MissionSite top unreached locations

oor Beach Saginaw Township North FENNVILLE, MI CENSUS TRACT: 26005030800 Von Argei Franklin Baroda Westland Carleton ASSOCIATION: Southwestern Rapids Mason Standish Morrice CONGREGATIONAL REPRODUCTION MecosCOUNTY: Allegan ssineke In partnership with the: Description of the Hanover Marcellus Laurium CasSITESCAPE: Townscapelohns Petoskey Menomin Intercultural Institute Beecher Bellevue **DENSITY PATTERN: I3**oy Clinton Elsie Lake Ann BAPTIST STATE res for Contextual Ministry Sable Fremont onson Southfield Lincoln Northview Ann Arbo **CONVENTION** of Bronson Burlington Onekama Omer Canton er©Copyright 2012, Intercultural Institute for Contextual Ministry ac Island Auburn Bellaire Wixom Olivet

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MissionSite (TM) Table of Contents

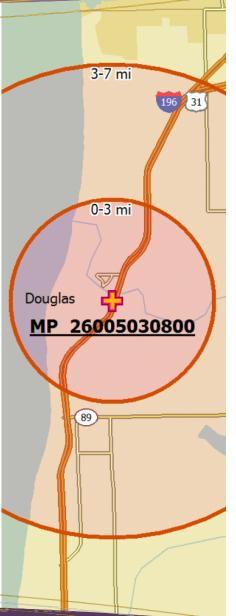
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Melvindale Rose City East Grand Rapids Saginaw Township South Alma Olivet Berrien Springs Melvin Canada Creek Ranch New Baltimore Bloomfield Township Marquette Merry Intercultural Institute Grosse Pointe Shores Greater Galesburg Camden Vassar Ossineke For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary

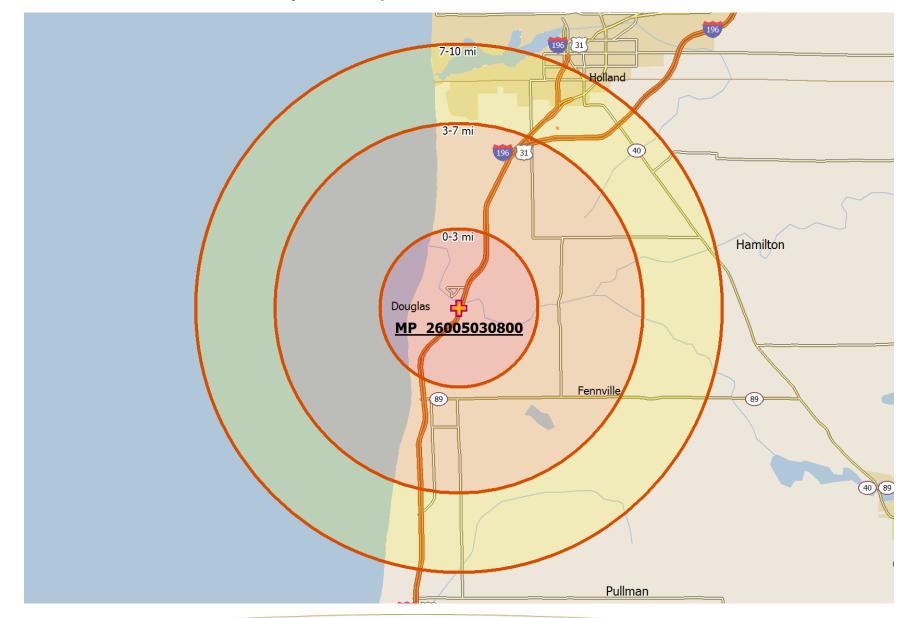
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	26R02	Region Two
2	Association	26A13	Southwestern
3	County Location	26005	Allegan
4	Zipcode	49408	Allegan
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-50000



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Site Location Summary - Map of the Site Location



Athens Stanton Grand Beach Sylvan Lake Norway Niles Munising Belleville Dexter Nashville Ha Cellston Livonia Fountain Pentwater Waterford Hesperia Brown City Perform Hamtramck Parchment berance Manchester Caseville Lake Fenton Breedsville Middletown Move for Contextual Institute Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual 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 /	СО	EXPLANATION
	URBAN	DE	
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	47	Percent commuting from non metro to metro areas
	•		

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Take Bear City Harrison Saugatuck Coldwater Ann Arbor Sylvan Lake Workerine Lake Detroit Offer Lake The vista Estral Beach Caledonia Lakeview Wayland Howell Holt Gladson Intercultural Institute Atlanta Marlette Menominee South Gull Lake Canadian Lakes Eau Clair for Contextual Ministry ^{It} ©Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	4,827	10,595	27,680
2010 Households	2,230	3,907	10,524
2010 Group Quarters Population	109	86	907

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	15	13	29
Language Diversity National Index	39	59	51
Foreign Born Diversity National Index	36	4	26
Ancestry Diversity National Index	96	57	39
Racial Diversity National Index	16	42	34

Flat Rock Hemlock North Branch Muskegon Big Rapids Harrisville Crystal Fails Addison Calumet Ley Corunna Waterford Port Austin Petoskey Prescott Canadian Lake Intercultural Institute vid Boyne City West Ishpeming Freeport Sandusky Flushing Shelby ©Copyright 2012, Intercultural Institute for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry Newaydo Paw Paw Twining Grand Rapids Village H6

Site Location Summary - County Environment

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

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

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

e Negaunee Howard City South Haven Leslie Grosse Ile Eastwood St. Johns Melvin Caseville Cooper Lapeer St. Louis Carleton Pearl Beach Crystal Falls Walled Lake Edward Shurd Napoleon Bronson La Wayne Edgemont Park Lakewood Club Madison Heights Essexville Ster For Confectual Ministry Confectual Ministry Nonroe Okemo Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Atlanta Holly Stockbridge Argentine Hubbard Lake

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	634	28.43%
Mainstay Communities	Established, Diverse Households	1,247	55.92%
Working Communities	Blue-collar, Working Families	54	2.42%
Country Communities	Rural, Agri. & Mining Families	152	6.82%
Aspiring Communities	Young Singles / Aspiring-Multihousing	35	1.57%
Urban Communities	High Density, Inner-city Neighborhoods	106	4.75%

Metamora Montrose Haple Rapids Caseville Ironwood Daggett Dundee Pontiac Alpha Riverview Almoning Grand Rapids Mattawan Allegan Burton Detroit Ypsilanti Merova Monominee Athens Reset Caledonia East Grand Rapids Richland Port Huron East Lansing Crosw for Contextual Institute for Contextual Ministry Onsted Oak Park Iron Mountain Manistique Shiel 8 Copyright 2012, Intercultural Institute for Contextual Ministry Rovne City Caro Baraga South Rockwood Algonac Blis

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.

Copersville Garden City Lake Ann Deerfield Michiana Center Line Chatham Bellevue Williamston Steve The Grand Haven Jackson Bingham Farms Lathrup Village Rosebush Press Intercultural Institute Harrietta Thompsonville East Jordan Woodhaven Wayland Flint Itha Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

Voodland Beach Wolverine Pinckney Albion Mancelona Waterford Reese Edwardsburg Saginaw Waylar Postlanti Mount Clemens Kinde Hamtramck Homer Minden City Reput Intercultural Institute dar Springs Buena Vista Sault Ste. Marie Keego Harbor Allendale Norton For Contextual Ministry Record with 2012, Intercultural Institute for Contextual Ministry Record Hills Cladetone Mayville Grosse Pointe Rose 10 Ster Hills Cladetone Mayville Grosse Pointe Park

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	27,913	1,506	5.4%
Unreached %	66.2%	67.53%	102.01
Religious But NOT Evangelical HH	5,211	295	5.66%
Religious But NOT Evangelical %	12.36%	13.23%	107.02
Spiritual But NOT Relig or Evang HH	5,479	309	5.64%
Spiritual But NOT Relig or Evang %	12.99%	13.87%	106.73
Not Evangelical, Not Interested HH	17,226	902	5.23%
Not Evangelical, Not Interested %	40.86%	40.43%	98.97



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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	3,127	158	5.07%
Active Evangelical Percent	7.42%	7.11%	95.8
Inactive Evangelical Households	11,124	564	5.07%
Inactive Evangelical Percent	26.38%	25.28%	95.82
# New Churches Needed	21	1	5.29%





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

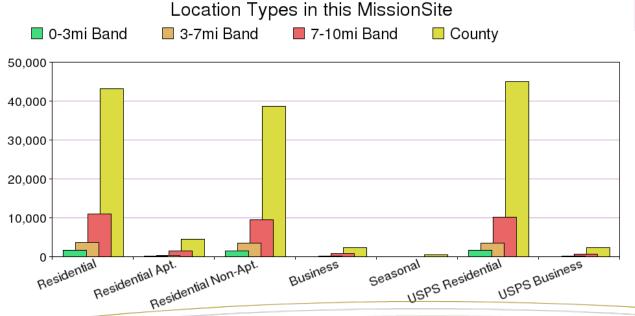
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	90,509	3,481	3.85%
2000 Population	105,665	4,430	4.19%
2010 Population	113,704	4,827	4.25%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	31,707	1,531	4.83%
2000 Households	38,165	1,994	5.22%
2010 Households	42,164	2,230	5.29%

