectual 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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

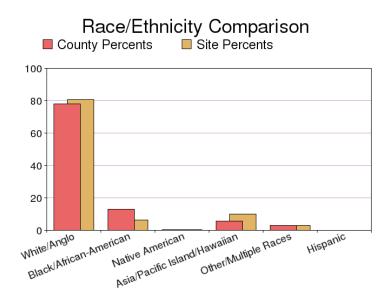


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.58%	5.25%	114.63
4-5 Years	2.42%	2.37%	97.93
6-8 Years	3.7%	3.58%	96.76
9-11 Years	3.87%	3.75%	96.9
12-13 Years	2.66%	2.65%	99.62
14-17 Years	5.35%	4.9%	91.59
18-19 Years	2.7%	2.65%	98.15
0-5 Years	7%	7.62%	108.86
6-12 Years	8.89%	8.65%	97.3
13-19 Years	9.39%	8.87%	94.46
< 20 Years	25.28%	25.14%	99.45
20-34 Years	17.54%	22.47%	128.11
35-44 Years	13.74%	14.2%	103.35
45-64 Years	29.62%	25.25%	85.25
65-74 Years	7.54%	6.04%	80.11
75+ Years	6.27%	6.88%	109.73
Median Age	40	38	94.34
Median Age (Male)	39	36	90.79
Median Age (Female)	42	40	96.58

igamme Beecher Alpha Maple Rapids Gagetown Davison Byron Center Harvey Barton Hills North Musk Frayne Allendale Owendale Chesaning Bloomfield Township Farming Intercultural Institute St. Louis Harper Woods Ionia Forestville Sheridan Ubly Berrien Statute For Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	78.12%	80.78%	103.41
Black, African-American	12.9%	6.23%	48.32
Native American	0.29%	0.28%	96.65
Asian	5.55%	9.8%	176.63
Pacific Island, Hawaiian	0.03%	0.04%	136.69
Other/Multiple Races	3.11%	2.86%	92.03
Hispanic	0%	3.68%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	829,992	12,405	
Less than 9th Grade	2.04%	1.39%	147.29
No High School Diploma	5.28%	4.32%	122.27
High School Graduate	21.96%	19.66%	111.69
Some College, no degree	20.68%	22.35%	92.56
Associate Degree	7.1%	7.71%	92.19
College Degree	24.49%	26.17%	93.56
Graduate/Prof. degree	18.44%	18.4%	100.19

Flushing New Buffalo Carsonville Springport Cutlerville Constantine Bridgman Carney Mackinac Is Pearl Beach New Lothrop Stanwood Galesburg Perrinton Battle Creek Intercultural Institute Coopersville Waldron Dansville Warren Montague Hubbardston Los Confextual Ministry Allendale Ga 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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	4.82%	4.95%	103.51
\$10,000 to \$19,999	6.97%	7.8%	111.85
\$20,000 to \$29,999	7.9%	9.86%	124.69
\$30,000 to \$49,999	16.84%	20.28%	120.44
\$50,000 to \$59,999	7.56%	7.06%	93.36
\$60,000 to \$69,999	6.8%	8.37%	123.16
\$70,000 to \$79,999	7.14%	7.29%	102.16
\$80,000 to \$89,999	5.78%	5.45%	94.21
\$90,000 to \$99,999	4.57%	4.65%	101.61
\$100,000 to \$124,999	10.15%	10.1%	99.49
\$125,000 to \$149,999	6.8%	5.56%	81.78
\$150,000 to \$199,999	7.67%	5.35%	69.74
\$200,000 to \$249,999	2.62%	1.41%	53.87
\$250,000 or more	4.38%	1.87%	42.64
Median Household	68,621	59,953	87.37
Average Household	94,887	79,960	84.27
Per Capita Household	38,188	34,158	89.45
Family/Non-Family Household			
Income			
Median Family Income	85,905	78,498	91.38
Average Family Income	114,856	94,092	81.92
Median Non-Family Income	41,102	39,424	95.92
Average Non-Family Income	56,441	51,154	90.63

Hartford Empire Kaleva Union City Cass City Calumet Kingsley Rogers City Hobberville Lake City bardston Sterling Heights Kingsford Omer Kentwood Douglas Lawton Intercultural Institute nkster Forest Hills South Lyon North Adams Port Hope Casnovia North or Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

ESTIMATESFamily HouseholdsIndex% Family Households65.82%58.34%88.65Families with Children32.21%30.53%94.78Families without Children33.6%27.81%82.77Non-Family Households34.18%41.66%121.86% Non-Family Households34.18%41.66%121.86Non-Families with Children0.120.0541.79Non-Families with Children34.0641.61122.14Housing Units525,8378,674IndexTotal Housing Units525,8378,674103.05Owned percent69.19%58.69%84.83%Rented Percent21.86%32.1%146.81Households by SizeIndexIndexAvg household size2.492.2891.57
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Vacant percent 8.95% 9.22% 103.05 Owned percent 69.19% 58.69% 84.83% Rented Percent 21.86% 32.1% 146.81 Households by Size Index Avg household size 2.49 2.28 91.57
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Rented Percent21.86%32.1%146.81Households by SizeIndexAvg household size2.492.2891.57
Households by SizeIndexAvg household size2.492.2891.57
Avg household size 2.49 2.28 91.57
Avg family hh size 3.18 3.08 96.86
Avg non-family hh size1.171.1699.15
Households By Count of Persons Percent
One 141,313 2,860 2.02%
Two 146,343 2,263 1.55%
Three or Four146,1702,2441.54%
Five+ 44,948 507 1.13%

Niles Mackinaw City Vandercook Lake Belleville Centreville Ashley Carrollton Caledonia Lexington Stevensville Goodrich Menominee South Range Emmett Marine City Intercultural Institute In City Kalkaska Peck South Rockwood Potterville Honor Hudsonville Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

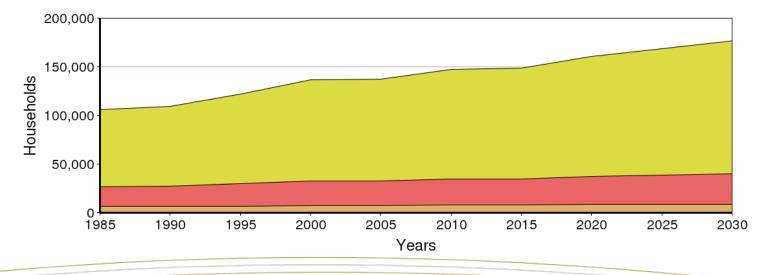
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	1,083,591	15,106	1.39%
2000 Population	1,194,156	17,712	1.48%
2010 Population	1,207,302	18,449	1.53%
2015 Population	1,215,302	18,418	1.52%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 🛛 📕 0-3mi Ring

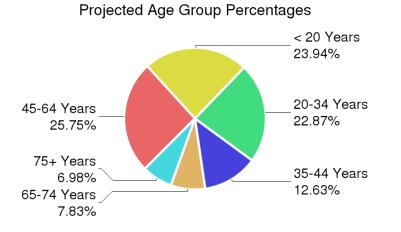
📒 0-7mi Ring



rosse Pointe Farms Waveriy Sand Lake Armada Bloomfield Hills Eastpointe Millington Lake Ann Tecum Stephenson Milan Shelby Copper City Dundee Gagetown Baldwin Intercultural Institute Onekama St. Clair Shores Vicksburg Portland New Buffalo Luna Picture Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

