MissionSite top unreached locations

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MissionSite (TM) Table of Contents

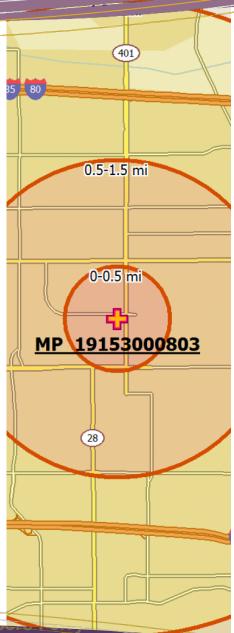
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Site Location Summary

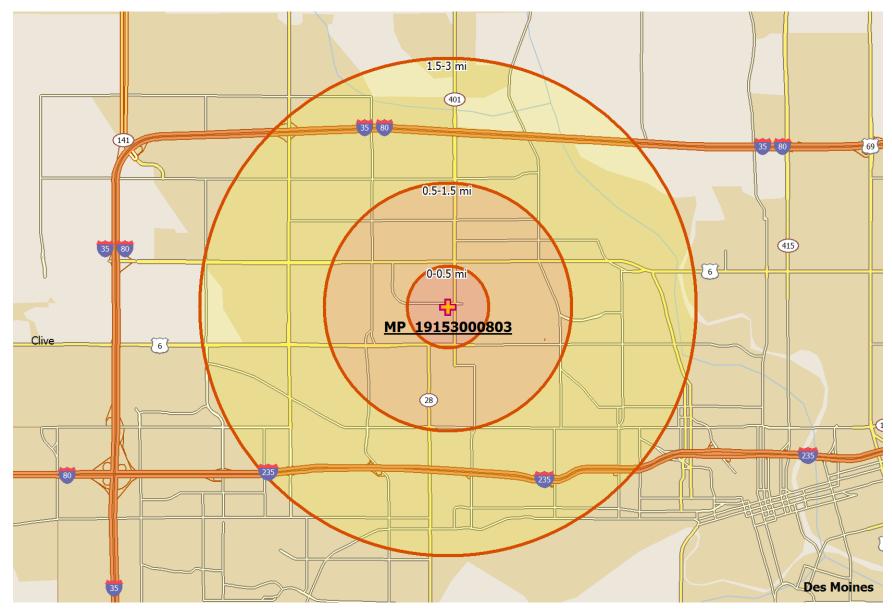
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has 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	1903	Metro
3	County Location	19153	Polk
4	Zipcode	50322	Polk
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.15	Small cities adjacent to a small city in metro area
8	Sitescape Density Pattern	К	250000-250000-250000



Whiting Clive Hospers Lone Rock Lehigh Keota Ladora Ayrshire Lanesboro Marne Rockford Bu Osterdock Rowan Riverton Keosauqua Soldier Kanawha Chester Intercultural Institute Riverdale Volga Franklin Goodell Onslow Marathon New Albin Goldfie for Contextual Ministry Correctual Ministry Birmingham Ionia Liscomb Waverly Van Wert Trugo Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Aplington Delphos Preston Latimer Hamburg New Vienna Persia <u>Intercultural Institute</u> Ottumwa reton Searsboro Clemons Tiffin Algona Struble Sheffield Udell Onaver *Intercultural Institute* at Stout Ne Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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Hawkeye Center Point Atkins Guthrie Center Reasnor Van Meter Bassett Waharish Vedic City Grant Have Ploneer Low Moor Granger Sloan Clemons Hazleton Macksburg Intercultural Institute Essex Cascade Osceola Bronson Goose Lake Johnston Allerton Book Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	4,016	26,021	72,275
2010 Households	1,813	11,391	29,687
2010 Group Quarters Population	20	293	2,911

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	72	58	51
Language Diversity National Index	46	49	33
Foreign Born Diversity National Index	43	45	36
Ancestry Diversity National Index	83	75	75
Racial Diversity National Index	27	38	24

W Hampton Reasner Lew Moor Rolfe Montour Westfield Pleasant Plain Mapleton Every West Branch Trace Harlan Farmington Birmingham Kinross Patterson Bettendor Intercultural Institute Marys Madrid North English Bonaparte Monmouth Tabor Vail Plymou for Contextual Ministry oca Sac City Contextual Ministry Contextual Ministry Coland Gowrie Larrabee Humeston Northwood Gutter b

Site Location Summary - County Environment

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

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

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

Malvern Kimballton Orient Allerton Sioux City West Branch Fenton Fredericksburg Van Horne Wint Dundee Muscatine Dows Pulaski Bertram New Sharon Parkersburg Intercultural Institute Frederika Roland St. Ansgar Leighton Paullina Wallingford Center For Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	97	5.35%
Mainstay Communities	Established, Diverse Households	126	6.95%
Working Communities	Blue-collar, Working Families	1,306	72.04%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	282	15.55%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

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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.

apids Breda Matlock Vining Batavia Belmond Cleghorn Moville Middletown Anita Northwood Sandy Pleasanton Orchard Springville Randolph Keokuk Toronto Lytton Intercultural Institute for Contextual Ministry Clare Harper Holy Cross Stuart George Houghton 9

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 0-0.5 mile band that are in each category. The index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	118,806	1,250	1.05%
Unreached %	69.35%	68.93%	99.39
Religious But NOT Evangelical HH	27,073	306	1.13%
Religious But NOT Evangelical %	15.8%	16.87%	106.72
Spiritual But NOT Relig or Evang HH	19,462	186	0.95%
Spiritual But NOT Relig or Evang %	11.36%	10.25%	90.23
Not Evangelical, Not Interested HH	72,576	764	1.05%
Not Evangelical, Not Interested %	42.37%	42.17%	99.52
Not Evangelical, Not Interested %	42.37%	42.17%	99.52





Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BCIOWA 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 BCIOWA Churches	0	0	0%
Active BCIOWA Attenders	0	0	0%
Active Evangelical Households	16,458	4,143	25.17%
Active Evangelical Percent	9.61%	9.66%	100.54
Inactive Evangelical Households	36,040	9,073	25.17%
Inactive Evangelical Percent	21.04%	21.15%	100.55
# New Churches Needed	86	21	25.04%





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.

Churdan Waukon Rowan Sandyville Schleswig Rudd Millville Lineville Brandon Albia North Liberty Homes Wyoming Lost Nation Wadena Decorah Dubuque Dunkerton in Liberty Popejoy Central C ale Woolstock Lacona Westside Cincinnati Rutland Grundy Center Do for Confectual Ministry ⁱⁿCopyright 2014, Intercultural Institute for Contextual Ministry

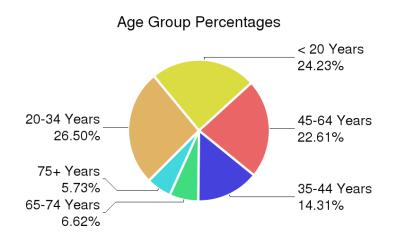
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the 0-0.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY BANK	0 % OF C
1990 Population	327,140	3,966	1.21%	1990 Household	ls 129,239 1,740	1.35%
2000 Population	374,601	3,981	1.06%	2000 Household	ls 149,112 1,804	1.21%
2010 Population	436,002	4,016	0.92%	2010 Household	ls 171,303 1,813	1.06%
		• •	n this Missi		Location Type	0-0.5mi Ba
🔲 0-0.5mi Bar	nd 🗌 0.5-1	.5mi Band	🗖 1.5-3mi	Band 🔲 County	Residential	1,672
200,000					Residential Apt.	284
150,000					Residential Non-Apt	1,388
100,000					Business	189
100,000					Seasonal	0
					USPS Residential	1,498
50,000					USPS Business	309
Residential Reside	ential Apt. Residential No	n-Apt. Bus	iness Seaso	usps Residential USPS Residential		

n Kellogg Windsor Heights Roland Lake Mills Bellevue Dubuque Charlotte Welton Milo Macedonia En Aplington Alton Luana St. Lucas Craig Huxley Graf Luxemburg Intercultural Institute for Spring Hill Holland Le Mars Lone Rock Varina Searsboro Garb for Confectual Ministry Confectual Ministry Carlisle 14 Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.

