MissionSite top unreached locations

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MissionSite (TM) Table of Contents

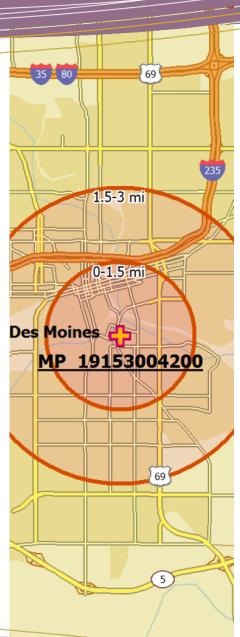
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Site Location Summary

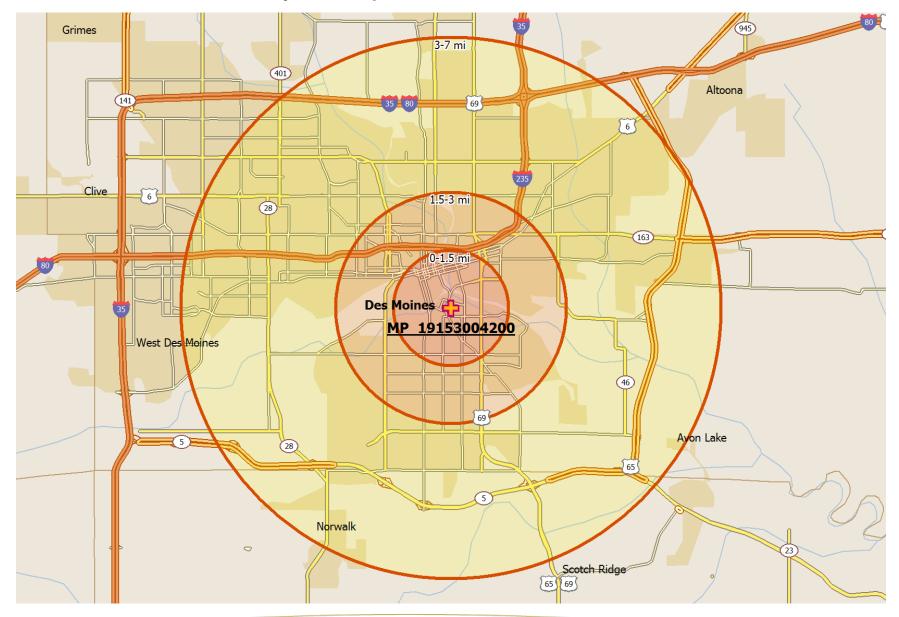
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1903	Metro
3	County Location	19153	Polk
4	Zipcode	50315	Polk
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	К	100000-250000-250000



nnell Arnolds Park Bagley Blanchard Klemme West Branch Brighton Dakota City St. Charles Grundy G Werior Park View Fairfax Dows Holy Cross De Witt Arlington Henders Intercultural Institute Keokuk Sigourney Stout Chatsworth Moorland Brunsville Peosta ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Clermont Woodbine Shannon City Churdan Vinton Curlew Fostoria Clare Kirkman Meulton Lawter Oak Dolliver Windsor Heights Yorktown Dixon Afton Glenwood Mater Intercultural Institute Tennant Clayton Winthrop Marathon Chester Manson Kensett Gar Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Hiawatha New Hartford Millyille Steamboat Rock Some

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

ton Melvin Cladbrook Carroll Alta Vista Prairieburg Beacon Laurel Kensett Ther Westside Olds Alt Hartinsburg University Heights Rathbun Westwood Princeton Arnolds Intercultural Institute Yorktown Farragut Grant Unionville Earlville Bellevue Ainsworth Monterfuel Ministry Confectual 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	16,070	65,821	176,379
2010 Households	6,183	25,461	72,336
2010 Group Quarters Population	968	2,098	4,388

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	69	55	48
Language Diversity National Index	64	36	32
Foreign Born Diversity National Index	33	47	71
Ancestry Diversity National Index	55	83	73
Racial Diversity National Index	62	26	18

ning Sun Macedonia Princeton Sabula Rockwell City Center Junction Marathon Rockwell Oto Sheldon Hontezuma Massena Hayesville Derby Perry Carroll West Union Capiton Redifield Clutier Beacon Ha Anthon Lineville Gibson Woolstock Charles City Early Lone Rock Rock Rock Manustry Paullina Elberg eCopyright 2014, Intercultural Institute for Contextual Ministry St. Olaf Mount Ayr Centralia Crawfordsville Waterloo 6

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

Hawarden Grimes Elk Run Heights Lewis Jefferson Sheffield Mapleton Maxwell Hawkeye Newhall Promise City Sergeant Bluff Wiota Cresco Delhi Shannon City Atland Intercultural Institute Corydon Britt Harpers Ferry Mount Union Carlisle Everly Gilman Price for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual 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 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	162	2.62%
Mainstay Communities	Established, Diverse Households	248	4.01%
Working Communities	Blue-collar, Working Families	4,429	71.63%
Country Communities	Rural, Agri. & Mining Families	90	1.46%
Aspiring Communities	Young Singles / Aspiring-Multihousing	49	0.79%
Urban Communities	High Density, Inner-city Neighborhoods	1,205	19.49%

Vest Bend Bristow Breda Cotter Danville Badger Baxter Sidney Templeton Ricketts George Rowley Buffalo Center Exline La Porte City Webster Prairie City Maquoketa Cantril Elma Gruver Alburnett Lone Tree Minden Manilla Redding Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Williamson Fraser Muscatine Lineville New Hampton Maxwell Hospers Hanlontown Titonka Ross Et Line Springs Olds Fort Madison Akron Reasnor Meservey Promised Intercultural Institute ewater Lake Mills Salem Fairfax Carpenter Walford Clutier Vinton Line Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	118,806	4,250	3.58%
Unreached %	69.35%	68.73%	99.1
Religious But NOT Evangelical HH	27,073	1,011	3.73%
Religious But NOT Evangelical %	15.8%	16.35%	103.47
Spiritual But NOT Relig or Evang HH	19,462	603	3.1%
Spiritual But NOT Relig or Evang %	11.36%	9.76%	85.86
Not Evangelical, Not Interested HH	72,576	2,636	3.63%
Not Evangelical, Not Interested %	42.37%	42.63%	100.63



Guernsey Castana Northboro Salem Batavia Rake Storm Lake Shell Rock Onslow Carpenter Fer Wainut Waterloo Fredonia Farmington Lanesboro Princeton Epworth Intercultural Institute Calmar Mitchell Sherrill Nodaway Stockton Earlham Archer Prairie Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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	3,021	18.36%
Active Evangelical Percent	9.61%	9.55%	99.37
Inactive Evangelical Households	36,040	6,615	18.36%
Inactive Evangelical Percent	21.04%	20.90%	99.36
# New Churches Needed	86	16	18.47%





Using the Spirituality Indicators

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

Issues for Your Consideration

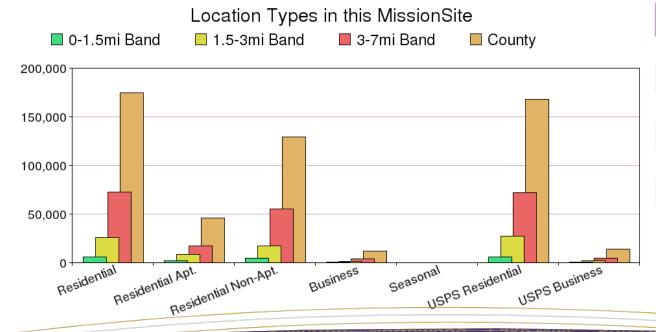
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	327,140	15,318	4.68%
2000 Population	374,601	16,746	4.47%
2010 Population	436,002	16,070	3.69%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	129,239	6,257	4.84%
2000 Households	149,112	6,594	4.42%
2010 Households	171,303	6,183	3.61%

