MissionSite top unreached locations

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LEWISTON, MI

COUNTY: Montmorencyt. Joseph Lawton Lake Fe SITESCAPE: Townscape Sunfield Redford Hartf Intercultural Institute, City Hersey Mattawan Angelus Dansville Ferndale Akron (



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MissionSite (TM) Table of Contents

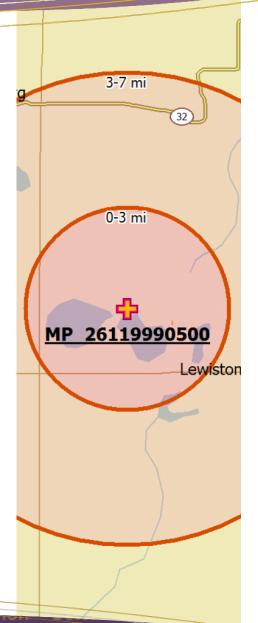
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Site Location Summary

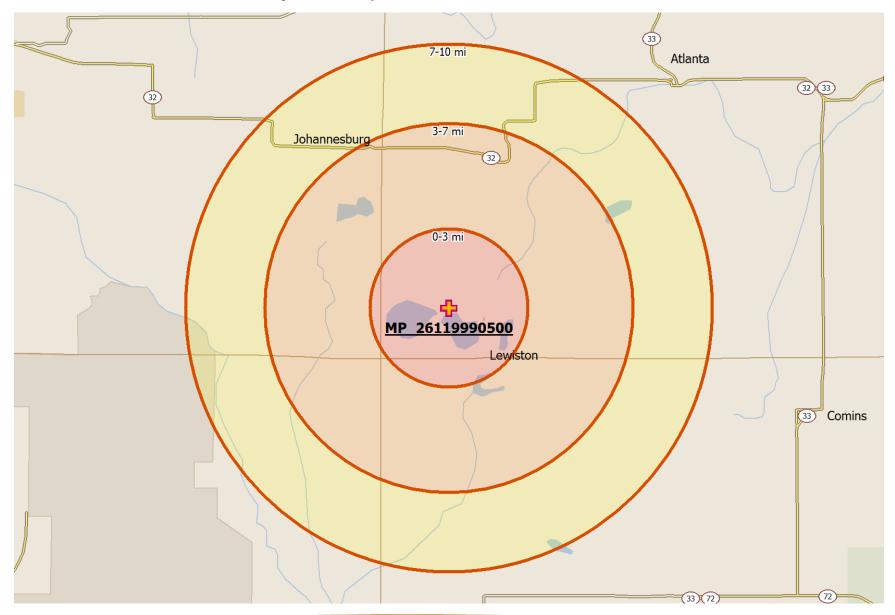
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	26R01	Region One
2	Association	26A10	Pines
3	County Location	26119	Montmorency
4	Zipcode	49756	Montmorency
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.12	Small towns adjacent to settlements
8	Sitescape Density Pattern	13	10000-2500-10000



Cadillac Benzonia Elk Rapids L'Anse Carleton Breedsville North Adams Preeport Homer Temperance tamora Sand Lake Village of Clarkston St. Clair East Lansing Fowler Burger Intercultural Institute Kentwood Gaastra Hastings Warren Hazel Park Copemish Roche for Confertual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Edwardsburg Bancroft Wyoming Weidman Camden Ubly Grand Beach South Range Comstock Park Ludington Essexville Milford Boyne Falls North Adams Grand Ledge Intercultural Institute Intercultural Institute Joi Contextual Ministry Waverly Skidway Lake Vermontville Ravenna Whit Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	10	Noncore adjacent to micro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	9	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	7	Rural commuting: Secondary flow 10% to 30% to a small Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

tanwood Muskegon neights L

Augusta Elsie Marcellus Sterling Heights Flat Rock Litchfield Tawar in Millington Mackinaw City Decatur Greenville Deckerville Mendon Vassar Lincoln Park Emmett Stor for Contextual Ministry Port Austin Copyright 2012, Intercultural Institute for Contextual Ministry Empire Bangor Oxford Woodland Kaleva Hamtram5k

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,196	2,163	1,466
2010 Households	1,120	1,053	719
2010 Group Quarters Population	0	0	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	8	2	5
Language Diversity National Index	14	33	4
Foreign Born Diversity National Index	31	37	32
Ancestry Diversity National Index	77	70	87
Racial Diversity National Index	3	5	2

Westwood Richmond Hetamora Harper Woods Benton Heights Troy Ferndale Gaylord Cassopolis Vick Hartin Sterling Heights Mendon Big Rapids Au Gres Ishpeming Midler Intercultural Institute City Fraser Eau Claire Hillman Waterford Norton Shores Unionville Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	1	True
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	1	True
Retirement Destination County	1	True

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

Fruitport Grass Lake Climax Bad Axe Gwinn Turner Garden City Boyne Falls Lewell Chesaning Garden City Boyne Falls Lewell Chesaning Garden Allendale Kingsley Sheridan Battle Creek Garden Waterford Sin Intercultural Institute Harbor Beach Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry K I Sawyer AEB

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	40	3.57%
Mainstay Communities	Established, Diverse Households	285	25.45%
Working Communities	Blue-collar, Working Families	270	24.11%
Country Communities	Rural, Agri. & Mining Families	436	38.93%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	89	7.95%

wood Club Waldren Oxford Buena Vista Paw Paw Lake Saugatuck Trowbridge Park Lakeview Allen Park Bellevue Sandusky Maple Rapids Grayling Mount Pleasant Perry Intercultural Institute City Carrollton Whitmore Lake Adrian Fennville Lake Fenton Clare ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

New Lothrop Shelby Brownlee Park Imlay City Ravenna Midland Howard City Manton Fowler Livonia Benton Heights Traverse City Lincoln Edgemont Park Parchment Barrey Intercultural Institute ale Hudsonville Kent City White Cloud Dearborn Grand Blanc Grant for Confertual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Octopyright 2012, Intercultural Institute for Contextual Ministry Augusta

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	3,016	741	24.59%
Unreached %	63.75%	66.2%	103.84
Religious But NOT Evangelical HH	593	148	24.9%
Religious But NOT Evangelical %	12.53%	13.18%	105.15
Spiritual But NOT Relig or Evang HH	750	181	24.16%
Spiritual But NOT Relig or Evang %	15.86%	16.18%	102.01
Not Evangelical, Not Interested HH	1,673	413	24.67%
Not Evangelical, Not Interested %	35.36%	36.85%	104.2



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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	430	95	22.08%
Active Evangelical Percent	9.09%	8.48%	93.24
Inactive Evangelical Households	1,284	284	22.08%
Inactive Evangelical Percent	27.16%	25.32%	93.24
# New Churches Needed	2	1	23.68%



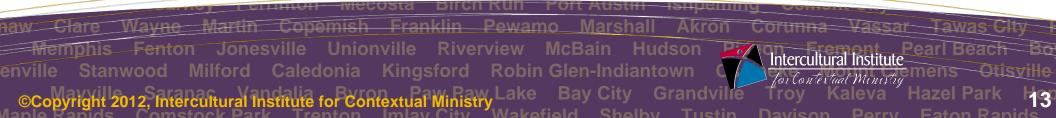


Using the Spirituality Indicators

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

Issues for Your Consideration

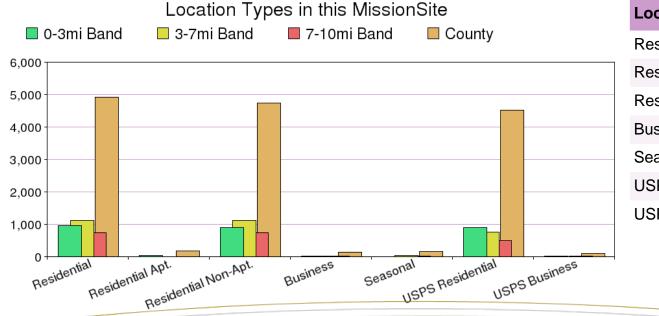
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	8,936	1,845	20.65%
2000 Population	10,315	2,284	22.14%
2010 Population	10,031	2,196	21.89%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	3,600	807	22.42%
2000 Households	4,455	1,064	23.88%
2010 Households	4,730	1,120	23.68%