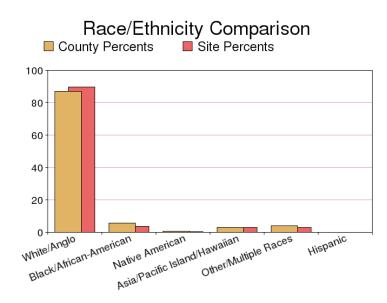


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.34%	6.47%	102.05
4-5 Years	3%	2.71%	90.33
6-8 Years	4.41%	3.96%	89.8
9-11 Years	4.13%	3.49%	84.5
12-13 Years	2.63%	2.07%	78.71
14-17 Years	5.04%	3.81%	75.6
18-19 Years	2.43%	1.74%	71.6
0-5 Years	9.34%	9.19%	98.39
6-12 Years	9.86%	8.49%	86.11
13-19 Years	8.78%	6.57%	74.83
< 20 Years	27.98%	24.25%	86.67
20-34 Years	21.88%	26.52%	121.21
35-44 Years	13.81%	14.32%	103.69
45-64 Years	24.57%	22.63%	92.1
65-74 Years	6.24%	6.62%	106.09
75+ Years	5.52%	5.73%	103.8
Median Age	35	35	99.49
Median Age (Male)	34	34	99.36
Median Age (Female)	36	36	100.36

ruesdale Oakville Rhodes Somers Davenport Dunkerton Miles Clarence Centerville Shueyville Good Whitten Melvin McClelland Marshalltown Ladora Richland Kirkviller Intercultural Institute derwood Toronto Palo Welton Chariton Crescent Craig Monmouth Confectual Ministry Hanlontow 15 Copyright 2014, Intercultural Institute for Contextual Ministry Devision Fistherville Williamsburg Riverton West Burlington Blanchard

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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.



COUNTY	BAND	INDEX
86.86%	89.69%	103.26
5.6%	3.83%	68.54
0.53%	0.42%	79.97
3.03%	2.86%	94.66
0.12%	0.05%	41.05
3.87%	3.11%	80.47
0%	5.98%	0
287,155	2,811	
2.62%	0.78%	334.79
5.1%	2.99%	170.59
27.57%	30.02%	91.83
20.59%	22.98%	89.58
10.14%	11.45%	88.48
24.25%	24.72%	98.07
9.74%	7.04%	138.27
	86.86% 5.6% 0.53% 3.03% 0.12% 3.87% 0% 287,155 2.62% 5.1% 22,52% 20.59% 10.14% 24.25%	86.86% 89.69% 5.6% 3.83% 0.53% 0.42% 3.03% 2.86% 0.12% 0.05% 3.87% 3.11% 0% 5.98% 287,155 2,811 2.62% 0.78% 5.1% 2.99% 27.57% 30.02% 20.59% 22.98% 10.14% 11.45% 24.25% 24.72%

Houghton Ida Grove Van Meter Keswick Westside Eldon Rinard Goodeli Lucas Lost Nation Latime Inden Hayesville Primghar Libertyville Bayard Guernsey Coin Spraguro Intercultural Institute Ina Pella Woden Rudd Bradgate Columbus Junction Conesville Schler for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.21%	3.75%	98.6
\$10,000 to \$19,999	8.8%	7.06%	80.24
\$20,000 to \$29,999	9.75%	12.91%	132.34
\$30,000 to \$49,999	19.32%	26.48%	137.02
\$50,000 to \$59,999	8.41%	9.49%	112.86
\$60,000 to \$69,999	9.08%	9.93%	109.31
\$70,000 to \$79,999	7.91%	6.45%	81.58
\$80,000 to \$89,999	6%	4.69%	78.11
\$90,000 to \$99,999	4.06%	2.81%	69.23
\$100,000 to \$124,999	9.09%	7.72%	84.97
\$125,000 to \$149,999	4.51%	5.63%	124.76
\$150,000 to \$199,999	4.32%	1.54%	35.73
\$200,000 to \$249,999	1.43%	0.39%	26.93
\$250,000 or more	2.1%	1.1%	52.49
Median Household	58,122	50,544	86.96
Average Household	75,024	65,173	86.87
Per Capita Household	29,773	29,451	98.92
Family/Non-Family Household			
Income			
Median Family Income	72,535	65,194	89.88
Average Family Income	91,627	83,381	91
Median Non-Family Income	35,569	36,974	103.95
Average Non-Family Income	45,478	42,621	93.72

Mondamin Shambaugh Letts George Buckeye Shellsburg Harpers Ferry Perry Greenville Hitemore Lanesboro Lake Mills Urbandale Marion Des Moines Wahpers Intercultural Institute Melrose Anamosa Manning Maquoketa Welton Sabula Beacon Manch [o: Contextual Ministry] ©Copyright 2014, 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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.02%	54.88%	85.72
Families with Children	33.75%	27.36%	81.05
Families without Children	30.27%	27.52%	90.93
Non-Family Households			
% Non-Family Households	35.98%	45.12%	125.41
Non-Families with Children	0.21	0.11	53.38
Non-Families without Children	35.77	45.01	125.83
Housing Units			Index
Total Housing Units	185,056	1,914	
Vacant percent	7.43%	5.33%	71.71
Owned percent	66.85%	64.58%	96.6%
Rented Percent	25.72%	30.15%	117.23
Households by Size			Index
Avg household size	2.49	2.20	88.35
Avg family hh size	3.22	3.05	94.72
Avg non-family hh size	1.20	1.17	97.5
Households By Count of Persons			Percent
One	51,124	703	1.38%
Two	52,793	532	1.01%
Three or Four	51,005	463	0.91%
Five+	16,381	115	0.7%

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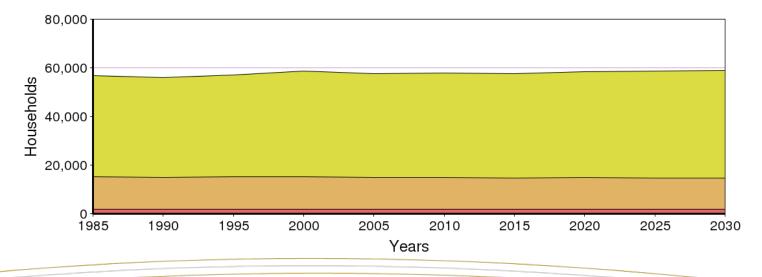
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 mile ring. The percentage of the county population and number of households that appears in the 0-0.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

1990 Population 327,140 3,966 1.21%			
	1990 Households	1990 Households 129,239	1990 Households 129,239 1,740
2000 Population 374,601 3,981 1.06%	2000 Households	2000 Households 149,112	2000 Households 149,112 1,804
2010 Population 436,002 4,016 0.92%	2010 Households	2010 Households 171,303	2010 Households 171,303 1,813
2015 Population 468,666 3,999 0.85%	2015 Households	2015 Households 179,648	2015 Households 179,648 1,762

Household Change from 1985 to 2030

0-0.5mi Ring 0-1.5mi Ring

📃 0-3mi Ring

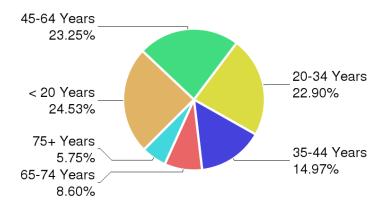


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A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

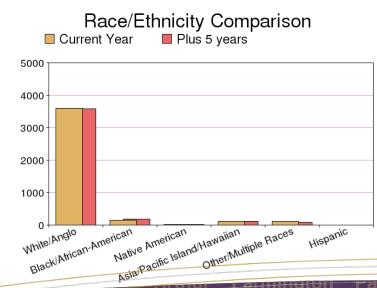


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.47%	6.13%	94.74
4-5 Years	2.71%	2.75%	101.48
6-8 Years	3.96%	3.83%	96.72
9-11 Years	3.49%	3.58%	102.58
12-13 Years	2.07%	2.23%	107.73
14-17 Years	3.81%	4.18%	109.71
18-19 Years	1.74%	1.85%	106.32
0-5 Years	9.19%	8.88%	96.63
6-12 Years	8.49%	8.53%	100.47
13-19 Years	6.57%	7.13%	108.52
< 20 Years	24.25%	24.54%	101.2
20-34 Years	26.52%	22.91%	86.39
35-44 Years	14.32%	14.98%	104.61
45-64 Years	22.63%	23.26%	102.78
65-74 Years	6.62%	8.6%	129.91
75+ Years	5.73%	5.75%	100.35
Median Age	35	37	104.65
Median Age (Male)	34	35	103.36
Median Age (Female)	36	38	106.33

