MissionSite top unreached locations

Auburn Hills SAGOLA, MI Houghton Lake Pincknev Chelsea Mavville Otisville CENSUS TRACT: 26043950100 Lake Reading Gro tanton Kingsley Clio Escanaba Wolverine Lake Be Multiply ods Webberville Sturgis Custer ^BREGION: Region One Flat Rock Carson City Iron CONGREGATIONAL Provide City Grand Rapids Kent City Weid ASSOCIATION: Upper Peninsula Ship Byron Linde **RiCOUNTY: Dickinson Allegan Twining Constantine** In partnership with the: Pewamo Albion Grandville Elbert SITESCAPE: Countryscape Quincy Tekonsha Sou Intercultural Institute Gui Lake Hartford **DENSITY PATTERN: Greilickville Bessemer Good** BAPTIST STATE Romulus Bridgman Marcy CONVENTION / reater Galesburg Lathr ZforContextual Ministrya DeWitt Waldron Whi GardenCity Ovid Southgate Alpena Tustin G Rosebush Auburn Shelby St. Johns De Tour Village Merrin **Fraverse Citv** a Copyright 2012, Intercultural Institute for Contextua Ministry Ke Walkerville Shoreham Powers Manton Lake Orion

MissionSite (TM) Table of Contents

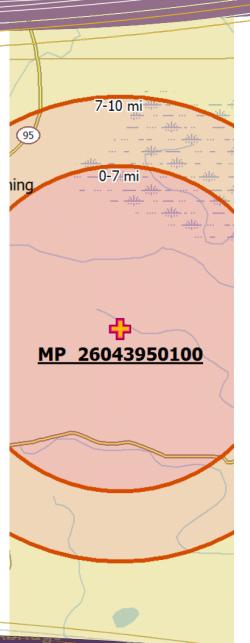
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Site Location Summary

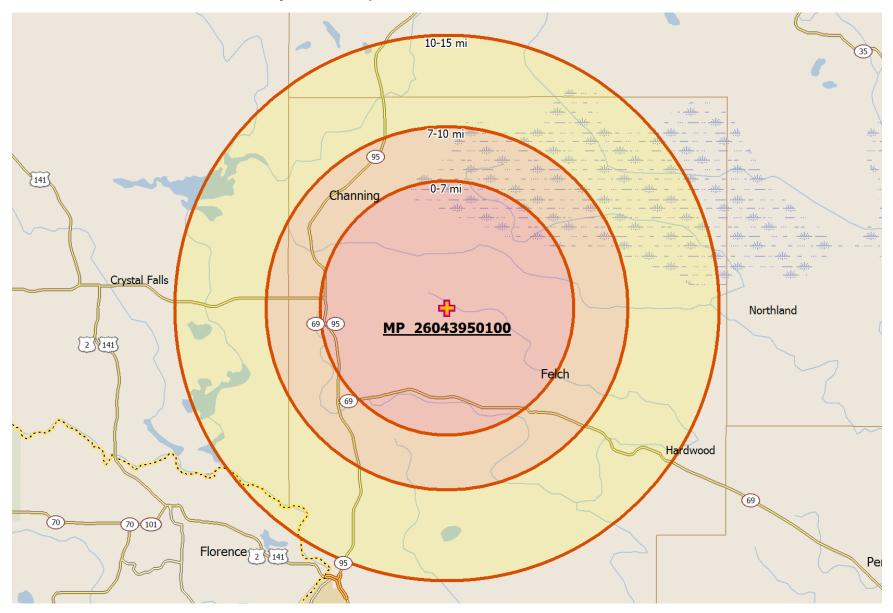
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	26R01	Region One
2	Association	26A14	Upper Peninsula
3	County Location	26043	Dickinson
4	Zipcode	49881	Dickinson
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.2	Settlements near remote area
8	Sitescape Density Pattern	J	2500-0-0



Beach Perry Barryton Hubbard Lake Dryden Omer Munising Eastwood Grosse Pointe Farms Allendale Helvin Ferndale Benton Harbor Laingsburg Mattawan Grosse Pointe M. Bochester Hills Portland St. Ignace Whitmore Lake Rosebush Harper Woods Edwardsburg Waylan Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



val Oak White Pigeon Sturgis Ionia Manitou Beach-Devils Lake Colon Tecumseh Marshall Britton Sunf Shores Bessemer Nashville Caledonia Auburn Comstock Park Benton Intercultural Institute Discoda Ludington Otsego Level Park-Oak Park Turner Chatham Vermo Jor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	8	Micropolitan area not adjacent to a metro area
3	Rural / Urban Continuum	5	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	70	Micropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Lake Odessa Norton Shores Fremont Goodrich Constantine Allendale Kinde Hastings Mackinac Islan Beverly Hills Harbor Beach Gladwin Adrian Chelsea Ludington ryton Hubbell Almont Norway Roscommon Au Sable Roosevelt Park ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	852	952	2,547
2010 Households	344	422	1,095
2010 Group Quarters Population	0	0	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	6	0	0
Language Diversity National Index	8	0	0
Foreign Born Diversity National Index	36	0	0
Ancestry Diversity National Index	98	0	0
Racial Diversity National Index	5	0	0

Paw Paw Lake Lake Odessa Owendale Vassar Minden City Swartz Creek Breedsville River Rouge Lake Odessa Owendale Vassar Minden City Swartz Creek Breedsville River Rouge Lake Odessa Owendale Vassar Minden City Swartz Creek Breedsville Alpha Macking Stanwood Harrison Merrill Saline Brownlee Park St. Clair Kalkaska West Intercultural Institute Stanwood Shorewood-Tower Hills-Harbert Pearl Beach Dansville Carney for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

HOUTH LOWISHIP WEST Branch KINGSTO

Affield Corunna Lake Gaessa Roseville Hersey Waterford Bridgeport Lost Lake woods Hastings Michige Wewaygo Whittemore Mio Buena Vista South Rockwood Grayling <u>Intercultural Institute</u> etoskey Hart Houghton Constantine Port Sanilac South Haven Suttons (or Contextual Ministry) ke Copyright 2012, Intercultural Institute for Contextual Ministry Recopyright 2012, Intercultural Institute for Contextual Ministry Brown City Manistee Montrose Saginaw Dryden Port

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 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	13	3.78%
Mainstay Communities	Established, Diverse Households	53	15.41%
Working Communities	Blue-collar, Working Families	28	8.14%
Country Communities	Rural, Agri. & Mining Families	213	61.92%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	36	10.47%

t Lexington Frankfort Redford Burlington Fenton Orchard Lake Village Hamtranck Belleville Pentwate etterville Ellsworth Roseville McBain Holly Northview Muir Level Park Marguette Clinton Ha anada Creek Ranch Grand Haven Mancelona River Rouge Romulus Pier (Soute tual Ministry) Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Timax Norton Shores Kentwood Rochester Beaverton Grosse Pointe Clinton Caspian Atlanta Charleve Potterville St. Helen Byron Center Petoskey Constantine Grosse Pointer Intercultural Institute Pontiac Montgomery Beverly Hills Burr Oak East Jordan Allegan Kale for Contextual Ministry at 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?