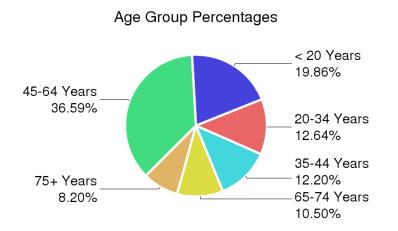


Location Type	0-3mi Band
Residential	1,717
Residential Apt.	141
Residential Non-Apt.	1,576
Business	51
Seasonal	30
USPS Residential	1,706
USPS Business	60

arlevoix Saugatuck Au Sable Paw Paw Lake Capac Eastwood Stockbridge White Cloud Hemlock L'Ans and Midland Northview Franklin Sherwood Trowbridge Park Haslett Intercultural Institute Saginaw Quinnesec Fairgrove Lincoln Roosevelt Park Belding Copped (or feetual Ministry Rapids Sault) ©Copyright 2012, Intercultural Institute for Contextual Ministry Kingston Peck St. Ignace Forestville Petersburg Center Geographic St. Ignace Forestville Petersburg Centextual Ministry Rapids Beager Beager Beager Forestville Petersburg Center Contextual Ministry Kingston Peck St. Ignace Forestville Petersburg Center Contextual Ministry Rapids Beager Beager Morrice Frankfort Morenci Sheridan Beager Beager Petersburg Center Contextual Ministry Region Peck St. Ignace Frankfort Morenci Sheridan Beager Beager Morrice Frankfort Morenci Sheridan Beager Beager Beager Morrice Frankfort Morenci Sheridan Beager Beager Beager Petersburg Center Beager Beager Beager Petersburg Beager Beager Beager Beager Petersburg Beager Be

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

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

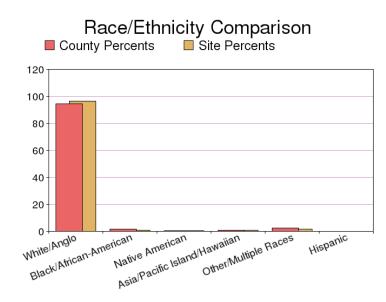


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.43%	4.25%	78.27
4-5 Years	2.7%	1.6%	59.26
6-8 Years	4.04%	2.34%	57.92
9-11 Years	4.15%	2.78%	66.99
12-13 Years	2.83%	2.05%	72.44
14-17 Years	5.71%	4.35%	76.18
18-19 Years	2.87%	2.51%	87.46
0-5 Years	8.13%	5.84%	71.83
6-12 Years	9.61%	6.17%	64.2
13-19 Years	10%	7.85%	78.5
< 20 Years	27.74%	19.86%	71.59
20-34 Years	17.42%	12.64%	72.56
35-44 Years	12.75%	12.2%	95.69
45-64 Years	28.58%	36.59%	128.03
65-74 Years	7.71%	10.5%	136.19
75+ Years	5.8%	8.2%	141.38
Median Age	39	46	116.86
Median Age (Male)	38	46	120.53
Median Age (Female)	40	47	117.22

y Lake Odessa <u>Horenci</u> L'Anse <u>McBain</u> Grand Blanc <u>Mount</u> Pleasant Dundee Chelsea Niles White Grand Fandercook Lake Barton Hills Beulah Harper Woods Corunna Cedar Spin <u>Intercultural Institute</u> Temperance Fountain Houghton Lake Deerfield Dearborn Grand Beach for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Allendale Saginaw Township South Perry K. I. Sawyer 15

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	94.25%	96.48%	102.36
Black, African-American	1.72%	0.91%	52.99
Native American	0.51%	0.41%	80.53
Asian	0.96%	0.66%	68.9
Pacific Island, Hawaiian	0.04%	0.08%	229.81
Other/Multiple Races	2.51%	1.41%	56.05
Hispanic	0%	4.85%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	75,152	3,685	
Less than 9th Grade	4.93%	2.99%	165.02

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	75,152	3,685	
Less than 9th Grade	4.93%	2.99%	165.02
No High School Diploma	6.74%	5.43%	124.25
High School Graduate	37.97%	32.56%	116.59
Some College, no degree	21.07%	20.84%	101.12
Associate Degree	8.85%	6.97%	126.84
College Degree	14.1%	21.14%	66.68
Graduate/Prof. degree	6.35%	10.07%	63.06

Breedsville Chatham Twining Rogers City Parchment Berkley Pentwater Holland Franklin Prescott Ge Cert City Elk Rapids Shepherd Greater Galesburg Stephenson Republic Bridgman Garden Walled Lake Sylvan Lake Allegan Charlotte Os for Contextual Ministry Copyright 2012, Intercultural Institute 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	5.44%	6.1%	141.44
\$10,000 to \$19,999	10.53%	12.56%	119.26
\$20,000 to \$29,999	9.48%	11.03%	116.34
\$30,000 to \$49,999	21.98%	20.49%	93.25
\$50,000 to \$59,999	10.93%	8.3%	75.91
\$60,000 to \$69,999	9.17%	6.55%	71.37
\$70,000 to \$79,999	7.91%	5.92%	74.81
\$80,000 to \$89,999	6.45%	4.93%	76.44
\$90,000 to \$99,999	4.2%	3.9%	92.99
\$100,000 to \$124,999	6.74%	7.04%	104.49
\$125,000 to \$149,999	3.48%	6.37%	183.02
\$150,000 to \$199,999	2.13%	3.23%	151.77
\$200,000 to \$249,999	0.58%	1.26%	215.21
\$250,000 or more	0.98%	2.2%	224.33
Median Household	51,955	51,686	99.48
Average Household	62,193	70,449	113.27
Per Capita Household	23,562	32,593	138.33
Family/Non-Family Household			
Income			
Median Family Income	60,758	66,808	109.96
Average Family Income	71,108	84,982	119.51
Median Non-Family Income	30,378	37,948	124.92
Average Non-Family Income	38,045	46,268	121.61

Houghton Lake Mendon Hemlock West Branch Adrian Freeland Stony Point Parna Hubbell Ferr Barton Hills Sanford Negaunee Hersey East Jordan Lincoln Holt Intercultural Institute e Pearl Beach Grandville Chelsea Baraga Gaines Benton Heights Clar (or Contextual Ministry Contextual Ministry Becopyright 2012, Intercultural Institute for Contextual Ministry

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

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

ESTIMATESFamily HouseholdsIndex% Family Households73.04%56.91%77.91Families with Children36.61%23.99%65.53Families without Children36.42%32.91%90.36Non-Family Households90.3690.36
% Family Households73.04%56.91%77.91Families with Children36.61%23.99%65.53Families without Children36.42%32.91%90.36Non-Family HouseholdsVolumeVolumeVolume
Families with Children36.61%23.99%65.53Families without Children36.42%32.91%90.36Non-Family HouseholdsVolumeVolumeVolume
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Non-Family Households
% Non-Eamily Households 26 96% 43 09% 159 82
Non-Families with Children 0.32 0.13 41.4
Non-Families without Children 26.64 42.96 161.27
Housing Units Index
Total Housing Units 49,098 2,971
Vacant percent 14.12% 24.94% 176.6
Owned percent 71.29% 58.4% 81.92%
Rented Percent 14.59% 16.69% 114.42
Households by Size Index
Avg household size2.652.1280
Avg family hh size 3.18 2.84 89.31
Avg non-family hh size 1.21 1.17 96.69
Households By Count of Persons Percent
One 8,966 765 8.53%
Two 15,089 858 5.69%
Three or Four 13,409 501 3.74%
Five+ 4,700 105 2.23%

on City Minden City Lowell Sault Ste. Marie Capac Ellsworth Nashville Whittemore Riverview Deckerville the Prescott Grosse Pointe Park Fowler Bloomingdale Forestville Court New Buffalo Davison Barage ey Buchanan Jonesville Burr Oak Royal Oak Lake City Eastpointe Harock Quincy West Bloomfield Water Copyright 2012, Intercultural Institute for Contextual Ministry Reese Potterville Hancock Quincy West Bloomfield 18

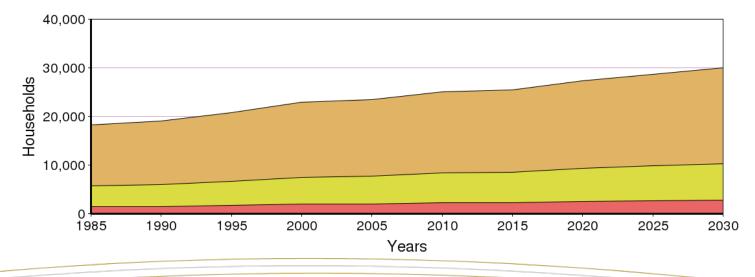
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	90,509	3,481	3.85%
2000 Population	105,665	4,430	4.19%
2010 Population	113,704	4,827	4.25%
2015 Population	114,876	4,984	4.34%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

y 🛛 🔲 0-10mi Ring

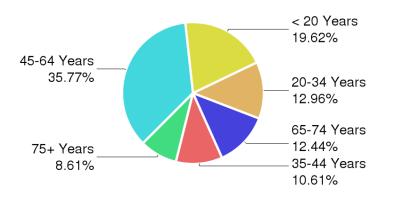


Burlington Haslett Zeeland Lincoln Addison Argentine Palmer Northview Manistee Montgomery Kingsley Rochester Bloomfield Hills Farmington Kinde Trowbridge Park Intercultural Institute Reese Alanson Pleasant Ridge Forestville Walkerville Maple Rapids Confectual Ministry Portland Deerfield Bancroft Kent City Unionville 19