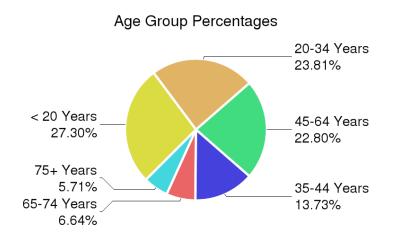


Location Type	0-1.5mi Band
Residential	6,298
Residential Apt.	1,796
Residential Non-Apt.	4,502
Business	692
Seasonal	0
USPS Residential	5,668
USPS Business	694

Chester Fredonia St. Olaf Dike Floyd Sac City Prairie City Clayton Treynor Sidney Hamburg William Holstein Slater Linden Cedar Falls Millersburg Dows Waterloo Hanlow Intercultural Institute sonville Gilman Cylinder Calumet Underwood Toledo Lake City Pisga for Contextual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry Hubbard Alton Elk Run Heights Garden Grove Clint 14

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

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

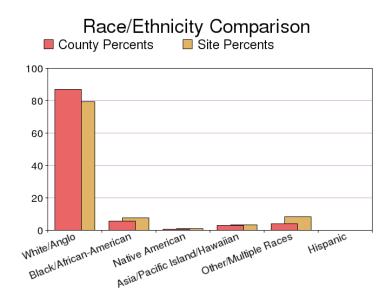


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.34%	6.68%	105.36
4-5 Years	3%	2.7%	90
6-8 Years	4.41%	4.15%	94.1
9-11 Years	4.13%	4.01%	97.09
12-13 Years	2.63%	2.51%	95.44
14-17 Years	5.04%	4.79%	95.04
18-19 Years	2.43%	2.45%	100.82
0-5 Years	9.34%	9.38%	100.43
6-12 Years	9.86%	9.43%	95.64
13-19 Years	8.78%	8.48%	96.58
< 20 Years	27.98%	27.29%	97.53
20-34 Years	21.88%	23.81%	108.82
35-44 Years	13.81%	13.73%	99.42
45-64 Years	24.57%	22.8%	92.8
65-74 Years	6.24%	6.64%	106.41
75+ Years	5.52%	5.71%	103.44
Median Age	35	34	97.32
Median Age (Male)	34	33	96.67
Median Age (Female)	36	35	98.28

Stacyville Lenox Eldora Davis City Bassett Linden Farmington Seymour Northboro Winterset Winterset Northboro Winterset Northboro Winterset Northboro Winterset Northboro Winterset Northboro Winterset Junction Aredale Defiance Salem Bedford Ledyard Randolph Paton West Bend Marengo Oskaloosa 15 © Copyright 2014, Intercultural Institute for Contextual Ministry Clear Lake Earling West Bend Marengo Oskaloosa 15

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.86%	79.43%	91.45
Black, African-American	5.6%	7.78%	139.13
Native American	0.53%	1.11%	209.25
Asian	3.03%	3.05%	100.79
Pacific Island, Hawaiian	0.12%	0.16%	133.35
Other/Multiple Races	3.87%	8.46%	218.79
Hispanic	0%	20.21%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	287,155	10,567	
Less than 9th Grade	2.62%	6.3%	41.57
No High School Diploma	5.1%	10.03%	50.82
High School Graduate	27.57%	37.43%	73.67
Some College, no degree	20.59%	21.98%	93.65
Associate Degree	10.14%	7.34%	138.01
College Degree	24.25%	12.14%	199.71
Graduate/Prof. degree	9.74%	4.77%	204.2

Mount Ayr Rock Falls Harris Villisca Jefferson Rhodes Kingsley Keota Baxter Eldon Oakville L Rock Rapids Monroe Waukee Perry Waucoma Newhall St. Donatus Intercultural Institute rland Jamaica Owasa Millersburg Barnum Laurel Gilbertville Garden for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry March St. Anthony Preston Chillicothe Conway 16

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.21%	10.8%	284.03
\$10,000 to \$19,999	8.8%	15.8%	179.58
\$20,000 to \$29,999	9.75%	12.89%	132.17
\$30,000 to \$49,999	19.32%	25.44%	131.67
\$50,000 to \$59,999	8.41%	8.77%	104.28
\$60,000 to \$69,999	9.08%	7.75%	85.29
\$70,000 to \$79,999	7.91%	5.4%	68.29
\$80,000 to \$89,999	6%	2.9%	48.23
\$90,000 to \$99,999	4.06%	1.54%	37.81
\$100,000 to \$124,999	9.09%	5.37%	59.08
\$125,000 to \$149,999	4.51%	1.12%	24.75
\$150,000 to \$199,999	4.32%	1.2%	27.69
\$200,000 to \$249,999	1.43%	0.39%	27.07
\$250,000 or more	2.1%	0.65%	30.78
Median Household	58,122	37,849	65.12
Average Household	75,024	49,876	66.48
Per Capita Household	29,773	19,265	64.71
Family/Non-Family Household			
Income			
Median Family Income	72,535	49,229	67.87
Average Family Income	91,627	64,429	70.32
Median Non-Family Income	35,569	26,596	74.77
Average Non-Family Income	45,478	32,780	72.08

Atland Shell Rock New Sharon Coggon Elberon St. Donatus Coulter De Soto Haveleck Dubuque Gibe Wey Persia Atkins Leando Underwood Little Rock Wayland Stacyville <u>Intercultural Institute</u> Ireton Ankeny Greenfield Traer Morrison Cylinder Logan Osceola ©Copyright 2014, Intercultural Institute for Contextual Ministry Sant Plain Mechanics ville Somers Pierson Benton Welton Anita Drakesville Nemaba Grant Reaspor

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.02%	59.45%	92.86
Families with Children	33.75%	33.25%	98.52
Families without Children	30.27%	26.2%	86.56
Non-Family Households			
% Non-Family Households	35.98%	40.55%	112.7
Non-Families with Children	0.21	0.18	86.09
Non-Families without Children	35.77	40.37	112.86
Housing Units			Index
Total Housing Units	185,056	6,694	
Vacant percent	7.43%	7.63%	102.72
Owned percent	66.85%	59.22%	88.58%
Rented Percent	25.72%	33.15%	128.91
Households by Size			Index
Avg household size	2.49	2.44	97.99
Avg family hh size	3.22	3.26	101.24
Avg non-family hh size	1.20	1.24	103.33
Households By Count of Persons			Percent
One	51,124	2,169	4.24%
Two	52,793	1,669	3.16%
Three or Four	51,005	1,716	3.36%
Five+	16,381	629	3.84%

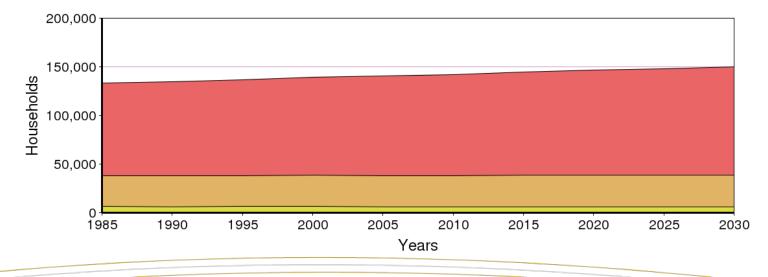
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	327,140	15,318	4.68%
2000 Population	374,601	16,746	4.47%
2010 Population	436,002	16,070	3.69%
2015 Population	468,666	16,543	3.53%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 👘 🔲 0-3mi Ring