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 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	7,646	220	2.88%
Unreached %	65.57%	64%	97.61
Religious But NOT Evangelical HH	1,427	37	2.56%
Religious But NOT Evangelical %	12.24%	10.63%	86.9
Spiritual But NOT Relig or Evang HH	1,611	59	3.65%
Spiritual But NOT Relig or Evang %	13.81%	17.1%	123.79
Not Evangelical, Not Interested HH	4,608	125	2.71%
Not Evangelical, Not Interested %	39.52%	36.27%	91.78



Mattawan Jackson Lake Michigan Beach Constantine Williamston Lexington Chatham Pay Pay Lake Level Rochester Hills Brighton Springfield Yale Au Sable Gibraltar Roser Intercultural Institute t. Louis Ortonville Forest Hills Birch Run Mendon Allen Park Spring La Gol Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Hourdbton Lake Linde

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	881	1	0.15%
Active Evangelical Percent	7.56%	7.21%	95.47
Inactive Evangelical Households	3,134	5	0.15%
Inactive Evangelical Percent	26.88%	26.06%	96.96
# New Churches Needed	6	0	0.15%





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.

wood Taylor Menominee Clayton Hillman Hersey Hazel Park Cass City Grand Beach Kent City West Is the West Monroe Manitou Beach-Devils Lake Brownlee Park Ravenna New Intercultural Institute Manistique Harrisville Sebewaing Coldwater Litchfield Eau Claire ©Copyright 2012, Intercultural Institute for Contextual Ministry Zeeland Montgomery Holly Republic Wolverine Bad 13 Provide For Contextual Ministry Contextual Ministry Contextual Ministry Contextual Munising Sanford Otter Lake Farwell Southfield

Residential Non-Apt.

Residential Apt.

Residential

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 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY BAND	% OF
1990 Population	26,831	795	2.96%	1990 Househol	ds 10,633 284	2.67%
2000 Population	27,472	790	2.88%	2000 Household	ds 11,386 303	2.66%
2010 Population	26,486	852	3.22%	2010 Househole	ds 11,661 344	2.95%
Location Types in this MissionSite					Location Type	0-7mi Bai
🗖 0-7mi Band 🛛 7-10mi Band 🔲 10-15mi Band 📃 County				Residential	289	
15,000					Residential Apt.	1
					Residential Non-Apt.	288
10,000					Business	1
					Seasonal	0
5,000					USPS Residential	264
					USPS Business	0
			_			

Monroe Walker Scottville Bridgeport Shelby Kentwood Mecosta Carsonville Greenville Turner Frank and Flint Columbiaville Copemish Stanwood Pierson Brooklyn Madis Intercultural Institute Deckerville Alpha Byron Harvey Lambertville Fruitport Fowlerville Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Burt Canada Creek Banch South Bockwood Bedford

USPS Residential

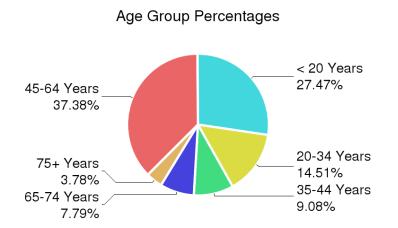
Seasonal

Business

USPS Business

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

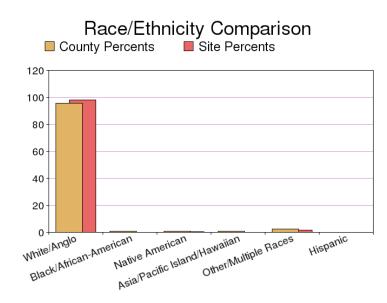


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	3.58%	4.34%	121.23
4-5 Years	2.01%	0.12%	5.97
6-8 Years	3.14%	2.58%	82.17
9-11 Years	3.43%	3.64%	106.12
12-13 Years	2.44%	4.69%	192.21
14-17 Years	5.3%	5.87%	110.75
18-19 Years	2.82%	6.1%	216.31
0-5 Years	5.59%	4.46%	79.79
6-12 Years	7.79%	8.33%	106.93
13-19 Years	9.34%	14.55%	155.78
< 20 Years	22.72%	27.34%	120.33
20-34 Years	15%	14.44%	96.27
35-44 Years	11.02%	9.04%	82.03
45-64 Years	30.76%	37.21%	120.97
65-74 Years	9.58%	7.75%	80.9
75+ Years	10.93%	3.76%	34.4
Median Age	46	40	87.52
Median Age (Male)	44	41	91.92
Median Age (Female)	47	37	79.11

muth Alpena Grosse le Gwinn Traverse City K. I. Sawyer AFB Republic McBain Fruitport Omer Chel Hesperia Cadillac Beaverton Lyons East Grand Rapids Buchanan Son Intercultural Institute fland Brooklyn Buena Vista Allegan Hudsonville Morrice Burlington Jor Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry Waterview Sandusky Norway Sunfield Gobles Gaylord B15

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	95.67%	98%	102.45
Black, African-American	0.74%	0%	0
Native American	0.69%	0.59%	84.94
Asian	0.64%	0%	0
Pacific Island, Hawaiian	0.03%	0%	0
Other/Multiple Races	2.23%	1.53%	68.38
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	18,822	547	
Less than 9th Grade	2.83%	2.38%	118.93
No High School Diploma	6.69%	7.31%	91.54
High School Graduate	43.14%	47.71%	90.4

23.82%

10.34%

6.38%

6.8%

22.49%

7.86%

9.51%

2.74%

105.95

86.44

108.81

232.69

Grandville Portage Hopkins Boyne Falls Walker Metamora Elkton Ironwood Fraser Fennville Novi Bellevue Mattawan Woodhaven Benton Heights Gaylord Plainwell <u>Intercultural Institute</u> Elk Rapids W White Cloud Montague McBain Britton Shorewood-Tower Hills-Harbe (on Contestual Ministry Haccopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Saline Manton Negaunee Fruitport Powers Pewam16

Some College, no degree

Graduate/Prof. degree

Associate Degree

College Degree

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	7.21%	7.85%	156.19
\$10,000 to \$19,999	16.23%	19.48%	119.98
\$20,000 to \$29,999	13.4%	20.35%	151.82
\$30,000 to \$49,999	20.76%	23.26%	112.01
\$50,000 to \$59,999	7.61%	5.52%	72.61
\$60,000 to \$69,999	8.17%	10.17%	124.5
\$70,000 to \$79,999	5.77%	4.94%	85.63
\$80,000 to \$89,999	4.45%	3.78%	84.91
\$90,000 to \$99,999	3.02%	0.87%	28.89
\$100,000 to \$124,999	6.51%	2.03%	31.26
\$125,000 to \$149,999	3.1%	0.29%	9.39
\$150,000 to \$199,999	2.2%	0.58%	26.48
\$200,000 to \$249,999	0.69%	0.58%	83.7
\$250,000 or more	0.87%	0%	0
Median Household	40,815	35,453	86.86
Average Household	55,485	50,047	90.2
Per Capita Household	24,967	20,207	80.93
Family/Non-Family Household			
Income			
Median Family Income	57,246	52,383	91.51
Average Family Income	69,041	56,513	81.85
Median Non-Family Income	22,220	24,826	111.73
Average Non-Family Income	31,636	19,414	61.37

Waldron Stevensville Constantine Fenton St. Charles Michigan Center Trenton Lincoln Clio Oro Cheboygan Brownlee Park Republic Montgomery South Gull Lake Nor Intercultural Institute Canton Rochester Ubly Deerfield Franklin Waterford Madison Heigh For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	63.76%	74.13%	116.26
Families with Children	29.37%	32.27%	109.86
Families without Children	34.39%	41.86%	121.73
Non-Family Households			
% Non-Family Households	36.24%	25.87%	71.39
Non-Families with Children	0.49	0.58	118.94
Non-Families without Children	35.75	25.29	70.74
Housing Units			Index
Total Housing Units	14,257	637	
Vacant percent	18.21%	46%	252.61
Owned percent	64.2%	48.67%	75.8%
Rented Percent	17.59%	5.34%	30.34
Households by Size			Index
Avg household size	2.23	2.48	111.21
Avg family hh size	2.90	2.89	99.66
Avg non-family hh size	1.06	1.29	121.7
Households By Count of Persons			Percent
One	3,861	92	2.38%
Тwo	4,156	126	3.03%
Three or Four	2,905	112	3.86%
Five+	739	15	2.03%

ity Algonac Pellston Clawson Fennville Hastings Kinde Monroe Auburn Walker Brooklyn Reed City Deckerville Harper Woods Lake Fenton Comstock Park Lake Ann Madison intercultural Institute Grant Grosse Pointe Durand St. Joseph Brown City Blissfield Gibralta Gibralta For Contextual Ministry Contextual Ministry Farmington Hills St. Charles Spring Arbor Eaton Rapids 18