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

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

Projected Age Group Percentages

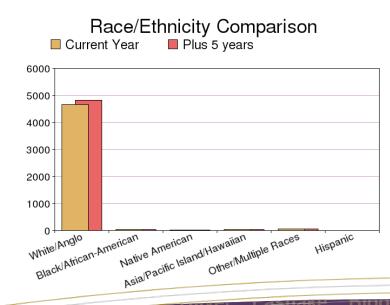


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.25%	4.45%	104.71
4-5 Years	1.6%	1.61%	100.63
6-8 Years	2.34%	2.41%	102.99
9-11 Years	2.78%	2.77%	99.64
12-13 Years	2.05%	2.09%	101.95
14-17 Years	4.35%	4.05%	93.1
18-19 Years	2.51%	2.25%	89.64
0-5 Years	5.84%	6.06%	103.77
6-12 Years	6.17%	6.24%	101.13
13-19 Years	7.85%	7.32%	93.25
< 20 Years	19.86%	19.62%	98.79
20-34 Years	12.64%	12.96%	102.53
35-44 Years	12.2%	10.61%	86.97
45-64 Years	36.59%	35.77%	97.76
65-74 Years	10.5%	12.44%	118.48
75+ Years	8.2%	8.61%	105
Median Age	39	47	120.24
Median Age (Male)	38	47	124.84
Median Age (Female)	40	48	119.09

and Manistee Eau Claire Mancelona Augusta Rockford Deckerville Evart Alma Carsonville Wolverine Fort Eaton Rapids Bessemer Lake Isabella Edgemont Park Tustin Comstant Park Montgomery Lake Fert unee Gobles Coleman Fruitport Caseville Mattawan Whitmore Lake A for Contextual Ministry Kalkaska Dun Coopyright 2012, Intercultural Institute for Contextual Ministry Warren McBride Au Sable Barnes Lake-Millers Lake 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	96.48%	96.77%	100.3
Black, African-American	0.91%	0.84%	92.45
Native American	0.41%	0.4%	96.85
Asian	0.66%	0.74%	111.98
Pacific Island, Hawaiian	0.08%	0.08%	96.85
Other/Multiple Races	1.41%	1.16%	82.61
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,685	3,791	
Less than 9th Grade	2.99%	2.8%	93.67
No High School Diploma	5.43%	4.12%	75.82
High School Graduate	32.56%	31.94%	98.09
Some College, no degree	20.84%	20.58%	98.72
Associate Degree	6.97%	7.89%	113.09
College Degree	21.14%	22.37%	105.81
Graduate/Prof. degree	10.07%	10.31%	102.44

dams Flint Lathrup Village DeWitt Millersburg Pinckney Michigamme Copenish Freeport Owosso in Village of Clarkston Augusta Baldwin Spring Arbor Berrien Springs Intercultural Institute alby Jonesville Lawton Lansing Whitehall Lincoln Park Carson City Intercultural Institute Sourg Standis Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.1%	5.71%	93.7
\$10,000 to \$19,999	12.56%	12.68%	101.02
\$20,000 to \$29,999	11.03%	9.96%	90.26
\$30,000 to \$49,999	20.49%	18.92%	92.31
\$50,000 to \$59,999	8.3%	8.61%	103.84
\$60,000 to \$69,999	6.55%	6.32%	96.54
\$70,000 to \$79,999	5.92%	5.8%	95.81
\$80,000 to \$89,999	4.93%	5.24%	99.17
\$90,000 to \$99,999	3.9%	3.72%	95.43
\$100,000 to \$249,999	7.04%	7.75%	110.06
\$125,000 to \$149,999	6.37%	7.49%	117.61
\$150,000 to \$199,999	3.23%	3.85%	119.33
\$200,000 to \$249,999	1.26%	1.39%	110.33
\$250,000 or more	2.2%	2.42%	110.33
Median Household	51,686	54,527	105.5
Average Household	70,449	73,589	104.46
Per Capita Household	32,593	34,156	104.8
Family/Non-Family Household			
Income			
Median Family Income	66,808	70,562	105.62
Average Family Income	84,982	89,032	104.77
Median Non-Family Income	37,948	40,355	106.34
Average Non-Family Income	46,268	49,348	106.66

Muir Houghton Lake White Cloud Mount Pleasant Rockford Bessemer Martin Memphis Brooklyn Hop Rockwood Thompsonville Monroe Dearborn Heights Grand Beach Intercultural Institute Tawas City Gladstone Mount Morris Marshall Wolverine Lake Reading for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Cedar Springs Clio Stevensville Bingham Farms Gr 22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	56.91%	56.8%	99.81
Families with Children	23.99	23.2	96.72
Families without Children	32.91	33.64	102.19
Non-Family Households			
% Non-Family Households	43.09%	43.2%	100.25
Non-Families with Children	0.13	0.13	100.25
Non-Families without	42.96	43.07	100.27
Children			
Housing Units			
Total Housing Units	2,971	3,076	103.53%
Vacant percent	24.94%	24.9%	99.85
Owned percent	58.4%	58.68%	100.48
Rented Percent	16.69%	16.42%	98.34
Households by Size			
Avg household size	2.12	2.11	99.53%
Avg family hh size	2.84	2.87	101.06%
Avg non-family hh size	1.17	1.12	95.73%
Households By Count of			
Persons			
One	765	786	102.75%
Тwo	858	894	104.2%
Three or Four	501	522	104.19%
Five+	105	108	102.86%

Linton Mount Pleasant Concord Sandusky Harrison Ubly Parma Eastwood Linden Fennville Grandvill Stockbridge Farwell Unionville Middletown Bangor Chelsea Marcellur <u>Intercultural Institute</u> Olivet Walkerville Saranac Ossineke Rosebush Honor Bingham For <u>Intercultural Institute</u> Gladwin Spri Gordevial Ministry Ludington Haslett Boyne 23 Jan 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:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	112	388	1,373	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	11	2	57	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	43	20	213	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	4	1	12	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	2	5	12	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	1	16	181	Oceania	Oceania 0	Oceania 0 1
So. Central Asia	0	0	38	Caribbean	Caribbean 0	Caribbean 0 0
SE Asia	0	8	154	Central Amer.	Central Amer. 34	Central Amer. 34 328
Western Asia	0	1	2	South America	South America 9	South America 9 3
Other Asia	0	0	0	North America	North America 8	North America 8 3
				Born at sea	Born at sea 0	Born at sea 0 0

Manistee Dearborn Carney Olivet Gaylord Monroe St. Charles Fennville Grand Ledge Ashley Rob The Saline Whitmore Lake Howell Goodrich Highland Park Kingsley Area Ledge Reading Grosse Point Wayne Barryton Bay City Pellston Barton Hills Farmington Hills Goble For Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	4,060	6,715	23,627	Other Indo-Euro	2	0	3
Spanish	193	895	1,997	Asian/PI languages	0	0	0
Other Indo-Euro	153	68	410	Chinese	3	0	44
language				Japanese	0	0	16
French (incl. Patois,	55	6	40	Korean	0	1	5
Cajun)				Mon-Khmer,	0	1	45
French Creole	0	0	0	Cambodian			
Italian	10	0	14	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	6
German	30	30	87	Laotian	0	4	19
Yiddish	0	1	0	Vietnamese	0	0	60
Other West Germanic	15	21	217	Other Asian	0	4	50
A Scandinavian	7	0	27	Tagalog	0	4	31
Language				Other Pacific Is	0	0	6
Greek	2	0	0	Other languages	2	7	51
Russian	0	5	13	Navajo	0	0	0
Polish	30	5	3	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	2	0	0	Hungarian	0	5	0
Armenian	0	0	1	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	5	Other unspecified	2	2	51
Urdu	0	0	0				

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Luaington Sheridar Baldwin Ishpeming Homer Village of Clarkston Birch Run Unionville Lake Angel Kingston Greater Galesburg Greenville South Gull Lake McBain Holt Intercultural Institute Andercook Lake Merrill Montague Mount Pleasant New Buffalo Boyne Fair (or Contextual Ministry Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	3,890	6,602	23,666	1	Irish	Irish 398	Irish 398 404
Arab	0	3	11		Italian	Italian 158	Italian 158 94
Armenian	0	0	2		Lithuanian	Lithuanian 25	Lithuanian 25 4
Austrian	25	5	24		Norwegian	Norwegian 30	Norwegian 30 54
British	6	7	41		Polish	Polish 221	Polish 221 205
Canadian	2	7	26		Portuguese	Portuguese 0	Portuguese 0 3
Croatian	3	4	24		Romanian	Romanian 4	Romanian 4 2
Czech	29	5	15		Russian	Russian 21	Russian 21 13
Czechoslovak	11	1	23		Scandinavian	Scandinavian 4	Scandinavian 4 4
Danish	43	33	96		Scotch-Irish	Scotch-Irish 59	Scotch-Irish 59 48
Dutch	624	1,688	10,291		Scottish	Scottish 123	Scottish 123 61
English	456	463	1,429		Slovak	Slovak 43	Slovak 43 5
European	23	16	160		Subsaharan African	Subsaharan African 4	Subsaharan African 4 6
Finnish	11	1	28		Swedish	Swedish 76	Swedish 76 85
French (not Basque)	148	90	402		Swiss	Swiss 7	Swiss 7 12
French Canadian	45	53	113		Ukrainian	Ukrainian 9	Ukrainian 9 2
German	705	986	2,899		US/American	US/American 187	US/American 187 524
Greek	19	1	11		Welsh	Welsh 4	Welsh 4 14
Hungarian	9	27	65		West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
					Other	Other 358	Other 358 1,672