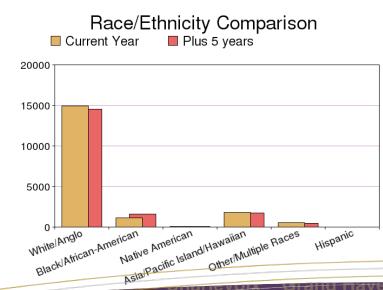


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.25%	5.34%	101.71
4-5 Years	2.37%	2.26%	95.36
6-8 Years	3.58%	3.24%	90.5
9-11 Years	3.75%	3.37%	89.87
12-13 Years	2.65%	2.46%	92.83
14-17 Years	4.9%	4.71%	96.12
18-19 Years	2.65%	2.55%	96.23
0-5 Years	7.62%	7.6%	99.74
6-12 Years	8.65%	7.85%	90.75
13-19 Years	8.87%	8.49%	95.72
< 20 Years	25.14%	23.94%	95.23
20-34 Years	22.47%	22.87%	101.78
35-44 Years	14.2%	12.63%	88.94
45-64 Years	25.25%	25.75%	101.98
65-74 Years	6.04%	7.83%	129.64
75+ Years	6.88%	6.98%	101.45
Median Age	40	39	96.44
Median Age (Male)	39	37	93.03
Median Age (Female)	42	41	99.54

th Otter Lake Birch Run Greenville Rothbury Breedsville Manistique Mesick Walkerville Unionville Unionville Walkerville Unionville Unionv

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 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	80.78%	79%	97.8
Black, African-American	6.23%	8.67%	139.02
Native American	0.28%	0.27%	96.32
Asian	9.8%	9.5%	96.95
Pacific Island, Hawaiian	0.04%	0.04%	87.65
Other/Multiple Races	2.86%	2.52%	88.22
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,405	12,467	
Less than 9th Grade	1.39%	1.19%	85.62
No High School Diploma	4.32%	3.61%	83.54
High School Graduate	19.66%	19.78%	100.6
Some College, no degree	22.35%	21.45%	95.98
Associate Degree	7.71%	7.91%	102.63
College Degree	26.17%	26.32%	100.54
Graduate/Prof. degree	18.4%	19.75%	107.3

rthport Merrill Athens Hopkins Manistique Constantine Taylor Walkerville Rochester Hills Stockbridge ilickville Ortonville Utica Shelby Lake Isabella Traverse City Caseville <u>Hart Stockbridge</u> and Rapids Frankenmuth Canton Breckenridge Maybee Flat Rock Paw for Contextual Ministry Sk Copyright 2012, Intercultural Institute for Contextual Ministry Whittemore Burr Oak Lathrup Village Lambertville Way

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 0-1.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	4.95%	5.06%	102.15
\$10,000 to \$19,999	7.8%	7.68%	98.55
\$20,000 to \$29,999	9.86%	9.44%	95.82
\$30,000 to \$49,999	20.28%	19.87%	97.96
\$50,000 to \$59,999	7.06%	6.88%	97.46
\$60,000 to \$69,999	8.37%	7.98%	95.32
\$70,000 to \$79,999	7.29%	7.01%	97.37
\$80,000 to \$89,999	5.45%	5.37%	99.41
\$90,000 to \$99,999	4.65%	4.68%	100.62
\$100,000 to \$249,999	10.1%	10.5%	104
\$125,000 to \$149,999	5.56%	5.96%	107.22
\$150,000 to \$199,999	5.35%	5.98%	111.78
\$200,000 to \$249,999	1.41%	1.55%	110.29
\$250,000 or more	1.87%	2.05%	109.9
Median Household	59,953	61,490	102.56
Average Household	79,960	83,767	104.76
Per Capita Household	34,158	35,722	104.58
Family/Non-Family Household			
Income			
Median Family Income	78,498	81,235	103.49
Average Family Income	94,092	99,985	106.26
Median Non-Family Income	39,424	39,796	100.94
Average Non-Family Income	51,154	52,092	101.83

West Branch Beverly Hills Owendale Montague Burt Casnovia St. Louis Eagle Birmingham Hudson Lennon Keego Harbor Pinckney Elberta Vandalia Newberry Parchmer Intercultural Institute Holly Bridgman Gladstone Rogers City Lyons Warren Grayling Kecopyright 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 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	58.34%	57.68%	98.86
Families with Children	30.53	29.57	96.84
Families without Children	27.81	27.04	97.23
Non-Family Households			
% Non-Family Households	41.66%	42.32%	101.6
Non-Families with Children	0.05	0.03	101.6
Non-Families without	41.61	42.3	101.66
Children			
Housing Units			
Total Housing Units	8,674	8,637	99.57%
Vacant percent	9.22%	9.15%	99.17
Owned percent	58.69%	58.9%	100.35
Rented Percent	32.1%	31.96%	99.56
Households by Size			
Avg household size	2.28	2.29	100.44%
Avg family hh size	3.08	3.14	101.95%
Avg non-family hh size	1.16	1.12	96.55%
Households By Count of			
Persons			
One	2,860	2,946	103.01%
Тwo	2,263	2,162	95.54%
Three or Four	2,244	2,205	98.26%
Five+	507	535	105.52%

Geodrich Lennon Benton Harbor Berrien Springs Coleman Saginaw Township South West Monroe Cha Hoodland Beach Springfield Springport Montgomery Greilickville Laker of Club Clip Marine City No Grand Blanc East Lansing Quincy Akron Columbiaville Melvin Mayvill Se Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	2,402	4,640	29,903	Eastern Africa	Eastern Africa 0	Eastern Africa 0 31
Northern Europe	215	326	1,256	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	160	374	1,711	Northern Africa	Northern Africa 14	Northern Africa 14 25
Southern Europe	42	258	1,876	Southern Africa	Southern Africa 9	Southern Africa 9 28
Eastern Europe	217	896	5,649	Western Africa	Western Africa 8	Western Africa 8 15
Other Europe	0	11	0	Other Africa	Other Africa 8	Other Africa 8 0
Eastern Asia	490	468	3,661	Oceania	Oceania 0	Oceania 0 19
So. Central Asia	526	598	5,050	Caribbean	Caribbean 8	Caribbean 8 21
SE Asia	160	375	1,646	Central Amer.	Central Amer. 82	Central Amer. 82 146
Western Asia	134	365	4,203	South America	South America 113	South America 113 112
Other Asia	0	0	68	North America	North America 216	North America 216 572
				Born at sea	Born at sea 0	Born at sea 0 0

Almont Franklin Schoolcraft Fife Lake Ferndale Baroda East Grand Rapids Marysville Lewiston Marysville Lew