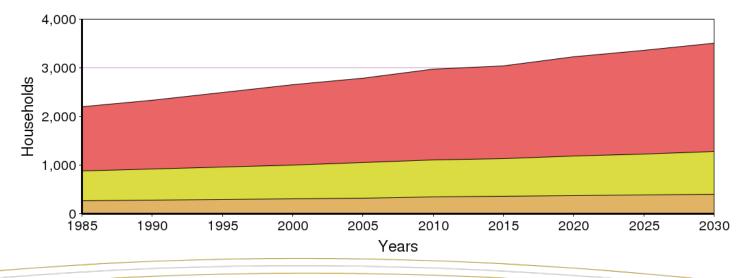
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	26,831	795	2.96%
2000 Population	27,472	790	2.88%
2010 Population	26,486	852	3.22%
2015 Population	25,465	829	3.26%

Household Change from 1985 to 2030

🔲 0-7mi Ring 👘 🔲 0-10mi Ring

📕 0-15mi Ring

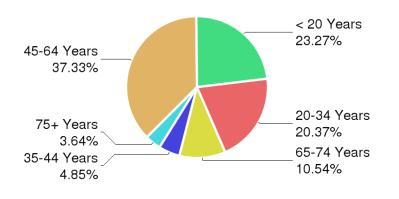


ay City Cement City Fremont Gibraltar South Lyon Oak Park Canadian Lakes Deerfield Bay City Walker Barnes Lake-Millers Lake Chelsea West Branch Ishpeming St. Joseph Alen Park Spring ig Bay Caspian Walkerville Grosse Pointe Farms St. Ignace Grayling It for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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 0-7 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

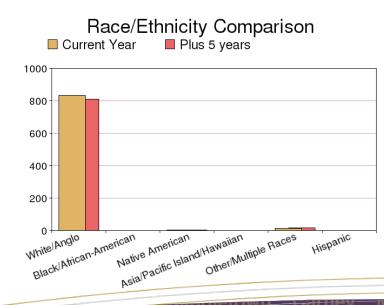


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.34%	3.98%	91.71
4-5 Years	0.12%	0%	0
6-8 Years	2.58%	1.93%	74.81
9-11 Years	3.64%	3.86%	106.04
12-13 Years	4.69%	3.74%	79.74
14-17 Years	5.87%	3.26%	55.54
18-19 Years	6.1%	6.39%	104.75
0-5 Years	4.46%	3.98%	89.24
6-12 Years	8.33%	7.48%	89.8
13-19 Years	14.55%	11.7%	80.41
< 20 Years	27.34%	23.16%	84.71
20-34 Years	14.44%	20.27%	140.37
35-44 Years	9.04%	4.83%	53.43
45-64 Years	37.21%	37.15%	99.84
65-74 Years	7.75%	10.49%	135.35
75+ Years	3.76%	3.62%	96.28
Median Age	46	45	97.53
Median Age (Male)	44	43	98.32
Median Age (Female)	47	43	90.58

Monroe Greater Galesburg Roosevelt Park Clare Wolverine Lake Cutlerville Detroit Lawton Wolverine Hashville Marysville Manchester Spring Arbor Beulah Lakewood Club Township South Bronson Portland Forest Hills Woodland Beach East for Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Compared and Beach Suttons Bay Grosse Pointe Shores One 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 0-7 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	98%	97.59%	99.57
Black, African-American	0%	0%	0
Native American	0.59%	0.36%	61.66
Asian	0%	0%	0
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.53%	2.17%	142.3
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	547	557	
Less than 9th Grade	2.38%	3.05%	128.42
No High School Diploma	7.31%	6.1%	83.47
High School Graduate	47.71%	47.94%	100.46
Some College, no degree	22.49%	23.88%	106.19
Associate Degree	7.86%	7.18%	91.35
College Degree	9.51%	9.34%	98.2
Graduate/Prof. degree	2.74%	2.51%	91.66

Applegate Mancelona Empire Lake Linden Bridgeport Reese Grosse Pointe Edwardsburg Melvin Yale Hamtramck Sheridan Vernon Blissfield Otisville Prudenville West Ishper Intercultural Institute Bingham Farms Berkley Kentwood Breckenridge Big Bay Grosse Point for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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 0-7 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 0-7 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	7.85%	9.86%	125.61
\$10,000 to \$19,999	19.48%	19.44%	99.79
\$20,000 to \$29,999	20.35%	21.41%	105.21
\$30,000 to \$49,999	23.26%	20%	86
\$50,000 to \$59,999	5.52%	5.63%	102
\$60,000 to \$69,999	10.17%	8.17%	80.29
\$70,000 to \$79,999	4.94%	5.07%	79.8
\$80,000 to \$89,999	3.78%	2.25%	104.36
\$90,000 to \$99,999	0.87%	1.41%	161.5
\$100,000 to \$249,999	2.03%	2.82%	138.43
\$125,000 to \$149,999	0.29%	1.41%	484.51
\$150,000 to \$199,999	0.58%	0.56%	96.9
\$200,000 to \$249,999	0.58%	0.56%	96.9
\$250,000 or more	0%	0.28%	0
Median Household	35,453	36,877	104.02
Average Household	50,047	52,871	105.64
Per Capita Household	20,207	22,641	112.05
Family/Non-Family Household			
Income			
Median Family Income	52,383	56,569	107.99
Average Family Income	56,513	61,562	108.93
Median Non-Family Income	24,826	31,903	128.51
Average Non-Family Income	19,414	20,346	104.8

Allendale Port Huron Hanover Ishpeming Brooklyn Temperance Deckerville Lake Ann Cutlerville Harbo Hunising Michigamme Frankfort Kingsley Cass City Unionville Chelse Intercultural Institute Riverview Traverse City Bingham Farms Rockford Eastwood Vanderbil For Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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 0-7 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 0-7 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	74.13%	70.99%	95.76
Families with Children	32.27	29.58	91.66
Families without Children	41.86	39.72	94.88
Non-Family Households			
% Non-Family Households	25.87%	29.01%	112.14
Non-Families with Children	0.58	0.56	112.14
Non-Families without	25.29	28.45	112.49
Children			
Housing Units			
Total Housing Units	637	661	103.77%
Vacant percent	46%	46.29%	100.64
Owned percent	48.67%	48.26%	99.17
Rented Percent	5.34%	5.45%	102.04
Households by Size			
Avg household size	2.48	2.34	94.35%
Avg family hh size	2.89	2.80	96.89%
Avg non-family hh size	1.29	1.19	92.25%
Households By Count of			
Persons			
One	92	99	107.61%
Тwo	126	137	108.73%
Three or Four	112	108	96.43%
Five+	15	11	73.33%

er Au Sable Beaverton Maple Rapids Northport Spring Arbor Beechwood Almont Fenton St. Clair Cer Kalkaska Flint Springfield Baldwin Shoreham Clawson Essexville Intercultural Institute Tustin Fife Lake Taylor Lyons Caspian Muskegon Reading Trento Jor Confectual Ministry Bellaire Alle Copyright 2012, Intercultural Institute for Contextual Ministry Bloomfield 23

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:	0-7	7-10	10-15	BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	15	0	70	Eastern Africa	0	0	0
Northern Europe	0	0	0	Middle Africa	0	0	0
Western Europe	3	0	23	Northern Africa	0	0	0
Southern Europe	3	0	3	Southern Africa	0	0	0
Eastern Europe	0	0	8	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	1	0	9	Oceania	0	0	0
So. Central Asia	0	0	0	Caribbean	0	0	0
SE Asia	2	0	10	Central Amer.	0	0	0
Western Asia	0	0	0	South America	0	0	2
Other Asia	0	0	0	North America	6	0	15
				Born at sea	0	0	0