The Marcellus Bear Lake Buchanan Grosse Pointe Park Allen Park Grand Haven St. Charles Owendate gan Center Plymouth Township Auburn Hills Michiana Tustin Le Roy New Intercultural Institute on Parma Big Rapids K. I. Sawyer AFB Midland Metamora East Jordan Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Confectual Ministry Co

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

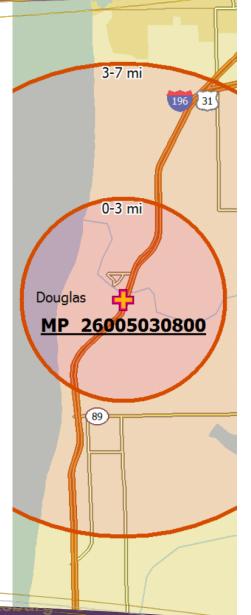
Issues for Your Consideration - continued

- 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.



Marquette Trenton Mesick Shelby Bancroft Wyoming Concord Northview Iron Mountain Manistique For Helvin Richmond Saginaw Township North Walker Marcellus Franklin Intercultural Institute Commuth Vassar Manitou Beach-Devils Lake Muir Fairgrove Fair Plain L Confertual Ministry Plainwell Rosebush McBain DeWitt Brown City Claw 29 Copyright 2012, Intercultural Institute for Contextual Ministry Plainwell Rosebush McBain DeWitt Brown City Claw 29

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	2,230	100%	1,506	100%
AFFLUENT SUBURBIA	221	9.91%	160	10.62%
America's Wealthiest	54	2.42%	43	2.86%
Dream Weavers	52	2.33%	37	2.46%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	115	5.16%	80	5.31%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	413	18.52%	280	18.59%
Status Conscious Consumers	10	0.45%	7	0.46%
Affluent Urban Professionals	12	0.54%	10	0.66%
Urban Commuter Fam.	385	17.26%	258	17.13%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	6	0.27%	5	0.33%
SM TWN SUCCESS	639	28.65%	414	27.49%
2nd City Homebodies	75	3.36%	53	3.52%
Prime Middle America	28	1.26%	18	1.2%
Urban Optimists	0	0%	0	0%
Family Convenience	528	23.68%	337	22.38%
Mid-Market Enterprise	8	0.36%	6	0.4%

Vanderbilt Gaastra Keego Harbor Spring Arbor Vandercook Lake Sanford Port Hope Copper City Ta Inaw Township South South Haven Fruitport Gladwin Schoolcraft Fraser (Intercultural Institute etroit Beach Riverview Newberry Shields Negaunee Wixom Rose City (Schreitertual Ministry) Ston Breedsvi Copyright 2012, Intercultural Institute for Contextual Ministry Algonac Allendale Kinde Oscoda Au Sable Farmi 30

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	2,230	100%	1,506	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	608	27.26%	433	28.75%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	11	0.49%	7	0.46%
Professional Urbanites	478	21.43%	346	22.97%
Urban Advancement	119	5.34%	80	5.31%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	54	2.42%	37	2.46%
Steadfast Conservative	54	2.42%	37	2.46%
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%

Sault Ste. Marie Climax Forest Hills Onekama Buckley Burlington Level Park-Oak Park Highland Park Forwood Le Roy Port Austin Wayland Ludington Melvindale Gross Intercultural Institute Sestiand Luther North Adams Galesburg Otisville Atlanta Hazel Park Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,230	100%	1,506	100%
REMOTE AMERICA	85	3.81%	52	3.45%
Hardy Rural Fam.	85	3.81%	52	3.45%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	35	1.57%	24	1.59%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	3	0.13%	2	0.13%
Stable Careers	17	0.76%	12	0.8%
Aspiring Hispania	15	0.67%	10	0.66%
RURAL VILLAGES & FARMS	67	3%	44	2.92%
Industrious Country Living	50	2.24%	34	2.26%
America's Farmland	0	0%	0	0%
Comfy Country Living	17	0.76%	10	0.66%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Holland Birmingham Canadian Lakes Lost Lake Woods Ypsilanti Clawson Adrian Au Sable Lake Isab Reckford Casnovia Troy Milan Sparta Napoleon Ferrysburg Beaverter Intercultural Institute uitport Bloomfield Hills Deckerville Harper Woods Clare Westphalia Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	2,230	100%	1,506	100%
STRUGGLING SOCIETIES	106	4.75%	62	4.12%
Rugged Southern Style	106	4.75%	62	4.12%
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%

Ledge Yale Fraser Harion Garden Southgate Standish Chelsea Reading Peck St. Helen Onaway Grendale Newberry Norway Menominee Algonac Merrill Whittemore Berrien Springs Brownlee Park Hartford Lake Michigan Beach Empire Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

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?

Detroit Spring Lake Calumet Oak Park Grand Rapids Bellaire Wyandotte Jonesville Sterling Heights Fi Garden Wolverine Manitou Beach-Devils Lake New Lothrop Gaylord Bach Intercultural Institute Clifford St. Clair Muskegon Schoolcraft Cass City Leslie Canada Crante To Confertual Ministry Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Norton Shores Whiteball Brown City White Pigeon

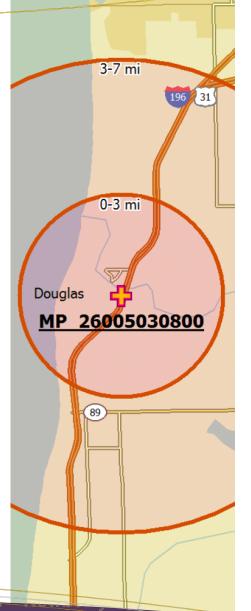
Potential Cultural Bridges

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).



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Potential Cultural Bridges

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	81%	81%	80%
Use Comp. for Internet/E-mail	68%	68%	66%
Internet Use: E-Mail	57%	56%	55%
Use Comp. for Word Processing	48%	47%	46%
Use Comp. for Comp. Games	41%	42%	43%
Use Comp. for Shopping	40%	41%	40%
Use Comp. for Digital Camera	37%	38%	37%
Photo Editing			
Use Comp. for Banking	35%	36%	35%
Use Comp. for Education	34%	35%	34%
Internet Use: News/ Weather	32%	31%	30%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	30%	30%	30%
Use Comp. for News/Info./Data	28%	27%	27%
Service			
Internet Use: Banking	27%	27%	28%
PC-Network-HH Has One	19%	19%	20%
Use Comp. for Accounting	19%	18%	16%
Use Comp. for Personal Financial	17%	16%	15%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	16%	16%	15%
Internet Use: Shopping: Gathered	15%	14%	14%
Info. for Shopping			
Internet Use: Shopping: Made A	14%	13%	13%
Purchase			
Internet Use: Travel Reservations	13%	11%	11%

Millington Tawas City Mason K. I. Sawyer AFB Lexington Southgate Flint Frankfort Comstock Northwes anadian Lakes Ferndale Concord Berkley Middleville Barnes Lake-Miller And Breedsville Wayne And Flushing Bancroft Bloomfield Hills Shorewood-Tower Hills-Harbert Ots Flushing Bancroft Bloomfield Hills Bancroft Bancroft Bancroft Bancroft Bancroft Bloomfield Hills Bancroft Bancr