Plymouth Fort Atkinson Andrew Mount Sterling Keokuk Blue Grass Manning Van Horne Blairstown Hurman Larchwood Packwood Terril Woolstock North Washington Burling Intercultural Institute To Bondurant Waverly Bassett Harpers Ferry Pleasantville Badger Be for Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Waterville Alburnett Humboldt Newton Martinsburg Swea City Essex Spillville Clarinda Wapello Casev

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 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	89.69%	89.65%	99.95
Black, African-American	3.83%	4.58%	119.34
Native American	0.42%	0.48%	112.24
Asian	2.86%	3%	104.79
Pacific Island, Hawaiian	0.05%	0.03%	50.21
Other/Multiple Races	3.11%	2.25%	72.31
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,811	2,790	
Less than 9th Grade	0.78%	0.79%	100.75
No High School Diploma	2.99%	2.29%	76.76
High School Graduate	30.02%	28.92%	96.34
Some College, no degree	22.98%	22.01%	95.76
Associate Degree	11.45%	13.12%	114.52
College Degree	24.72%	25.59%	103.51
Graduate/Prof. degree	7.04%	7.28%	103.3

rmont Lytton Rembrandt Melcher-Dallas Walford Elliott Lake Park Algona Dayton Richland Berkley Waucoma Gray Gravity Blue Grass Toronto Columbus City Bronser Hodale Jonia Meservey Ruin tur City Center Point Lake City Grandview Onawa Rock Valley Stanhop (ortextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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 0-0.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	3.75%	3.46%	92.3
\$10,000 to \$19,999	7.06%	6.92%	98.07
\$20,000 to \$29,999	12.91%	11.75%	91.02
\$30,000 to \$49,999	26.48%	24.91%	94.11
\$50,000 to \$59,999	9.49%	8.85%	93.32
\$60,000 to \$69,999	9.93%	10.16%	102.32
\$70,000 to \$79,999	6.45%	6.64%	102.89
\$80,000 to \$89,999	4.69%	5.22%	108.95
\$90,000 to \$99,999	2.81%	3.01%	106.93
\$100,000 to \$249,999	7.72%	8.85%	114.65
\$125,000 to \$149,999	5.63%	6.75%	120.04
\$150,000 to \$199,999	1.54%	1.93%	124.94
\$200,000 to \$249,999	0.39%	0.4%	102.89
\$250,000 or more	1.1%	1.25%	113.18
Median Household	50,544	54,464	107.76
Average Household	65,173	70,515	108.2
Per Capita Household	29,451	31,103	105.61
Family/Non-Family Household			
Income			
Median Family Income	65,194	70,438	108.04
Average Family Income	83,381	91,318	109.52
Median Non-Family Income	36,974	39,453	106.7
Average Non-Family Income	42,621	45,251	106.17

Glenwood Randalia Sioux Center Wheatland Bloomfield Floris Le Claire Swisher Peterson Linder arandt Pella Dakota City Rock Valley Gibson Waukon Leon Andrew Camrar Guthrie Center Monticello Schleswig Salix Moulton Zwingle Is Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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 0-0.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	54.88%	54.26%	98.86
Families with Children	27.36	27.13	99.16
Families without Children	27.52	26.11	94.85
Non-Family Households			
% Non-Family Households	45.12%	45.74%	101.38
Non-Families with Children	0.11	0.11	101.38
Non-Families without	45.01	45.63	101.38
Children			
Housing Units			
Total Housing Units	1,914	1,860	97.18%
Vacant percent	5.33%	5.27%	98.87
Owned percent	64.58%	64.41%	99.74
Rented Percent	30.15%	30.32%	100.58
Households by Size			
Avg household size	2.20	2.26	102.73%
Avg family hh size	3.05	3.20	104.92%
Avg non-family hh size	1.17	1.14	97.44%
Households By Count of			
Persons			
One	703	696	99%
Тwo	532	477	89.66%
Three or Four	463	457	98.7%
Five+	115	133	115.65%

Bettendorf Blairstown Algona Rock Valley Decatur City Havelock Farmersburg Craig Le Grand F Geodell Jolley Clarion Melvin Ruthven Cantril Crawfordsville Willey Intercultural Institute thrie Center Luther Dayton Beaconsfield Garber Bloomfield Woodward for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Clarinda Ottosen Fenton Rowan Onslow Clio Jesu 2

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:	0-0.5	0.5-1.5	1.5-3	BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	143	993	5,386	Eastern Africa	Eastern Africa 3	Eastern Africa 3 1
Northern Europe	0	23	80	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	0	46	184	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	3	52	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	71	425	2,187	Western Africa	Western Africa 0	Western Africa 0 7
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	0	129	302	Oceania	Oceania 5	Oceania 5 11
So. Central Asia	0	37	303	Caribbean	Caribbean 0	Caribbean 0 17
SE Asia	20	135	836	Central Amer.	Central Amer. 30	Central Amer. 30 89
Western Asia	0	24	66	South America	South America 14	South America 14 24
Other Asia	0	7	0	North America	North America 0	North America 0 15
				Born at sea	Born at sea 0	Born at sea 0 0



Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	
English only	2,307	25,565	60,144	Other Indo-Euro	0	42	
English only Spanish	2,307 80	465	2,236	Asian/PI languages	0	42	
Other Indo-Euro	85	693	3,132	Chinese	9	107	C 1
	00	093	3,132				
language	F	00	007	Japanese	0	15	4
French (incl. Patois,	5	66	287	Korean	0	18	7
Cajun)				Mon-Khmer,	0	10	19
French Creole	0	0	0	Cambodian		-	
Italian	0	1	48	Miao, Hmong	0	0	0
Portuguese	0	6	11	Thai	0	35	54
German	11	98	353	Laotian	4	28	20
Yiddish	0	0	7	Vietnamese	0	73	54
Other West Germanic	6	16	38	Other Asian	0	0	1(
A Scandinavian	0	7	51	Tagalog	4	1	2'
Language				Other Pacific Is	6	22	68
Greek	0	0	31	Other languages	4	41	40
Russian	0	66	222	Navajo	0	0	0
Polish	0	0	7	Other Native N.	0	12	44
Serbo-Croatian	63	311	1,779	American			
Other Slavic Language	0	35	63	Hungarian	0	0	0
Armenian	0	0	6	Arabic	0	19	13
Persian	0	7	4	Hebrew	0	10	21
Gujarathi	0	8	52	African languages	4	0	18
Hindi	0	10	37	Other unspecified	0	0	24
Urdu	0	0	47	•			

Adel Nevada Oto Superior Whiting Centerville Russell Spillville Cotter Graettinger Alten Truesdale Park Archer University Heights Halbur Sheldon Carson Baldwin Start Intercultural Institute Akron Paton Moorhead Cincinnati Salix Ireton Alleman Richland for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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Ancestry Summary

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

1.5-3

MILES

6,457 1,888

86

11 14 341

228 879

1,106

2,341

132 99

3,339 470

8,203

6 1,724

34 337

2,877 709

ANCESTRY	0-0.5	0.5-1.5	1.5-3	ANCESTRY	0-0.5
	MILES	MILES	MILES		MILES
Reporting ancestry	2,021	23,773	58,357	Irish	230
Arab	38	69	176	Italian	60
Armenian	0	0	13	Lithuanian	0
Austrian	0	27	69	Norwegian	64
British	3	39	329	Polish	15
Canadian	8	16	65	Portuguese	2
Croatian	2	39	167	Romanian	0
Czech	34	187	374	Russian	3
Czechoslovak	8	72	148	Scandinavian	4
Danish	66	487	902	Scotch-Irish	44
Dutch	53	726	1,893	Scottish	30
English	192	2,246	5,877	Slovak	0
European	17	257	785	Subsaharan African	6
Finnish	0	33	36		
French (not	52	372	841	Swedish	38
Basque)				Swiss	4
French Canadian	8	60	215	Ukrainian	13
German	413	7,292	14,914	US/American	254
Greek	0	91	197	Welsh	14
Hungarian	0	17	68	West Indian	0
Iranian	0	6	7	Yugoslavian	59
				Other	287