Ubly Center Line Flint Marquette Edmore Spring Lake Springfield Howard City Mio Lake City Boyne ba Kingsford Rochester Mattawan Ellsworth Otsego Chelsea Lake Aper Intercultural Institute fuir Petersburg Bloomfield Hills Rockwood Cadillac Detroit Beach Brown City Brown City Beecher Nor 24 Secopyright 2012, Intercultural Institute for 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	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	1,702	0	3,794	Other Indo-Euro	0	0	0
Spanish	8	0	11	Asian/PI languages	0	0	0
Other Indo-Euro	36	0	81	Chinese	0	0	0
language				Japanese	1	0	3
French (incl. Patois,	13	0	21	Korean	0	0	2
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	8	0	10	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	3	0	16	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	5
Other West Germanic	0	0	2	Other Asian	0	0	0
A Scandinavian	9	0	26	Tagalog	2	0	2
Language				Other Pacific Is	0	0	6
Greek	0	0	0	Other languages	2	0	2
Russian	0	0	0	Navajo	0	0	0
Polish	3	0	5	Other Native N.	0	0	0
Serbo-Croatian	0	0	1	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	2	0	2
Urdu	0	0	0				

toointe Ferndale Hartford Harrison Houghton Pleasant Ridge Reed City Laurium Pewamo Norton Sho Hiamston Manitou Beach-Devils Lake Farmington Hills Climax Whitehall Intercultural Institute Algonat Ac d Lake Milford Durand Gaylord Webberville Carsonville Armada Twin for Contextual Ministry Shelby Paw Paw Lake Freeport East Grand Rapids G 25 Copyright 2012, Intercultural Institute for Contextual Ministry Shelby Paw Paw Lake Freeport East Grand Rapids McBride

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	0-7	7-10	10-15	ANCESTRY	0-7	
	MILES	MILES	MILES		MILES	
Reporting ancestry	1,477	0	3,456	Irish	84	
Arab	0	0	0	Italian	106	
Armenian	0	0	0	Lithuanian	0	
Austrian	12	0	40	Norwegian	42	
British	0	0	0	Polish	62	
Canadian	0	0	9	Portuguese	0	
Croatian	6	0	23	Romanian	5	
Czech	15	0	20	Russian	5	
Czechoslovak	2	0	7	Scandinavian	0	
Danish	13	0	18	Scotch-Irish	9	
Dutch	39	0	58	Scottish	3	
English	91	0	198	Slovak	2	
European	7	0	24	Subsaharan African	0	
Finnish	87	0	171	Swedish	274	
French (not Basque)	143	0	285	Swiss	3	
French Canadian	52	0	158	Ukrainian	2	
German	262	0	620	US/American	63	
Greek	2	0	2	Welsh	4	
Hungarian	4	0	11	West Indian	0	
Iranian	0	0	0	Yugoslavian	8	
				Other	70	

udson Kalkaska Mendon Galesburg River Rouge Bellaire Frankfort Peliston Roseville Stockbridge A West Ishpeming Negaunee Flat Rock Lakewood Club Lyons Greilick Port Austin Davison Sandu nion City Stanton Madison Heights Coldwater Mount Pleasant Pearl Bea South Lyon Sterling Heights Ann Arbor Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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



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.



rshall Buckley South Guil Lake Newberry New Haven Carrollton Pleasant Ridge Clare West Ishpeming St. Charles Fife Lake Cutlerville Lake Angelus Lennon Wolverine Presed Intercultural Institute Ubly Lost Lake Woods Essexville Eastpointe St. Johns Barton Hills Find Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Capton Lake Isabella Troy Elsia Dearborn Allen

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	344	100%	220	100%
AFFLUENT SUBURBIA	11	3.2%	8	3.64%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	11	3.2%	8	3.64%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	2	0.58%	1	0.45%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	2	0.58%	1	0.45%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	53	15.41%	34	15.45%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	22	6.4%	14	6.36%
Urban Optimists	0	0%	0	0%
Family Convenience	31	9.01%	20	9.09%
Mid-Market Enterprise	0	0%	0	0%

eville Applegate Clinton Stockbridge Byron Newaygo Grant Onsted Shields Kingston Union City Ga tar Benton Harbor Nashville Pewamo Posen Hillman Gladwin Bancros Intercultural Institute otte Robin Glen-Indiantown Bronson Pinconning Caspian Iron Mountain Intercultural Institute Ville Manitou Be Copyright 2012, Intercultural Institute for Contextual Ministry Angelus Sparta Plainwell Muir Casnovia Kalkaska 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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	344	100%	220	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	28	8.14%	19	8.64%
Steadfast Conservative	28	8.14%	19	8.64%
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%

Shelby Parma Ferrysburg Millersburg Sturgis Cutlerville St. Helen Grand Ledge Owosso Oxford Quinnesec Boyne City Harrietta Escanaba Mount Clemens Nashville <u>Intercultural Institute</u> s City Manchester Kingsley Royal Oak Rockford Spring Lake Gladwin Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	344	100%	220	100%
REMOTE AMERICA	111	32.27%	68	30.91%
Hardy Rural Fam.	111	32.27%	68	30.91%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	102	29.65%	69	31.36%
Industrious Country Living	102	29.65%	69	31.36%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Crosse Pointe Shores Clio Eastpointe St. Charles Orchard Lake Village Auburn Hills Rose City Ontone Hendon Central Lake Honor Turner Carney Fraser Comstock Northwert Intercultural Institute Melvin Mancelona Hudsonville Farmington Hills Burt Lake Ann Farmington Benzonia Camden 32 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 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

0-7 HH & Percent		Unreached HH & Percent	
344	100%	220	100%
36	10.47%	21	9.55%
36	10.47%	21	9.55%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	344 36 36 0	344 100% 36 10.47% 36 10.47% 0 0%	344100%2203610.47%213610.47%2100%0

ant Ridge Byron Center Houghton Brown City Augusta Leslie Waterford Indian River Empire Ishpemin Elberta Fruitport Ferrysburg Lyons Michigan Center Luther Marine Intercultural Institute Kaleva St. Joseph Dryden Newberry Gibraltar Tekonsha Potterville Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?



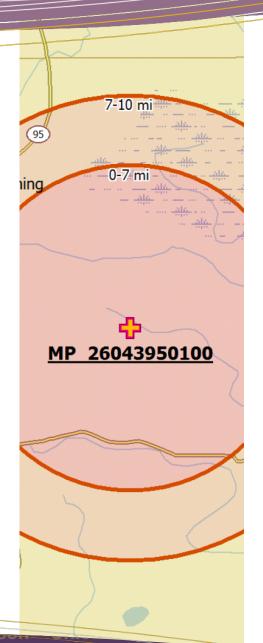
Potential Cultural Bridges

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).



South Rockwood Kalamazoo Carsonville Westland Lowell South Lyon Edmore Westphalia Hemiock Concord Northville Hamtramck Gwinn Lost Lake Woods Norton Intercultural Institute ham Zeeland Portage Suttons Bay Holt Chelsea Grosse Pointe Park Concort View Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	73%	74%	75%	Internet Use: Banking	24%	24%	24%
Use Comp. for Internet/E-mail	59%	59%	60%	Internet Use: News/ Weather	23%	22%	24%
Internet Use: E-Mail	48%	48%	49%	Use Comp. for News/Info./Data	21%	21%	21%
Use Comp. for Comp. Games	42%	42%	43%	Service			
Use Comp. for Word	41%	41%	42%	Use Comp. for Accounting	17%	17%	17%
Processing				PC-Network-HH Has One	16%	15%	17%
Use Comp. for Digital Camera	37%	36%	37%	Use Comp. for Personal	16%	16%	16%
Photo Editing				Financial Mngmnt			
Use Comp. for Shopping	36%	35%	37%	Use Comp. for Filing/DB	14%	14%	15%
HH Owns DVD Player	31%	31%	31%	Mngmnt			
Use Comp. for Banking	30%	30%	31%	Internet Use: Shopping: Made	12%	12%	12%
Use Comp. for Education	30%	30%	31%	A Purchase			
				HH Owns Video/Webcam	10%	10%	10%
				Internet Use: Research/	10%	10%	11%
				Education			