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	68%	69%	68%
Dining Out (Not Fast	66%	63%	62%
Food)			
Reading Books	59%	56%	56%
Card Games	44%	44%	43%
Go To A Beach/Lake	41%	41%	40%
Gardening	40%	40%	37%
Cooking for Fun	36%	36%	36%
Board Games	32%	34%	34%
Visit Museum	24%	22%	22%
Photography	21%	20%	20%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	71%	70%	68%
Gen./Fam. Practitioner	44%	44%	43%
Dentist	35%	32%	31%
Eye Dr.	25%	23%	23%
Backache	22%	22%	22%
Hypertension/High Blood	21%	20%	19%
Pressure			
High Cholesterol	20%	19%	19%
None Of These	18%	19%	20%
Any Arthritis	17%	16%	16%
Acid Reflux Disease (GERD)	16%	15%	14%

ryton Franklin <u>Chesaning</u> Royal Oak Eagle Roscommon Sault Ste. Marie New Haven North Adams She Leonard Leslie Webberville Brown City Adrian Maybee Benton Harbor Intercultural Institute Camden Gagetown Lakewood Club Wixom Beecher Coleman Pleasa for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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
Concert	29.85%	27.88%	28.62%		Movies: Drama	Movies: Drama 20.73%	Movies: Drama 20.73% 18.92%
Live Theater	27.01%	23.54%	22.89%		Movies: Fam.	Movies: Fam. 18.72%	Movies: Fam. 18.72% 19.52%
Live Theater Most Often	22.81%	19.98%	19.38%		Movies: Mystery	Movies: Mystery 16.99%	Movies: Mystery 16.99% 15.52%
Rock/Pop Concerts Most	13.1%	13.49%	14.98%		MLB Baseball Reg. Season	MLB Baseball Reg. Season 9.42%	MLB Baseball Reg. Season 9.42% 9.27%
Often					College Football Reg.	College Football Reg. 8.34%	College Football Reg. 8.34% 7.93%
Classical Concerts Most	9.15%	6.88%	6.72%		Season	Season	Season
Often					NFL Football Reg. Season	NFL Football Reg. Season 7.83%	NFL Football Reg. Season 7.83% 7.6%
Dance Performance	8.59%	7.78%	8.2%		College Basketball Reg.	College Basketball Reg. 5.09%	College Basketball Reg. 5.09% 4.96%
Movies: Comedy	39.38%	39.76%	39.47%		Season	Season	Season
Movies: Action/Adventure	37.77%	38.42%	38.46%		NBA Basketball Reg.	NBA Basketball Reg. 3.84%	NBA Basketball Reg. 3.84% 3.96%
Movies: Romantic Comedy	20.97%	20.3%	20.33%		Season	Season	Season
					Auto Racing Events	Auto Racing Events 3.11%	Auto Racing Events 3.11% 3.33%

Traverse City Haslett Marlette Hastings Leslie Douglas Waldron Dexter Parma Vassar Quinnese Woodland Beach Benton Harbor Concord Galesburg Temperance bor Shelby Jenison New Lothrop Clare Shelby Newaygo Cass City Tor Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry 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	BRIDO
	MILES	MILES	MILES	
Walking for Exercise	45.82%	43.42%	42.87%	Huntin
Swimming	36.02%	36.27%	35.74%	Aerobi
Bowling	20.61%	21.56%	21.59%	Backpa
Golf	18.41%	16.66%	15.94%	Target
Freshwater Fishing	18.27%	20.27%	18.73%	Baseba
Weight Training	17.14%	17.35%	17.38%	Saltwat
Billiards/Pool	17.01%	18.71%	19.21%	Canoei
Camping Trips	16.25%	18.33%	18.01%	Tennis
Mountain/Road Biking	15.18%	14.88%	14.63%	Volleyt
Using Cardio Machine	15.18%	14.49%	14.72%	Footba
Jogging/Running	14.62%	14.66%	14.72%	Softbal
Stationary Cycling	13.41%	12.61%	12.96%	Yoga
Basketball	12.61%	13.86%	14.24%	Motorc
Power Boating	11.07%	10.13%	9.63%	Soccer

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Hunting	11%	13.02%	11.43%
Aerobics	10.14%	9.24%	9.49%
Backpacking/Hiking	9.91%	10.25%	10.36%
Target Shooting	9.05%	10.59%	10.1%
Baseball	8.6%	9.76%	10.61%
Saltwater Fishing	7.82%	8.27%	7.84%
Canoeing/Kayaking	7.68%	8%	7.96%
Tennis	7.43%	7.06%	7.09%
Volleyball	7.16%	8.14%	8.37%
Football	7.12%	8.29%	8.69%
Softball	6.97%	7.85%	7.79%
Yoga	6.91%	6.71%	6.97%
Motorcycling	6.25%	7.18%	7.06%
Soccer	6.21%	6.57%	6.86%

Shelby Twin Lake Free Soil Marysville Calumet Woodhaven Brown City Muskegen Dearborn Lakeview Hare Suttons Bay Clare Cedar Springs Lewiston Ahmeek Benzonia Harven Intercultural Institute Hancock Kingsley Kingston Byron Millington Barnes Lake-Millers Lal ©Copyright 2012, Intercultural Institute for Contextual Ministry C

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	BRIDGES
	MILES	MILES	MILES	
Horseback Riding	5.78%	6.62%	6.15%	Sailing
Downhill & X-Country	5.38%	5.32%	5.2%	Snowboarding
Skiing				Racquetball
Archery	5.34%	6.3%	5.74%	Rock Climbing
Ice Skating	5%	5.24%	5.22%	Hockey
Snorkeling	4.75%	4.81%	5.03%	Skateboarding
Water Skiing	4.63%	4.85%	4.84%	Martial Arts
Roller Skating	4.51%	5.04%	5.32%	Rowing
Jet Skiing	4.33%	4.43%	4.65%	Auto Racing
Fly Fishing	4.2%	4.43%	4.36%	Surfing & Windsurfing
Snowmobiling	3.91%	4.32%	4.18%	

0-3	3-7	7-10
MILES	MILES	MILES
3.85%	3.37%	3.45%
3.03%	3.26%	3.64%
2.96%	3.23%	3.56%
2.91%	3.21%	3.7%
2.84%	2.98%	3.35%
2.65%	2.99%	2.98%
2.51%	2.78%	3.17%
2.48%	2.5%	2.69%
2.44%	3.12%	3.43%
2.13%	2.33%	2.59%
	MILES 3.85% 3.03% 2.96% 2.91% 2.84% 2.65% 2.51% 2.48% 2.44%	MILESMILES3.85%3.37%3.03%3.26%2.96%3.23%2.91%3.21%2.84%2.98%2.65%2.99%2.51%2.78%2.48%2.5%2.44%3.12%

Park Cedar Springs Athens Rockwood Chesaning Allen Park Marysville Bancrott Gaines Vandalia Of Park Cedar Springs Grand Haven Bloomfield Township Gladstone Hartford Garden Intercultural Institute Manitou Beach-Devils Lake Copemish Flushing Jonesville Lake City Ma Confectual Ministry Gwinn Grand Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

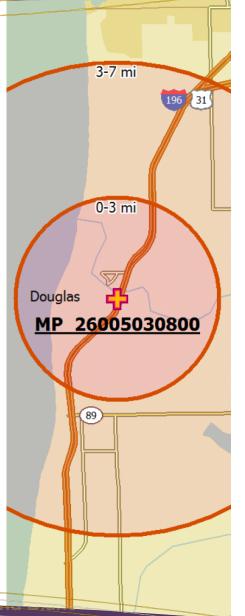
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Edgemont Park Frankenmuth Sault Ste. Marie Keego Harbor Grass Lake Honor Olisville Port Huron Kalkaska Ferrysburg Marion Daggett Lathrup Village Plymouth Bergen Intercultural Institute Beechwood Intercultural Institute for Contextual Ministry Color Contextual Ministry Source L'Anse Goodrich Ortonville Sparta Signal Signal

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.

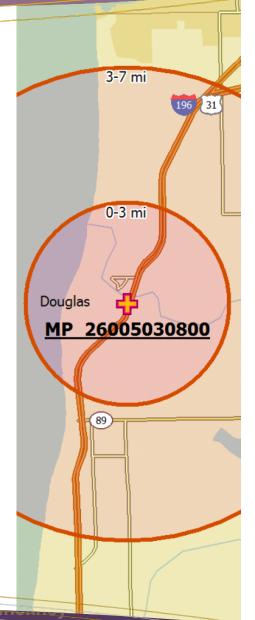
CULTURAL BARRIERS OF ACCEPTANCE

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.



Clayton Helland Norton Shores South Range Albion Swartz Creek Onaway Houghton Romeo East Hyandotte Canton Mount Pleasant Saginaw Shelby Beecher Barton Intercultural Institute Lowell Lake Linden Dearborn Gladwin Marquette Corunna Vassar Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

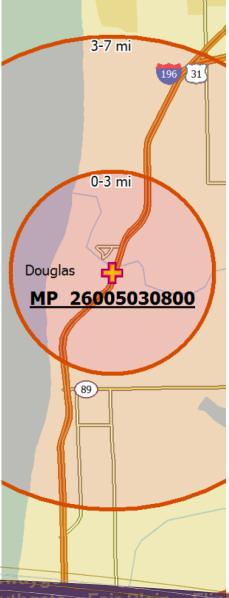
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	49%	48%	Like to Stand Out In A Crowd Too Much Sponsorship In	19% 18%	20% 20%	20% 20%
Find It Difficult To Say No To My Kids	39%	40%	38%	Arts/Sports Like To Pursue	17%	16%	17%
Prefer To Have Few Possessions As Possible	39%	35%	37%	Challenge/Novelty/Change Rarely Sit Down to a Meal	16%	17%	17%
Woman's Place Is In The Home	35%	36%	35%	Together At Home			
Speak My Mind Even If It Upsets People	34%	34%	34%	Only Work Current Job for The Money	15%	14%	14%
If Won Lottery Would Never Work Again	33%	30%	29%	I Am A Workaholic Happy With My Standard Of	14% 13%	15% 12%	15% 12%
Like Control Over People And Resources	31%	31%	31%	Living We Should Strive for Equality for	12%	12%	12%
Like To Do Unconventional	30%	30%	29%	All			
Things	000/	000/	070/	On Whole People Get What They	9%	9%	9%
Friends More Important Than My Fam.		26%	27%	Deserve Indulge My Kids With The Little	8%	8%	8%
Money Is Best Measure Of	27%	27%	26%	Extras	70/	70/	00/
Success Don't Judge People/Way They	27%	27%	27%	Little I Can Do To Change My Life	7%	7%	8%
Live Life	∠1 /0	LI /0	LI /0	Willing To Give Up Time With	5%	5%	5%
Marijuana Should Be Legalized	21%	19%	19%	Fam. To Advance			