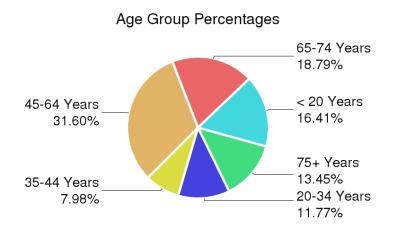


Location Type	0-3mi Band
Residential	951
Residential Apt.	43
Residential Non-Apt.	908
Business	19
Seasonal	1
USPS Residential	898
USPS Business	18

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

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

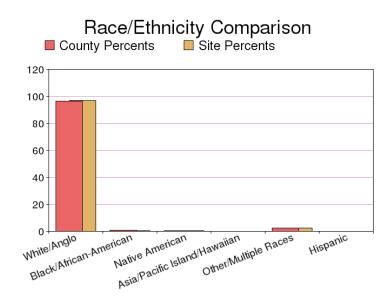


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	3.26%	2.69%	82.52
4-5 Years	1.67%	0.87%	52.1
6-8 Years	2.52%	2.23%	88.49
9-11 Years	2.67%	3.01%	112.73
12-13 Years	1.85%	2%	108.11
14-17 Years	3.99%	3.46%	86.72
18-19 Years	2.11%	2.14%	101.42
0-5 Years	4.93%	3.55%	72.01
6-12 Years	6.12%	6.24%	101.96
13-19 Years	7.03%	6.6%	93.88
< 20 Years	18.08%	16.39%	90.65
20-34 Years	12.94%	11.75%	90.8
35-44 Years	8.81%	7.97%	90.47
45-64 Years	31.94%	31.56%	98.81
65-74 Years	16.24%	18.76%	115.52
75+ Years	11.98%	13.43%	112.1
Median Age	52	49	93.03
Median Age (Male)	51	48	94.63
Median Age (Female)	54	51	95.44

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	96.39%	96.68%	100.3
Black, African-American	0.74%	0.36%	49.38
Native American	0.42%	0.36%	87.01
Asian	0.17%	0.05%	26.87
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.28%	2.55%	111.7
Hispanic	0%	1.41%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,746	1,736	
Less than 9th Grade	6.76%	4.15%	163.11
No High School Diploma	18.15%	17.51%	103.65
High School Graduate	42%	42.68%	98.39
Some College, no degree	19.84%	22.29%	89.01
Associate Degree	5.06%	5.36%	94.47
College Degree	5.23%	4.84%	108.06
Graduate/Prof. degree	2.96%	3.17%	93.31

North Adams Chesaning Stockbridge Birmingham Ferrysburg Chelsea Southgate West Monroe Lake Orig Heecher Onekama Atlanta Otisville Sterling Whittemore Hubbard Lake Chernont Park Jackson Rock Robin Glen-Indiantown Hancock North Muskegon Barton Hills Richla For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.99%	9.02%	85.31
\$10,000 to \$19,999	14%	15%	107.18
\$20,000 to \$29,999	16.41%	19.02%	115.92
\$30,000 to \$49,999	26.68%	24.82%	93.03
\$50,000 to \$59,999	9.28%	10.36%	111.59
\$60,000 to \$69,999	7.19%	4.91%	68.32
\$70,000 to \$79,999	5.07%	4.38%	86.22
\$80,000 to \$89,999	3.07%	3.13%	101.94
\$90,000 to \$99,999	2.2%	2.23%	101.52
\$100,000 to \$124,999	3.51%	2.41%	68.69
\$125,000 to \$149,999	1.56%	2.95%	188.33
\$150,000 to \$199,999	1.27%	0.71%	56.31
\$200,000 to \$249,999	0.17%	0%	0
\$250,000 or more	0.61%	1.07%	174.75
Median Household	36,800	35,414	96.23
Average Household	47,072	51,574	109.56
Per Capita Household	22,558	26,304	116.61
Family/Non-Family Household			
Income			
Median Family Income	42,851	46,603	108.76
Average Family Income	54,946	61,694	112.28
Median Non-Family Income	24,641	23,865	96.85
Average Non-Family Income	30,084	24,616	81.82

well Mesick Benton Harbor Lake Fenton Holly Ontonagon Bancroft Auburn East Jordan Southgate dinden City Caspian Cheboygan Royal Oak Saginaw Township South Ather Intercultural Institute Elsie Prescott Memphis Escanaba Lawton Clare Allen Carleton White Cloud 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry anti-

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.33%	64.2%	93.95
Families with Children	24.29%	20%	82.33
Families without Children	44.04%	44.2%	100.36
Non-Family Households			
% Non-Family Households	31.67%	35.8%	113.05
Non-Families with Children	0.34	0.27	79.19
Non-Families without Children	31.33	35.54	113.42
Housing Units			Index
Total Housing Units	9,824	2,340	
Vacant percent	51.85%	52.14%	100.55
Owned percent	41.44%	39.96%	96.42%
Rented Percent	6.71%	7.91%	117.86
Households by Size			Index
Avg household size	2.09	1.96	93.78
Avg family hh size	2.52	2.43	96.43
Avg non-family hh size	1.17	1.12	95.73
Households By Count of Persons			Percent
One	1,305	368	28.2%
Тwo	2,369	569	24.02%
Three or Four	898	157	17.48%
Five+	158	26	16.46%

Lake Odessa <u>Grosse Pointe</u> Bancroft Hesperia Sandusky Beecher Detroit Clio Orchard Lake Village Eaton Rapids Temperance Marlette Forestville Otsego Au Sable <u>Intercultural Institute</u> St Bloomfield Township Vermontville Allegan Zeeland Argentine Cadilla for Confectual Ministry ^{on} Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

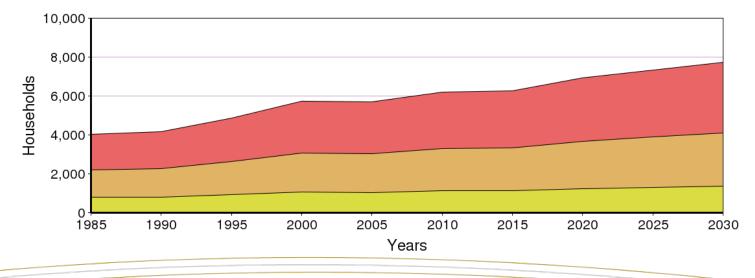
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	8,936	1,845	20.65%
2000 Population	10,315	2,284	22.14%
2010 Population	10,031	2,196	21.89%
2015 Population	9,712	2,128	21.91%

Household Change from 1985 to 2030

🗖 0-3mi Ring 🛛 🗖 0-7mi Ring

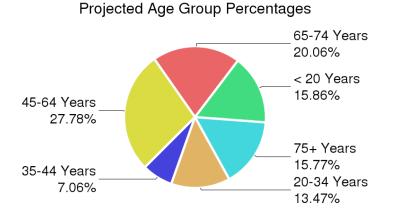
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in Huntington Woods Birch Run Wakefield Redford Port Hope Minden City Westphalia Spring Arbor W Southfield Lyons Eastlake Quinnesec Bridgeport Northview Clinton Intercultural Institute Woodhaven Brownlee Park Concord Hubbardston Eastwood Richmond Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Use Angelus New Baltimore Onaway Charlotte Contextual Ministry