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	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	
	MILES	MILES	MILES		MILES	Ν
English only	13,825	35,951	170,680	Other Indo-Euro	63	4
Spanish	415	710	3,213	Asian/PI languages	0	0
Other Indo-Euro	1,259	3,055	19,464	Chinese	330	46
language				Japanese	12	12
French (incl. Patois,	116	232	1,140	Korean	196	124
Cajun)				Mon-Khmer,	0	0
French Creole	13	4	25	Cambodian		
Italian	88	368	2,549	Miao, Hmong	11	46
Portuguese	54	22	130	Thai	7	105
German	197	449	2,081	Laotian	0	0
Yiddish	0	0	0	Vietnamese	55	39
Other West Germanic	6	30	177	Other Asian	151	140
A Scandinavian	50	16	90	Tagalog	56	152
Language				Other Pacific Is	41	8
Greek	0	121	706	Other languages	251	464
Russian	17	110	314	Navajo	0	0
Polish	23	384	2,705	Other Native N.	0	9
Serbo-Croatian	41	80	682	American		
Other Slavic Language	141	225	1,560	Hungarian	0	19
Armenian	0	0	126	Arabic	218	331
Persian	25	34	269	Hebrew	0	0
Gujarathi	108	92	992	African languages	6	14
Hindi	213	162	1,077	Other unspecified	27	91
Urdu	0	77	789			

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W Buffalo Garden Breckenridge Escanaba Muir Applegate Clayton Bloomfeld Iownship Pierson Potter Carrollton Copemish Orchard Lake Village Freeport Romulus Mullis <u>Intercultural Institute</u> of Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	15,139	38,501	192,696	Irish	Irish 1,182	Irish 1,182 3,745
Arab	275	732	3,836	Italian	Italian 1,315	Italian 1,315 3,495
Armenian	22	60	517	Lithuanian	Lithuanian 54	Lithuanian 54 127
Austrian	89	111	556	Norwegian	Norwegian 196	Norwegian 196 308
British	77	173	910	Polish	Polish 1,656	Polish 1,656 4,812
Canadian	95	256	1,371	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	45	109	611	Romanian	Romanian 52	Romanian 52 177
Czech	30	102	437	Russian	Russian 102	Russian 102 304
Czechoslovak	42	140	417	Scandinavian	Scandinavian 18	Scandinavian 18 46
Danish	58	161	557	Scotch-Irish	Scotch-Irish 231	Scotch-Irish 231 503
Dutch	254	483	1,962	Scottish	Scottish 398	Scottish 398 939
English	1,365	3,689	14,806	Slovak	Slovak 52	Slovak 52 229
European	123	193	1,232	Subsaharan African	Subsaharan African 38	Subsaharan African 38 58
Finnish	103	123	1,104	Swedish	Swedish 146	Swedish 146 507
French (not Basque)	490	1,117	5,242	Swiss	Swiss 29	Swiss 29 118
French Canadian	299	602	3,100	Ukrainian	Ukrainian 237	Ukrainian 237 306
German	2,337	6,867	31,546	US/American	US/American 371	US/American 371 1,639
Greek	61	311	1,770	Welsh	Welsh 70	Welsh 70 192
Hungarian	95	276	1,434	West Indian	West Indian 14	West Indian 14 3
Iranian	28	30	356	Yugoslavian	Yugoslavian 35	Yugoslavian 35 178
				Other	Other 3,057	Other 3,057 5,280

Swartz Creek Fennyllie Stevensville South Haven Shelby Oakley Ossineke Northview Frankfort De Lake Orion Howell Morley Middletown Perry Thompsonville Mayber Intercultural Institute Fremont Linden Forestville Highland Park Big Bay Imlay City Muske for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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

Caspian Benton Harbor Decatur Akron Fowlerville Muskegon Sherwood Bridgeport Sparta South Pinconning Bloomfield Township Chelsea Clare Holt Rochester Milford Intercultural Institute Napoleon Montague Pearl Beach Mancelona Britton Union City Pruce for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry South Haven Madison Heights Charlotte New Butfalo Baraga Eastpointe Harrison Ann Arbor Breedsville

Using the Demographic Indicators

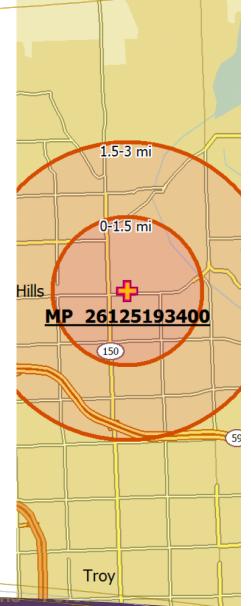
Issues for Your Consideration - continued

- 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.



town Holland Freeport Southfield Luther Sterling Heights Camden Shelby Custer Waldron Rochester Pasen McBride Marshall Alpha Onaway Port Hope Belleville Lexington Intercultural Institute East Jordan Gladwin Paw Paw Fountain Stevensville Waverly Par Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,874	100%	5,616	100%
AFFLUENT SUBURBIA	1,671	21.22%	1,239	22.06%
America's Wealthiest	2	0.03%	2	0.04%
Dream Weavers	210	2.67%	150	2.67%
White Collar Suburbia	715	9.08%	583	10.38%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	191	2.43%	128	2.28%
Small Town Success	140	1.78%	97	1.73%
New Suburbia Fam.	413	5.25%	279	4.97%
UPSCALE AMERICA	2,149	27.29%	1,495	26.62%
Status Conscious Consumers	570	7.24%	400	7.12%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,158	14.71%	777	13.84%
Solid Suburban Mix	86	1.09%	66	1.18%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	335	4.25%	252	4.49%
SM TWN SUCCESS	557	7.07%	356	6.34%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	549	6.97%	350	6.23%
Mid-Market Enterprise	8	0.1%	6	0.11%

Essexville Mancelena Gladstone East Lansing Port Hope Wakefield Republic Lake Linden Harrison Hendale Bloomingdale Mesick Vandercook Lake Au Gres Twining North Intercultural Institute Ingham Zeeland Grass Lake Owendale Dearborn Middletown Inkster for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,874	100%	5,616	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	79	1%	56	1%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	67	0.85%	48	0.85%
Urban Advancement	12	0.15%	8	0.14%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	955	12.13%	645	11.49%
Steadfast Conservative	285	3.62%	195	3.47%
Moderate Conventionalists	670	8.51%	450	8.01%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

yton Pentwater <u>Michiana Caseville Midland Ellsworth Edmore</u> Robin Gen-Indiantown Bancroft Niles Geneted Clarksville Burton Ludington Allen Richland Caledonia Dans <u>Intercultural Institute</u> Copper City Bi k Port Hope Honor Benton Harbor Berrien Springs Redford Pigeon Por Contextual Ministry Contextual Ministry Bloomfield Hills Imlay City Westphalia Ferndale St. J 31 Copyright 2012, Intercultural Institute for Contextual Ministry Bloomfield Hills Imlay City Westphalia Ferndale St. J 31