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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Listening To Music	65%	65%	66%	Any Ailment	68%	68%	68%
Dining Out (Not Fast	57%	55%	58%	Gen./Fam. Practitioner	41%	41%	42%
Food)				Dentist	27%	27%	28%
Reading Books	53%	53%	54%	Backache	22%	22%	22%
Card Games	46%	46%	46%	Hypertension/High Blood	20%	20%	20%
Gardening	45%	44%	45%	Pressure			
Go To A Beach/Lake	38%	37%	39%	None Of These	19%	19%	19%
Cooking for Fun	36%	34%	36%	Eye Dr.	19%	18%	19%
Board Games	35%	35%	35%	Any Arthritis	18%	18%	18%
Photography	20%	20%	21%	High Cholesterol	17%	17%	18%
Antique	20%	20%	20%	Overweight (30 Pounds Or	14%	13%	14%
Shopping/Shows				More)			

Iron Mountain Laingsburg Madison Heights Martin Athens Gwinn Edwardsburg Alpha Breckenridge Beiding Scottville Grosse Pointe Shores Lost Lake Woods Rochester Intercultural Institute n Lowell Waterford Byron Reading St. Louis Peck Applegate St. Charles Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Charleson Sparta Marion

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	0-7	7-10	
	MILES	MILES	MILES		MILES	MILES	
Concert	22.03%	22.36%	23.25%	Movies: Romantic Comedy	17.86%	18.11%	l
Live Theater	17.81%	17.59%	18.83%	Movies: Drama	16.77%	17.87%	
Live Theater Most Often	15.77%	15.54%	16.68%	Movies: Mystery	13.54%	13.8%	
Rock/Pop Concerts Most	9.4%	9.42%	10.47%	MLB Baseball Reg.	7.03%	7.24%	
Often	0.70/	0.070/	0.400/	Season	0.400/	0 5 404	
Country Concerts Most Often	8.7%	8.87%	8.48%	College Football Reg. Season	6.16%	6.54%	(
Comedy Club	8.23%	8.04%	8.01%	NFL Football Reg. Season	5.54%	5.78%	ļ
Movies: Action/Adventure	37.89%	38.51%	38.02%	College Basketball Reg.	4.21%	4.33%	4
Movies: Comedy	34.43%	34.82%	35.23%	Season			
Movies: Fam.	20.04%	20.03%	19.8%	Auto Racing Events	3.56%	3.59%	3
				Rodeo	2.6%	2.56%	2

rly Onsted Ironwood Lowell Coloma Northview Kent City Peck Lakeview Newberry Grand Blanc He Freeland Sherwood Rochester Sebewaing Shelby Laurium Colon Intercultural Institute West Ishpeming Daggett Ubly Minden City Twin Lake Vernon Brio Gontextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Eaton Rapids Galesburg Muir Chesaning Hubbar 38

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	41.79%	42.13%	42.26%	Canoeing/Kayaking	Canoeing/Kayaking 13.42%	Canoeing/Kayaking 13.42% 14.15%
Swimming	36.75%	36.57%	36.93%	Backpacking/Hiking	Backpacking/Hiking 12.19%	Backpacking/Hiking 12.19% 11.78%
Freshwater Fishing	27.81%	28.07%	26.91%	Using Cardio	Using Cardio 11.54%	Using Cardio 11.54% 11.72%
Camping Trips	23.38%	23.68%	23.13%	Machine	Machine	Machine
Bowling	22.68%	22.98%	22.88%	Softball	Softball 11.26%	Softball 11.26% 10.81%
Hunting	20.94%	20.95%	20.22%	Stationary Cycling	Stationary Cycling 11.26%	Stationary Cycling 11.26% 11.28%
Billiards/Pool	17.64%	18.33%	17.88%	Baseball	Baseball 10.19%	Baseball 10.19% 9.83%
Mountain/Road Biking	15.94%	15.52%	16.15%	Horseback Riding	Horseback Riding 10.1%	Horseback Riding 10.1% 10.28%
Target Shooting	15.35%	14.37%	15.05%	Saltwater Fishing	Saltwater Fishing 9.31%	Saltwater Fishing 9.31% 9.54%
Basketball	14.86%	15.04%	14.9%	Motorcycling	Motorcycling 8.25%	Motorcycling 8.25% 8.06%
Jogging/Running	14.49%	14.54%	14.86%	Football	Football 8.15%	Football 8.15% 7.82%
Power Boating	14.31%	14.63%	14.14%	Volleyball	Volleyball 7.88%	Volleyball 7.88% 7.76%
Weight Training	13.56%	13.28%	14.09%	Water Skiing	Water Skiing 7.79%	Water Skiing 7.79% 7.81%
Golf	13.54%	13.19%	14.32%	Archery	Archery 7.78%	Archery 7.78% 7.47%

Morenci Rochester Byron Center Kentwood Montague Cedar Springs Bangor Coldwater Otisville Se af Beach Onekama Sanford Sand Lake Athens Unionville Northville Intercultural Institute Farwell Vernon Michigan Center Alpha Whittemore South Rockwood for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Aerobics

7.42%

7.81%

7.84%

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	0-
	MILES	MILES	MILES		М
Snowmobiling	6.86%	6.35%	6.69%	Jet Skiing	4.
Ice Skating	6.72%	6.47%	6.68%	Tennis	4.
Soccer	6.57%	6.37%	6.65%	Skateboarding	4.
Yoga	6.46%	6.36%	6.56%	Rowing	3.
Roller Skating	6.13%	6.15%	6.12%	Rock Climbing	3.
Downhill & X-Country	5.99%	5.89%	6.05%	Snowboarding	3.
Skiing				Racquetball	3.
Fly Fishing	5.93%	6.01%	5.81%	Martial Arts	3.
Auto Racing	5.72%	5.18%	5.48%	Hockey	2.
Snorkeling	4.85%	4.6%	4.92%	Surfing & Windsurfing	j 2.
Sailing	4.57%	4.67%	4.5%		

0-7	7-10	10-15
MILES	MILES	MILES
4.56%	4.47%	4.71%
4.43%	4.3%	4.76%
4.34%	4.05%	4.24%
3.59%	3.39%	3.45%
3.32%	3.11%	3.43%
3.28%	3.19%	3.42%
3.2%	3.18%	3.28%
3.12%	3.14%	3.19%
2.91%	2.81%	3.05%
2.84%	2.75%	2.83%
	MILES 4.56% 4.43% 4.34% 3.59% 3.32% 3.28% 3.2% 3.12% 2.91%	MILESMILES4.56%4.47%4.43%4.3%4.34%4.05%3.59%3.39%3.32%3.11%3.28%3.19%3.2%3.18%3.12%3.14%2.91%2.81%

Troy Standish Wyandotte Fremont Clawson Oakley Canada Creek Ranch Paimer Bancroft Caro Arge than Richmond Shelby Howell Dearborn Heights Twining Stanwood Intercultural Institute Dansville New Era Pierson Big Bay Parma Boyne Falls Fowlerville 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.

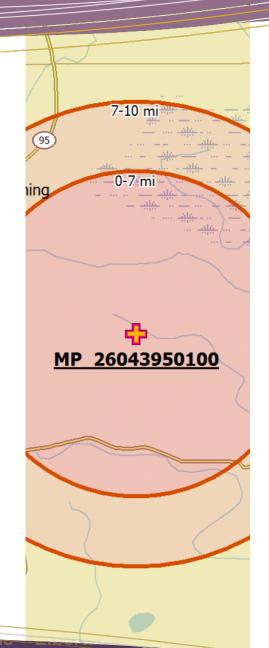
BIBLICAL BARRIERS

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.