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

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

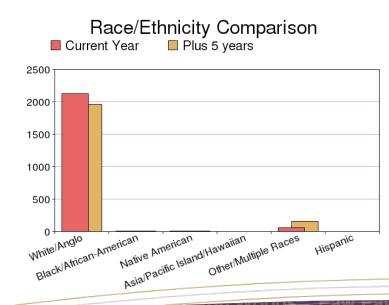


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	2.69%	3.05%	113.38
4-5 Years	0.87%	0.85%	97.7
6-8 Years	2.23%	2.4%	107.62
9-11 Years	3.01%	2.91%	96.68
12-13 Years	2%	1.83%	91.5
14-17 Years	3.46%	2.77%	80.06
18-19 Years	2.14%	2.02%	94.39
0-5 Years	3.55%	3.9%	109.86
6-12 Years	6.24%	6.34%	101.6
13-19 Years	6.6%	5.59%	84.7
< 20 Years	16.39%	15.83%	96.58
20-34 Years	11.75%	13.44%	114.38
35-44 Years	7.97%	7.05%	88.46
45-64 Years	31.56%	27.73%	87.86
65-74 Years	18.76%	20.02%	106.72
75+ Years	13.43%	15.74%	117.2
Median Age	52	51	97.59
Median Age (Male)	51	51	99.22
Median Age (Female)	54	55	102.46

Birmingham Unionville Lapeer Muskegon Munising Muskegon Heights K. I. Sawyer AFB Fron River Frances Copemish Sanford Bear Lake Eastlake Eastpointe Otsego Tekores Intercultural Institute for Huron Marshall Copemish Sanford Bear Lake Lexington Bridgman West Bloomfiel (or Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Second New Frankfort Lathrup Village Alanson Byron Level 20

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	96.68%	91.92%	95.08
Black, African-American	0.36%	0.38%	103.2
Native American	0.36%	0.33%	90.3
Asian	0.05%	0.05%	103.2
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.55%	7.33%	287.47
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,736	1,682	
Less than 9th Grade	4.15%	4.16%	100.34
No High School Diploma	17.51%	17.24%	98.46
High School Graduate	42.68%	43.16%	101.12
Some College, no degree	22.29%	22.18%	99.48
Associate Degree	5.36%	5.29%	98.77
College Degree	4.84%	4.93%	101.98
Graduate/Prof. degree	3.17%	3.03%	95.7

Scottville Mendon West Bloomfield Township Shepherd Detroit Beach Vandercook Lake Olivet Kings Honroe Greater Galesburg Ithaca St. Clair Alma Gagetown Charlotte Intercultural Institute wton Harbor Beach Walkerville Calumet Midland Sault Ste. Marie Readi Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

CURRENT		INDEX
9 02%	8.36%	92.73
		93.9
		92.57
		96.46
		94.34
		98.59
		100.6
		135.21
		90.7
		113.2
		134.44
		160.21
		0
		115.02
		113.93
		107.7
		112.72
20,004	20,001	112.72
46 603	50 569	108.51
		103.53
•	•	111.8
		110.78
	9.02% 15% 19.02% 24.82% 10.36% 4.91% 4.38% 3.13% 2.23% 2.41% 2.95% 0.71% 0% 1.07% 35,414 51,574 26,304 46,603 61,694 23,865 24,616	15%14.08%19.02%17.61%24.82%23.94%24.82%9.77%4.91%4.84%4.38%5.55%3.13%4.14%2.23%2.02%2.41%2.73%2.95%3.96%0.71%1.14%0%0%1.07%1.23%35,41440,34751,57455,54326,30429,65146,60350,56961,69463,87023,86526,682

City Mio Roscommon Freeland Beulah Laingsburg Farmington Hills Litchfield Howard City Stanwood ten Byron Ossineke Fowlerville Allegan Custer Wolverine Durand <u>Intercultural Institute</u> McBride Per stal Falls Copper City Ortonville Lake Ann Reese Grosse Pointe Shores for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Context

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	64.2%	63.29%	98.59
Families with Children	20	19.89	99.47
Families without Children	44.2	43.57	98.59
Non-Family Households			
% Non-Family Households	35.8%	36.71%	102.53
Non-Families with Children	0.27	0.18	102.53
Non-Families without	35.54	36.53	102.8
Children			
Housing Units			
Total Housing Units	2,340	2,370	101.28%
Vacant percent	52.14%	52.11%	99.95
Owned percent	39.96%	40%	100.11
Rented Percent	7.91%	7.93%	100.34
Households by Size			
Avg household size	1.96	1.87	95.41%
Avg family hh size	2.43	2.35	96.71%
Avg non-family hh size	1.12	1.06	94.64%
Households By Count of			
Persons			
One	368	372	101.09%
Two	569	604	106.15%
Three or Four	157	149	94.9%
Five+	26	11	42.31%

Republic Melvin Lake Linden Leslie Boyne City Hesperia Lincoln Union City Le Roy Au Gres North Howard City Zilwaukee Dexter Vernon Shorewood-Tower Hills-Harbert Intercultural Institute arl Beach Stevensville Grosse Pointe Farms Jonesville Harbor Beach Sa for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	33	38	23	Eastern Africa	0	0	0
Northern Europe	0	3	1	Middle Africa	0	0	0
Western Europe	10	13	5	Northern Africa	0	0	0
Southern Europe	0	2	0	Southern Africa	0	0	0
Eastern Europe	0	2	4	Western Africa	0	0	0
Other Europe	0	2	0	Other Africa	0	0	0
Eastern Asia	0	1	0	Oceania	0	0	0
So. Central Asia	0	0	0	Caribbean	0	0	0
SE Asia	0	1	2	Central Amer.	5	1	2
Western Asia	3	0	0	South America	0	1	0
Other Asia	0	0	0	North America	15	12	9
				Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	1,477	3,160	1,612	Other Indo-Euro	0	0	0
Spanish	26	32	2	Asian/PI languages	0	0	0
Other Indo-Euro	53	82	22	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	7	10	4	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	1	1	Miao, Hmong	0	0	8
Portuguese	0	0	0	Thai	0	0	0
German	18	34	14	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	5	0	0
Other West Germanic	11	22	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	2
Language				Other Pacific Is	0	0	0
Greek	3	0	0	Other languages	0	5	0
Russian	0	0	0	Navajo	0	0	0
Polish	14	15	3	Other Native N.	0	1	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	4	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

W Grand Rapids Standish Kent City Greater Galesburg Hersey Detroit Beach Ionia Central Lake Co Swartz Creek Mason Cassopolis Durand White Pigeon Melvindale Intercultural Institute Boyne Falls Royal Oak Nashville Allendale Shoreham Marion Free Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry

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Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	1,130	2,578	1,198	Irish	Irish 104	Irish 104 224
Arab	0	7	1	Italian	Italian 52	Italian 52 83
Armenian	0	3	0	Lithuanian	Lithuanian 0	Lithuanian 0 1
Austrian	0	2	0	Norwegian	Norwegian 11	Norwegian 11 8
British	0	2	0	Polish	Polish 73	Polish 73 316
Canadian	0	11	7	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	5	2	2	Romanian	Romanian 0	Romanian 0 0
Czech	0	3	2	Russian	Russian 7	Russian 7 5
Czechoslovak	0	6	2	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	11	5	Scotch-Irish	Scotch-Irish 16	Scotch-Irish 16 42
Dutch	14	39	19	Scottish	Scottish 28	Scottish 28 58
English	137	290	168	Slovak	Slovak 0	Slovak 0 1
European	0	11	6	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	9	35	23	Swedish	Swedish 18	Swedish 18 36
French (not Basque)	78	172	77	Swiss	Swiss 0	Swiss 0 8
French Canadian	8	65	46	Ukrainian	Ukrainian 0	Ukrainian 0 6
German	328	643	309	US/American	US/American 118	US/American 118 313
Greek	3	5	2	Welsh	Welsh 6	Welsh 6 9
Hungarian	21	34	10	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 3
				Other	Other 94	Other 94 124

ity Walkerville Forestville Bloomfield Hills Jenison Bellaire Britton Goodrich Caspian Michiana Manisevelt Park Barton Hills Grass Lake Gibraltar Houghton Marlette Fentor Caspian Michiana Manind Eau Claire Laingsburg Howard City Birch Run Au Sable Northville Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Birmingham Market Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

aven Barryton Morenci Decatur Roosevelt Park Milan Pentwater Morley Vermentville Leonard Gibralt Theory Port Hope Fenton Deckerville Owosso Flushing Rose City Benton Heinets Boyne City Freeport Alanson Escanaba Ortonville Boyne Falls Ellsworth Detroit Livonia OCopyright 2012, Intercultural Institute for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry Caspian Brownlee Park Iron River Farmington Davison

Using the Demographic Indicators

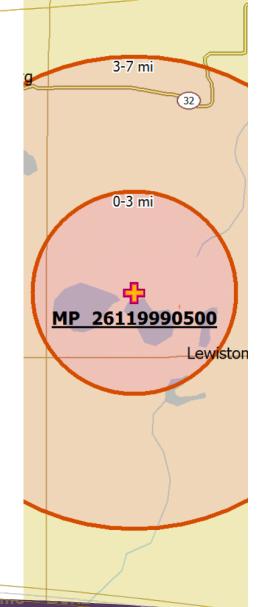
Issues for Your Consideration - continued

- 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.