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,874	100%	5,616	100%
REMOTE AMERICA	438	5.56%	257	4.58%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	438	5.56%	257	4.58%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,004	25.45%	1,553	27.65%
Young Cosmopolitans	1,750	22.23%	1,370	24.39%
Minority Metro Communities	0	0%	0	0%
Stable Careers	254	3.23%	183	3.26%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	16	0.2%	10	0.18%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	16	0.2%	10	0.18%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Breckenridge Yale Dowagiac Casnovia Colon Barnes Lake-Millers Lake Montgomery Hastings Midlar Concord Livonia Lake Orion Marlette Munising Hemlock Muir Intercultural Institute Burt Gaastra Holland Indian River Harbor Beach Walled Lake Plyn (ontextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

0-1.5 HH & Percent		Unreached HH & Percent	
7,874	100%	5,616	100%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
7	0.09%	5	0.09%
0	0%	0	0%
0	0%	0	0%
7	0.09%	5	0.09%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	7,874 0 0 0 0 0 0 0 0 7 0 0 7 0 0 7 0 0 0 0	7,874 100% 0 0% 0 0% 0 0% 0 0% 0 0% 0 0% 0 0% 0 0% 0 0% 0 0% 0 0% 7 0.09% 0 0% 7 0.09% 0 0%	7,874100%5,61600%000%000%000%000%000%000%000%070.09%500%000%070.09%500%070.09%500%0

Cadillac Fennville Metamora Canadian Lakes Perrinton Augusta Lathrup Village Middleville Adrian Fra tings Sunfield Pinconning Allen Park Traverse City Forestville Sylvan Muchanan Vermontville Lit Norway Standish Michigan Center Bancroft Waldron New Haven Mayle Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Institute for Contextual Ministry Walkerville Breckenridge Fast Grand Banids Nanoleon

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

Bridgman Harrison Escanaba Garden Ossineke St. Charles Union City Charleveix Wixom Muir Roos Lake Highland Park Holland Fair Plain Copemish Carleton Byron North Intercultural Institute North Muskegon Hudson Powers Vandercook Lake Cadillac Peters Contextual Ministry Spring Lake Freeport Essexville Harrison Le Roy M34 Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

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

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

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



Mount Pleasant Vernon Harrietta Millington Caledonia St. Clair Southgate Lewiston Decatur Niles Farms Roosevelt Park Leonard Le Roy Dowagiac Pigeon Jenison Market Intercultural Institute Ontonagon Dearborn Three Rivers Ellsworth Paw Paw Lake Colon Kever Intercultural Institute Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	84%	85%	85%	Internet Use: Banking	36%	35%	34%
Use Comp. for Internet/E-mail	72%	73%	74%	HH Owns DVD Player	34%	35%	36%
Internet Use: E-Mail	62%	63%	63%	Use Comp. for News/Info./Data	30%	32%	33%
Use Comp. for Word	51%	53%	54%	Service			
Processing				PC-Network-HH Has One	24%	27%	28%
Use Comp. for Banking	43%	43%	44%	Use Comp. for Personal Financia	al 21%	22%	22%
Use Comp. for Shopping	43%	45%	47%	Mngmnt			
Use Comp. for Comp. Games	42%	44%	46%	Use Comp. for Accounting	19%	21%	21%
Use Comp. for Digital Camera	39%	41%	43%	Internet Use: Shopping: Gathere	d 19%	20%	19%
Photo Editing				Info. for Shopping			
Internet Use: News/ Weather	37%	38%	37%	Internet Use: Shopping: Made A	17%	18%	17%
Use Comp. for Education	37%	38%	40%	Purchase			
				Internet Use: Research/ Education	on 17%	16%	16%

Bloomingdale Clarksville Flat Rock Marshall Newberry Carleton Baroda Oakley Watervliet Middle Stephenson Garden Owosso Livonia Vermontville Boyne Falls Allen Park Mixem Brownlee Park Frase loward City Gobles Indian River Ypsilanti Wolf Lake Detroit Beach Luth for Contextual Institute occopyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Use Comp. for Filing/DB Mngmnt

16%

17%

16%

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	72%	71%	71%
Dining Out (Not Fast Food)	65%	67%	67%
Reading Books	60%	61%	61%
Go To A Beach/Lake	44%	45%	45%
Card Games	43%	43%	44%
Cooking for Fun	42%	40%	40%
Board Games	34%	35%	36%
Gardening	34%	36%	38%
Visit Museum	26%	28%	28%
Going To	26%	24%	23%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	66%	67%	67%
Gen./Fam. Practitioner	43%	42%	41%
Dentist	34%	36%	35%
None Of These	23%	22%	21%
Eye Dr.	22%	23%	23%
Backache	21%	20%	20%
High Cholesterol	18%	18%	19%
Hypertension/High Blood	17%	17%	17%
Pressure			
OB/GYN	14%	14%	14%
Acid Reflux Disease (GERD)	13%	13%	13%



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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	35.44%	36.19%	35.76%
Live Theater	26%	29.47%	29.62%
Live Theater Most Often	21.32%	24.62%	24.73%
Rock/Pop Concerts Most	21.26%	20.91%	20.31%
Often			
Comedy Club	10.81%	10.36%	10.26%
Dance Performance	10.37%	10.75%	10.22%
Movies: Comedy	43.35%	43.39%	43.15%
Movies: Action/Adventure	43.15%	42.92%	42.69%
Movies: Drama	24.77%	25.67%	25.32%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	22.49%	24.41%	24.8%
Movies: Fam.	19.19%	19.92%	21.05%
Movies: Mystery	19.18%	18.75%	18.33%
MLB Baseball Reg.	13.45%	13.07%	12.96%
Season			
NFL Football Reg. Season	9.8%	10.1%	10.07%
College Football Reg.	9.18%	9.41%	9.7%
Season			
College Basketball Reg.	6.5%	6.37%	6.38%
Season			
NBA Basketball Reg.	5.88%	5.94%	6.07%
Season			
NHL Hockey Reg. Season	5.64%	5.27%	4.97%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Walking for Exercise	45.3%	46.92%	46.58%
Swimming	37.75%	38.89%	39.67%
Billiards/Pool	22.18%	20.23%	19.63%
Bowling	21.94%	22.35%	23.17%
Weight Training	21.67%	22.05%	22.26%
Jogging/Running	19.2%	19.21%	19.03%
Using Cardio Machine	19.05%	19.44%	19.28%
Freshwater Fishing	16.24%	14.39%	14.61%
Camping Trips	16.07%	15.53%	15.58%
Golf	15.8%	18.4%	19.52%
Stationary Cycling	14.63%	15.06%	15.17%
Mountain/Road Biking	14.23%	15.43%	16.13%
Basketball	14.22%	14.06%	14.65%
Backpacking/Hiking	12.62%	12.83%	12.94%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Aerobics	11.57%	12.48%	12.35%
Baseball	10.66%	10.1%	10.25%
Yoga	9.65%	9.54%	9.45%
Tennis	9.51%	9.88%	9.72%
Football	8.66%	8.12%	8.53%
Soccer	8.11%	7.7%	7.82%
Hunting	8%	6.71%	6.67%
Canoeing/Kayaking	7.83%	8.03%	8.27%
Softball	7.76%	7.11%	7.11%
Saltwater Fishing	7.57%	7.21%	7.14%
Volleyball	7.38%	7.24%	7.54%
Power Boating	7.28%	9.11%	9.68%
Target Shooting	7.09%	7.24%	7.71%
Downhill & X-Country Skiing	6.06%	7.01%	7.39%

ittemore Williamston Harrietta Brooklyn Hamtramck Cutlerville Posen Redford Indian River Kingsley Grosse Pointe Woods Marion Stanton East Jordan Portland Casnovia Honor Morley Clayton Ypsilanti Eaton Rapids Franklin Belding Cropping Contextual Ministry Geopyright 2012, Intercultural Institute for Contextual Ministry Honor Westland Fast Fawas Ferrysburg Benton Harbor, Quincy, Dearborn Heights, Memphis, Houghton La