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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.



d South Rockwood Cassopolis Edmore Saugatuck Watervliet Copper City Comstock Park Spring Lake Fenton Michigamme Berrien Springs Stockbridge Kinde Iron Mountain Intercultural Institute Semer Lakeview Bingham Farms Ashley Gwinn Berkley Sterling Heigh For Contextual Ministry 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	51%	51%	50%	Rarely Sit Down to a Meal Together At Home	19%	18%	18%
Find It Difficult To Say No To My Kids	38%	38%	38%	Too Much Sponsorship In Arts/Sports	18%	19%	19%
Woman's Place Is In The Home Speak My Mind Even If It	37% 34%	36% 34%	37% 34%	Like To Pursue Challenge/Novelty/Change	16%	16%	17%
Upsets People Money Is Best Measure Of	31%	31%	31%	I Am A Workaholic Marijuana Should Be Legalized	16% 16%	16% 16%	16% 17%
Success Like Control Over People And	31%	32%	31%	Only Work Current Job for The Money	15%	15%	15%
Resources Like To Do Unconventional	30%	30%	30%	On Whole People Get What They Deserve	11%	11%	11%
Things Don't Judge People/Way They	29%	29%	29%	Happy With My Standard Of Living	11%	11%	11%
Live Life Prefer To Have Few	29%	29%	31%	We Should Strive for Equality for All		11%	11%
Possessions As Possible If Won Lottery Would Never	23%	23%	24%	Indulge My Kids With The Little Extras	9%	9%	9%
Work Again Friends More Important Than	22%	22%	23%	Little I Can Do To Change My Life	7%	7%	7%
My Fam. Like to Stand Out In A Crowd	21%	20%	21%	Willing To Give Up Time With Fam. To Advance	5%	5%	6%

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Ann Arbor Wolf Lake Hersey Petersburg Woodnaven East Jawas Wayne Marysville Eiste Haca Evaluate ten Shoreham Muir Berrien Springs K. I. Sawyer AFB Galesburg Zilwayle Intercultural Institute born Heights Custer Concord Cement City Quinnesec Romulus New Er (or Confectual 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.

erta Shelby Forest Hills Vandalia Dryden Sault Ste. Marie Kalkaska St. Johns Kinde Rochester Shield Gladwin Republic Comstock Northwest Camden South Monroe Spart Intercultural Institute ter Galesburg Ishpeming Hudson Onsted Hubbardston Laurium Caspia (or Confectual Ministry for Confectual Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Harbor Spart

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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-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs	62%	62%	62%	Real Men Don't Cry	16%	16%	16%
And Beliefs				Is An Important Part Of Who I Am	16%	17%	16%
You Should Seize Opportunities In Life	56%	56%	56%	Worried About Pollution Caused By Cars	14%	14%	14%
Prefer Work Part Of Team Than Alone	35%	35%	35%	Looking for New Ideas To Improve Home	14%	14%	14%
Important Feel Respected By My Peers	34%	34%	35%	Try Not To Worry About The Future	12%	12%	13%
Like To Understand About Nature	33%	33%	34%	Enjoy Spending Time With My Fam.	10%	9%	10%
Important To Juggle Various Tasks	30%	30%	30%	Provide My Kids With The Little Extras	9%	9%	9%
Prefer To Have Few	29%	29%	31%	Decor Particular Interest To Me	6%	7%	6%
Possessions As Possible				Feel Very Alone In The World	5%	5%	5%
Good At Fixing Things	28%	29%	28%	Like Spending Most Time With	5%	5%	5%
Have Keen Sense Of Adventure	25%	23%	25%	Fam.			
People Have To Take Me As They Find Me	22%	22%	22%	Children Should Be Allowed To Express Themselves	4%	4%	4%
Like To Just Enjoy Life	22%	22%	22%	Would Like To Set Up Own	2%	2%	3%
Consider Myself Interested In The Arts	19%	19%	19%	Business			

Portland Village of Clarkston Laurium Walled Lake Pontiac Muir Kentwood Eau Claire Calumet Gross ambertville Hopkins Gwinn Melvin West Branch Argentine Carleton <u>Intercultural Institute</u> Mendon Davison Mancelona Robin Glen-Indiantown Montrose Stand Low Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



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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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	87.04%	86.8%	87.06%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.16%	82.54%	83.53%
Houses-Visit Any			
McDonald's	59.79%	59.83%	59.33%
Burger King	37.75%	38.21%	37.86%
Subway	34.73%	35.11%	34.48%
Wendy's	28.76%	28.07%	29.06%
Taco Bell	26.99%	26.2%	26.65%
Arby's	26.87%	26.33%	26.72%
Kentucky Fried Chicken (KFC)	26.57%	25.53%	26.69%
Applebee's	25.73%	24.61%	26.33%
Dairy Queen	21.08%	21.1%	21.19%
Pizza Hut	20.36%	20%	20.32%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Cracker Barrel	17.28%	16.52%	17.15%
Olive Garden	16.93%	16.68%	17.49%
Red Lobster	15.58%	15.42%	15.67%
Sonic	14.74%	14.67%	13.85%
Outback Steakhouse	12.89%	13.34%	13.34%
Hardee's	10.98%	10.34%	10.7%
Chili's Grill and Bar	10.76%	10.41%	10.63%
Denny's	10.36%	10.48%	10.63%
IHOP (International House Of	10.35%	10.45%	10.37%
Pancakes)			
Ruby Tuesday	10.11%	9.93%	10%
Golden Corral	9.99%	9.21%	9.6%
Chick-Fil-A	9.88%	9.86%	9.5%

Allendale Stockbridge Grosse IIe Carney Sheridan Hubbell Grand Rapids Fairgrove Linden Gwinn Isen New Baltimore Parma Bridgeport Holt Brownlee Park Menominee Charlotte Otsego West Gaines Tustin Riverview Perry Argentine Ludington Saranac Ma ^IgeCopyright 2012, Intercultural Institute for Contextual Ministry Sand Lakeview South Monroe Dundee Skidwa 476

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!

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Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	46.45%	46.47%	47.98%
Recycled products	34.78%	35.3%	36.06%
Worked as volunteer (non political)	18.2%	18.35%	19.03%
Engaged in fund raising	10.67%	10.67%	11.23%
Religious club member	7.99%	7.87%	8.1%
Union member	6.75%	6.65%	6.88%

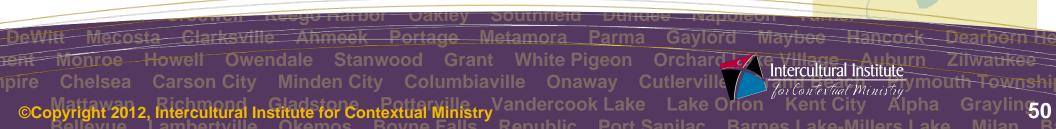
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	6.44%	6.46%	6.55%
Wrote to editor of mag or newspaper	6.02%	5.95%	6.14%
Church Board	5.86%	5.9%	5.9%
Fraternal order member	5.44%	5.57%	5.64%
Took active part in local civic issue	5.41%	5.43%	5.51%
Addressed a public meeting	5.29%	5.4%	5.49%

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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.