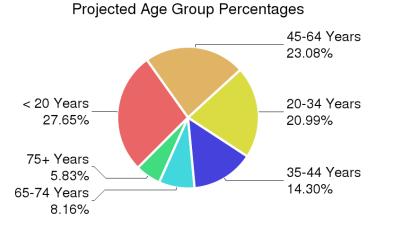
📕 0-7mi Ring



Merrill Brunsville Preston Thornburg Templeton Shelby Waterloo Dow City Ackley Onslow Stacyville Danville Udell Bellevue Battle Creek Kirkville Van Horne Manson Filiptt College Springs Marengo Earling Bankston Lockridge New Vienna Anamosa Magner Intercultural Institute Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry Definition Hartley Wapello Sigux Bapids Norway Clarence

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

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

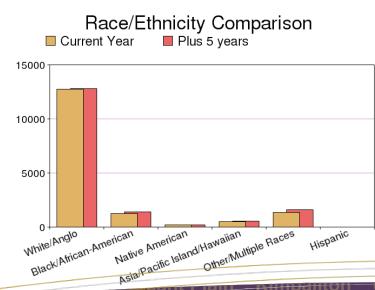


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.68%	6.22%	93.11
4-5 Years	2.7%	2.76%	102.22
6-8 Years	4.15%	4.19%	100.96
9-11 Years	4.01%	4.18%	104.24
12-13 Years	2.51%	2.74%	109.16
14-17 Years	4.79%	5.01%	104.59
18-19 Years	2.45%	2.56%	104.49
0-5 Years	9.38%	8.98%	95.74
6-12 Years	9.43%	9.75%	103.39
13-19 Years	8.48%	8.92%	105.19
< 20 Years	27.29%	27.65%	101.32
20-34 Years	23.81%	20.99%	88.16
35-44 Years	13.73%	14.3%	104.15
45-64 Years	22.8%	23.08%	101.23
65-74 Years	6.64%	8.16%	122.89
75+ Years	5.71%	5.83%	102.1
Median Age	35	36	101.48
Median Age (Male)	34	34	100.7
Median Age (Female)	36	37	103.63

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	79.43%	77.46%	97.51
Black, African-American	7.78%	8.42%	108.17
Native American	1.11%	1.22%	110.24
Asian	3.05%	3.13%	102.49
Pacific Island, Hawaiian	0.16%	0.2%	123.29
Other/Multiple Races	8.46%	9.58%	113.14
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,567	10,843	
Less than 9th Grade	6.3%	5.54%	87.94
No High School Diploma	10.03%	7.96%	79.34
High School Graduate	37.43%	36.59%	97.75
Some College, no degree	21.98%	21.86%	99.43
Associate Degree	7.34%	8.84%	120.31
College Degree	12.14%	13.91%	114.55
Graduate/Prof. degree	4.77%	5.31%	111.38

Thank Williams Bagley Packwood Grand River Lynnville Keosauqua Arlington New Hampton Okoboji Teld Eliston Durant Gravity Rockwell Modale Sharpsburg Arthur Banco Intercultural Institute alley Wapello Mediapolis Cresco Morning Sun Stanwood Westgate Join Confectual Ministry Confectual Ministry Delphos Hopkinton Batavia De Soto Elk Horn D21 Confectual Institute for Contextual Ministry C

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	10.8%	10.66%	98.71
\$10,000 to \$19,999	15.8%	15.43%	97.62
\$20,000 to \$29,999	12.89%	12.26%	95.09
\$30,000 to \$49,999	25.44%	24.26%	95.34
\$50,000 to \$59,999	8.77%	8.41%	95.97
\$60,000 to \$69,999	7.75%	8.22%	106.1
\$70,000 to \$79,999	5.4%	5.92%	101.84
\$80,000 to \$89,999	2.9%	3.3%	109.45
\$90,000 to \$99,999	1.54%	1.69%	109.92
\$100,000 to \$249,999	5.37%	6.08%	113.23
\$125,000 to \$149,999	1.12%	1.34%	119.63
\$150,000 to \$199,999	1.2%	1.4%	116.92
\$200,000 to \$249,999	0.39%	0.4%	103.6
\$250,000 or more	0.65%	0.64%	99.45
Median Household	37,849	39,170	103.49
Average Household	49,876	53,780	107.83
Per Capita Household	19,265	20,294	105.34
Family/Non-Family Household			
Income			
Median Family Income	49,229	51,205	104.01
Average Family Income	64,429	70,904	110.05
Median Non-Family Income	26,596	26,955	101.35
Average Non-Family Income	32,780	34,496	105.23

Maxwell Wayland Grandview Carson Essex Allerton Everly Barnum Farragut Gilbert Hamburg E Ionia Woodward Corydon Randall Alta Vista Little Sioux Hillsboro Intercultural Institute Westside Palmer Beacon Yale Albion St. Ansgar Lidderdale Danving Contextual Ministry Concentration Contextual 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 family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	59.45%	59%	99.24
Families with Children	33.25	33.49	100.71
Families without Children	26.2	25.93	98.96
Non-Family Households			
% Non-Family Households	40.55%	41%	101.12
Non-Families with Children	0.18	0.13	101.12
Non-Families without	40.37	40.87	101.25
Children			
Housing Units			
Total Housing Units	6,694	6,725	100.46%
Vacant percent	7.63%	7.55%	98.95
Owned percent	59.22%	58.36%	98.56
Rented Percent	33.15%	34.07%	102.77
Households by Size			
Avg household size	2.44	2.50	102.46%
Avg family hh size	3.26	3.40	104.29%
Avg non-family hh size	1.24	1.21	97.58%
Households By Count of			
Persons			
One	2,169	2,237	103.14%
Тwo	1,669	1,521	91.13%
Three or Four	1,716	1,750	101.98%
Five+	629	709	112.72%

tt Grant Lakeside Columbus City Batavia West Point Riverside Rudd Pioneer Seymour Mount Union Cherokee Wilton Plano Wapello Hayesville West Burlington Kamrar Mount Carbon Redfield Tepburn Center Junction Martelle Burlington Knierim Ryan Ashton Schuller Contextual Institute Concenter Junction Martelle Burlington Knierim Ryan Ashton Schuller Contextual Ministry Concenter Junction Martelle Burlington Knierim Ryan Ashton Schuller Contextual Ministry Concenter Junction Martelle Burlington Knierim Ryan Ashton Schuller Contextual Ministry Concenter Junction Martelle Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	1,236	7,182	8,813	Eastern Africa	Eastern Africa 0	Eastern Africa 0 102
Northern Europe	0	24	217	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	12	98	300	Northern Africa	Northern Africa 67	Northern Africa 67 290
Southern Europe	35	65	43	Southern Africa	Southern Africa 20	Southern Africa 20 0
Eastern Europe	46	474	2,427	Western Africa	Western Africa 5	Western Africa 5 109
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 34
Eastern Asia	32	242	498	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	106	137	409	Caribbean	Caribbean 0	Caribbean 0 108
SE Asia	199	2,102	1,950	Central Amer.	Central Amer. 668	Central Amer. 668 3,230
Western Asia	15	34	109	South America	South America 24	South America 24 94
Other Asia	0	0	13	North America	North America 7	North America 7 39
				Born at sea	Born at sea 0	Born at sea 0 0

Blanchard Keemah Village Panora Ogden Carlisle Jamaica Beacon Plover St. Marys Yale Nashua Sen Colesburg Leon Cincinnati Winfield Corwith Dike Manchester Marys Cheer Manly Corydon Curt Bagley Murray Rolfe Jesup Pulaski Pleasanton Diagonal Webster for Contextual Ministry Contextual Ministry Feights Protivin Meservey Fort Dodge North English 24