Cowrie Clarion Brayton Carbon Clarence Fertile Gillett Grove Monroe Luxemburg Lakota Donne Osterdock Hardy Fairfield Elberon Walford Tipton Monticello Pisgah Intercultural Institute eaconsfield Lansing Harper Tiffin Akron Humboldt Westfield Prairieb For Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry St Marys Cuttenberg Lovilia Elkader Dakota City

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

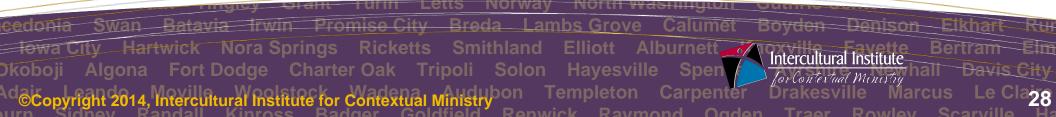
- 1. The Demoscape information on page 19 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, 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

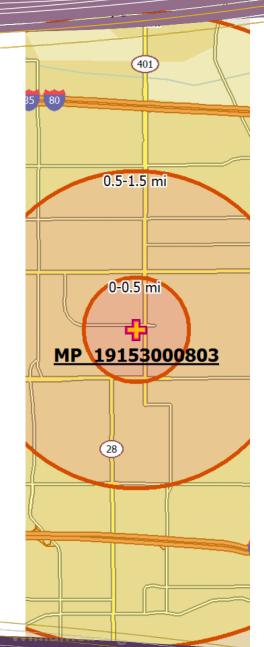
Issues for Your Consideration - continued

- 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.



Pleasant Hill Floris Decatur City Olds Tabor Waukon Logan Maharishi Vedic City Columbus City La Le Causiand Rudd Nemaha Eldon Little Sioux Anthon Princeton Daytor Intercultural Institute riden Murray Dunlap Long Grove Conrad Bayard Mallard Lone Rock for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,813	100%	1,249	100%
AFFLUENT SUBURBIA	9	0.5%	6	0.48%
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	9	0.5%	6	0.48%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	88	4.85%	64	5.12%
Status Conscious Consumers	8	0.44%	6	0.48%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	15	0.83%	10	0.8%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	26	1.43%	19	1.52%
Successful Urban Sprawl	39	2.15%	29	2.32%
SM TWN SUCCESS	46	2.54%	31	2.48%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	5	0.28%	3	0.24%
Urban Optimists	0	0%	0	0%
Family Convenience	14	0.77%	9	0.72%
Mid-Market Enterprise	27	1.49%	19	1.52%

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The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,813	100%	1,249	100%
BLUE COLLAR BACKBONE	6	0.33%	4	0.32%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	6	0.33%	4	0.32%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	80	4.41%	56	4.48%
Ethnic Urban Mix	80	4.41%	56	4.48%
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	1,300	71.7%	891	71.34%
Steadfast Conservative	1,211	66.8%	830	66.45%
Moderate Conventionalists	58	3.2%	39	3.12%
Southern Blues	31	1.71%	22	1.76%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

hatsworth Van Wert Lakota Charter Oak Monticello Blakesburg Libertyville Wellsburg Aredale Johnsto Haynard Harlan Muscatine Miles Aurelia Winthrop Anita Minburn Intercultural Institute Hepburn Wat ysville Floyd Badger Ackworth Lost Nation Le Mars Reinbeck Arthur District Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry October 1995 Automatic States 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 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,813	100%	1,249	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	230	12.69%	167	13.37%
Young Cosmopolitans	22	1.21%	17	1.36%
Minority Metro Communities	0	0%	0	0%
Stable Careers	208	11.47%	150	12.01%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
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%

Moorland Hampton Sherrill Hills Arion Gray Deloit Mount Vernon Willey Nevada Muscatine He Grchard Ankeny Stratford Clare Fredonia Swea City West Okoboji Intercultural Institute Jer Stanley Luther Grant New Liberty Waterloo Windsor Heights Bon Vice Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministr

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Pe	rcent
Total	1,813	100%	1,249	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	52	2.87%	30	2.4%
Military Family Life	52	2.87%	30	2.4%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Melcher Dallas Ogden Walford Mingo Kirkman Hampton Auburn Bristow Contad Charles City R aturnet Harper Dixon Granger Windsor Heights Cincinnati Cumberland Intercultural Institute evell Junction Sergeant Bluff Westwood Arcadia Larrabee Kinross Karo for Contextual Ministry for Contextual Ministry Mount Union Adair Malard Waukon Oto Gowrie Vas

Identifying Focus Groups in this Location

Within the 0-0.5 mile, 0.5-1.5 mile and 1.5-3 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?

Dayton Dickens Maharishi Vedic City Waucoma Vincent Tennant Shambaugh Lester Washta Hartwe Onslow University Park Inwood Swan Otho Van Wert Decatur City Cert Intercultural Institute wier Algona Sergeant Bluff Aurora New Providence Lawton Delta Mou for Cert Intercultural Institute ar Copyright 2014, Intercultural Institute for Contextual Ministry ar Copyright 2014, Intercultural Institute for Contextual Ministry Battle Creek, Walker Pacific Junction, Storm Lake, Oskalog

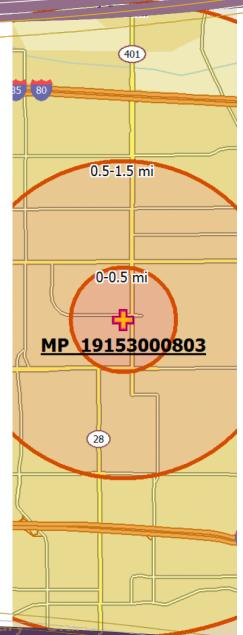
Potential Cultural Bridges

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).



Summer Matlock Splittle Alta Vista Hills Union Brunsville Masonville Donabue Hedrick Centralia The Colesburg Ireton Hospers Springville Cresco Holy Cross Wester City Keomah Village New Vienna Marble Rock Pleasant Hill De Sot Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
PC-HH Own	78%	82%	81%
Use Comp. for Internet/E-mail	59%	62%	64%
Internet Use: E-Mail	47%	52%	55%
Use Comp. for Comp. Games	41%	47%	44%
Use Comp. for Word	38%	44%	45%
Processing			
Use Comp. for Shopping	35%	39%	40%
Use Comp. for Education	33%	37%	36%
Use Comp. for Digital Camera	32%	39%	38%
Photo Editing			
Use Comp. for Banking	31%	34%	36%
HH Owns DVD Player	28%	34%	33%

EducationInternet Use: Read Magazines/12%13%Newspapers12%14%HH Owns Video/Webcam12%14%

Grove Beaver Clayton Zwingle Hinton Chillicothe Whiting Aplington Alta North Buena Vista Calamus Lorimor Rippey Iowa City Panama Ralston Thor Le Mars Harris Intercultural Institute oy Bellevue Boone Ellsworth Panora Cherokee Lake Park Miles Pilo Geopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry State Center 36

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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	67%	71%	70%
Dining Out (Not Fast Food)	57%	59%	62%
Reading Books	54%	60%	59%
Card Games	42%	48%	44%
Go To A Beach/Lake	36%	40%	41%
Cooking for Fun	35%	37%	38%
Board Games	35%	40%	37%
Gardening	33%	33%	34%
Going To	21%	20%	22%
Bars/Nightclubs/Dancing			
Visit Zoo	20%	20%	21%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	67%	69%	68%
Gen./Fam. Practitioner	43%	44%	43%
Dentist	27%	27%	30%
Eye Dr.	22%	24%	23%
Backache	22%	26%	23%
None Of These	21%	20%	21%
Hypertension/High Blood	21%	24%	20%
Pressure			
High Cholesterol	17%	16%	17%
Any Arthritis	16%	18%	16%
Overweight (30 Pounds Or	15%	16%	14%
More)			

Oversville Moorhead Sully Le Grand Manson Emmetsburg Lakeside Andover Ames Seymour Clear La kinson Fredericksburg Algona Hepburn Newton Mondamin Durango mboat Rock Moville Rockwell City Galt Nevada Sutherland Maloy Perro Confectual Ministry Cher Copyright 2014, Intercultural Institute for Contextual Ministry Cher Contextual Ministry Cher Contextual Ministry Contextual Ministry Cher Contextual Ministry Cher Contextual Ministry Contextual Ministry Cher Contextual Ministry Cher Contextual Ministry Contextual Mini