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Horseback Riding	5.84%	5.24%	5.18%
Roller Skating	5.81%	5.48%	5.41%
Motorcycling	5.72%	5.71%	5.93%
Ice Skating	5.45%	6.03%	6.31%
Snorkeling	5.22%	5.65%	5.86%
Jet Skiing	4.95%	5.16%	5.44%
Water Skiing	4.19%	4.46%	4.68%
Fly Fishing	4.01%	4.09%	4.18%
Archery	3.78%	3.64%	3.72%
Martial Arts	3.76%	3.65%	3.63%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Rock Climbing	3.71%	3.81%	3.77%
Snowboarding	3.71%	3.98%	3.82%
Racquetball	3.46%	3.86%	3.98%
Sailing	3.43%	3.87%	4.01%
Hockey	3.13%	3.4%	3.46%
Surfing & Windsurfing	3.12%	2.94%	2.85%
Snowmobiling	2.85%	3.13%	3.16%
Skateboarding	2.62%	2.73%	2.81%
Auto Racing	2.45%	2.5%	2.72%
Rowing	2.32%	2.8%	2.88%

Walled Lake Farmington Saranac Midland Carsonville Laurium Davison Bingham Farms Kinde Fowle Evant New Era Lake Ann Albion Keego Harbor Paw Paw Wolverine And Lake Orion Deckers Frankenmuth Clawson Sturgis Reese Athens Mesick Village of Clar Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Otsego East Lansing Cadillac New Era Hopkins Clawson Newaygo Coopersville Eastlake North H Greenos Maple Rapids Stanwood Millersburg Mount Clemens Memphis <u>Intercultural Institute</u> Ossineke Almont Riverview Pellston Burton Lambertville Belleville <u>Intercultural Institute</u> Lake Hillsdale ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

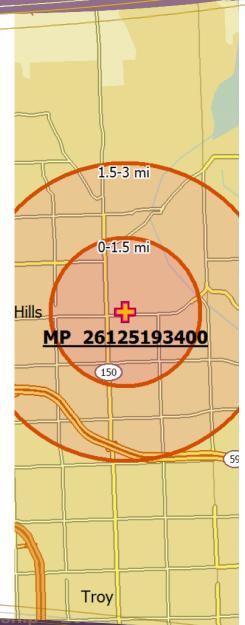
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Clarksville New Era Litchfield Holland Bessemer Trowbridge Park Onsted South Range Lexington wood Club Clinton Morrice Perry Elkton Waldron Athens Farmington Intercultural Institute Sylvan Lake Marysville Lake Michigan Beach Byron Center Fenton Maria Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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.

RRIERS 0-1.5 1.5-3 3-7
MILES MILES MILES
bortant Continue Learning 48% 48% 48% Like to
w Things Like To Pu efer To Have Few 43% 46% 45% Challenge
ssessions As Possible Too Much S
d It Difficult To Say No To 39% 39% 39% Arts/Sports
Kids I Am A Workahol
eak My Mind Even If It 32% 32% 32% Happy With My States Sets People Living
man's Place Is In The Home 32% 32% 32% Rarely Sit Down to
Von Lottery Would Never31%33%33%Together At Home
rk Again We Should Strive fo
ends More Important Than 30% 31% 30% for All
Fam. Only Work Current Jo
e Control Over People And 29% 29% 29% Money
sources On Whole People Get
n't Judge People/Way They 28% 27% 27% They Deserve
e Life Indulge My Kids With T
ney Is Best Measure Of 26% 26% 25% Extras ccess Little I Can Do To Char
e To Do Unconventional 24% 25% 26% Life
ngs I Am A Perfectionist
rijuana Should Be Legalized 20% 22% 22%

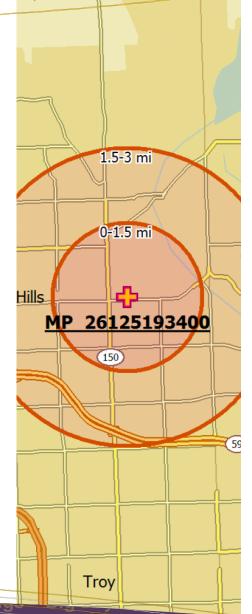
South Gull Lake Central Lake Manuon

Alanson Village of Clarkston Robin Glen-Indiantown Durand Manitou Beach-Devils Lake Thompsonville Ber Pinckney Big Rapids Huntington Woods Rochester Hills Springfield Intercultural Institute Helen Iron Mountain Hudsonville Gaines Belding Centreville Ionia Por for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Warguette Estral Beach DeWitt Ludington

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.



Vestwood Lost Lake Woods Chesaning Sterling Heights Vicksburg Laingsburg Alma Bessemer Capac Hidgleville Caseville Saranac Edgemont Park Royal Oak South Lyon Intercultural Institute evel Park-Oak Park Waterford Novi Akron Grosse Pointe Woods Reed Confectual Ministry Confectual Ministry St. Louis 44 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-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	71%	71%	71%	Consider Myself Interested In The Arts	17%	17%	17%
You Should Seize Opportunities	58%	57%	57%	Is An Important Part Of Who I Am	16%	15%	14%
In Life				Real Men Don't Cry	16%	16%	16%
Prefer To Have Few Possessions As Possible	43%	46%	45%	Try Not To Worry About The Future	13%	14%	14%
Like To Understand About Nature	37%	38%	38%	Looking for New Ideas To Improve Home	13%	13%	14%
Important Feel Respected By My Peers	33%	33%	33%	Enjoy Spending Time With My Fam.	11%	11%	11%
Prefer Work Part Of Team Than Alone	29%	29%	31%	Provide My Kids With The Little Extras	8%	7%	8%
People Have To Take Me As They Find Me	27%	27%	27%	Children Should Be Allowed To Express Themselves	5%	4%	5%
Important To Juggle Various Tasks	27%	27%	26%	Like Spending Most Time With Fam.	4%	4%	4%
Have Keen Sense Of Adventure	26%	27%	27%	Feel Very Alone In The World	4%	4%	4%
Like To Just Enjoy Life	26%	26%	25%	Decor Particular Interest To Me	3%	3%	3%
Good At Fixing Things	26%	25%	25%	Would Like To Set Up Own	3%	3%	3%
Worried About Pollution Caused By Cars	24%	24%	23%	Business			

ana whitmore Lake Beecher Elist

ouge Burton Marion Watervliet Wyandotte Gladwin Montrose Yale Imlay City Eau Claire Crystal Fails Boyne City West Branch Springfield Norton Shores Farwell Harbor Beach, Backinger City Onsted Claws se Douglas Forest Hills Albion Adrian Shoreham Oak Park Pinconnin for Contextual Ministry Corpyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