Dundee Gwinn Mattawan Hancock Forest Hills Ypsilanti Morrice Fair Plain Dexter Essexville Ma Ferrysburg Jenison Clare East Grand Rapids Mendon Kentwood Grand Intercultural Institute Mulliken Kingston Armada Chesaning Monroe Mancelona Caledonia Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Ocopyright 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,120	100%	741	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	40	3.57%	27	3.64%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	40	3.57%	27	3.64%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	66	5.89%	42	5.67%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	66	5.89%	42	5.67%
Mid-Market Enterprise	0	0%	0	0%

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,120	100%	741	100%
BLUE COLLAR BACKBONE	80	7.14%	48	6.48%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	80	7.14%	48	6.48%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	219	19.55%	175	23.62%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	5	0.45%	4	0.54%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	15	1.34%	10	1.35%
Mature America	199	17.77%	161	21.73%
METRO FRINGE	190	16.96%	130	17.54%
Steadfast Conservative	190	16.96%	130	17.54%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Lexington Vandercook Lake Auburn Ecorse Farmington Hills Brown City Thompsonville Bloomfield Fe Gaastra Burton North Adams Standish Capac Rochester Hills Zeeland Meserta Cadillac Camden Alpena Tawas City Kingsford Byron Mount Clemens Port Sanilac From Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Dearborn Marguette Kent City Breckenridge How

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,120	100%	741	100%
REMOTE AMERICA	400	35.71%	243	32.79%
Hardy Rural Fam.	400	35.71%	243	32.79%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	36	3.21%	24	3.24%
Industrious Country Living	36	3.21%	24	3.24%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

orth Muskegon <u>Kalamazoo Gaastra Baroda South Lyon South Range</u> Muskegon Heights Grandville Con-Hubbard Lake Kingsford Grosse IIe Gagetown Level Park-Oak Park Iron Intercultural Institute Tey Owendale Dearborn Fowlerville Allendale Trenton Edgemont Park Model Dearborn Fowlerville Allendale Trenton Edgemont Park Homer Hartford Au Gres Dry 32

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,120	100%	741	100%
STRUGGLING SOCIETIES	89	7.95%	52	7.02%
Rugged Southern Style	89	7.95%	52	7.02%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Canadian Lakes Hart Garden Grosse Pointe Park Wyoming St. Johns Fruitport Martin Beaverton Boyn terling Wakefield Copper City Portland Lake Angelus Roosevelt Park Big Rapids Allegan Fairgrove Litchfield Marlette Vernon Trenton Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Ministry Copyright 2012, Inter

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Houghton Lake Argentine Laingsburg Springport Applegate Webberville Kent City Estral Beach Con Mecosta Level Park-Oak Park Romulus Saginaw Barnes Lake-Millers Intercultural Institute Gres Hudson Sand Lake Flushing Brooklyn Lake Isabella Weidman For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

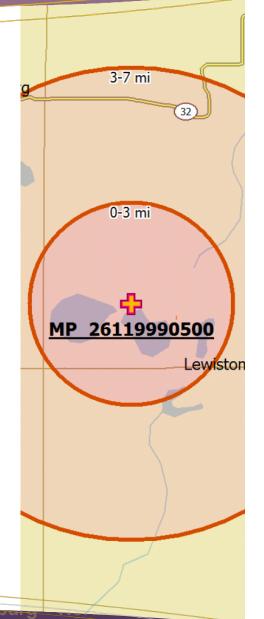
Potential Cultural Bridges

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

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

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

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



Stonson Honor Mendon Beecher Muir L'Anse Oak Park Lake Michigan Beach Allegan Manton Allen Stanton Stockbridge Ironwood Westland Bad Axe Sault Ste. Marie Corse Metamora Mulliken Iron River Williamston Whitehall South Monr For Contextual Ministry Copyright 2012, Intercultural Institute for 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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
PC-HH Own	73%	73%	73%	Internet Use: Banking	21%	21%	22%
Use Comp. for Internet/E-mail	55%	56%	56%	Internet Use: News/ Weather	20%	19%	20%
Internet Use: E-Mail	44%	45%	45%	Use Comp. for News/Info./Data	18%	19%	19%
Use Comp. for Comp. Games	38%	38%	39%	Service			
Use Comp. for Word Processing	36%	37%	38%	Use Comp. for Accounting	15%	16%	16%
Use Comp. for Digital Camera	30%	31%	32%	Use Comp. for Personal	14%	14%	15%
Photo Editing				Financial Mngmnt			
Use Comp. for Shopping	30%	31%	31%	Use Comp. for Filing/DB	12%	12%	12%
HH Owns DVD Player	27%	28%	28%	Mngmnt			
Use Comp. for Banking	27%	27%	27%	PC-Network-HH Has One	12%	13%	13%
Use Comp. for Education	25%	25%	25%	Internet Use: Research/	11%	11%	10%
				Education			
				Internet Use: Shopping: Made	11%	11%	11%
				A Purchase			

kson Buena Vista East Lansing DeWitt Morley Flushing Paw Paw Lake Hanover Shepherd Ann Arbor Casnovia Lexington Belding Port Huron Alpena Sault Ste. Marie Fair Lintercultural Institute Livonia Ashley Portland Powers White Cloud Traverse City Yale Vortextual Ministry Buchanan G Copyright 2012, Intercultural Institute for Contextual Ministry athrup Village McRain Shields Deckerville Litchfield Edgemont Park, Canton Walker, Vernon, Charlotte

Internet Use: Play/ Download

Online Games

10%

10%

10%

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	64%	63%	63%
Reading Books	56%	55%	54%
Dining Out (Not Fast Food)	53%	52%	52%
Card Games	44%	45%	45%
Gardening	36%	39%	40%
Board Games	32%	33%	33%
Go To A Beach/Lake	32%	33%	34%
Cooking for Fun	32%	31%	32%
Antique Shopping/Shows	18%	19%	19%
Going To	18%	19%	19%
Bars/Nightclubs/Dancing			

0-3	3-7	7-10
MILES	MILES	MILES
70%	69%	69%
43%	42%	41%
27%	26%	26%
25%	24%	23%
22%	22%	22%
22%	20%	20%
21%	19%	18%
20%	19%	19%
19%	19%	19%
16%	15%	15%
	MILES 70% 43% 27% 25% 22% 22% 22% 22% 21% 20% 19%	MILES MILES 70% 69% 43% 42% 27% 26% 25% 24% 22% 22% 22% 20% 21% 19% 20% 19% 19% 19%

Kefield Gobles Rochester Hills Traverse City Inkster Portland Shoreham Norway Carrollton Kalkaska Alanson Hubbard Lake Sterling Fife Lake Harvey Perry Charlevoix Intercultural Institute w Paw Kingsley Marlette Reed City Farwell Oscoda Tecumseh Forest Contextual Ministry Contextual Ministry Sted Waldron Marshall Institute for Contextual Ministry Sted Waldron Marshall Fennyille Crosse Le Pierson Ferrysburg South Lyon Wyoming Ossineke Mio