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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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	17.18%	17.39%	17.46%
Children's Books	12.8%	12.91%	13.16%
Mystery	11.66%	11.88%	11.9%
Cookbooks	10.23%	10.25%	10.63%
Religious (not Bibles)	8.44%	8.5%	8.31%
Romance	7.7%	7.67%	7.73%
History	6.8%	6.86%	6.82%
Personal/Business	6.36%	6.56%	6.77%
Self-help			
Biography	5.67%	5.76%	5.91%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	61.8%	61.59%	63.59%
Gen. Editorial	43.45%	43.63%	44%
Service	37.42%	37.42%	37.49%
Womens	37.39%	37.45%	37.74%
Fishing/Hunting	19.62%	19.8%	18.86%
Mens	14.69%	14.58%	14.82%
Mature Market	13.99%	14.26%	14.38%
Automotive	13.57%	13.46%	13.54%
Business/Finance	12.81%	13.12%	13.95%

dison Cedar Springs Clinton Burlington Holly Omer De Tour Village Highland Park Minden City Perry Canton Ecorse Custer Grosse Pointe Woods Spring Arbor Maple Reverse Intercultural Institute North Adams Deerfield Plymouth Oakley Hubbell Saginaw Boyne for Contextual Ministry of Copyright 2012, Intercultural Institute for Contextual Ministry By Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry By Contextual Contextual Accenter Clare Argentine Lincoln Park, Walled Lake

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	58.64%	58.88%	59.31%
Classified	40.31%	40.25%	39.57%
Editorial Page	34.31%	34.37%	34.52%
Sport	32.04%	32.11%	32.72%
Comics	29.75%	29.79%	29.98%
Business/Finance	27.54%	27.91%	28.7%
Food/Cooking	25.22%	25.53%	25.8%
TV/Radio Listings	24.24%	25.01%	24.71%
Movie Listings & Reviews	22.38%	23.12%	23.33%
Home/Gardening	21.32%	21.8%	22.22%
Science/Technology	17.91%	18.31%	18.62%
Travel	17.7%	18.18%	18.63%
Fashion	10.83%	11.25%	11.4%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	36.15%	36.04%	34.5%
Adult Contemporary	18.89%	18.81%	19.15%
CHR Contemp Hit Radio	14.89%	14.53%	14.84%
Classic Rock	12.37%	11.97%	12.55%
Rock	12.31%	12.16%	12.65%
News/Talk	10.86%	11.02%	11.94%
Oldies	10.85%	10.77%	11.3%
Alternative	7.43%	7.85%	8.06%
Religious	6.66%	6.63%	6.76%
Variety	6.49%	6.73%	6.88%
Soft Contemporary	3.82%	3.86%	4.25%
Urban Contemporary	3.7%	3.82%	4.07%
Classic Hits	3.22%	2.98%	3.19%
All Talk	3.06%	2.99%	3.16%
Sports	2.75%	2.94%	3.25%
Classical	2.56%	2.67%	2.91%
All News	2.48%	2.74%	3.04%
Adult Standards	2.38%	2.42%	2.45%



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Fox News Channel	71.01%	70.5%	70.58%
Satellite Dish	58.78%	57.97%	59.19%
Soapnet	50.16%	49.73%	50.5%
Other Video-On-Demand	44.88%	45.3%	44.71%
Sci-Fi Channel	43.36%	43.3%	42.96%
MSNBC	38.5%	37.82%	38.42%
Adult Pay Per View TV	37.71%	37.83%	38.09%
Nickelodeon	34.73%	34.11%	34.3%
Nick At Nite	32.17%	32.05%	31.74%
Adult Swim	30.32%	30.97%	30.81%
Comedy Central	29.58%	29.63%	30.55%
TV Info From Sunday TV Magazine	29.3%	28.27%	29.4%

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
BET (Black Entertainment TV)	29.25%	30.17%	29.31%
TV Info From Newspapers	28.96%	28.55%	28.86%
Subscribe Digital Cable	26.63%	28.04%	27.95%
USA Network	26.13%	25.58%	26.23%
TCM (Turner Classic	25.56%	24.49%	25.66%
Movies)			
TV Info From Monthly Cable	25.22%	24.48%	24.93%
Guide			
Hallmark Channel	24.47%	23.99%	24.91%
The Golf Channel	23.04%	23.45%	23.6%
Lifetime	22.14%	21.79%	21.89%
ESPN2	22.08%	22.69%	22.55%
Lifetime Movie Network	20.47%	20.98%	20.15%
E (Entertainment TV)	20.45%	20.83%	20.61%

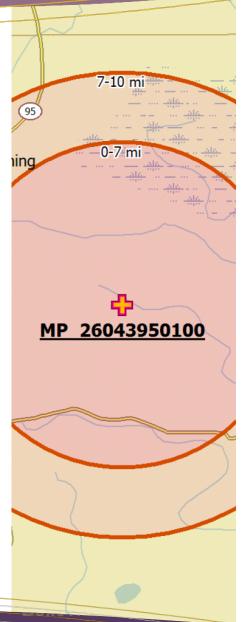
Oak Park Atlanta Stockbridge Dundee Portage Sunfield Battle Creek Ann Arbor Howell Edmore Ta Figeon Sanford Peck Paw Paw Waverly Northport Grosse Pointe Woods Ann Arbor Howell Edmore Mount Millersburg Port Austin St. Joseph Hazel Park Ferrysburg Charlevo for Confettual Ministry Grocopyright 2012, Intercultural Institute for Contextual Ministry Confettual Distitute for Contextual Ministry Carleton Akron Manistique Oscoda Grosse He

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.



yon Barton Hills Copernish Manistee Beulah Stanwood Twining Byron Center St. Charles Kinde Elist reedsville Columbiaville Marysville Woodland Beach Comstock Park Ferry Intercultural Institute St. Johns Le Roy Dryden Brown City Vassar Canada Creek Ranch Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Institute for Contextual Ministry Newaydo Montgomery Manton Ashley Crystal Falls

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	20.69%	20.8%	21.05%
Medium Users (4-6)	10.24%	10.57%	10.53%
Light Users (1-3)	19.08%	19.16%	19.35%
Quintiles (20%)			
Newspaper I (Heavy)	1.74%	1.56%	1.62%
Newspaper II	0.74%	0.71%	0.8%
Newspaper III	2.68%	2.54%	2.65%
Newspaper IV	0.6%	0.48%	0.49%
Newspaper V (Light)	0.98%	1.01%	1.02%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.94%	19.3%	19.47%
Magazines II	8.12%	7.53%	7.87%
Magazines III	11.26%	10.15%	10.83%
Magazines IV	9.72%	9.94%	9.57%
Magazines V (Light)	0.1%	0.08%	0.14%
Outdoor I (Heavy)	4.8%	5.19%	4.93%
Outdoor II	1.63%	1.59%	1.71%
Outdoor III	2.05%	2.01%	2.14%
Outdoor IV	17.66%	17.73%	17.51%
Outdoor V (Light)	25.49%	25.53%	25.67%
Yellow Pages I	13.24%	13.94%	13.45%
(Heavy)			
Yellow Pages II	3.45%	3.5%	3.77%
Yellow Pages III	4.09%	4.03%	4.1%
Yellow Pages IV	23.91%	23.77%	23.09%
Yellow Pages V	1.2%	1.18%	1.32%
(Light)			

Anominee Springfield Flint Fowlerville East Lansing Lake City Bloomingdale Forest Hills Ossineke Cit ett Highland Park Ravenna Reading East Tawas Brighton Bear Lake <u>Intercultural Institute</u> Palmer Pont Metamora Lincoln Park Vicksburg Fruitport Walkerville Rockwood Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Manchester Farmington Hills Atlanta Greilickville

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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.