Corunna Buena Vista Yale Onaway Shepherd Britton Unionville Middleville Clawson Applegate Margu Clifford Hemlock Lake Angelus Palmer Pontiac Paw Paw Lake Care Intercultural Institute en Otisville Bangor Plainwell Suttons Bay Westphalia Mason Mancel For Confertual Ministry ^{ri} Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fam. Restaurants/Steak	84.17%	84.64%	84.8%
Houses-Visit Any			
Fast Food/Drive-In	84.17%	83.12%	83.59%
Restaurant-Visit Any			
McDonald's	55.5%	54.9%	55.57%
Burger King	36.29%	34.66%	34.92%
Applebee's	30.25%	30.28%	30.94%
Wendy's	30.21%	30.6%	31.26%
Subway	29.87%	29.37%	30.32%
Taco Bell	29.23%	27.84%	27.79%
Kentucky Fried Chicken (KFC)	24.58%	23.13%	23.97%
Olive Garden	22.42%	23.44%	23.84%
Arby's	22.29%	20.8%	21.09%
Pizza Hut	19.24%	18.31%	18.59%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Starbucks	18.59%	18.52%	18.79%
Outback Steakhouse	18.27%	18.61%	18.67%
Chili's Grill and Bar	15.82%	16.74%	17.64%
Red Lobster	15.37%	15.92%	16.14%
IHOP (International House Of	15.22%	15.05%	15.19%
Pancakes)			
Dairy Queen	15.18%	14.66%	15.54%
TGI Friday's	14.85%	15.02%	14.95%
Chick-Fil-A	14.31%	13.88%	14.5%
Cracker Barrel	13.91%	13.92%	14.44%
Quiznos Sub	13.09%	13.13%	13.07%
Domino's Pizza	12.7%	12.3%	12.64%
Dunkin' Donuts	12.39%	13.25%	13.54%

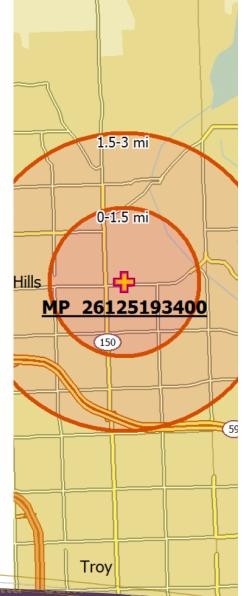
ire Romulus Sand Lake Holt Grand Rapids Holland Augusta Ovid New Haven Atlanta Hartford East Harbor Colon Owendale Lansing Cheboygan Napoleon Constantine Intercultural Institute Rockford McBride Traverse City St. Charles Estral Beach Olivet Harbor Figure and Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Bad Ave

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!



blic Parchment Kentwood Dearborn Heights Shields Pierson Taylor Canton Prudenville Ferndale Nor Heasant Vernon Alma Thompsonville Burt Plymouth Township Manton Intercultural Institute Frankenmuth Eastwood Caspian Almont Allen Park Fountain Laky 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-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	50.65%	53.38%	53.69%
Recycled products	42.81%	45.08%	44.99%
Worked as volunteer (non political)	20.55%	22.19%	22.46%
Engaged in fund raising	11.83%	13.08%	13.54%
Religious club member	7.66%	8.05%	8.13%
Wrote to elected offcl about publ bus	7.4%	7.85%	7.82%

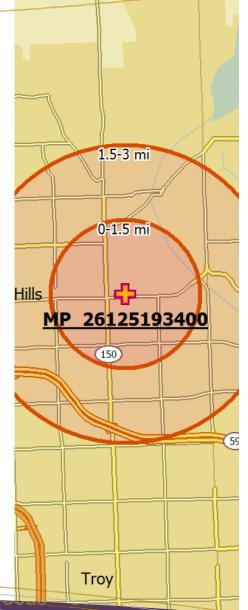
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to editor of mag or	6.64%	6.92%	6.96%
newspaper			
Charitable Organization	6.46%	6.86%	6.87%
Union member	5.75%	5.83%	5.75%
Took active part in local civic	5.71%	6.01%	5.88%
issue			
Addressed a public meeting	5.5%	5.83%	6.06%
Fraternal order member	4.71%	4.89%	4.72%

Niles Sunfield Stony Point South Rockwood Michigan Center South Lyon Rosebush Dundee Burlin New Lothrop Saginaw Township South Pontiac Burr Oak Owosso Intercultural Institute Menominee Wolf Lake Elkton West Ishpeming Livonia Greenville Mec for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Port Huron Omer North Adams Lake City Britton Marysville Free Soil Care Helland Northport Ea Lake Lake Michigan Beach Escanaba Sebewaing Lansing St. Helen Aller Marguette Empire Richte intport New Haven Unionville Edmore West Bloomfield Township Leonard ForContextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Whitmore Lake Goodrich Plymouth Hersey Roscomm

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	21.83%	22.92%	22.95%
Children's Books	15%	15.63%	15.69%
Mystery	14.6%	15.15%	15.19%
Cookbooks	12.68%	12.95%	12.67%
Personal/Business	9.23%	9.41%	9.22%
Self-help			
History	8.92%	9.3%	9.36%
Religious (not Bibles)	8.8%	8.64%	8.64%
Biography	8.43%	8.99%	8.87%
Romance	7.15%	7.35%	7.55%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	71.34%	73.59%	73.89%
Gen. Editorial	48.09%	48.91%	48.92%
Womens	42.98%	43.24%	43.26%
Service	37.97%	39.39%	39.87%
Business/Finance	22.05%	24.45%	24.55%
Mens	19.92%	19.51%	19.17%
Sports	16.49%	17.6%	17.84%
Health	13.6%	13.39%	13.32%
Automotive	13.15%	12.82%	12.75%

Image: Second Participation And Par

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	59.17%	60.12%	59.91%
Business/Finance	34.77%	37.36%	37.61%
Sport	34.75%	35.34%	35.5%
Editorial Page	32.45%	33.1%	33.16%
Classified	31.22%	29.63%	29.75%
Movie Listings & Reviews	29.25%	29.77%	29.58%
Comics	28.63%	28.74%	28.67%
Food/Cooking	28.07%	28.67%	28.44%
TV/Radio Listings	24.3%	24.96%	24.89%
Home/Gardening	24.28%	25.29%	25.52%
Travel	24.09%	25.41%	25.43%
Science/Technology	20.84%	22.06%	21.94%
Fashion	15.58%	16.27%	16.11%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Adult Contemporary	21.66%	21.59%	21.5%
Country	19.63%	17.15%	17.41%
CHR Contemp Hit Radio	18.99%	18.33%	18%
News/Talk	17.07%	18.57%	18.5%
Alternative	14.58%	14.84%	14.06%
Rock	14.21%	14.29%	14.38%
Oldies	12.4%	13.19%	13.16%
Classic Rock	11.85%	12.46%	12.53%
Urban Contemporary	9.69%	9.15%	9.15%
Variety	9.68%	9.56%	8.99%
Soft Contemporary	8.21%	8.74%	8.81%
All News	7.69%	9.43%	9.31%
Religious	6.44%	6.82%	6.94%
Sports	5.89%	6.49%	6.47%
Classical	5.61%	5.91%	5.58%
Jazz	5.38%	5.64%	5.38%
Classic Hits	5.3%	5.11%	5.17%
All Talk	5.27%	6.31%	6.41%