Language Summary

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

SPOKEN AT HOME	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	1.5-3	
	MILES	MILES	MILES		MILES	MILES	
English only	12,312	47,862	140,964	Other Indo-Euro	0	55	7
Spanish	1,059	4,964	5,045	Asian/PI languages	0	0	C
Other Indo-Euro	328	1,145	4,224	Chinese	0	211	3
language				Japanese	4	25	9
French (incl. Patois,	70	206	525	Korean	15	187	5
Cajun)				Mon-Khmer,	58	281	1
French Creole	0	15	16	Cambodian			
Italian	84	117	145	Miao, Hmong	0	30	4
Portuguese	2	1	14	Thai	7	257	2
German	25	107	597	Laotian	108	655	6
Yiddish	8	1	7	Vietnamese	84	931	9
Other West Germanic	0	24	44	Other Asian	48	23	1
A Scandinavian	16	33	124	Tagalog	5	66	6
Language				Other Pacific Is	9	16	8
Greek	0	9	43	Other languages	73	568	5
Russian	35	38	173	Navajo	0	0	0
Polish	9	2	9	Other Native N.	23	25	5
Serbo-Croatian	36	353	2,079	American			
Other Slavic Language	0	68	70	Hungarian	0	0	0
Armenian	0	0	6	Arabic	0	153	18
Persian	18	10	12	Hebrew	0	6	1
Gujarathi	0	31	64	African languages	45	363	2
Hindi	7	63	43	Other unspecified	5	21	43
Urdu	0	7	36				

Voden Saylorville Modale Moorhead Fort Atkinson Rowan Ogden Marble Rock Garwin Birmingham G Laynard Macksburg Oelwein Tennant Geneva Callender Exline Tiffin <u>Intercultural Institute</u> Barnum Banc Elma McIntire Rippey Ventura Buffalo Blockton Walnut Hayesville (ontextual Ministry Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7		ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
eporting ancestry	10,526	46,443	125,414		Irish	Irish 1,126	Irish 1,126 3,866
Arab	24	123	366		Italian	Italian 639	Italian 639 2,091
Armenian	0	0	15		Lithuanian	Lithuanian 24	Lithuanian 24 39
Austrian	32	24	105	Ν	Norwegian	Norwegian 339	Norwegian 339 1,233
British	36	73	461	Polish	l i i i i i i i i i i i i i i i i i i i	n 61	n 61 262
anadian	4	15	91	Portuguese	Э	e 0	e 0 6
roatian	42	113	340	Romanian		0	0 5
zech	40	141	717	Russian		18	18 25
Czechoslovak	13	53	233	Scandinavian		21	21 64
anish	174	386	1,998	Scotch-Irish		197	197 575
Dutch	213	1,108	3,738	Scottish		69	69 413
English	641	2,960	12,118	Slovak		5	5 9
European	93	311	1,154	Subsaharan African		123	123 1,171
Finnish	1	23	122	Swedish		250	250 750
French (not Basque)	200	813	2,113	Swiss		0	0 12
French Canadian	28	129	390	Ukrainian		14	14 15
German	2,007	7,893	30,475	US/American	-	1,008	1,008 4,664
Greek	9	101	328	Welsh		36	36 277
Hungarian	0	52	124	West Indian		7	7 69
Iranian	21	23	25	Yugoslavian		0	0 303
				Other	3	3,011	3,011 16,252

Perrv Colli Garnavillo Clarksville Calumet Intercultura Institute Pleasant Hill **Blakesburg** Yorktown los Contestua Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Minden 26 isbon

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Using the Demographic Indicators

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

Issues for Your Consideration

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

Burt Prescott Le Claire Craig Wapello Greenville Clio Sheldon Oakville Mount Sterling Archer He Zearing Eldridge Donnellson Garner Clermont Grafton Waterville Intercultural Institute Delaware Ottosen Cedar Falls Galva Wellsburg Ellston Bassett Wir Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

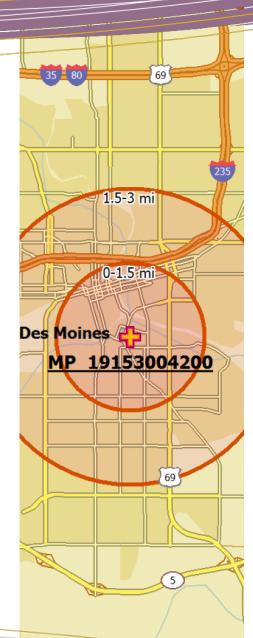
Issues for Your Consideration - continued

- 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.



Nemaha Lytten Vining Gilbert McCausland Dunlap Elma Sageville Riverdale Turin Atkins Boxho phalia Perry Magnolia Rudd Alvord Shell Rock Nevada Des Moines Ottumwa Swea City Randalia North Washington University Park Bode For Contextual Ministry Intercultural Institute for Contextual 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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,183	100%	4,251	100%
AFFLUENT SUBURBIA	58	0.94%	40	0.94%
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	58	0.94%	40	0.94%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	104	1.68%	77	1.81%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	48	0.78%	35	0.82%
Successful Urban Sprawl	56	0.91%	42	0.99%
SM TWN SUCCESS	32	0.52%	20	0.47%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	2	0.03%	1	0.02%
Urban Optimists	0	0%	0	0%
Family Convenience	30	0.49%	19	0.45%
Mid-Market Enterprise	0	0%	0	0%

orest City Jesup Nashua University Park Fredonia Reinbeck Bennett Thornton Kellogg Hinton Wests Gladbrook La Motte College Springs Floyd Kanawha Wadena Bler Intercultural Institute idney Cambridge Olds Lu Verne Grafton Fertile Steamboat Rock Nor for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Wellman Montrose Somers St Paul Central City

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,183	100%	4,251	100%
BLUE COLLAR BACKBONE	392	6.34%	258	6.07%
Nuevo Hispanic Fam.	8	0.13%	6	0.14%
Working Rural Suburbia	96	1.55%	58	1.36%
Lower Income Essentials	82	1.33%	55	1.29%
Small Town Endeavors	206	3.33%	139	3.27%
AMER. DIVERSITY	216	3.49%	139	3.27%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	92	1.49%	59	1.39%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	124	2.01%	80	1.88%
Mature America	0	0%	0	0%
METRO FRINGE	4,037	65.29%	2,769	65.14%
Steadfast Conservative	3,625	58.63%	2,484	58.43%
Moderate Conventionalists	229	3.7%	154	3.62%
Southern Blues	95	1.54%	67	1.58%
Urban Grit	59	0.95%	44	1.04%
Grass-Roots Living	29	0.47%	20	0.47%

Moriey Early Waucoma Dakota City Brayton Arlington Lost Nation Fetter Storm Loke View Newton Osage Ocheyedan West Moriey Early Waucoma Dakota City Brayton Arlington Ionia Nasha Des Moines Ottosen Cedar gbrook Little Sioux Hartford Pioneer Spirit Lake Farnhamville Lehigh for Confectual Ministry Oy Eldora Par Copyright 2014, Intercultural Institute for Confectual Ministry Linden Hubbard Low Moor Larrabee Berkley Claright

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,183	100%	4,251	100%
REMOTE AMERICA	90	1.46%	53	1.25%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	90	1.46%	53	1.25%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	36	0.58%	27	0.64%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	36	0.58%	27	0.64%
Stable Careers	0	0%	0	0%
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%

New Hampton Earling Geneva Woodbine Hospers Sigourney Calumet Buck Grove Woodward Ochey Center Springville Rutland Garner Blairstown Sumner Clive Superior Intercultural Institute Riverdale Swaledale Hills Carson Barnum Newton McCausland Ja Gorden Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