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	24.21%	23.72%	23.53%
Live Theater	19.3%	18.01%	17.85%
Live Theater Most Often	16.83%	15.79%	15.66%
Rock/Pop Concerts Most	10.56%	9.82%	9.75%
Often			
Dance Performance	9.07%	8.39%	8.27%
Country Concerts Most	8.47%	9.04%	8.99%
Often			
Movies: Action/Adventure	35.69%	36.67%	37%
Movies: Comedy	33.38%	33.79%	33.84%
Movies: Fam.	19.16%	19.32%	19.39%

inde Deerfield <u>Buckley Negaunee Elsie Empire Douglas Sunfield Baldwin Allen Park Spring Arbor</u> Lewiston Schoolcraft Ossineke Wyoming Ionia Climax Rogers City Grosse Pointe Shores Muir Brooklyn Saginaw Township North Garde Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	41.56%	41.92%	42%	Weight Training	Weight Training 12.19%	Weight Training 12.19% 11.87%
Swimming	33.12%	34.21%	34.58%	Stationary Cycling	Stationary Cycling 11.2%	Stationary Cycling 11.2% 11.04%
Freshwater Fishing	24.2%	26.22%	26.5%	Target Shooting	Target Shooting 10.76%	Target Shooting 10.76% 11.56%
Bowling	20.9%	21.71%	21.93%	Backpacking/Hiking	Backpacking/Hiking 10.05%	Backpacking/Hiking 10.05% 10.64%
Camping Trips	19.56%	21.17%	21.58%	Baseball	Baseball 9.37%	Baseball 9.37% 9.47%
Billiards/Pool	17.73%	18.2%	18.18%	Aerobics	Aerobics 9.14%	Aerobics 9.14% 8.62%
Hunting	17.21%	18.56%	18.81%	Softball	Softball 9.08%	Softball 9.08% 9.46%
Golf	13.78%	13.38%	13.27%	Saltwater Fishing	Saltwater Fishing 8.94%	Saltwater Fishing 8.94% 9.09%
Basketball	13.5%	14.22%	14.37%	Horseback Riding	Horseback Riding 8.93%	Horseback Riding 8.93% 9.5%
Power Boating	13.48%	14.52%	14.65%	Volleyball	Volleyball 8.1%	Volleyball 8.1% 7.58%
Mountain/Road Biking	13.38%	13.81%	14.08%	Motorcycling	Motorcycling 7.72%	Motorcycling 7.72% 7.61%
Canoeing/Kayaking	12.67%	13.93%	14.09%	Football	Football 7.59%	Football 7.59% 7.53%
Jogging/Running	12.67%	13.54%	13.76%	Water Skiing	Water Skiing 7%	Water Skiing 7% 7.31%
Using Cardio Machine	12.24%	11.87%	11.86%	Roller Skating	Roller Skating 6.5%	Roller Skating 6.5% 6.33%

City Deerfield Lake Michigan Beach Clawson Morenci Cement City Casnovia Lansing Clayton Shelby Zitwaukee Hopkins Northville Clinton Durand Boyne Falls North Brand Intercultural Institute Midland Shepherd Clare Pewamo Caseville Ferndale Laingsburg Los Confectual Ministry Focopyright 2012, Intercultural Institute for Confectual Ministry Copyright 2012, Intercultural Institute for Confectual Ministry Copyright 2012, Intercultural Institute for Confectual Ministry Kaleva North Adams Mount Pleasant Wolf Lake Vande

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Yoga	6.44%	6.23%	6.29%
Ice Skating	6.33%	5.98%	6.03%
Soccer	6.04%	6%	6.08%
Downhill & X-Country	5.88%	6.01%	5.99%
Skiing			
Snowmobiling	5.81%	5.83%	5.88%
Fly Fishing	5.7%	6.04%	6.07%
Archery	5.68%	6.01%	6.16%
Sailing	5.16%	5.24%	5.18%
Tennis	5.12%	4.55%	4.47%
Jet Skiing	4.91%	4.65%	4.61%

0-3	3-7	7-10
MILES	MILES	MILES
4.81%	4.61%	4.59%
4.27%	3.9%	3.9%
4.21%	3.51%	3.37%
4.15%	3.65%	3.57%
3.96%	3.5%	3.43%
3.82%	3.93%	4.14%
3.71%	3.43%	3.45%
3.31%	3.1%	3.05%
3.27%	3.17%	3.18%
3.13%	2.92%	2.96%
	MILES 4.81% 4.27% 4.21% 4.15% 3.96% 3.82% 3.71% 3.31% 3.27%	MILESMILES4.81%4.61%4.27%3.9%4.21%3.51%4.15%3.65%3.96%3.5%3.82%3.93%3.71%3.43%3.31%3.1%3.27%3.17%

Vermontville Benton Heights Oscoda Benzonia Copper City Gwinn Waveriy Shepherd Cadillac Port H Lake Orion Honor Lyons Hamtramck Hazel Park Beechwood Pinckney Intercultural Institute tamora Concord Hesperia Lakeview Farmington Gladstone Pellston For Contextual Ministry Concord Hesperia Lakeview Farmington Gladstone Pellston For Contextual Ministry Constantine Pewamo G40

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.

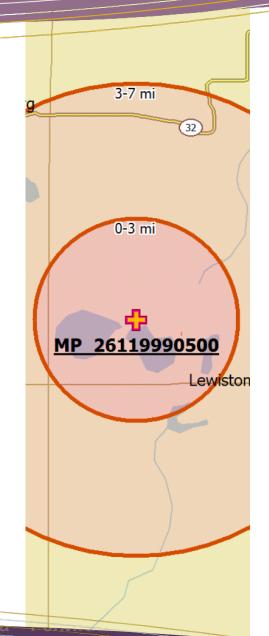
BIBLICAL BARRIERS

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.



Highland Park Powers Farwell Cedar Springs Jenison Estral Beach Cass City Ferndale West Ishpemine Auburn Hills Weidman Westphalia Bancroft Grayling Sandusky Intercultural Institute Lake Grand Blanc Dryden Adrian K. I. Sawyer AFB Mattawan Jonesville Jor Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry City Intercultural Contextual Ministry City Intercultural Contextual Ministry City Intercultural Contextual Ministry City Intercultural 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.

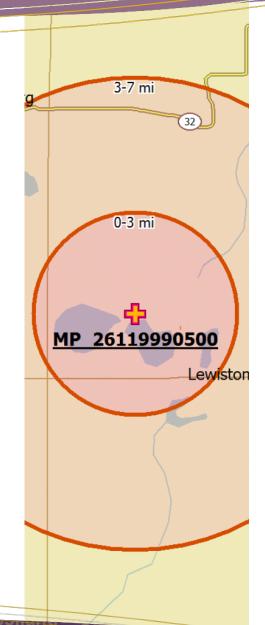
CULTURAL BARRIERS OF ACCEPTANCE

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.



Belding Marshall Harbor Springs Allen Park Muskegon Heights Ishpeming Lake Linden Oscoda Brecker Tawas City Cement City Breedsville Lapeer Algonac Zilwaukee Vermon Intercultural Institute Lake Orion Saugatuck Caseville Central Lake Boyne City Monroe Sing Confectual Ministry Threest Mount Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	51%	51%	51%	Too Much Sponsorship In Arts/Sports	18%	19%	19%
Speak My Mind Even If It Upsets	35%	35%	34%	Like to Stand Out In A Crowd	18%	18%	18%
People				Marijuana Should Be Legalized	17%	18%	17%
Prefer To Have Few Possessions As Possible	34%	32%	32%	Only Work Current Job for The Money	16%	16%	16%
Woman's Place Is In The Home	34%	34%	34%	Rarely Sit Down to a Meal	15%	16%	16%
Find It Difficult To Say No To My	33%	34%	35%	Together At Home			
Kids				I Am A Workaholic	13%	14%	14%
Like To Do Unconventional Things	32%	31%	31%	Happy With My Standard Of Living	12%	12%	12%
Like Control Over People And Resources	32%	32%	32%	On Whole People Get What They Deserve	11%	11%	11%
Money Is Best Measure Of Success	30%	30%	30%	We Should Strive for Equality for All	11%	11%	11%
Don't Judge People/Way They Live Life	29%	29%	29%	Indulge My Kids With The Little Extras	8%	9%	9%
Friends More Important Than My Fam.	26%	24%	24%	Little I Can Do To Change My Life	8%	7%	7%
If Won Lottery Would Never Work Again	22%	21%	21%	Willing To Give Up Time With Fam. To Advance	7%	6%	6%
Like To Pursue Challenge/Novelty/Change	19%	18%	18%				

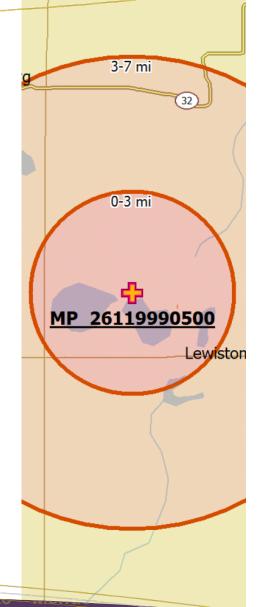
Climax Woodland Beach Stony Point Houghton Lake Swartz Creek Sparta Central Lake Gaastra Mes Whittemore Walkerville Fenton Buchanan Shields Pinckney August Intercultural Institute Grand Beach Saline De Tour Village Brooklyn Otsego Manchester (Soutestual Ministry) Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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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.