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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	27.7%	32.95%	33.49%
Live Theater	19.06%	25.31%	25.53%
Rock/Pop Concerts Most	15.98%	16.72%	18.6%
Often			
Live Theater Most Often	15.45%	20.96%	20.88%
Comedy Club	9%	8.62%	9.76%
Dance Performance	8.79%	9.8%	9.77%
Movies: Comedy	38.88%	43.02%	41.98%
Movies: Action/Adventure	37%	39.09%	39.41%
Movies: Fam.	19.5%	21.63%	20.84%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Drama	19.16%	21.91%	22.06%
Movies: Romantic	18.53%	19.52%	21.05%
Comedy			
Movies: Mystery	16.34%	19.02%	17.65%
MLB Baseball Reg.	7.24%	8.89%	9.85%
Season			
NFL Football Reg.	6.24%	7.34%	8.25%
Season			
College Football Reg.	4.7%	5.85%	7.51%
Season			
NBA Basketball Reg.	3.06%	3.97%	4.44%
Season			
College Basketball Reg.	2.99%	4.05%	4.92%
Season			
Bowling	2.75%	5.85%	3.46%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3		BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	40.47%	44.1%	44.05%		Baseball	Baseball 10.25%	Baseball 10.25% 9.75%
Swimming	33.49%	38.34%	37.31%		Volleyball	Volleyball 10.01%	Volleyball 10.01% 11.72%
Bowling	21.89%	26.38%	23.78%		Target Shooting	Target Shooting 9.54%	Target Shooting9.54%8.19%
Billiards/Pool	19.4%	20.61%	20.47%	F	ootball	Football 9.18%	Football 9.18% 12.67%
Camping Trips	17.83%	19.34%	17.04%	Hu	Inting	Inting 9.03%	inting 9.03% 8.34%
Freshwater Fishing	17.31%	15.66%	15.11%	Ae	erobics	erobics 8.59%	erobics 8.59% 9.86%
Weight Training	14.86%	17.04%	17.86%	S	oftball	Softball 7.96%	oftball 7.96% 7.7%
ogging/Running	14.43%	17.64%	16.88%		Soccer	Soccer 7.89%	Soccer 7.89% 8.69%
Jsing Cardio	14.3%	18.54%	17.51%		Yoga	Yoga 7.5%	Yoga 7.5% 7.42%
Machine				Ca	noeing/Kayaking	noeing/Kayaking 7.28%	noeing/Kayaking 7.28% 7.17%
Basketball	13.62%	14.92%	14.73%	Power	r Boating	r Boating 7.11%	r Boating 7.11% 7.77%
Mountain/Road	12.95%	14.2%	14.63%	Tennis		6.63%	6.63% 7.28%
Biking				Saltwate	er Fishing	r Fishing 6.6%	r Fishing 6.6% 6.95%
Stationary Cycling	12.13%	15.75%	14.71%	Motorcy	ycling	ycling 6.29%	ycling 6.29% 6.06%
Backpacking/Hiking	11.59%	14.03%	12.84%				
Golf	11.4%	13.57%	15.34%				

Sherrill Keota <u>Jefferson Orchard Menio Stacyville</u> Swaledale West Point Bennett Walker Shambaugh Blockton Winterset Gray Exline Casey Winfield Boone Dike North Bennett Malker Shambaugh Audubon Le Roy Lawton Floris Halbur Stanton Davis City Elma <u>Intercultural Institute</u> over Millville A Copyright 2014, Intercultural Institute for Contextual Ministry^S Manning Crawfordsville Stanley Grand Junction P39

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Horseback Riding	5.55%	5.18%	5.27%
Roller Skating	5.41%	5.42%	5.68%
Ice Skating	4.79%	4.65%	5.15%
Archery	4.49%	3.98%	3.91%
Downhill & X-Country	4.45%	4.38%	4.88%
Skiing			
Water Skiing	4.08%	4.49%	4.69%
Snorkeling	4.04%	4.37%	4.95%
Hockey	3.87%	3.59%	3.77%
Martial Arts	3.79%	4.94%	4.22%
Fly Fishing	3.78%	3.75%	3.99%

vada Park View Reading Delta Truesdale Lisbon Mount Union Durango Martensdale Brighton Vietor Veshington Strawberry Point Independence Arnolds Park Whittemore Port Intercultural Institute Harris Hamburg Worthington Monroe Macksburg Monona Owasa Copyright 2014, 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.

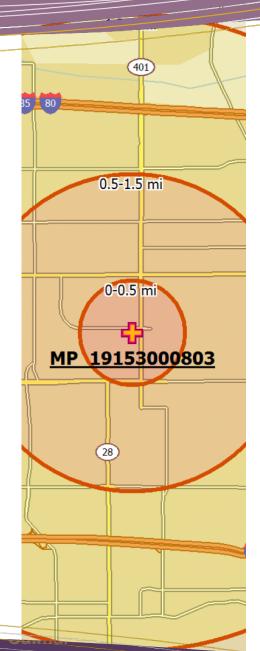
BIBLICAL BARRIERS

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.



Beaver Ferguson Tama Grand River Ottumwa Protivin Kirkman Corning Hudson Kellogg Logan Ga and Cambridge Masonville Garden Grove Farmington Northwood Blue Intercultural Institute Albia Walnut Alton Stratford Batavia Mystic Kellerton Kimballton Geopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Beaver Ferguson Cornection River Contextual Ministry Beaver Ferguson Cornection River Contextual Ministry Albia Walnut Alton Stratford Batavia Mystic Kellerton Kimballton Logar Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Beaver Ferguson Read

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.

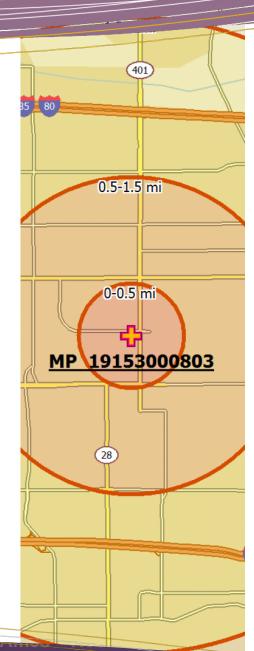
CULTURAL BARRIERS OF ACCEPTANCE

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.



g College Springs Rowley Guthrie Center Maloy Keomah Village Laurel Parnell Salem Graf Kinross chard Harcourt Sheldahl Martinsburg Lacona Plover Collins Blairstown <u>Intercultural Institute</u> reston Lovilia Delta Dolliver Murray Dunlap Waukon Laurens Chilli <u>Intercultural Institute</u> on Garwin E Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

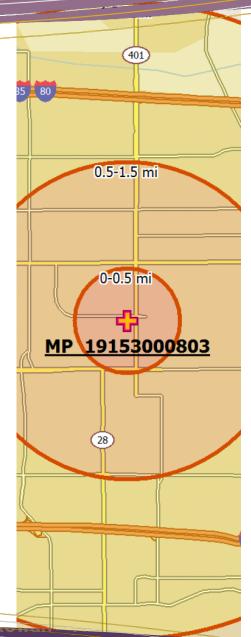
BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning	49%	51%	49%	Like to Stand Out In A Crowd	20%	19%	19%
New Things				Like To Pursue	19%	18%	19%
Find It Difficult To Say No To	37%	37%	38%	Challenge/Novelty/Change			
My Kids				Marijuana Should Be	19%	21%	20%
Speak My Mind Even If It	37%	38%	36%	Legalized			
Upsets People				Rarely Sit Down to a Meal	17%	17%	16%
Prefer To Have Few	35%	36%	39%	Together At Home			
Possessions As Possible				I Am A Workaholic	15%	14%	15%
Woman's Place Is In The Home	34%	32%	33%	Only Work Current Job for The Money	14%	12%	12%
Like Control Over People And	33%	31%	31%	We Should Strive for Equality	13%	12%	12%
Resources				for All			
Like To Do Unconventional Things	29%	29%	28%	Happy With My Standard Of Living	12%	12%	14%
Don't Judge People/Way They	28%	27%	28%	On Whole People Get What	10%	10%	11%
Live Life				They Deserve			
Friends More Important Than My Fam.	27%	26%	28%	Indulge My Kids With The Little Extras	10%	9%	9%
If Won Lottery Would Never	26%	28%	29%	Little I Can Do To Change My	8%	7%	7%
Work Again	269/	269/	260/	Life	70/	60/	70/
Money Is Best Measure Of Success	26%	26%	26%	I Am A Perfectionist	7%	6%	7%
Too Much Sponsorship In Arts/Sports	24%	23%	21%				

ntville Le Claire Kellerton Hudson Plover Cascade Montour Le Roy Toledo Magnolia Grimes Webs Graf Ainsworth Avoca Osterdock Gilbertville Yetter Coralville Kern Intercultural Institute North Washington Larrabee Cylinder Mount Pleasant Alburnett Better for Confertual Ministry ©Copyright 2014, 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.