3 1 9 2			
6,183	100%	4,251	100%
65	10.76%	492	11.57%
)	0%	0	0%
36	0.58%	24	0.56%
13	0.21%	9	0.21%
)	0%	0	0%
516	9.96%	459	10.8%
540	8.73%	366	8.61%
)	0%	0	0%
)	0%	0	0%
)	0%	0	0%
)	0%	0	0%
522	8.44%	352	8.28%
18	0.29%	14	0.33%
13	0.21%	10	0.24%
)	0%	0	0%
)	0%	0	0%
13	0.21%	10	0.24%
	65 6 3 16 40 22 8 3	65 10.76% 0% 6 0.58% 3 0.21% 0% 0% 16 9.96% 40 8.73% 0% 0% 20 0% 0% 0% 22 8.44% 8 0.29% 3 0.21% 0% 0% 0% 0% 0% 0% 0% 0.29% 3 0.21% 0% 0% 3 0.21% 0% 0% 3 0.21%	65 10.76% 492 65 0% 0 6 0.58% 24 3 0.21% 9 0% 0 0 16 9.96% 459 40 8.73% 366 40 0% 0 40 0% 0 40 0% 0 40 0% 0 40 0% 0 40 0% 0 40 0% 0 40 0% 0 40 0% 0 40 0% 0 40 0% 0 40 0% 0 41 02 0 42 0.29% 14 43 0.21% 10 40% 0 0 40% 0 0 40 0% 0 41 0% 0

Floyd East Peru Britt Imogene Corwith Owasa Dallas Center Nora Springs Spillville Gravity Russell articy Riverdale Tiffin Luther Lanesboro Riverton Little Sioux Clarence Intercultural Institute licothe Stockport Callender Graettinger Beaver Woodbine Fayette Montexital Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

tile Pacific Junction Arnolds Park Onslow Swan Muscatine Pleasantville Washington Hornick Wadena Second Eldon Bristow Bancroft Douds Johnston Rutland Nevada La Intercultural Institute Harcourt Clarence Charter Oak Hazleton Fremont Vining Park Vie Confertual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Crescent Dedham Beaver Bedford North English B34 Clear Lake Burger Lester Delmar Fred

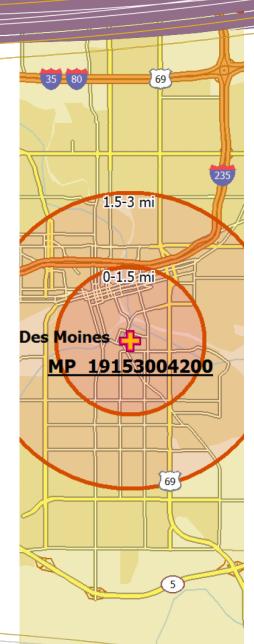
Potential Cultural Bridges

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).



Ashua Letts Grafton Lake Mills Clarence Arlington Whittemore Malcom Swan Elma Barnum Spring St. Lucas Blencoe Indianola La Motte Iowa City Winthrop Mount Ayron Intercultural Institute Pierson Sioux Center Modale Clutier Blairsburg Klemme Buck Grove 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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
PC-HH Own	73%	72%	77%
Use Comp. for Internet/E-mail	53%	54%	60%
Internet Use: E-Mail	42%	44%	49%
Use Comp. for Comp. Games	37%	36%	41%
Use Comp. for Word	33%	34%	40%
Processing			
Use Comp. for Shopping	30%	31%	36%
Use Comp. for Education	28%	29%	33%
Use Comp. for Digital Camera	27%	28%	33%
Photo Editing			
Use Comp. for Banking	27%	28%	32%
Internet Use: News/ Weather	25%	25%	28%



Internet Use: Play/ Download

Online Games

10%

10%

10%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	67%	67%	68%
Dining Out (Not Fast Food)	53%	54%	58%
Reading Books	52%	52%	55%
Card Games	40%	39%	42%
Cooking for Fun	35%	35%	36%
Gardening	33%	31%	33%
Go To A Beach/Lake	32%	33%	37%
Board Games	32%	31%	34%
Going To	20%	20%	21%
Bars/Nightclubs/Dancing			
Visit Zoo	19%	19%	20%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	67%	66%	67%
Gen./Fam. Practitioner	42%	40%	42%
Dentist	25%	25%	27%
Backache	23%	22%	22%
Eye Dr.	23%	22%	22%
None Of These	22%	21%	21%
Hypertension/High Blood	21%	20%	20%
Pressure			
High Cholesterol	18%	17%	17%
Any Arthritis	16%	15%	16%
Acid Reflux Disease	15%	14%	13%
(GERD)			



The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	25.65%	26.5%	29.11%
Live Theater	17.18%	18.4%	20.86%
Rock/Pop Concerts Most	14.25%	14.98%	16.23%
Often			
Live Theater Most Often	13.33%	14.67%	16.99%
Comedy Club	10.17%	10.11%	9.67%
Dance Performance	7.65%	8.54%	8.84%
Movies: Comedy	35.77%	37.21%	39.32%
Movies: Action/Adventure	34.17%	35.75%	37.74%
Movies: Fam.	17.54%	18.71%	19.77%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Drama	16.65%	18.61%	19.56%
Movies: Romantic Comedy	16.41%	17.84%	19.14%
Movies: Mystery	14.38%	15.85%	16.49%
MLB Baseball Reg.	6.44%	6.82%	8.1%
Season			
College Football Reg.	5.33%	5.51%	6.04%
Season			
NFL Football Reg. Season	4.99%	5.51%	6.65%
College Basketball Reg.	3.22%	3.52%	3.94%
Season			
NHL Hockey Reg. Season	2.71%	2.91%	3.27%
NBA Basketball Reg.	2.6%	2.92%	3.6%
Season			

Melrose Clio Stockton University Park Luzerne Hedrick Kellerton Rockwell Slater Pacific Junction Fierd Barnum Ayrshire Magnolia Stanwood Carroll Farmington Clutier Intercultural Institute De Witt Redding Stanhope New Sharon Clarksville Dixon Ringsted For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7		BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	37.38%	38.37%	41.14%		Volleyball	Volleyball 10.15%	Volleyball 10.15% 9.42%
Swimming	30.76%	30.63%	33.99%		Hunting	Hunting 9.87%	Hunting 9.87% 8.71%
Bowling	19.47%	19.85%	21.82%		Target Shooting	Target Shooting 9.58%	Target Shooting 9.58% 8.62%
Billiards/Pool	18.28%	19.32%	19.94%		Backpacking/Hiking	Backpacking/Hiking 9.49%	Backpacking/Hiking 9.49% 9.55%
Freshwater Fishing	17.5%	15.95%	16.6%		Aerobics	Aerobics 9.24%	Aerobics 9.24% 9.46%
Camping Trips	16.38%	15.06%	16.68%		Football	Football 8.85%	Football 8.85% 9.99%
Weight Training	13.67%	14.54%	16.11%		Softball	Softball 7.53%	Softball 7.53% 7.7%
Basketball	12.73%	13.91%	14.27%		Canoeing/Kayaking	Canoeing/Kayaking 7.1%	Canoeing/Kayaking 7.1% 6.87%
Using Cardio Machine	12.06%	12.81%	14.81%		Power Boating	Power Boating 7.07%	Power Boating 7.07% 6.87%
Jogging/Running	11.86%	13.41%	14.88%		Saltwater Fishing	Saltwater Fishing 6.39%	Saltwater Fishing 6.39% 6.54%
Golf	11.46%	11.72%	13.32%		Yoga	Yoga 6.24%	Yoga 6.24% 6.86%
Stationary Cycling	11.38%	11.43%	12.8%		Soccer	Soccer 6.16%	Soccer 6.16% 6.95%
Mountain/Road Biking	10.98%	11.22%	13.1%		Motorcycling	Motorcycling 6.09%	Motorcycling 6.09% 6.05%
Baseball	10.93%	11.36%	11.13%		Horseback Riding	Horseback Riding 5.51%	Horseback Riding 5.51% 5.28%