Troit Beach Copper City Ellsworth East Grand Rapids Village of Clarkston South Gull Lake Sparta Lansing Dexter Alpena Wolverine Lake White Pigeon Eastwood Woodhaven Intercultural Institute Shields Carney Bad Axe Ironwood Buckley Turner Tecumseh W For Contextual Ministry P OCopyright 2012, Intercultural Institute for Contextual Ministry Of South Contextual Ministry Otisville Abmeek Clare Pentwater Canadian Lakes

Potential Cultural Themes:

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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities	57%	57%	56%	Real Men Don't Cry	17%	17%	17%
In Life				Is An Important Part Of Who I Am	17%	17%	17%
Important To Respect Customs And Beliefs	56%	57%	58%	Looking for New Ideas To Improve Home	14%	14%	14%
Prefer Work Part Of Team Than Alone	36%	35%	35%	Try Not To Worry About The Future	14%	13%	13%
Like To Understand About Nature	35%	35%	34%	Worried About Pollution Caused By Cars	13%	13%	13%
Important Feel Respected By My Peers	35%	35%	35%	Provide My Kids With The Little Extras	12%	11%	11%
Prefer To Have Few Possessions As Possible	34%	32%	32%	Enjoy Spending Time With My Fam.	8%	8%	8%
Important To Juggle Various	31%	31%	31%	Feel Very Alone In The World	7%	6%	6%
Tasks				Decor Particular Interest To Me	6%	6%	6%
Good At Fixing Things	30%	30%	30%	Children Should Be Allowed To	5%	5%	5%
Have Keen Sense Of Adventure	24%	23%	23%	Express Themselves			
Like To Just Enjoy Life	24%	23%	23%	Like Spending Most Time With	4%	4%	4%
Consider Myself Interested In	20%	21%	20%	Fam.			
The Arts				Would Like To Set Up Own	2%	2%	2%
People Have To Take Me As They Find Me	20%	19%	20%	Business			

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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.

 Vood Club
 Britton
 Essexville
 Bellaire
 Holt
 Newaygo
 Morenci
 Concord
 Redford
 Essexville
 Columbia ville

 Vanderbilt
 Waldron
 Sandusky
 Litchfield
 Buckley
 Lambertville
 Thompson ville

 Argentine
 Pewamo
 Walker
 Fennville
 Berrien
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Lewiston

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	83.88%	84.57%	84.78%
Restaurant-Visit Any			
Fam. Restaurants/Steak	80.11%	80.24%	80.48%
Houses-Visit Any			
McDonald's	55.47%	56.86%	57.25%
Burger King	35.25%	36.44%	36.77%
Subway	30.89%	32.92%	33.28%
Wendy's	24.85%	25.37%	25.79%
Taco Bell	24.07%	24.23%	24.55%
Applebee's	22.86%	22.83%	22.96%
Arby's	22.38%	23.35%	23.62%
Kentucky Fried Chicken (KFC)	21.67%	22.29%	22.69%
Dairy Queen	19.68%	20.48%	20.44%
Pizza Hut	18.35%	17.97%	18.12%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	17.39%	16.9%	16.86%
Red Lobster	14.42%	14.93%	15.09%
Outback Steakhouse	13.37%	13.73%	13.78%
Sonic	13.15%	13.97%	14.14%
Cracker Barrel	13.13%	13.84%	14.23%
Denny's	10.75%	10.88%	10.88%
IHOP (International House Of	10.66%	10.51%	10.54%
Pancakes)			
Domino's Pizza	9.53%	9.52%	9.6%
A and W	9.24%	9.38%	9.25%
Chili's Grill and Bar	8.91%	9.05%	9.32%
Dunkin' Donuts	8.86%	9.16%	9.34%
Chick-Fil-A	8.75%	9.04%	9.16%

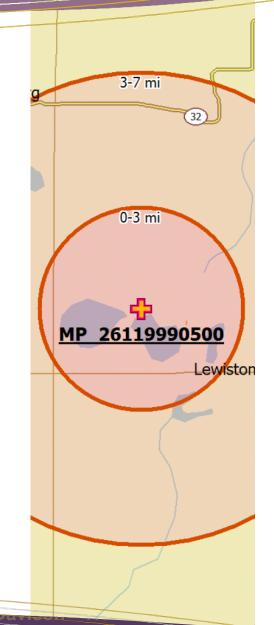


Potential Shared Projects

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!



Pleasant Ridge Tekensha Norton Shores Springport Eau Claire St. Joseph Holt West Bloomfield Towns The Deckerville Atlanta Farmington Augusta Melvin Big Rapids Huber Intercultural Institute unt Clemens Athens Mendon Hudson Lakewood Club Adrian Kaleva Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	48.25%	46.72%	46.44%
Recycled products	35.52%	34.82%	34.77%
Worked as volunteer (non political)	17.88%	17.8%	17.79%
Engaged in fund raising	10.19%	10.21%	10.2%
Religious club member	7.43%	7.6%	7.6%
Wrote to elected offcl about publ bus	6.51%	6.43%	6.41%

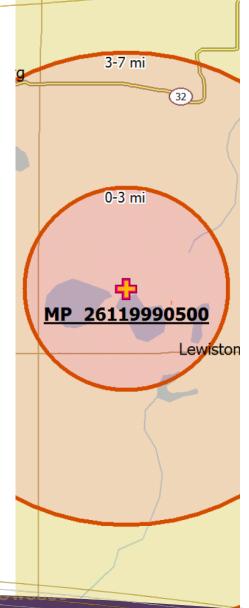
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Fraternal order member	6.02%	5.83%	5.77%
Wrote to editor of mag or	5.39%	5.42%	5.49%
newspaper			
Took active part in local civic	5.37%	5.51%	5.52%
issue			
Union member	5.24%	5.6%	5.77%
Church Board	5.23%	5.53%	5.58%
Addressed a public meeting	5.21%	5.26%	5.24%

Hubbardston <u>St. Louis Stephenson Sturgis Manistique</u> Orchard Lake Village Grayling South Range Con Usta Forest Hills Owosso East Grand Rapids Kentwood Trenton Mio Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Otisville Omer Muskegon Heights Woodbaven Detroit

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.