hill Riverside Honmouth Webb Osceola Charlotte Nichols Luana Luzerne Invin Cilmore City Elliot Pleasantville Chelsea Durango West Point Alvord Thornton Okobo Intercultural Institute Boyden Aredale Slater Persia Manilla Grant Lamont Woden Golo (ontertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

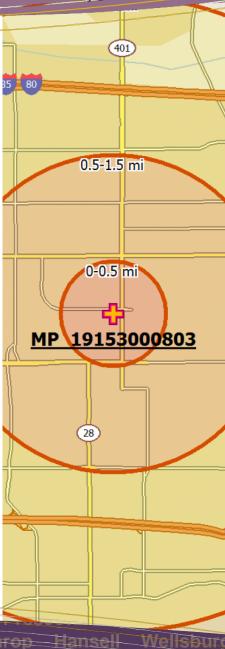
THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES		THEMES 0-0.5 MILES	
Important To Respect Customs And Beliefs	60%	63%	64%	Worried About Pollution Caused By Cars		
You Should Seize	58%	56%	57%	5	-	•
Opportunities In Life Like To Understand About	37%	36%	38%	Is An Important Part Of Who I Am	•	•
Nature	51 /0	30 /0	50 /0			
Prefer To Have Few	35%	36%	39%	Improve Home	Improve Home	Improve Home
Possessions As Possible	0.40/	000/	00%		• •	
Important Feel Respected By My Peers	34%	33%	33%	Future Enjoy Spending Time With My		
Prefer Work Part Of Team	33%	35%	33%	Fam.		
Than Alone				5	-	5
Important To Juggle Various	31%	29%	29%	Extras		
Tasks Good At Fixing Things	29%	31%	28%	Children Should Be Allowed To Express Themselves		
Have Keen Sense Of	26%	25%	26%	•	•	•
Adventure		/		Fam.		
Like To Just Enjoy Life	24%	23%	24%	5	•	-
People Have To Take Me As	23%	27%	25%			
They Find Me Consider Myself Interested In	20%	20%	19%	Would Like To Set Up Own Business	•	· ·
The Arts	2070	2070	1070	Dusiness	Dualiteas	Dualiteaa

ner Leighton Anamosa Une

The Pleasantville Guthe Center Postville Treynor Northwood Le Mars Battle Creek Lana New Virginia Le Roy Callender Beaman Whiting North Buena Vista Hepburn Goodel <u>Intercultural Institute</u> Walford Gran win Guttenberg Keosauqua Maquoketa Blairsburg Marble Rock Asbury (or Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Martensdale Ireton Toronto Ry 45

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.



amaica Indianola Harpers Ferry Altoona South English Coin Shambaugh Winthrop Hansel Wellsburg George Clutier Ridgeway New Liberty Dows Raymond Quimby Scar in Intercultural Institute Kirkman Elma Guernsey Albert City Traer Belmond Murray Alta Vista Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Stacyville Keswick Manning Low Moor Nora Spring

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fast Food/Drive-In	85.25%	84.59%	84.5%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.18%	85.54%	84.47%
Houses-Visit Any			
McDonald's	57.04%	58.81%	56.76%
Burger King	40.94%	39.22%	37.81%
Taco Bell	31.3%	33.45%	30.48%
Applebee's	30.32%	33.45%	32.44%
Subway	29.73%	27.92%	29.76%
Wendy's	29.11%	27.57%	29.5%
Kentucky Fried Chicken	27.49%	24.33%	24.97%
(KFC)			
Arby's	23.45%	23.78%	22.77%
Pizza Hut	23.42%	24.26%	21.62%
Olive Garden	19.74%	20.37%	21.54%

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
18.26%	16.63%	16.53%
16.43%	15.32%	16.07%
15.97%	20.01%	16.31%
15.28%	16.49%	14.38%
14.44%	16.46%	15.65%
13.94%	16.23%	13.73%
13.26%	14.4%	14.52%
12.45%	14.18%	16.2%
11.71%	12.26%	10.24%
11.2%	11.18%	12.47%
10.87%	11.89%	14.35%
10.59%	8.86%	8.42%
	MILES 18.26% 16.43% 15.97% 15.28% 14.44% 13.94% 13.26% 12.45% 11.71% 11.2% 10.87%	MILES MILES 18.26% 16.63% 16.43% 15.32% 15.97% 20.01% 15.28% 16.49% 14.44% 16.46% 13.94% 16.23% 13.26% 14.18% 11.71% 12.26% 11.2% 11.89%

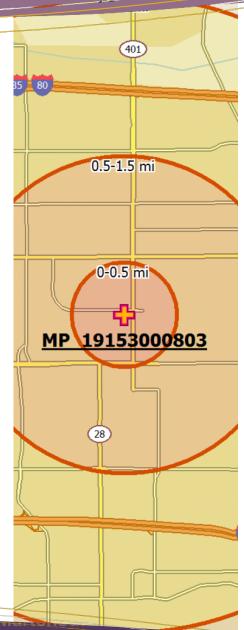


Potential Shared Projects

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-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	48.51%	50.32%	50.43%
Recycled products	37.21%	39.91%	40.14%
Worked as volunteer (non political)	16.53%	20.49%	19.92%
Engaged in fund raising	11.05%	13.58%	12.72%
Religious club member	6.64%	7.79%	7.77%
Wrote to editor of mag or newspaper	6.34%	8.3%	7.26%

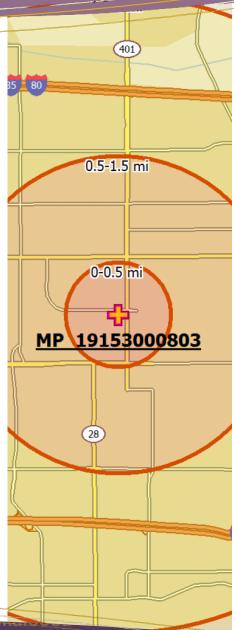
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Union member	6.19%	8.13%	6.65%
Wrote to elected offcl about publ bus	5.72%	6.21%	6.66%
Charitable Organization	5.71%	6.55%	6.1%
Took active part in local civic issue	5.43%	6.8%	6.14%
Fraternal order member	4.67%	4.69%	4.93%
Addressed a public meeting	4.39%	5.6%	5.45%

Atine Truesdale Dundee Wall Lake Hudson Grandview Missouri Valley Tipton Harris Salem Le Mars Wallingford Ringsted Cantril Cotter Adair Davenport Soldier Lime Spring Intercultural Institute The New Market Scranton Massena Jackson Junction Aspinwall Peosta Recopyright 2014, Intercultural Institute for Contextual Ministry Thaver Albert City Arispe St Apsgar Royal Hiawatha

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.



on Greenfield Ottumwa Waterloo Ireton Williamsburg Volga Eldon Morning Sun Victor Andrew Know hanville Tiffin Andover Wadena Milford Bernard Radcliffe Riverside Oakland Acres Owasa Rutland Aurelia Minden Altoona Audubon No Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	16.55%	20%	20.06%
Mystery	11.29%	11.45%	12.65%
Children's Books	11.17%	12.08%	13.32%
Cookbooks	10.72%	10.75%	11.35%
Religious (not Bibles)	7.94%	7.86%	8.27%
History	7.57%	7.85%	7.9%
Biography	6.36%	7.19%	7.54%
Personal/Business	6.15%	6.51%	7.48%
Self-help			
Romance	5.79%	7.3%	7.18%