The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Tennis	5.26%	6.31%	6.97%
Roller Skating	5.14%	5.61%	5.69%
Archery	4.62%	4.37%	4.45%
Ice Skating	4.58%	5.08%	5.06%
Water Skiing	4.31%	4.17%	4.51%
Fly Fishing	4.12%	4.08%	4.15%
Jet Skiing	4.12%	4.18%	4.57%
Downhill & X-Country	3.98%	4.27%	4.67%
Skiing			
Auto Racing	3.94%	3.5%	3.48%
Snorkeling	3.66%	4.19%	4.68%

BRIDGES	0-1.5	1.5-3	3-7	
	MILES	MILES	MILES	
Racquetball	3.59%	3.75%	3.83%	
Hockey	3.59%	3.73%	3.76%	
Snowmobiling	3.44%	3.58%	3.7%	
Martial Arts	3.31%	3.5%	3.83%	
Rock Climbing	3.22%	3.55%	3.8%	
Snowboarding	3.1%	3.5%	3.51%	
Skateboarding	2.71%	2.98%	2.89%	
Sailing	2.54%	2.9%	3.1%	
Rowing	2.5%	2.66%	2.74%	
Surfing & Windsurfing	2.27%	2.57%	2.61%	



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.

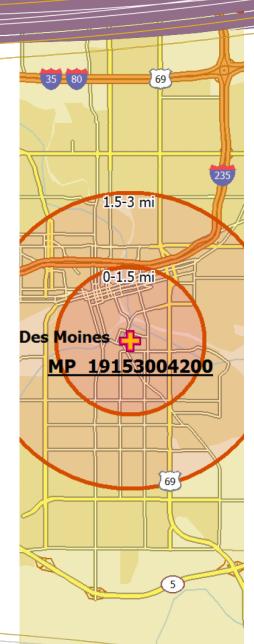
BIBLICAL BARRIERS

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.



Yale Villisca Charles City Guthrie Center Corning Lake View Lucas Menio Montour Sigourney Large Vincent Swan Glenwood Nichols Hopkinton Tripoli Oxford Junction <u>Intercultural Institute</u> Lost Nation Bedford New London Oakland Spragueville Edgewood Supervise Trian Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Fairbank Ayrshire Oskaloosa Wadena Tabor Woolstock Albert City Pocahontas Mitchell Kinross talissa Gilman Owasa Lineville Tingley Dougherty Cherokee Charlotter Intercultural Institute pson Gilbertville Dumont Hartwick Swan Durant Webster Lawler Woolstock Aurelia Dexter Magnelia Ea Copyright 2014, Intercultural Institute for Contextual Ministry 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning	48%	49%	49%	Like To Pursue	20%	20%	19%
New Things	4070	4970	4370	Challenge/Novelty/Change	2070	2070	1970
Speak My Mind Even If It	36%	36%	36%	Like to Stand Out In A Crowd	20%	20%	20%
Upsets People				Marijuana Should Be Legalized	19%	19%	19%
Find It Difficult To Say No To	35%	35%	36%	I Am A Workaholic	17%	18%	16%
My Kids				Rarely Sit Down to a Meal	16%	16%	16%
Like Control Over People And	34%	34%	32%	Together At Home			
Resources				Only Work Current Job for The	15%	14%	13%
Prefer To Have Few	34%	34%	36%	Money			
Possessions As Possible				We Should Strive for Equality	14%	14%	13%
Woman's Place Is In The Home	32%	33%	33%	for All			
Like To Do Unconventional	30%	29%	29%	On Whole People Get What	12%	12%	11%
Things				They Deserve			
Don't Judge People/Way They	29%	29%	28%	Happy With My Standard Of	12%	13%	13%
Live Life				Living			
Money Is Best Measure Of	27%	26%	26%	Indulge My Kids With The Little	11%	10%	9%
Success	2.70	2070	2070	Extras	1170	1070	0,0
Too Much Sponsorship In	26%	25%	23%	Little I Can Do To Change My	8%	8%	8%
Arts/Sports	2070	2070	2070	Life	070	070	070
Friends More Important Than	26%	26%	27%	I Am A Perfectionist	8%	8%	7%
My Fam.	2070	2070	21 /0		070	070	1 /0
If Won Lottery Would Never	24%	25%	27%				
Work Again	27/0	2070	2170				

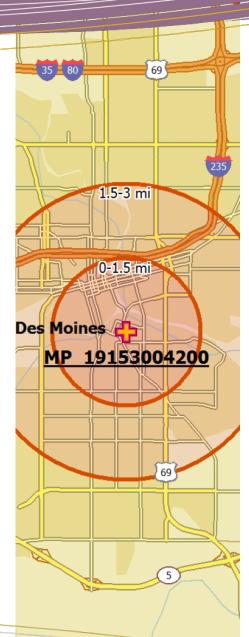
Avoca Atalissa La

en Leon Ridgeway schalter Hansell Gilman Turin Bronson Traer Linn Grove Hestphale Manchester aurei Fort Dodge Readlyn Diagonal Sabula Slater Irwin College Intercultural Institute Boxholm St. Ansgar Kanawha Tingley Haverhill Parnell Yale Stration (or Confectual Ministry Copyright 2014, Intercultural Institute for Contextual 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.



Mediapolis <u>Muscatine Mitchell Defiance Missouri Valley Maxwell</u> Gilbertville Bayard Marne Packwo Olds Knierim Waucoma Adair Brayton Hudson Pella St. Ansgar <u>How Bouton</u> Fairfax Ventura Lidderdale Haverhill Springbrook Pleasantville Macedonia Lake Cit Confectual Ministry Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contex

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

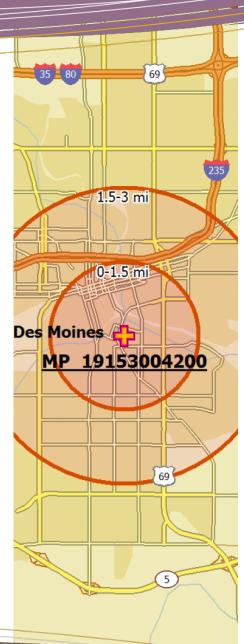
THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	58%	57%	57%	Worried About Pollution Caused By Cars	17%	18%	19%
Important To Respect Customs	56%	56%	60%	Is An Important Part Of Who I Am	17%	16%	16%
And Beliefs				Looking for New Ideas To Improve	17%	17%	16%
Like To Understand About	36%	37%	37%	Home			
Nature				Real Men Don't Cry	16%	17%	17%
Important Feel Respected By My Peers	34%	34%	33%	Try Not To Worry About The Future	15%	15%	14%
Prefer Work Part Of Team Than Alone	34%	33%	33%	Enjoy Spending Time With My Fam.	14%	14%	13%
Prefer To Have Few Possessions As Possible	34%	34%	36%	Provide My Kids With The Little Extras	12%	13%	12%
Important To Juggle Various Tasks	34%	33%	31%	Children Should Be Allowed To Express Themselves	8%	7%	6%
Good At Fixing Things	30%	29%	28%	Feel Very Alone In The World	7%	6%	5%
Have Keen Sense Of Adventure	27%	27%	26%	Like Spending Most Time With	6%	6%	5%
Like To Just Enjoy Life	24%	24%	23%	Fam.			
People Have To Take Me As	22%	22%	23%	Decor Particular Interest To Me	4%	4%	4%
They Find Me				Would Like To Set Up Own	3%	4%	3%
Consider Myself Interested In The Arts	20%	20%	19%	Business			

nnant kickardsville kouney –

Granger Story City Imogene Decatur City Peterson Le Mars Aplington Ryan Akron Davenport West Hadrid Center Junction Fontanelle Hiawatha Ossian Waucoma Hamer Intercultural Institute ge Clarinda Kanawha Livermore Moorhead Osceola Garwin Esthervilly To Contextual Ministry Fairbank. Print hecopyright 2014, Intercultural Institute for Contextual Ministry Washington Aspinwall Brandon Stanwood Webster 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.