Verton Manistee Napoleon Alanson Lake Odessa East Jordan Harvey Montague Thompsonville Escan Essexville Springport Ypsilanti Woodland Vassar Boyne Falls Hanced Fair Plain De Tour Village Plai ew Baltimore Iron River Howard City Union City Canton Morenci Grand Gon Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



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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
Important To Respect Customs And Beliefs	67%	67%	65%	Worried About Pollution Caused By Cars	18%	18%	18%
You Should Seize Opportunities	58%	57%	56%	Is An Important Part Of Who I Am	15%	16%	16%
In Life				Real Men Don't Cry	15%	15%	15%
Like To Understand About Nature	39%	38%	37%	Looking for New Ideas To Improve Home	14%	15%	15%
Prefer To Have Few Possessions As Possible	39%	35%	37%	Try Not To Worry About The Future	14%	13%	13%
Important Feel Respected By My Peers	33%	33%	33%	Enjoy Spending Time With My Fam.	10%	11%	12%
Prefer Work Part Of Team Than Alone	33%	33%	32%	Provide My Kids With The Little Extras	8%	9%	9%
Have Keen Sense Of Adventure	28%	27%	26%	Like Spending Most Time With	5%	5%	5%
Important To Juggle Various	28%	28%	28%	Fam.			
Tasks				Feel Very Alone In The World	4%	4%	5%
Good At Fixing Things	26%	26%	26%	Children Should Be Allowed To	4%	4%	5%
People Have To Take Me As	25%	25%	24%	Express Themselves			
They Find Me				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	23%	22%	23%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	18%	18%	17%	Business			

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Stanwood St. Johns Grand Beach Pewamo Chelsea Hudson Michigamme Augusta Village of Clarkston angsburg Northview Gaines Royal Oak Hudsonville Benton Harbor More Intercultural Institute Frosse Pointe Woods Big Rapids Allendale Hillman Honor Kalamazoo Jor Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Constant Plans Houghton Pierson Manitou Beach-Devils Lake

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.

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Harrisville

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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	PLACE	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Fam. Restaurants/Steak	85.45%	85.08%	84.36%	Dairy Queen	18.64%	19.77%	18.92%
Houses-Visit Any				Cracker Barrel	16.5%	16.67%	15.82%
Fast Food/Drive-In	83.94%	85.93%	85.67%	Outback Steakhouse	16.3%	14.91%	15.26%
Restaurant-Visit Any				Red Lobster	15.91%	15.69%	15.66%
McDonald's	56.15%	57.88%	56.53%	IHOP (International House Of	12.83%	12.71%	13.1%
Burger King	33.78%	36.13%	36.83%	Pancakes)			
Applebee's	31.32%	31.44%	31.15%	Starbucks	12.22%	11.92%	12.15%
Subway	30.53%	32.07%	31.29%	Chick-Fil-A	11.97%	12.47%	12.13%
Wendy's	28.97%	29.87%	29.88%	Chili's Grill and Bar	11.94%	12.19%	12.79%
Taco Bell	25.85%	27.95%	28.68%	Denny's	11.57%	11.63%	12.24%
Arby's	23.22%	25.31%	24.09%	TGI Friday's	10.84%	10.67%	11.33%
Kentucky Fried Chicken (KFC)	23.06%	26.02%	26.26%	Quiznos Sub	10.47%	10.21%	10.54%
Olive Garden	22.41%	21.16%	21.05%	Ruby Tuesday	10.12%	10.17%	10.06%
Pizza Hut	19.04%	21.27%	21.39%				

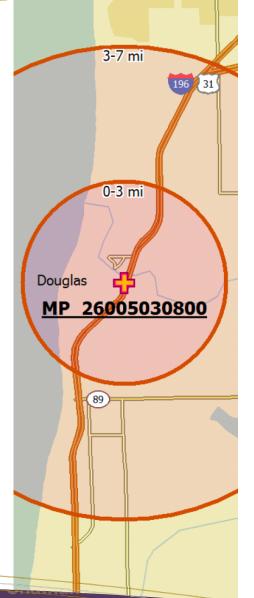
egan Hazel Park Decatur Hastings Saugatuck Sand Lake Howell Millington Richmond Whitmore Lake Horris Saline Wayland Swartz Creek Paw Paw Bangor Forest Hills Intercultural Institute Shields Middleville Gwinn Prudenville East Jordan Bancroft Union Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Stanwood Ferrysburg Northville Beechwood Tekonsha Bad Ave Chels

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!



ac Island Detroit-Beach Clifford Cagetown Au Gres Paw Paw Lake Colon Cheboygan Shields Gaastra Buchanan Paw Paw Homer Center Line Rosebush Lake Orion Daggett Intercultural Institute Bloomfield Hills Caseville Level Park-Oak Park Belding Saline Byron Center and Ministry Confectual Ministry Bear Lake Chelsea Mendon South Lyon Fairgrove 48

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	54.28%	52.5%	51.9%
Recycled products	43.01%	41.07%	41%
Worked as volunteer (non political)	21.46%	20.43%	19.95%
Engaged in fund raising	12.79%	12.6%	12.34%
Religious club member	8.57%	8.4%	8.06%
Wrote to elected offcl about publ bus	7.76%	7.33%	7.03%

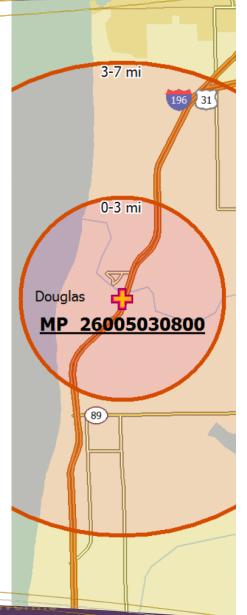
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	6.97%	6.65%	6.27%
Wrote to editor of mag or	6.78%	6.62%	6.56%
newspaper			
Addressed a public meeting	6.27%	5.97%	5.65%
Union member	6.13%	6.26%	6.14%
Took active part in local civic	5.79%	5.48%	5.49%
issue			
Fraternal order member	5.53%	5.34%	5.37%

Manton Marshall Ahmeek Rogers City Lapeer Bridgeport Rothbury Stevensville Elk Rapids Sanford Hesick Webberville Schoolcraft Blissfield Sebewaing Allendale Quinner Intercultural Institute Intercultural Institute Are Michigan Beach Kinde Bronson Copemish (or Contextual Ministry) Intercultural Institute for Contextual Ministry Star Gopyright 2012, Intercultural Institute for Contextual Ministry Star Hills Back Blance Baldwin Grand Beach Kingsford Hubbard Lake Pinckn

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.



Dryden Whittemore Argentine Frankfort Portland Burr Oak Iron Mountain Robin Glen Indiantown Hartin Glivet Gaines Alanson Lapeer Clinton Hazel Park Lake Angelus Crossed Intercultural Institute Beaverton Livonia Muir Hubbardston Atlanta Weidman Hanover Ahron Intercultural Institute the Haven Houge Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	20.26%	18.81%	18.96%
Children's Books	14.57%	14.17%	14.02%
Mystery	14.17%	12.95%	13.02%
Cookbooks	11.99%	11.48%	11.67%
Religious (not Bibles)	8.59%	8.67%	8.64%
History	8.42%	7.81%	7.84%
Personal/Business	8.29%	7.86%	7.78%
Self-help			
Biography	7.68%	6.86%	7.17%
Romance	7.47%	7.46%	7.27%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	72.22%	70.97%	71.54%
Gen. Editorial	46.95%	45.62%	46.21%
Womens	40.72%	40.72%	41.08%
Service	38.72%	38.03%	37.52%
Business/Finance	21.2%	18.88%	19.12%
Mens	17.1%	17.22%	18.15%
Sports	15.45%	14.69%	15.51%
Mature Market	15.12%	13.82%	13.73%
Health	13%	12.9%	13.17%

Benzonia Reosevelt Park Muskegon Heights Birch Run Farwell Otisville Beechwood Hillman St. Ch Handville Quincy Westwood Ahmeek St. Ignace Waterford Gaylord Development Intercultural Institute Iontrose Algonac Madison Heights Pierson Edwardsburg Hubbell New Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	60.78%	59.57%	59.1%
Sport	36.3%	35.47%	34.75%
Business/Finance	35.71%	32.97%	32.72%
Editorial Page	34.31%	33.57%	32.96%
Classified	31.36%	33.73%	33.37%
Comics	29.99%	29.68%	29.44%
Food/Cooking	27.91%	26.68%	26.94%
Movie Listings & Reviews	27.32%	26.76%	27.54%
TV/Radio Listings	26.24%	25.64%	25.44%
Home/Gardening	25.22%	24.72%	24.25%
Travel	23.83%	22.31%	22.16%
Science/Technology	20.93%	19.67%	19.81%
Fashion	15.15%	14.23%	14.28%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	22.98%	25.6%	23.23%
Adult Contemporary	21.07%	20.64%	20.37%
CHR Contemp Hit Radio	16.14%	16.73%	17.42%
News/Talk	15.64%	14.62%	15.07%
Rock	13.65%	14.37%	14.51%
Oldies	12.57%	12.33%	12.56%
Classic Rock	12.16%	12.21%	12.16%
Alternative	10.93%	10.24%	11.23%
Variety	8.14%	8.06%	8.45%
All News	7.39%	5.96%	5.99%
Urban Contemporary	7.24%	7.56%	8.58%
Religious	7.22%	7%	6.85%
Soft Contemporary	7.2%	7.19%	7.36%
All Talk	6.51%	5.05%	4.82%
Sports	5.2%	4.74%	4.81%
Jazz	4.81%	4.12%	4.2%
Classical	4.67%	4.09%	4.28%
Adult Standards	4.07%	3.22%	3.24%