Preseott Northport Kent City Orchard Lake Village Vernon Flint Northville Lawton De Tour Village Me Howell Morenci Plainwell Three Rivers Copper City Yale Douglas Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Copyright 2012, Intercultural Institute for Contextual Ministry Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Flint Northville Lawton De Tour Village Me Proceeding Heres Vernon Heres Vernon Heres Vernon Flint Northville Lawton De Tour Village Vernon Heres Vernon He

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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

S MILES 1% 68.179 3% 54.029	% 68.67%
.,	,
3% 54.029	
0.102	% 54.08%
3% 55.38°	% 57.58%
5% 44.579	% 44.26%
39.519	% 39.89%
9% 38.239	% 38.65%
2% 34.719	% 35.63%
5% 33.449	% 32.74%
33.61	% 33.01%
30.26	% 30.27%
34.919	% 35.74%
% 31.749	% 32.13%
	3% 55.38° 5% 44.57° 3% 39.51° 3% 38.23° 2% 34.71° 5% 33.44° 6% 33.61° 9% 30.26° 3% 34.91°

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Hallmark Channel	30.36%	30.87%	31.18%
Nickelodeon	29.97%	29.06%	29.19%
ESPN2	29.53%	30.12%	29.16%
BET (Black Entertainment	29.43%	28.64%	28.03%
TV)			
TCM (Turner Classic	27.98%	28.47%	28.54%
Movies)			
Subscribe Digital Cable	27.92%	29.96%	30.86%
The Golf Channel	27.57%	29.27%	29.66%
TV Info From Newspapers	27.57%	27.49%	27.89%
Nick At Nite	27.44%	26.43%	26.64%
Video-On-Demand Movies	26.28%	27.95%	28.46%
USA Network	26.21%	27.86%	28.24%
TV Info From Monthly Cable Guide	25.73%	25.36%	25.64%

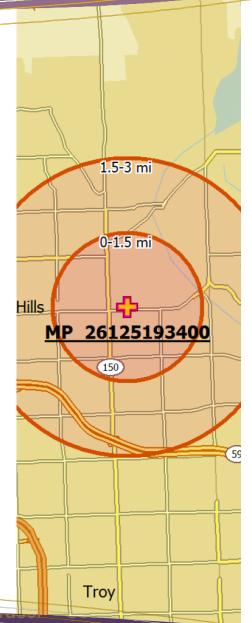


Communication Media Usage

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.



Palmer Marcellus Vassar Lawrence Temperance Skidway Lake Mendon Twin Lake Memphis Rogers City Grand Rapids Grass Lake Minden City Laingsburg Clawson Allegan Brown Allegan Intercultural Institute Southgate Constantine Farwell Ionia Whittemore Frankfort West Bran for Confectual Ministry Confectual Ministry Confectual Ministry Buena Vista Walker Oak Park Armada Gagetown 54 Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	24.56%	25.45%	25.47%
Medium Users (4-6)	12.49%	13%	13.03%
Light Users (1-3)	21.31%	21.72%	21.61%
Quintiles (20%)			
Newspaper I (Heavy)	1.81%	1.38%	1.43%
Newspaper II	1.44%	1.35%	1.31%
Newspaper III	2.57%	2.4%	2.24%
Newspaper IV	0.41%	0.37%	0.31%
Newspaper V (Light)	1.36%	1.24%	1.19%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.91%	18.59%	18.78%
Magazines II	9.41%	8.22%	7.9%
Magazines III	9.74%	9.16%	9.17%
Magazines IV	11.01%	10.33%	10.99%
Magazines V (Light)	0.59%	0.68%	0.7%
Outdoor I (Heavy)	8.09%	8.04%	7.49%
Outdoor II	2.23%	2.42%	2.6%
Outdoor III	2.74%	2.91%	3.16%
Outdoor IV	15.72%	14.82%	14.4%
Outdoor V (Light)	24.27%	24.83%	24.62%
Yellow Pages I	14.21%	13.52%	13.17%
(Heavy)			
Yellow Pages II	6.91%	6.55%	6.18%
Yellow Pages III	4.96%	5.05%	5.06%
Yellow Pages IV	21.09%	18.98%	18.46%
Yellow Pages V (Light)	2.99%	2.92%	2.82%
(

urg Melvindale Trowbridge Park Wayland Lost Lake Woods Zilwaukee Springfield Dearborn Bridgman Secity Flint Concord Tekonsha Millersburg Beecher Bay City Sault Stor Intercultural Institute Hillman Suttons Bay Gaylord Okemos Jenison Grosse Pointe Pruden for Confextual Ministry Confextual Ministry Munising Honor McBain Canadian Lakes Romulus 55 See Pointe Stores Bronson Morley Vernon Vandalia

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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.

DIUM 0-1.5 1.5-3 3-7	MEDIUM	MEDIUM 0-1.5
MILES MILES MILES		MILES
io Drive Time Quntiles TV	Prime Time Quntiles (fifths	Prime Time Quntiles (fifths
s / 20%) / 20%)		
e Time I & II (Heavy) 3.28% 2.78% 2.77% Prime Tim	ne I & II (Heavy)	ne I & II (Heavy) 3.47%
e Time III (Medium) 0.43% 0.51% 0.57% Prime Time III	l (Medium)	I (Medium) 2.34%
io IV & V (Light) 2.48% 2.12% 2.19% Prime Time IV &	V (Light)	V (Light) 8.26%
io Media Quntiles (fifths / TV Early/Late Frin	ge Quntiles	ge Quntiles
) (fifths / 20%)		
io I & II (Heavy) 8.4% 8.35% 8.9% Fringe I & II (Heavy)		42.69%
io III (Medium) 5.38% 4.83% 4.77% Fringe III (Medium)		50.07%
io IV & V (Light) 3.73% 3.31% 3.23% Fringe IV (Light)		54.16%
le TV Quntiles (fifths / TV All Day Quntiles (fifth	hs /	hs /
) 20%)		
le I & II (Heavy) 18.41% 17.77% 17.4% All Day I & II (Heavy)		11.33%
le III (Medium) 3.92% 3.82% 4.08% All Day III (Medium)		23.59%
le IV & V (Light) 32.26% 31.98% 31.61% All Day IV (Light)		13.01%