Harrison Evart Madison Heights Hart Mount Clemens St. Charles Kalkaska Bingham Farms Walker Boy Harrison Otter Lake Stanwood Minden City Mayville Buchanan Walker Boy Reese Akron Fennville Greater Galesburg Whitehall Plymouth Pley for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Frankonmuth Taylor Lincoln Park, New Haven Lincoln

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	17.41%	17.49%	17.49%
Mystery	13.2%	12.85%	12.69%
Children's Books	12.17%	12.46%	12.5%
Cookbooks	10.32%	10.22%	10.21%
Religious (not Bibles)	8.53%	8.34%	8.35%
Romance	7.8%	7.61%	7.56%
History	7.3%	7.03%	7%
Biography	6.43%	6.08%	6.05%
Personal/Business Self-help	5.84%	6.05%	6.12%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.23%	62.17%	61.79%
Gen. Editorial	45.75%	44.27%	44.1%
Womens	38.04%	37.14%	37.06%
Service	35.32%	35.83%	36.07%
Mature Market	17.11%	15.97%	15.64%
Fishing/Hunting	16.98%	18.35%	18.59%
Mens	15.39%	14.75%	14.73%
Business/Finance	14.06%	13.31%	13.22%
Health	12.66%	12.64%	12.67%

Beecher Ann Arbor Lexington Estral Beach Onsted Custer New Baltimore Clinton Tustin Fraser R Lowell Vicksburg Olivet Montague Deckerville Portage Saranac Intercultural Institute Waverly Allendale Minden City Kalamazoo Tekonsha Benzonia Beronia Differential Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	60.59%	59.59%	59.28%
Classified	37.09%	38.39%	38.65%
Editorial Page	35.77%	35.03%	34.81%
Sport	33.49%	32.73%	32.42%
Comics	30.5%	30.44%	30.26%
Business/Finance	29.95%	28.92%	28.66%
TV/Radio Listings	28.31%	26.94%	26.49%
Food/Cooking	27.23%	26.54%	26.36%
Movie Listings & Reviews	24.83%	23.88%	23.7%
Home/Gardening	21.72%	21.58%	21.49%
Travel	20.57%	19.3%	18.96%
Science/Technology	17.95%	18.31%	18.34%
Fashion	12.27%	12.06%	11.91%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	31.76%	33.85%	34.08%
Adult Contemporary	17.5%	17.63%	17.75%
CHR Contemp Hit Radio	13.82%	13.66%	13.84%
News/Talk	11.15%	10.78%	10.79%
Rock	10.63%	10.83%	11%
Oldies	10.27%	10.32%	10.4%
Classic Rock	10.23%	10.42%	10.63%
Alternative	7.36%	7.54%	7.69%
Variety	6.21%	6.5%	6.56%
Religious	5.93%	6.2%	6.28%
Urban Contemporary	5.36%	4.5%	4.35%
Soft Contemporary	4.14%	3.77%	3.72%
Adult Standards	4.04%	3.3%	3.15%
All News	3.55%	3.25%	3.17%
Classical	3.36%	2.93%	2.87%
All Talk	3.17%	3.01%	3.03%
Jazz	2.98%	2.32%	2.17%
Sports	2.97%	2.86%	2.85%

Senton Harbor Grand Ledge Thompsonville Lake Fenton Sylvan Lake Gladstone Woodland Northville Gla North Muskegon Webberville South Lyon Kent City Breedsville Posen Intercultural Institute Augusta Walkerville Garden City Montague Stony Point Grosse Point For Contextual Ministry Sebewaing Elk Rapids Palmer Bay City Newaygo 52

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	64.35%	66.27%	66.96%
Satellite Dish	51.83%	52.81%	53.53%
Soapnet	49.56%	48.42%	48.47%
Other Video-On-Demand	45.12%	45.6%	45.58%
Sci-Fi Channel	37.59%	39.97%	40.53%
Adult Pay Per View TV	34.09%	35.39%	35.95%
MSNBC	32.03%	34.06%	34.62%
Comedy Central	31.82%	31.08%	30.95%
Adult Swim	29.05%	30.27%	30.26%
BET (Black Entertainment TV)	28.68%	29.79%	29.98%
Subscribe Digital Cable	28.59%	28.7%	28.52%
Nickelodeon	28.06%	30.07%	30.62%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
TV Info From Sunday TV	27.29%	26.29%	26.46%
Magazine			
Nick At Nite	26.67%	28.69%	29.18%
USA Network	25.44%	24.59%	24.67%
TV Info From Newspapers	24.58%	25.61%	26.06%
The Golf Channel	23.53%	23.63%	23.58%
TCM (Turner Classic	22.59%	22.5%	22.8%
Movies)			
Hallmark Channel	21.88%	22.05%	22.21%
ESPN2	21.39%	22.55%	22.76%
TV Info From Other	20.39%	20.38%	20.31%
TV Info From Monthly Cable	20.17%	21.15%	21.71%
Guide			
ABC Fam.	20.13%	19.84%	19.88%
ESPN Classic	19.58%	19.3%	19.42%

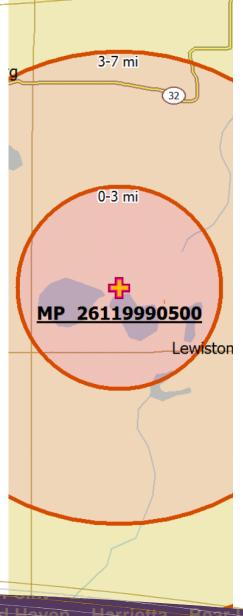
ax Newberry Michiana Paw Paw Lake Deerfield Houghton Negaunee Kingsford Reese Portage Quincy Herroe Livenia Goodrich South Range Lawton Byron Center Big Rapid Richland Lake Odessa Flint Alpena Trenton Wixom L'Anse Kalamazoo Ithaca Pellston Berkley ©Copyright 2012, Intercultural Institute for Contextual Ministry Big Bay Manistee Wayland Ellsworth Edwardsburg Ecorse Grand Blanc Brooklyn Mount Morris Pleasan

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.



Center Hancock Walker Portland Ortonville Allen Reese South Haven Grand Haven Harrietta Bear La serville De Tour Village Beal City West Bloomfield Township Northview Intercultural Institute Contextual Ministry Perry Climax Jon Contextual Ministry Perry Climax Jon Contextual Ministry Contextual Ministry Perry Climate Sparta Martin East Tawas Harper Woods Goodrich

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.53%	20.09%	20.23%
Medium Users (4-6)	10.73%	10.5%	10.48%
Light Users (1-3)	21.28%	20.12%	19.83%
Quintiles (20%)			
Newspaper I (Heavy)	1.01%	1.11%	1.2%
Newspaper II	1.28%	0.87%	0.79%
Newspaper III	2.22%	2.18%	2.22%
Newspaper IV	0.33%	0.27%	0.29%
Newspaper V (Light)	1.14%	1%	0.97%

- ES 37%	MILES	MILES
	17.39%	
	17.39%	17.00/
=0/	1110070	17.6%
5%	6.36%	6.48%
3%	8.17%	8.41%
25%	10%	9.94%
9%	0.23%	0.2%
9%	5.98%	5.9%
5%	1.58%	1.59%
2%	2.31%	2.26%
64%	18.59%	18.38%
87%	27.18%	26.73%
03%	15.33%	15.06%
%	3.67%	3.64%
7%	3.71%	3.81%
32%	23.6%	23.68%
3%	1.55%	1.51%
	5% 3% 25% 9% 9% 5% 2% 64% 87% 03% 03%	5%6.36%3%8.17%25%10%9%0.23%9%5.98%5%1.58%2%2.31%64%18.59%87%27.18%03%15.33%%3.67%7%3.71%32%23.6%

L Johns Battle Greek Beecher Chatham Wyoming Mendon Grand Beach Gaylord Canada Greek Ranch Intercultural Institute For Chatham Wyoming Mendon Grand Beach Gaylord Canada Greek Ranch Intercultural Institute For Contextual Millersburg Oak Park Hancock Intercultural Institute Michigan Beach Baroda Kinde Jackson Applegate Lyons Northport Contextual Ministry Park Barton Hills Buckley Ecorse Brown City Park Contextual Ministry Dearborn Heights Roosevelt Park Shelby Lephon Mid