EDIUM 0-7 7-10 10-15	MEDIUM	MEDIUM 0-7	MEDIUM 0-7 7-10
MILES MILES MILES		MILES	MILES MILES
adio Drive Time Quntiles	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths
fths / 20%)	/ 20%)	/ 20%)	/ 20%)
rive Time I & II (Heavy) 4.35% 4.16% 4.2%	Prime Time I & II (Heavy)	Prime Time I & II (Heavy) 3.39%	Prime Time I & II (Heavy) 3.39% 3.36%
rive Time III (Medium) 1.31% 1.54% 1.19%	Prime Time III (Medium)	Prime Time III (Medium) 2.67%	Prime Time III (Medium) 2.67% 2.81%
adio IV & V (Light) 1.54% 1.68% 1.64%	Prime Time IV & V (Light)	Prime Time IV & V (Light) 7.4%	Prime Time IV & V (Light) 7.4% 6.09%
adio Media Quntiles (fifths /	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
)%)	(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
adio I & II (Heavy) 8.33% 7.58% 7.93%	Fringe I & II (Heavy)	Fringe I & II (Heavy) 41.39%	Fringe I & II (Heavy) 41.39% 40.76%
adio III (Medium) 5.9% 5.35% 5.75%	Fringe III (Medium)	Fringe III (Medium) 53.72%	Fringe III (Medium) 53.72% 53.2%
adio IV & V (Light) 3.66% 3.68% 3.45%	Fringe IV (Light)	Fringe IV (Light) 57.63%	Fringe IV (Light) 57.63% 56.97%
able TV Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
)%)	20%)	20%)	20%)
able I & II (Heavy) 12.21% 11.44% 12.23%	All Day I & II (Heavy)	All Day I & II (Heavy) 11.62%	All Day I & II (Heavy) 11.62% 11.46%
able III (Medium) 3% 2.9% 3.05%	All Day III (Medium)	All Day III (Medium) 24.25%	All Day III (Medium) 24.25% 23.82%
able IV & V (Light) 35.18% 35.83% 34.54%	All Day IV (Light)	All Day IV (Light) 9.6%	All Day IV (Light) 9.6% 10.43%



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	15.49%	16.37%	15.39%
6:00am - 10:00am	15.35%	15.6%	15.92%
10:00am - 3:00pm	5.21%	5.13%	5.25%
3:00pm - 7:00pm	15.92%	16.27%	15.79%
7:00pm - Midnight	15.6%	16.7%	15.82%
Midnight - 6:00am	5.45%	5.63%	5.57%
Weekend Radio			
Listeners			
Dayparts [summary]	17.45%	17.16%	17.38%
6:00am - 10:00am	3.45%	3.85%	3.7%
10:00am-3:00pm	4.7%	4.54%	4.92%
3:00pm - 7:00pm	7.52%	7.54%	7.52%
7:00pm - Midnight	7.89%	8.44%	8.04%
Midnight - 6:00am	12.01%	12.49%	12.02%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.31%	7.95%	8.55%
Saturday:	9.08%	9.1%	9.2%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.26%	9.08%	9.41%
9:00am-1:00pm	32.17%	32.05%	31.74%
9:00am-4:00pm	36.56%	36.56%	36.21%
4:00pm-7:00pm	28.47%	28.69%	28.77%
11:00pm-1:00am	46.08%	45.44%	45.96%
AVG Prime time	2.44%	2.48%	2.49%
Mon-Sun			

kron Muskegon Heights Vandercook Lake Rochester Wolf Lake Fenton Chesaning Morrice Utica Otseg Lake Millers Lake Lathrup Village Ann Arbor Waverly Ashley Martin Caro Intercultural Institute Litchfield Byron Center Daggett Sebewaing Sand Lake Athens Benz Jor Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16.32%	16.54%	16.57%		Sat: 7-10am	Sat: 7-10am 15.76%	Sat: 7-10am 15.76% 15.65%
7-9am	22.08%	22.69%	22.55%		Sat: 10am-1pm	Sat: 10am-1pm 8.19%	Sat: 10am-1pm 8.19% 8.49%
9am-12noon	28.04%	28.25%	27.71%		Sat: 1-4pm	Sat: 1-4pm 22.16%	Sat: 1-4pm 22.16% 21.8%
12noon-4pm	8.52%	8.3%	8.5%		Sat: 4-6pm	Sat: 4-6pm 7.54%	Sat: 4-6pm 7.54% 7.11%
4-6pm	43.42%	42.04%	44.66%		Sat: 6-7pm	Sat: 6-7pm 1.96%	Sat: 6-7pm 1.96% 2.06%
6-7pm	22.99%	22.7%	22.83%		Sat: 7-8pm	Sat: 7-8pm 1.5%	Sat: 7-8pm 1.5% 1.5%
7-7:30pm	2.19%	2.37%	2.17%		Sat: 8-11pm	Sat: 8-11pm 9.08%	Sat: 8-11pm 9.08% 9.1%
7:30-8pm	12.28%	11.86%	11.95%		Sat: 11pm-1am	Sat: 11pm-1am 4.04%	Sat: 11pm-1am 4.04% 4.19%
8-11pm	8.31%	7.95%	8.55%		Sat: 1am-7pm	Sat: 1am-7pm 26.13%	Sat: 1am-7pm 26.13% 25.58%
11pm-12am	38.5%	37.82%	38.42%		Sun: 7-10am	Sun: 7-10am 1.57%	Sun: 7-10am 1.57% 1.53%
11pm-1am	46.08%	45.44%	45.96%		Sun: 10am-1pm	Sun: 10am-1pm 6.07%	Sun: 10am-1pm 6.07% 6%
1-6am	31.23%	30.73%	31.43%		Sun: 1-4pm	Sun: 1-4pm 6.03%	Sun: 1-4pm 6.03% 5.75%
					Sun: 4-7pm	Sun: 4-7pm 12.32%	Sun: 4-7pm 12.32% 11.78%
					Sun: 7-11pm	Sun: 7-11pm 9.26%	Sun: 7-11pm 9.26% 9.08%
					Sun: 11pm-1am	Sun: 11pm-1am 4.01%	Sun: 11pm-1am 4.01% 4.19%
					Sun: 1-7am	Sun: 1-7am 19.51%	Sun: 1-7am 19.51% 19.37%

Woodhaven Shelby Westwood Elkton Walkerville Munising Waverly Benzonia Cutlerville Elisword arcelius Farmington Allen Kaleva Breckenridge Bellaire St. Helen Bergy Intercultural Institute ent Troy Ortonville Montgomery Caspian Woodland Kent City Warrer Intercultural Institute Concernation Came Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Breedsville Beaverton Birmingham Mendon Clifford

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.

eboygan Gladstone Cutlerville Inkster Romeo Newberry Vanderbilt Wolverine Lake Posen Haslett Gra Lake Millers Lake K. I. Sawyer AFB Utica Marysville Bad Axe Shorewood Mills Harbert McBain Claus uette Petoskey Cass City Walled Lake Kingston Pleasant Ridge Harris for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

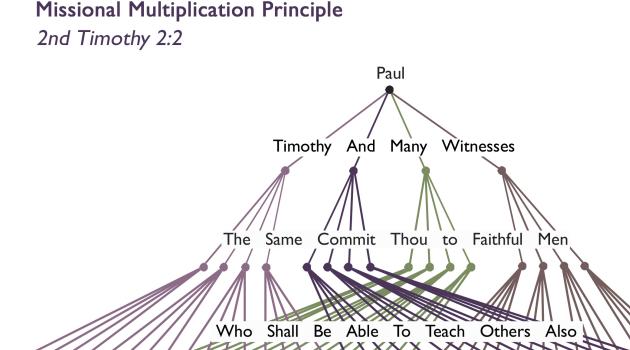
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Vor Sterling Heights Lake Michigan Beach Clayton Fremont Hesperia Woodland Trenton Temperance S Lewiston South Monroe Rockwood Morenci Vandercook Lake Cass Intercultural Institute Iidland Pearl Beach Flat Rock Melvindale Breedsville Gladwin Palmer Confectual Ministry Charlevoix S Copyright 2012, Intercultural Institute for Contextual Ministry Lawton Grosse Pointe Farms Elk Rapids Fowlerville 60

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.



Bloomfield Township Manitou Beach-Devils Lake Nashville Alma Newberry Empire St. Clair Athens R The Hudsonville Kalkaska Hanover Manistee Keego Harbor Lincoln Park Intercultural Institute Port Austin Morenci Northville Edwardsburg Otisville Laurium Brigh Confectual Ministry te Copyright 2012, Intercultural Institute for Contextual Ministry Blissfield Baraga Comstock Park Au Sable Thompsor 61

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



Grosse Pointe Woods Whitehall Palmer Concord Lakewood Club Rochester Troy Canton Beal City New Section Elk Rapids Manitou Beach-Devils Lake Port Sanilac Schoolcraft New Buffalo Marcellus Roscommon Brighton Morley Detroit Beach Hor Contextual Ministry Contextual Ministry Contextual Ministry World Lake Original Contextual Ministry World Contextual Ministry W

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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