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 --0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.82%	13.91%	13.72%
6:00am - 10:00am	23.28%	23.3%	22.94%
10:00am - 3:00pm	7.32%	7.35%	7.35%
3:00pm - 7:00pm	12.9%	12.93%	13.29%
7:00pm - Midnight	17.18%	17.65%	16.94%
Midnight - 6:00am	6.42%	6.41%	6.23%
Weekend Radio			
Listeners			
Dayparts [summary]	15.29%	14.84%	15.18%
6:00am - 10:00am	5.76%	5.8%	5.5%
10:00am-3:00pm	8.16%	8.33%	8.22%
3:00pm - 7:00pm	6.87%	7.14%	7.42%
7:00pm - Midnight	9.94%	10.27%	10.45%
Midnight - 6:00am	12.44%	12.76%	12.86%

USAGE	0-1.5	1.5-3	3-7				
	MILES	MILES	MILES				
Prime Time TV Viewers							
8:00-11:00pm	9.95%	10.58%	10.87%				
Saturday:	8.99%	8.62%	8.83%				
8:00-11:00pm							
Sunday: 7:00-11:00pm	10.56%	10.37%	10.78%				
9:00am-1:00pm	27.44%	26.43%	26.64%				
9:00am-4:00pm	31.87%	30.36%	30.5%				
4:00pm-7:00pm	31.27%	33.28%	34.23%				
11:00pm-1:00am	42.18%	41.89%	42.9%				
AVG Prime time	3.18%	3.17%	3.14%				
Mon-Sun							

Mord Maple Rapids Eastpointe Rose City Newberry Ferndale Livonia Oscoda West Branch Sterling Height Euster New Era Laurium Flat Rock Gaines Norton Shores Berrien Strong Intercultural Institute for Confectual Ministry Confectual 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	21.31%	21.43%	21.09%	Sat: 7-10am	Sat: 7-10am 22.95%	Sat: 7-10am 22.95% 23.63%
7-9am	29.53%	30.12%	29.16%	Sat: 10am-1pm	Sat: 10am-1pm 8.7%	Sat: 10am-1pm 8.7% 9.08%
9am-12noon	22.99%	22.34%	22.42%	Sat: 1-4pm	Sat: 1-4pm 26.83%	Sat: 1-4pm 26.83% 26.82%
12noon-4pm	8.88%	8.02%	8.08%	Sat: 4-6pm	Sat: 4-6pm 7.82%	Sat: 4-6pm 7.82% 7.77%
4-6pm	56.42%	58.69%	59.44%	Sat: 6-7pm	Sat: 6-7pm 2.61%	Sat: 6-7pm 2.61% 2.83%
6-7pm	20.35%	19.46%	19.55%	Sat: 7-8pm	Sat: 7-8pm 1.59%	Sat: 7-8pm 1.59% 1.69%
7-7:30pm	2.78%	2.24%	2.11%	Sat: 8-11pm	Sat: 8-11pm 8.99%	Sat: 8-11pm 8.99% 8.62%
7:30-8pm	11.48%	10.52%	10.35%	Sat: 11pm-1am	Sat: 11pm-1am 5.91%	Sat: 11pm-1am 5.91% 5.76%
8-11pm	9.95%	10.58%	10.87%	Sat: 1am-7pm	Sat: 1am-7pm 26.21%	Sat: 1am-7pm 26.21% 27.86%
11pm-12am	34.72%	34.71%	35.63%	Sun: 7-10am	Sun: 7-10am 2.46%	Sun: 7-10am 2.46% 2.12%
11pm-1am	42.18%	41.89%	42.9%	Sun: 10am-1pm	Sun: 10am-1pm 6.82%	Sun: 10am-1pm 6.82% 6.55%
1-6am	34.5%	36.78%	37.54%	Sun: 1-4pm	Sun: 1-4pm 7.56%	Sun: 1-4pm 7.56% 7.14%
				Sun: 4-7pm	Sun: 4-7pm 13.98%	Sun: 4-7pm 13.98% 13.71%
				Sun: 7-11pm	Sun: 7-11pm 10.56%	Sun: 7-11pm 10.56% 10.37%
				Sun: 11pm-1am	Sun: 11pm-1am 6.04%	Sun: 11pm-1am 6.04% 5.18%
				Sun: 1-7am	Sun: 1-7am 23.7%	Sun: 1-7am 23.7% 23.45%

Beechwood Fruitpert Hillman Kaleva Sterling Heights Mulliken Estral Beach Schoolcraft Homer S Greater Galesburg Clinton Carney Lewiston Canada Creek Ranch When Intercultural Institute Capac Lyons Munising Croswell Mio Port Sanilac Stanton Le Roy for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Cladwin Manitou Beach-Devils Lake Forest Hills DeWitt

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.

Frankfort Menominee Eagle Marcellus Rockford Fair Plain Columbiaville Posen Eastlake Schoolcraft Ovid Constantine Lake City Hersey Greenville Kalamazoo Grosse Point Intercultural Institute ake Linden Hart Inkster Republic Yale Memphis Portland Sebewaing Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Boyne City Allen Park Clinton Flint Ravenna Keego 59 ville Pomer Carson ville Contextual Ministry

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

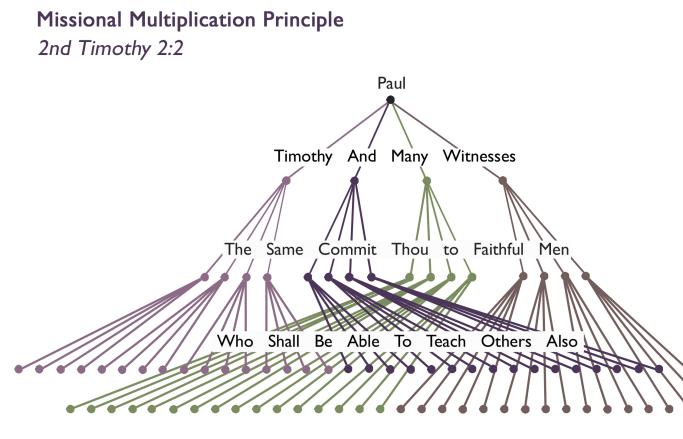
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

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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.



Midland Fife Lake Hanover Central Lake Birch Run Southfield Montgomery Eastlake Laurium Frankion Ossineke Carson City Grayling Livonia Galesburg East Lansing <u>Kent City</u> Portage Tawas City Shorewood-Tower Hills-Harbert Marcellus Lake Angelus Greilickville <u>Intercultural Institute</u> Bellevue Kal ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



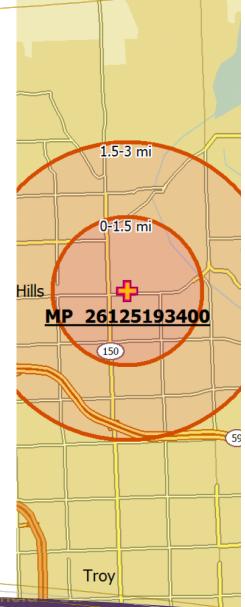


Your MissionSite and the Missional Suite

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

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

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



hson Ravenna <u>Fairgreve</u> Armada Lambertville Centreville Milan Port Austin Baldwin Grosse Pointe Park Lake Angelus Munising Tustin Le Roy Rochester Algonac Grand <u>Intercultural Institute</u> Owosso Hilling celand Richmond Shields Romulus Marcellus Republic Hesperia New *Intercultural Institute* River Rouge 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.





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