Roosevelt Park Copper City Eastwood Allen Park Grand Blanc River Rouge Vandalia Romulus Mackinac Histor Harbor Beach East Tawas Oscoda Maybee Hudson Gobles Laker Bits Fountain Boyne Fails Merrill Three Rivers Bloomingdale Clarksville Kingsford Pleasant Ridge Foundation Fountain Brooklyn Ker Brooklyn Ker Copyright 2012, Intercultural Institute for Contextual Ministry Fair Plain Melvindale Eastlake Pigeon Republic R52

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	67.66%	67.52%	66.16%
Satellite Dish	53.67%	56.21%	55.42%
Soapnet	52.55%	52.08%	51.71%
Other Video-On-Demand	42.09%	41.58%	40.56%
Comedy Central	39.34%	34.34%	34.26%
Adult Pay Per View TV	38.46%	36.83%	35.41%
Sci-Fi Channel	38%	38.99%	38.19%
MSNBC	35.08%	36.36%	35.36%
Adult Swim	31.78%	31.91%	30.98%
TV Info From Sunday TV	31.61%	31%	29.98%
Magazine			
Subscribe Digital Cable	30.02%	29.68%	28.95%
Nickelodeon	29.82%	31.82%	30.44%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Hallmark Channel	28.17%	27.79%	26.54%
USA Network	28.07%	26.75%	25.63%
The Golf Channel	27.93%	26.12%	25.38%
ABC Fam.	27.31%	25.7%	26.35%
ESPN Classic	26.95%	22.78%	22.59%
TV Info From Newspapers	26.74%	27.55%	26.76%
TCM (Turner Classic	26.24%	25.83%	25.83%
Movies)			
Nick At Nite	26.14%	27.81%	26.75%
ESPN2	26.1%	23.95%	24.16%
BET (Black Entertainment	25.49%	25.46%	25.48%
TV)			
TV Info From Monthly Cable	24%	24.63%	24.25%
Guide			
ESPN News	23.8%	20.15%	19.6%

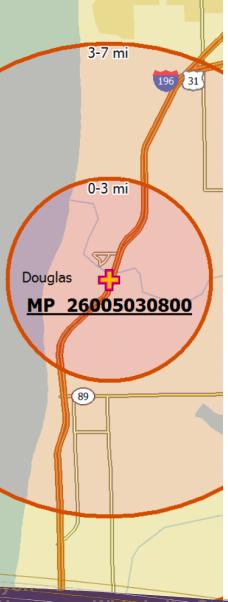
ntingten Woods Breckenridge Hopkins Coloma Saline Nashville Berrien Springs Baraga Lapeer Rockw South Gull Lake Onsted Sault Ste. Marie East Grand Rapids Almont Browner Dark Sand Lake Reading Intercultural Institute Of Contextual Ministry Contextual Ministry Lakeview Webberville Inkster Wolverine Shorewood 53 Decama Late Fikton Kingston Munising Galesburg Mount

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.



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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+)	22.63%	21.59%	21.69%
Medium Users (4-6)	12.68%	12.13%	12.07%
Light Users (1-3)	21.52%	21.36%	21.43%
Quintiles (20%)			
Newspaper I (Heavy)	0.88%	1.29%	1.5%
Newspaper II	1.24%	1.39%	1.48%
Newspaper III	2.24%	2.27%	2.02%
Newspaper IV	0.42%	0.59%	0.5%
Newspaper V (Light)	1.17%	1.37%	1.28%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.16%	18.83%	18.46%
Magazines II	7.16%	8.13%	8.18%
Magazines III	8.6%	9.68%	9.25%
Magazines IV	9.48%	10.33%	10.56%
Magazines V (Light)	0.28%	0.28%	0.37%
Outdoor I (Heavy)	6.4%	6.2%	6.62%
Outdoor II	1.84%	2.14%	2.37%
Outdoor III	2.5%	2.68%	3.04%
Outdoor IV	15.13%	15.44%	15.41%
Outdoor V (Light)	28.15%	27.2%	26.02%
Yellow Pages I	13.94%	14.45%	14.59%
(Heavy)			
Yellow Pages II	6.17%	5.79%	5.82%
Yellow Pages III	3.49%	3.86%	4.33%
Yellow Pages IV	19.2%	20.56%	20.62%
Yellow Pages V (Light)	2.23%	2.39%	2.8%
Yellow Pages III Yellow Pages IV	3.49% 19.2%	3.86% 20.56%	4.33% 20.62%

De Tour Village Sylvan Lake Manchester Burt St. Clair Vandercook Lake Troy Mount Clemens Pentre Tania Grandville Melvindale Stephenson DeWitt Muir Minden City Ells Intercultural Institute Rapids Plymouth Marcellus Reading East Lansing Orchard Lake Village Township Turner Grant Laurium 55 Copyright 2012, Intercultural Institute for Contextual Ministry Monore Atlanta

Potential Multimedia Usage

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

Radio Drive Time Quntiles	MEDIUM	0-3 3-7	0-3 3-7	7-10	MEDIUM	0-3	3-7	7-10
(fifths / 20%) 20%) Drive Time I & II (Heavy) 3.43% 3.56% 3.21% Drive Time III (Medium) 0.57% 0.69% 0.68% Radio IV & V (Light) 1.95% 2.19% 2.47% Radio Media Quntiles (fifths / 20%) 7.79% 8.02% Radio I & II (Heavy) 6.78% 7.79% 8.02% Radio III (Medium) 5.2% 5.65% 5.28% Radio IV & V (Light) 2.32% 2.74% 3% Cable TV Quntiles (fifths / 2.32% 2.74% 3% Cable TV Quntiles (fifths / 2.32% 2.74% 3% Cable TV Quntiles (fifths / 20%) 54.32% 55.7%		MILES MILES	MILES MIL	MILES		MILES	MILES	MIL
Drive Time I & II (Heavy) 3.43% 3.56% 3.21% Prime Time I & II (Heavy) 3.79% 3.9% 3.9% Drive Time III (Medium) 0.57% 0.69% 0.68% Prime Time I & II (Heavy) 2.05% 1.99% Radio IV & V (Light) 1.95% 2.19% 2.47% Prime Time IV & V (Light) 4.5% 6.45% Radio Media Quntiles (fifths / - - - TV Early/Late Fringe Quntiles 6.45% 20%) -	Radio Drive Time Quntiles		Fime Quntiles		TV Prime Time Quntiles (fifths /			
Drive Time III (Medium) 0.57% 0.69% 0.68% Radio IV & V (Light) 1.95% 2.19% 2.47% Radio Media Quntiles (fifths / 20%) 2.19% 2.47% Radio I & II (Heavy) 6.78% 7.79% 8.02% Radio III (Medium) 5.2% 5.65% 5.28% Radio IV & V (Light) 2.32% 2.74% 3% Cable TV Quntiles (fifths / 20%) 2.32% 2.74% 3%	(fifths / 20%)				20%)			
Radio IV & V (Light) 1.95% 2.19% 2.47% Prime Time IV & V (Light) 4.5% 6.45% Radio Media Quntiles (fifths /	Drive Time I & II (Heavy)	3.43% 3.56%	& II (Heavy) 3.43% 3.56	3.21%	Prime Time I & II (Heavy)	3.79%	3.9%	3.64
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles 20%) Radio I & II (Heavy) 6.78% 7.79% 8.02% Radio III (Medium) 5.2% 5.65% 5.28% Radio IV & V (Light) 2.32% 2.74% 3% Cable TV Quntiles (fifths / 20%) TV All Day Quntiles (fifths / 20%) TV All Day Quntiles (fifths / 54.32% 55.7%	Drive Time III (Medium)	0.57% 0.69%	l (Medium) 0.57% 0.69	0.68%	Prime Time III (Medium)	2.05%	1.99%	1.92
20%) Radio I & II (Heavy) 6.78% 7.79% 8.02% Fringe I & II (Heavy) 43.14% 41.61% Radio III (Medium) 5.2% 5.65% 5.28% Fringe I II (Medium) 53.19% 53.78% Radio IV & V (Light) 2.32% 2.74% 3% Fringe IV (Light) 54.32% 55.7% Cable TV Quntiles (fifths / 20%) TV All Day Quntiles (fifths / 20%) 20%	Radio IV & V (Light)	1.95% 2.19%	(Light) 1.95% 2.19	2.47%	Prime Time IV & V (Light)	4.5%	6.45%	6.71
Radio I & II (Heavy) 6.78% 7.79% 8.02% Fringe I & II (Heavy) 43.14% 41.61% Radio III (Medium) 5.2% 5.65% 5.28% Fringe I II (Medium) 53.19% 53.78% Radio IV & V (Light) 2.32% 2.74% 3% Fringe IV (Light) 54.32% 55.7% Cable TV Quntiles (fifths / 20%) TV All Day Quntiles (fifths / 20%) 20%	Radio Media Quntiles (fifths /		Quntiles (fifths /		TV Early/Late Fringe Quntiles			
Radio III (Medium) 5.2% 5.65% 5.28% Radio IV & V (Light) 2.32% 2.74% 3% Cable TV Quntiles (fifths / 20%) 54.32% 55.7% 20%) 5 5	20%)				(fifths / 20%)			
Radio IV & V (Light) 2.32% 2.74% 3% Fringe IV (Light) 54.32% 55.7% Cable TV Quntiles (fifths / 20%) -	Radio I & II (Heavy)	6.78% 7.79%	Heavy) 6.78% 7.79	8.02%	Fringe I & II (Heavy)	43.14%	41.61%	40.2
Cable TV Quntiles (fifths / 20%)TV All Day Quntiles (fifths / 20%)	Radio III (Medium)	5.2% 5.65%	dium) 5.2% 5.65	5.28%	Fringe III (Medium)	53.19%	53.78%	53.0
20%) 20%)	Radio IV & V (Light)	2.32% 2.74%	(Light) 2.32% 2.74	3%	Fringe IV (Light)	54.32%	55.7%	54.7
	Cable TV Quntiles (fifths /		ntiles (fifths /		TV All Day Quntiles (fifths /			
	20%)				20%)			
Cable I & II (Heavy) 12.29% 13.05% 13.4% All Day I & II (Heavy) 11.86% 11.98%	Cable I & II (Heavy)	12.29% 13.05%	Heavy) 12.29% 13.0	13.4%	All Day I & II (Heavy)	11.86%	11.98%	12%
Cable III (Medium) 3.46% 3.74% 3.83% All Day III (Medium) 23.38% 23.91% 23.91% </td <td>Cable III (Medium)</td> <td>3.46% 3.74%</td> <td>dium) 3.46% 3.74</td> <td>3.83%</td> <td>All Day III (Medium)</td> <td>23.38%</td> <td>23.91%</td> <td>23.2</td>	Cable III (Medium)	3.46% 3.74%	dium) 3.46% 3.74	3.83%	All Day III (Medium)	23.38%	23.91%	23.2
Cable IV & V (Light) 32.57% 31.17% 31.16% All Day IV (Light) 11.39% 11.24%	Cable IV & V (Light)	32.57% 31.17%	(Light) 32.57% 31.1	31.16%	All Day IV (Light)	11.39%	11.24%	11.7