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILI
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	/		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.74%	4%	4.01%	Prime Time I & II (Heavy)	3.67%	3.67%	3.58
Drive Time III (Medium)	1.38%	1.62%	1.62%	Prime Time III (Medium)	2.66%	2.84%	2.86
Radio IV & V (Light)	1.84%	1.75%	1.74%	Prime Time IV & V (Light)	3.99%	3.63%	3.99
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	6.66%	6.39%	6.54%	Fringe I & II (Heavy)	41.68%	40.58%	40.4
Radio III (Medium)	3.73%	3.72%	3.91%	Fringe III (Medium)	53.78%	52.77%	52.6
Radio IV & V (Light)	3.16%	3.28%	3.38%	Fringe IV (Light)	56.82%	55.73%	55.7
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	9.45%	9.62%	9.92%	All Day I & II (Heavy)	12.45%	12.21%	12.0
Cable III (Medium)	2.94%	2.79%	2.77%	All Day III (Medium)	23.65%	23.08%	23.0
Cable IV & V (Light)	36.69%	37.04%	36.99%	All Day IV (Light)	11.68%	11.89%	11.7

Hersey Portage Turner Hazel Park Bridgeport Hamtramck Ubly Garden City Lathrup Village Byron Armada Rochester Hills Rothbury Michiana Gobles Mayville Martin Anter Heights Ann Arbor No. eese Boyne City Woodland Hillman Harrietta River Rouge Memphis Pecopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Creek Ellsworth Southgate Byron Center Casevill 56 archard Late Village Direction Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	15.72%	16.53%	16.64%
6:00am - 10:00am	15.58%	15.95%	15.96%
10:00am - 3:00pm	5.52%	5.26%	5.32%
3:00pm - 7:00pm	15.75%	16.13%	16.14%
7:00pm - Midnight	17.43%	17.84%	17.81%
Midnight - 6:00am	6.75%	6.51%	6.41%
Weekend Radio			
Listeners			
Dayparts [summary]	13.88%	14.76%	15.13%
6:00am - 10:00am	3.88%	4.13%	4.17%
10:00am-3:00pm	5.47%	4.88%	4.83%
3:00pm - 7:00pm	7.41%	7.51%	7.51%
7:00pm - Midnight	9.16%	8.95%	8.81%
Midnight - 6:00am	13.03%	13%	12.98%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.47%	6.73%	6.87%
Saturday: 8:00-11:00pm	8.87%	8.57%	8.56%
Sunday: 7:00-11:00pm	7.75%	8.04%	8.22%
9:00am-1:00pm	26.67%	28.69%	29.18%
9:00am-4:00pm	31.14%	33.25%	33.69%
4:00pm-7:00pm	27.2%	27.47%	27.68%
11:00pm-1:00am	39.52%	41.3%	41.88%
AVG Prime time	2.08%	2.16%	2.22%
Mon-Sun			

tlanta Saranac Waldron Mancelona Thompsonville Unionville Holly Carson City Freser Au Gres Flust anten Buena Vista Lost Lake Woods Lake Ann Hubbard Lake Troy Hesper Intercultural Institute Standish Trenton Lawrence Marcellus Lincoln Park Walker Nortor Confectual Ministry Coopyright 2012 Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.43%	16.78%	16.8%	Sat: 7-10am	Sat: 7-10am 16.14%	Sat: 7-10am 16.14% 15.36%
7-9am	21.39%	22.55%	22.76%	Sat: 10am-1pm	Sat: 10am-1pm 7.43%	Sat: 10am-1pm 7.43% 7.8%
9am-12noon	23.1%	25.34%	25.74%	Sat: 1-4pm	Sat: 1-4pm 21.04%	Sat: 1-4pm 21.04% 20.45%
12noon-4pm	8.04%	7.91%	7.95%	Sat: 4-6pm	Sat: 4-6pm 5.58%	Sat: 4-6pm 5.58% 5.77%
4-6pm	39.67%	38.9%	39.14%	Sat: 6-7pm	Sat: 6-7pm 1.7%	Sat: 6-7pm 1.7% 1.83%
6-7pm	19.26%	20.03%	20.35%	Sat: 7-8pm	Sat: 7-8pm 1.16%	Sat: 7-8pm 1.16% 1.24%
7-7:30pm	1.98%	2.21%	2.27%	Sat: 8-11pm	Sat: 8-11pm 8.87%	Sat: 8-11pm 8.87% 8.57%
7:30-8pm	10.08%	10.45%	10.67%	Sat: 11pm-1am	Sat: 11pm-1am 4.31%	Sat: 11pm-1am 4.31% 4.2%
8-11pm	6.47%	6.73%	6.87%	Sat: 1am-7pm	Sat: 1am-7pm 25.44%	Sat: 1am-7pm 25.44% 24.59%
11pm-12am	32.03%	34.06%	34.62%	Sun: 7-10am	Sun: 7-10am 1.17%	Sun: 7-10am 1.17% 1.25%
11pm-1am	39.52%	41.3%	41.88%	Sun: 10am-1pm	Sun: 10am-1pm 5.05%	Sun: 10am-1pm 5.05% 5.21%
1-6am	30.19%	29.77%	29.96%	Sun: 1-4pm	Sun: 1-4pm 4.9%	Sun: 1-4pm 4.9% 4.87%
				Sun: 4-7pm	Sun: 4-7pm 9.15%	Sun: 4-7pm 9.15% 9.5%
				Sun: 7-11pm	Sun: 7-11pm 7.75%	Sun: 7-11pm 7.75% 8.04%
				Sun: 11pm-1am	Sun: 11pm-1am 4.03%	Sun: 11pm-1am 4.03% 4.13%
				Sun: 1-7am	Sun: 1-7am 17.5%	Sun: 1-7am 17.5% 17.66%

Michigamme Linden Ellsworth Tustin Bellevue Corunna Lake Linden Harrison Plymouth Caspian Ferrysburg Saranac Milford East Lansing Marlette Edgemont Park Villes Intercultural Institute Kingsley Hudsonville Lawrence Hastings Tecumseh South Lyon Socopyright 2012, Intercultural Institute for Contextual Ministry Prescott Grosse Pointe Shores Millersburg Perry Wh58

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

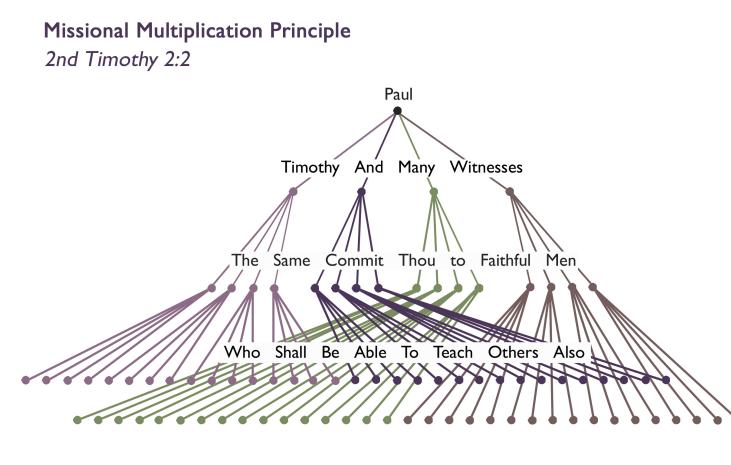
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



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.



Beverly Hills Unionville Applegate Manchester Port Huron South Lyon Birch Run Benzonia Clarksville the Pigeon Lakeview Byron Center Almont Petersburg Tustin Free Intercultural Institute Romulus Emmett Decatur Bridgman Grosse Pointe Park Caledonia Pice (on Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual C

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.



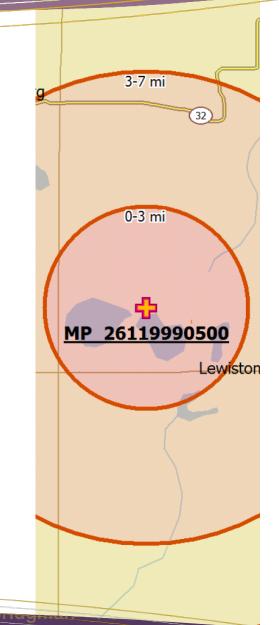


Your MissionSite and the Missional Suite

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



Costa Burton Argentine Wayland Lost Lake Woods Canadian Lakes Temperance Novi Farvell Chathan Lisea Oak Park Harrison Inkster Muskegon Spring Arbor Grand Beach Intercultural Institute Vernon East Tawas Hudson Leonard Greilickville Standish Augusta Live Jor Contextual Ministry Not 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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