MAGAZINES	0-0.5 0.5-1.5		1.5-3
	MILES	MILES	MILES
Newspaper Distributed	71.81%	74.38%	72.77%
Gen. Editorial	46.63%	49.18%	48.19%
Womens	40.84%	44.18%	42.97%
Service	34.41%	37.69%	37.22%
Mens	20.97%	20.86%	20.35%
Sports	17.01%	18.31%	17.74%
Automotive	16.33%	15.25%	14.17%
Business/Finance	14.48%	18.09%	19.64%
Fishing/Hunting	13.66%	12.24%	11.42%

Chariton Crescent Earling Ottosen Calmar Sharpsburg Cambridge West Des Moines Strawberry Personal Garnavillo Nashua Thor Turin Garner Colo Madrid Fort Doder Intercultural Institute Dow City Manson Patterson Palo Danville Floris Yorktown Pisgah For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Gen. News	56.52%	60.72%	59.19%
Classified	35.03%	33.77%	32.75%
Sport	33.71%	32.82%	33.33%
Editorial Page	31.61%	32.71%	32.3%
Comics	29.15%	29.91%	29.09%
Business/Finance	28.44%	30.38%	32.03%
Movie Listings &	28.14%	31.22%	29.53%
Reviews			
TV/Radio Listings	25.7%	26.21%	25.38%
Food/Cooking	25.06%	26.76%	27%
Home/Gardening	22.3%	23.44%	23.11%
Travel	19.71%	22.68%	22.48%
Science/Technology	18.17%	20.33%	20.2%
Fashion	13.72%	15.63%	15.35%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Country	22.71%	24.47%	20.8%
CHR Contemp Hit Radio	20.93%	17.42%	18.68%
Adult Contemporary	19.48%	19.55%	19.77%
Rock	15.2%	14.36%	14.13%
News/Talk	11.62%	13.8%	14.94%
Oldies	11.6%	11.5%	12.01%
Classic Rock	10.56%	11.2%	11.74%
Alternative	10.53%	10.98%	11.9%
Urban Contemporary	10.24%	9.71%	10.83%
Variety	7.29%	7.14%	8.69%
Religious	5.77%	7.05%	6.72%
Soft Contemporary	5.7%	6.06%	7.08%
Classic Hits	5.06%	5.04%	4.89%
All News	4.42%	4.65%	5.76%
Hispanic	3.76%	2.95%	3.35%
All Talk	3.71%	3.77%	4.34%
Sports	3.38%	3.87%	4.71%
Classical	3.28%	4.02%	4.44%

Valeria Petersen Taber Doon Johnston Gilmore City Deep River Melbourne Titonka Farmington Well Neota Blairstown Marcus Crystal Lake Creston Perry Jesup Wall Lake Intercultural Institute Fontanelle Le Mars Treynor Gowrie Akron West Bend Milford Oster Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Williamson Bonaparte Bedford Calamus Norway Blog

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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3		MULTIMEDIA: TV
	MILES	MILES	MILES		
Fox News Channel	62.92%	64.56%	65.01%		TV Info From Newspapers
Satellite Dish	49.9%	48.45%	52.94%		TCM (Turner Classic
Soapnet	49.5%	52.7%	53.18%		Movies)
Other Video-On-Demand	39.8%	36.2%	37.79%		BET (Black Entertainment
Sci-Fi Channel	36.82%	38.94%	37.74%		TV)
MSNBC	34.25%	36.07%	35.21%		USA Network
Comedy Central	30.15%	33.04%	36.84%		ABC Fam.
Adult Pay Per View TV	29.78%	29.01%	31.6%		Nick At Nite
Nickelodeon	28.2%	26.91%	27.78%		Hallmark Channel
TV Info From Sunday TV	27.66%	31.81%	30.93%		The Golf Channel
Magazine					TV Info From Monthly
Subscribe Digital Cable	27.26%	34.31%	31.24%		Cable Guide
Adult Swim	27.15%	31.89%	31.42%		ESPN2
					Lifetime

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
TV Info From Newspapers	24.91%	24.11%	26.01%
TCM (Turner Classic Movies)	24.85%	27.22%	27.33%
BET (Black Entertainment TV)	24.29%	24.85%	26.34%
USA Network	24.28%	26.5%	26.53%
ABC Fam.	24.2%	26.96%	28.48%
Nick At Nite	23.99%	25.16%	25.52%
Hallmark Channel	22.98%	24.69%	26.46%
The Golf Channel	22.23%	23.37%	25.23%
TV Info From Monthly Cable Guide	21.7%	21.41%	23.78%
ESPN2	21.34%	23.17%	25.54%
Lifetime	21.11%	21.81%	21.72%
ESPN Classic	19.06%	21.62%	25.43%

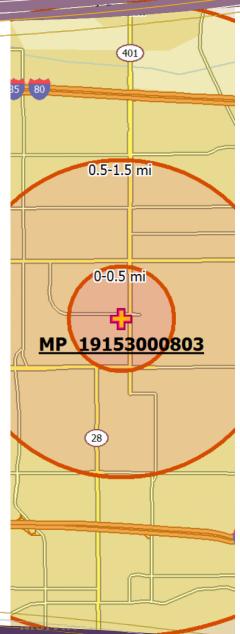
Morrison Blencoe Woden Gilbertville Oxford Coburg Coin Earlham Emmetsburg Cherokee Under Diagonal Braddyville Hardy Waukon Westfield Melvin Spirit Lake Intercultural Institute Lansing Columbus Junction Elkhart Charter Oak West Bend Alburnet for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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.



Anierim Bridgewater Hayesville Neola Pleasant Hill Manson Smithland Wayland Rungells Fort Dodge Audubon Grand River Harlan Thornburg Sumner Hartwick Barnes Intercultural Institute Clemons Crawfordsville Ringsted Melbourne Springville Sherrill Fergus for Confectual Ministry Science Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.83%	19.92%	21.6%
Medium Users (4-6)	11.22%	13.7%	12.66%
Light Users (1-3)	20.95%	21.41%	21.41%
Quintiles (20%)			
Newspaper I	2.36%	1.58%	1.6%
(Heavy)			
Newspaper II	2.24%	2.23%	1.92%
Newspaper III	1.66%	1.79%	1.82%
Newspaper IV	0.98%	0.6%	0.43%
Newspaper V	0.86%	0.88%	0.96%
(Light)			

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.92%	17.66%	18.52%
Magazines II	9.02%	8.35%	8.45%
Magazines III	8.15%	8.08%	8.99%
Magazines IV	11.79%	11.07%	10.88%
Magazines V (Light)	0.16%	0.31%	0.51%
Outdoor I (Heavy)	7.98%	6.73%	7.17%
Outdoor II	3.08%	2.23%	2.54%
Outdoor III	4.05%	3.12%	3.15%
Outdoor IV	15.87%	14.18%	14.85%
Outdoor V (Light)	25.84%	27.53%	25.59%
Yellow Pages I	15.87%	16.59%	15.31%
(Heavy)			
Yellow Pages II	5.91%	5.06%	5.99%
Yellow Pages III	5.94%	4.6%	5.36%
Yellow Pages IV	24.11%	24.19%	22.3%
Yellow Pages V	4.52%	5.56%	4.21%
(Light)			

Larchwood Carter Lake Arcadia Beaman Hinton Center Junction Work Mount Auburn Menio G Grafton Corwith Zearing Bode Walker Alta Batavia Shenandoah Mount Auburn Menio St Grafton Corwith Zearing Bode Walker Alta Batavia Shenandoah Mount Auburn Menio St Jor Confectual Ministry Min Vetter St Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Min 55

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fift	hs		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	3.44%	2.84%	3.04%	Prime Time I & II (Heavy)	3.92%	3.25%	3.7%
Drive Time III (Medium)	0.97%	0.63%	0.51%	Prime Time III (Medium)	1.74%	1.77%	1.91%
Radio IV & V (Light)	2.98%	2.33%	2.42%	Prime Time IV & V (Light)	8.2%	7.76%	8.09%
Radio Media Quntiles (fifths	/			TV Early/Late Fringe Quntile	es		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.14%	8.94%	8.75%	Fringe I & II (Heavy)	37.7%	38.01%	39.349
Radio III (Medium)	4.98%	4.28%	4.5%	Fringe III (Medium)	54.06%	55.77%	52.949
Radio IV & V (Light)	3.08%	2.78%	2.98%	Fringe IV (Light)	55.54%	55.11%	54.119
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	13.32%	19.27%	17.29%	All Day I & II (Heavy)	13.59%	13.84%	13.09%
Cable III (Medium)	4.35%	3.52%	3.95%	All Day III (Medium)	24.24%	22.86%	23.02%
Cable IV & V (Light)	32.96%	33.15%	32.42%	All Day IV (Light)	13.18%	14.75%	14.429