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]	13.02%	12.42%	12.5%
6:00am - 10:00am	18.66%	16.58%	16.51%
10:00am - 3:00pm	5.73%	5%	5.6%
3:00pm - 7:00pm	13.57%	14%	14.53%
7:00pm - Midnight	15.35%	13.55%	13.58%
Midnight - 6:00am	6.45%	5.47%	5.78%
Weekend Radio			
Listeners			
Dayparts [summary]	14.45%	15.69%	15.77%
6:00am - 10:00am	4.69%	3.85%	4.19%
10:00am-3:00pm	6.42%	5.49%	5.68%
3:00pm - 7:00pm	6.85%	6.96%	7.01%
7:00pm - Midnight	9.64%	9.57%	9.39%
Midnight - 6:00am	11.52%	10.59%	10.69%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.37%	9.58%	9.42%
Saturday: 8:00-11:00pm	8.27%	8.7%	8.47%
Sunday: 7:00-11:00pm	9.89%	10.1%	10.22%
9:00am-1:00pm	26.14%	27.81%	26.75%
9:00am-4:00pm	30.13%	31.92%	30.74%
4:00pm-7:00pm	31.45%	30.59%	30.19%
11:00pm-1:00am	42.5%	43.97%	42.8%
AVG Prime time	2.3%	2.44%	2.64%
Mon-Sun			

astpointe Jenison Robin Glen-Indiantown Dearborn Manistee Walkerville Cheboygan Hastings Mason Breedsville Kalkaska Schoolcraft Colon Charlevoix Boyne Falls <u>Intercultural Institute</u> Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Marlette Lawrence Gard 57

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 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	17.69%	17.47%	18.15%	Sat: 7-10am	Sat: 7-10am 20.05%	Sat: 7-10am 20.05% 19.32%
7-9am	26.1%	23.95%	24.16%	Sat: 10am-1pm	Sat: 10am-1pm 8.31%	Sat: 10am-1pm 8.31% 8.43%
9am-12noon	23.04%	24.44%	23.32%	Sat: 1-4pm	Sat: 1-4pm 25.1%	Sat: 1-4pm 25.1% 25.37%
12noon-4pm	7.09%	7.48%	7.42%	Sat: 4-6pm	Sat: 4-6pm 6.86%	Sat: 4-6pm 6.86% 6.91%
4-6pm	53.02%	51.64%	50.06%	Sat: 6-7pm	Sat: 6-7pm 2.75%	Sat: 6-7pm 2.75% 2.58%
6-7pm	20.16%	21.33%	20.41%	Sat: 7-8pm	Sat: 7-8pm 1.05%	Sat: 7-8pm 1.05% 1.17%
7-7:30pm	1.41%	1.63%	1.76%	Sat: 8-11pm	Sat: 8-11pm 8.27%	Sat: 8-11pm 8.27% 8.7%
7:30-8pm	9.67%	10.65%	10.38%	Sat: 11pm-1am	Sat: 11pm-1am 4.82%	Sat: 11pm-1am 4.82% 4.63%
8-11pm	9.37%	9.58%	9.42%	Sat: 1am-7pm	Sat: 1am-7pm 28.07%	Sat: 1am-7pm 28.07% 26.75%
11pm-12am	35.08%	36.36%	35.36%	Sun: 7-10am	Sun: 7-10am 1.99%	Sun: 7-10am 1.99% 2.15%
11pm-1am	42.5%	43.97%	42.8%	Sun: 10am-1pm	Sun: 10am-1pm 7.5%	Sun: 10am-1pm 7.5% 7.9%
1-6am	35.13%	32.87%	33.42%	Sun: 1-4pm	Sun: 1-4pm 5.77%	Sun: 1-4pm 5.77% 6.14%
				Sun: 4-7pm	Sun: 4-7pm 13.77%	Sun: 4-7pm 13.77% 14.86%
				Sun: 7-11pm	Sun: 7-11pm 9.89%	Sun: 7-11pm 9.89% 10.1%
				Sun: 11pm-1am	Sun: 11pm-1am 3.92%	Sun: 11pm-1am 3.92% 4.52%
				Sun: 1-7am	Sun: 1-7am 21.53%	Sun: 1-7am 21.53% 22.68%

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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

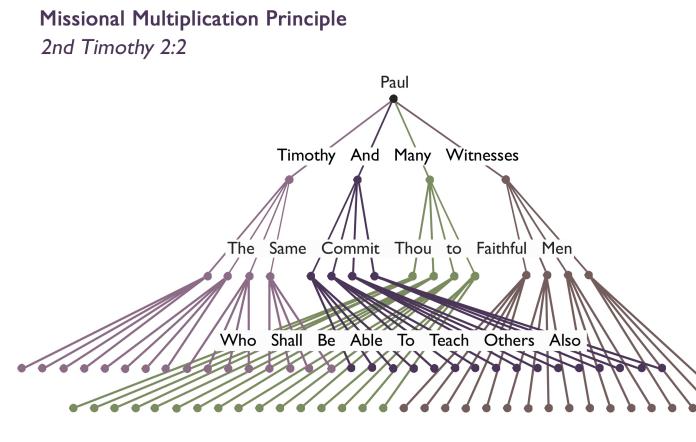
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Madison Heights Barton Hills Lyons Greenville Holland Canton Rogers City Pierson Holly Menomine Haven Manchester Waterford Traverse City Carrollton Columbiaville Intercultural Institute Seville Pearl Beach McBride Harrietta Marquette Sault Ste. Marie Carne Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Battle Creek, Benton Harbor, Sparta, Hillsdale, Greilickvi

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.



Estral Beach Hubbard Lake Clinton Huntington Woods Fairgrove Litchfield East Tawas Northview Bu Prudenville Kingston Westwood Coleman Sanford Centreville Macking City Send Lake St. Clair Sho iey Lawrence Frankfort Wakefield Bloomingdale Muir Deerfield Dunde for Contextual Institute for Contextual Ministry and Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



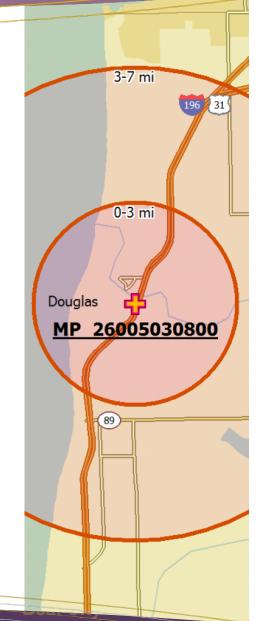


Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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

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