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 --0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

0.5-1.5

MILES

7.94%

7.28%

10.15%

25.16%

28.38%

28.07%

42.71%

2.19%

1.5-3

MILES

9.23%

8.1%

10.9%

25.52%

29.15%

30.31%

42.4%

2.64%

USAGE	0-0.5	0.5-1.5	1.5-3	U	USAGE
	MILES	MILES	MILES		
Day-time Radio				Ρ	Prime Time TV
Listeners				V	Viewers
Dayparts [summary]	12.08%	12.43%	13.02%	8	8:00-11:00pm
6:00am - 10:00am	13.39%	15.06%	17.66%	S	Saturday:
10:00am - 3:00pm	5.15%	5.08%	6.67%	8	8:00-11:00pm
3:00pm - 7:00pm	14.25%	15.92%	15.3%	S	Sunday: 7:00-11:00pm
7:00pm - Midnight	10.96%	13.3%	14.76%	9	9:00am-1:00pm
Midnight - 6:00am	4.7%	4.82%	5.73%	9	9:00am-4:00pm
Weekend Radio				4	4:00pm-7:00pm
Listeners				1	11:00pm-1:00am
Dayparts [summary]	14.15%	14.02%	15.22%	A	AVG Prime time
6:00am - 10:00am	3.43%	4.28%	4.69%	Ν	Mon-Sun
10:00am-3:00pm	4.87%	5.32%	6.3%		
3:00pm - 7:00pm	6.33%	7.07%	7.44%		
7:00pm - Midnight	7.33%	7.7%	9.16%		
Midnight - 6:00am	9%	9.29%	11.56%		

New Market Shell Rock Malcom Dows Danbury Ashton Wheatland Stanley Bettendorf Steamboat Maurice Elk Run Heights Clearfield St. Lucas Rake Charlotte Olds Intercultural Institute Arispe Belmond Webster City Donnellson Bridgewater Center Junc For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16.11%	17.2%	19.28%		Sat: 7-10am	Sat: 7-10am 18.52%	Sat: 7-10am 18.52% 18.41%
7-9am	21.34%	23.17%	25.54%		Sat: 10am-1pm	Sat: 10am-1pm 6.05%	Sat: 10am-1pm 6.05% 6.48%
9am-12noon	19.92%	21.65%	21.4%		Sat: 1-4pm	Sat: 1-4pm 24.58%	Sat: 1-4pm 24.58% 23.83%
12noon-4pm	7.44%	6.74%	7.75%		Sat: 4-6pm	Sat: 4-6pm 6.47%	Sat: 4-6pm 6.47% 7.02%
4-6pm	43.81%	45.53%	50.26%		Sat: 6-7pm	Sat: 6-7pm 1.72%	Sat: 6-7pm 1.72% 2.11%
6-7pm	19.53%	20.48%	19.32%		Sat: 7-8pm	Sat: 7-8pm 0.4%	Sat: 7-8pm 0.4% 0.68%
7-7:30pm	1.63%	1.53%	1.94%		Sat: 8-11pm	Sat: 8-11pm 7.25%	Sat: 8-11pm 7.25% 7.28%
7:30-8pm	10.79%	12.17%	10.83%		Sat: 11pm-1am	Sat: 11pm-1am 4.55%	Sat: 11pm-1am 4.55% 4.32%
8-11pm	7.19%	7.94%	9.23%		Sat: 1am-7pm	Sat: 1am-7pm 24.28%	Sat: 1am-7pm 24.28% 26.5%
11pm-12am	34.25%	36.07%	35.21%		Sun: 7-10am	Sun: 7-10am 2.03%	Sun: 7-10am 2.03% 1.97%
11pm-1am	41.93%	42.71%	42.4%		Sun: 10am-1pm	Sun: 10am-1pm 6.62%	Sun: 10am-1pm 6.62% 6.57%
1-6am	30.84%	31.73%	34.5%		Sun: 1-4pm	Sun: 1-4pm 6.13%	Sun: 1-4pm 6.13% 5.99%
					Sun: 4-7pm	Sun: 4-7pm 13.36%	Sun: 4-7pm 13.36% 12.88%
					Sun: 7-11pm	Sun: 7-11pm 9.91%	Sun: 7-11pm 9.91% 10.15%
					Sun: 11pm-1am	Sun: 11pm-1am 4.79%	Sun: 11pm-1am 4.79% 4.51%
					Sun: 1-7am	Sun: 1-7am 20.78%	Sun: 1-7am 20.78% 20.83%

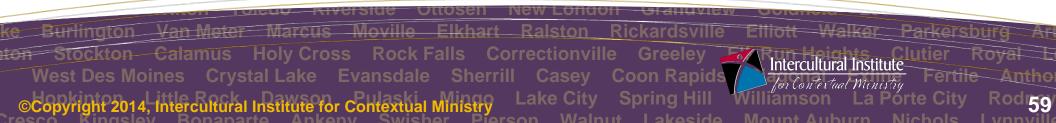
nard Durant Houghton Elberon Greene Arnolds Park Manchester Denison Newhall Boxholm Little Re Burlington Alvord Clermont New Sharon Marquette Kellogg Waukee Ackley Cascade Dexter fax Auburn Corwith Luther West Des Moines Melrose Hardy Harvey for Confectual Institute Bodger Br Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

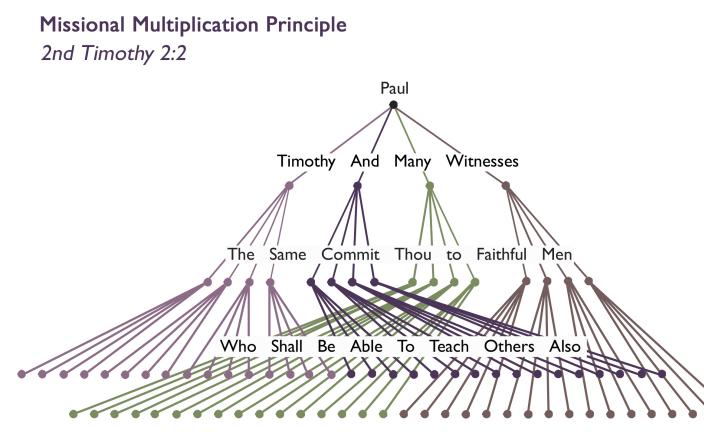
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

He Tama North English Linden Thayer Archer College Springs Hastings Woodward Matlock Albion Frotivin Willey Robins Berkley West Des Moines Emerson Carter Laker Intercultural Institute ton Rutland Blencoe Otho Ogden Whitten La Porte City St. Lucas Goi Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Olds Lu Verne Bancrott Stockport Patterson West 60 Stockport Patterson West 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.



Cothe Oelwein <u>Batavia</u> Lambs Grove <u>Beacon</u> Forest City <u>Stuart</u> Coggon <u>Bertram</u> Audubon Doon Gill <u>Haurice</u> Zearing Garner Dyersville La Porte City Renwick Salem Pacifie <u>Intercultural Institute</u> Douds Catter Farragut Parkersburg Matlock Alta Vista Missouri Valley Kimballton *for Contextual Ministry* ^{Contextual Ministry} ^{Contextual Ministry}

Establishing Redemptive Relationships

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

Communication Steps

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



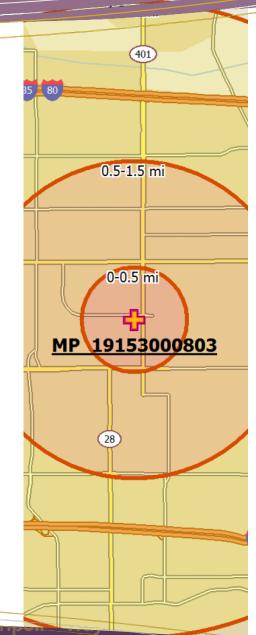


Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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





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