dburn Union Brayton Martinsburg Garber Clearfield Mitchell Winfield Van Meter Lake Park Mount Veri Bial Sburg Magnolia Pacific Junction Plymouth Newhall Council Blufts Intercultural Institute amsburg Coin Ridgeway Salix Columbus City Westphalia Anthon Arm For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Belgrade Parkersburg New Providence Quimby Superior Bridgewater Ida

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fast Food/Drive-In	86.04%	85.54%	85.4%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.43%	79.22%	82.28%
Houses-Visit Any			
McDonald's	56.34%	55.76%	56.46%
Burger King	41.92%	40.18%	39.16%
Taco Bell	29.84%	29.48%	30.53%
Wendy's	29.29%	29.36%	29.41%
Applebee's	28.89%	28.7%	30.56%
Kentucky Fried Chicken (KFC)	28.69%	28.68%	27.37%
Subway	28.33%	29.1%	29.78%
Pizza Hut	22.82%	22.36%	22.49%
Arby's	22.09%	21.6%	22.89%
Dairy Queen	19.09%	18.16%	17.98%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Olive Garden	18.35%	18.89%	20.23%
Red Lobster	17.26%	17.07%	16.49%
Domino's Pizza	15.06%	15.4%	15.48%
Denny's	14.46%	14.19%	14.15%
IHOP (International House Of	14.45%	14.37%	14.45%
Pancakes)			
Sonic	12.46%	12.94%	13.81%
Cracker Barrel	12.38%	12.58%	14.04%
Outback Steakhouse	11.86%	12.78%	13.95%
Golden Corral	11.7%	11.74%	11.44%
Dunkin' Donuts	11.19%	11.3%	11.04%
Chick-Fil-A	10.82%	11.61%	12.23%
Hardee's	10.56%	10.12%	9.93%

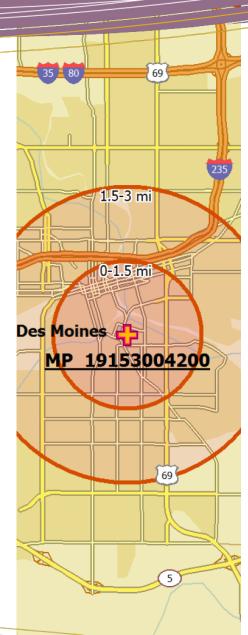
ne Badger Kensett Hawarden Elk Run Heights Reasnor New Market Clarinda Line Springs Mallard He Mestphalla Maquoketa Morning Sun State Center Low Moor Bevington Ington Templeton Woodward Exira Panorama Park Cylinder Waverly Verscopyright 2014, Intercultural Institute for Contextual Ministry Verscopyright 2014, Intercultural Institute for Contextual Ministry

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!



Ury Melbourne <u>Central City Pocahontas Cleghorn Mapleton Harlan</u> Sac City Lisbon Webster McGrege Estavia Brighton Thayer Zearing Blairstown Mount Ayr Hanlontown Harcourt Ferguson Carlisle Le Roy Minburn Marysville Maysville Maysville Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	45.8%	44.77%	48.18%
Recycled products	33.9%	33.25%	37.04%
Worked as volunteer (non political)	14.88%	14.99%	17.43%
Engaged in fund raising	10.04%	10.01%	11.37%
Religious club member	6.54%	6.78%	7.17%
Wrote to editor of mag or newspaper	5.55%	5.56%	6.36%

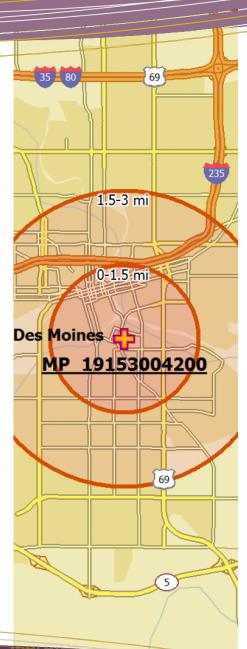
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.34%	5.38%	6.05%
Union member	5.19%	4.93%	5.79%
Charitable Organization	5.01%	4.96%	5.58%
Took active part in local civic issue	4.84%	4.9%	5.49%
Fraternal order member	4.69%	4.6%	4.82%
Addressed a public meeting	3.99%	4.01%	4.73%

over Allerton Deloit Brighton Cherokee Garwin Park View Archer Moorland Rembrandt Sheffield Store Jefferson Geneva George Decorah Shelby Williams Charter Oak Springville Lawler Curlew Cedar Falls Blue Grass Thornburg Coralville Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Lake Ryan Rock Rapids Titonka Wesley Harris Protivin Andover Mondamin Shelby Algena Dexter Grasa Eldon Mitchell Coin Missouri Valley Elkport Cleghorn Delta <u>Intercultural Institute</u> Gilbert John ausland Lowden Glenwood Marengo New Albin Irwin Scranton Colwer (on Confectual Ministry City Pocahonta PCopyright 2014, Intercultural Institute for Contextual Ministry Montazima Van Harpo Sigury City Audubor 50

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	14.72%	15.54%	17.54%
Children's Books	11.17%	11.66%	12.33%
Mystery	10.74%	10.99%	11.88%
Cookbooks	9.79%	9.91%	10.72%
Religious (not Bibles)	8.4%	8.47%	8.49%
History	6.75%	6.83%	7.42%
Biography	6.14%	6.28%	6.79%
Personal/Business	5.63%	5.93%	6.57%
Self-help			
Romance	5.62%	6.06%	6.5%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	67.94%	67.61%	70.59%
Gen. Editorial	45.3%	46.38%	46.93%
Womens	39.46%	40.9%	41.51%
Service	33.04%	32.93%	35.31%
Mens	19.67%	19.87%	19.99%
Sports	15.57%	15.64%	16.57%
Automotive	15.11%	14.32%	14.59%
Fishing/Hunting	13.63%	12.45%	12.56%
Business/Finance	12.91%	15.02%	16.67%

Baxter Magnolia Greeley Orange City Martinsburg Nichols What Cheer Shueyville Vinton Dedham M St. Donatus Oyens Casey Bellevue Milton Westphalia Popejoy Intercultural Institute Le Roy Northwood Orient Coppock Ireton Walker Truesdale Lawley 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	53.6%	53.04%	56.37%
Classified	34.99%	34.04%	34.02%
Sport	32.23%	31.74%	32.97%
Editorial Page	30.69%	29.38%	31.36%
Comics	28.05%	27.3%	28.59%
Business/Finance	25.15%	26.11%	29.19%
Movie Listings & Reviews	25.04%	25.28%	27.52%
TV/Radio Listings	24.72%	23.96%	24.83%
Food/Cooking	23.86%	23.72%	25.46%
Home/Gardening	20.32%	19.68%	21.8%
Travel	17.49%	17.83%	20.11%
Science/Technology	16.53%	16.25%	18.38%
Fashion	12.42%	13.02%	13.87%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Country	21.84%	19.94%	21.6%
CHR Contemp Hit Radio	20.78%	20.34%	19.3%
Adult Contemporary	17.96%	17.26%	18.71%
Rock	13.92%	12.83%	14%
Urban Contemporary	11.6%	15.54%	11.93%
Oldies	11.42%	11.16%	11.67%
News/Talk	10.05%	10.32%	12.67%
Classic Rock	9.83%	9.55%	10.81%
Alternative	9.1%	9.21%	10.51%
Variety	7.75%	8.47%	7.98%
Soft Contemporary	5.31%	5.56%	6.2%
Religious	5.12%	5.33%	6.08%
Hispanic	4.65%	4.83%	3.9%
Classic Hits	4.55%	4.23%	4.8%
All News	3.55%	4.23%	4.67%
Jazz	3%	4.36%	3.88%
Adult Standards	2.9%	2.82%	2.92%
Sports	2.86%	3.15%	3.76%



Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

IULTIMEDIA: TV	0-1.5	1.5-3	3-7	r	MULTIMEDIA: TV	MULTIMEDIA: TV 0-1.5	MULTIMEDIA: TV 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	60.87%	61.41%	63.57%		TV Info From Newspapers	TV Info From Newspapers 24.92%	TV Info From Newspapers 24.92% 25.09%
Satellite Dish	50.08%	49.23%	51.18%	5	Subscribe Digital Cable	Subscribe Digital Cable 24.76%	Subscribe Digital Cable 24.76% 25.7%
Soapnet	48.33%	49.7%	50.69%	1	Nick At Nite	Nick At Nite 24.54%	Nick At Nite 24.54% 24.49%
Other Video-On-Demand	40.26%	40.42%	39.13%	7	TCM (Turner Classic	TCM (Turner Classic 22.83%	TCM (Turner Classic 22.83% 23.79%
Sci-Fi Channel	35.96%	35.54%	36.96%	ſ	Movies)	Movies)	Movies)
MSNBC	33.17%	32.77%	34.14%	ŀ	Hallmark Channel	Hallmark Channel 22.33%	Hallmark Channel 22.33% 22.82%
Adult Pay Per View TV	29.9%	29.75%	30.79%	ŀ	ABC Fam.	ABC Fam. 22.25%	ABC Fam. 22.25% 23.74%
Nickelodeon	28.29%	27.56%	28.17%	ι	USA Network	USA Network 22.13%	USA Network 22.13% 22.55%
Comedy Central	28.17%	29.3%	31.96%	1	The Golf Channel	The Golf Channel 21.47%	The Golf Channel 21.47% 21.54%
BET (Black Entertainment	26.52%	25.63%	25.23%	-	TV Info From Monthly Cable	TV Info From Monthly Cable 20.94%	TV Info From Monthly Cable 20.94% 22%
TV)				(Guide	Guide	Guide
TV Info From Sunday TV	25.91%	26.87%	28.36%	E	ESPN2	ESPN2 19.81%	ESPN2 19.81% 21.16%
Magazine				L	Lifetime	Lifetime 19.47%	Lifetime 19.47% 20.3%
Adult Swim	25.25%	25.62%	28.32%	E	E (Entertainment TV)	E (Entertainment TV) 18.2%	E (Entertainment TV) 18.2% 18.39%

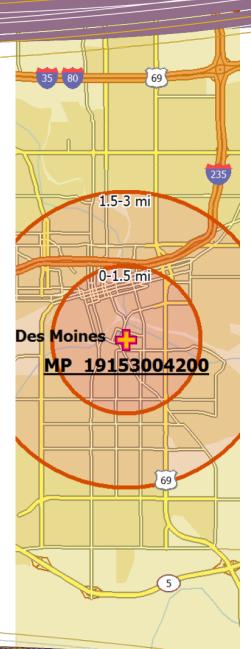
wton Logan Swaledale Sac City Walker Truro Lake City North Liberty Grant Aurelia Beaconsfield Ep Lamont West Union Lynnville Onawa Prescott Greene Eddyville Margin Intercultural Institute Cher Riverton Pocahontas Slater Malvern Soldier Bonaparte Rock Rap Rock Falls Contextual Ministry Contextual Ministry Manning Sabula Bayaro Rock Falls Cambridge Sible 53 Welton Breda Fada Faverte Swisher 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.



Ien Holstein Algona Moville Lakeside Hampton Haverhill Marne Latimer Ottosen Strawberry Point K Rake Bassett Ellston Hawkeye Halbur Royal Persia Lineville Wall in Frederia Bancroft Ainsword Auburn Hopkinton Letts Delhi Macedonia De Soto Johnston Pleas Intercultural Institute for Contextual Ministry in Copyright 2014, Intercultural Institute for Contextual Ministry ell Rock Dysart, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.83%	18.22%	19.83%
Medium Users (4-6)	9.9%	10.16%	11.25%
Light Users (1-3)	20.34%	20.38%	20.98%
Quintiles (20%)			
Newspaper I (Heavy)	2.03%	1.93%	1.84%
Newspaper II	1.58%	1.66%	1.8%
Newspaper III	2.25%	2.1%	1.93%
Newspaper IV	0.94%	0.71%	0.64%
Newspaper V (Light)	1.04%	1.14%	1.06%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.09%	20.57%	19.43%
Magazines II	9.51%	9.67%	9%
Magazines III	9.78%	10.26%	9.31%
Magazines IV	12.41%	12.46%	11.83%
Magazines V (Light)	0.61%	0.67%	0.48%
Outdoor I (Heavy)	7.79%	8.16%	7.35%
Outdoor II	3.4%	3.59%	2.97%
Outdoor III	3.74%	4.01%	3.61%
Outdoor IV	15.61%	16.18%	15.46%
Outdoor V (Light)	25.62%	24.74%	25.06%
Yellow Pages I	16.55%	16.18%	15.49%
(Heavy)			
Yellow Pages II	6.49%	6.54%	5.83%
Yellow Pages III	6.43%	6.86%	5.69%
Yellow Pages IV	24.27%	24.32%	23.24%
Yellow Pages V	4.42%	4.29%	4.08%
(Light)			

Scranton Roland Jewell Junction Spragueville Rockford Martelle Hardy Centerville Joice Pella Ele additie Gruver Marysville Elkader Rome Hansell Fruitland Long Grover Middletown Grimes Eldridge St. Charles Yale Stuart Hayesville Owasa West Branch Melrose Gottertual Ministry Dunkerton Co Gottertual Ministry Atlantic Westfield North Washington Coggon Oelwei 55 Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	3.54%	3.55%	3.31%
Drive Time III (Medium)	0.75%	0.83%	0.75%
Radio IV & V (Light)	2.92%	2.88%	2.76%
Radio Media Quntiles (fifths /			
20%)			
Radio I & II (Heavy)	9.51%	9.9%	9.23%
Radio III (Medium)	5.33%	4.95%	4.75%
Radio IV & V (Light)	3.37%	3.58%	3.28%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	12.26%	12.87%	14.44%
Cable III (Medium)	4.070/	4.050/	4 000/
	4.07%	4.35%	4.23%

Carden Grove Alverd Alten Preston Westfield Riverton Oakville Ainsworth Oyens Barnum Norwall Hanty Sioux Rapids Marble Rock Farnhamville Defiance Rodney Lynn Intercultural Institute Columbus City Garner Kelley Central City Fertile Sabula Oakland Acro for Contextual Ministry Corpyright 2014, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands --0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.53%	11.55%	12.24%
6:00am - 10:00am	13.96%	14.65%	15.38%
10:00am - 3:00pm	6.39%	7.61%	6.57%
3:00pm - 7:00pm	13.65%	14.82%	14.77%
7:00pm - Midnight	10.15%	11.23%	12.32%
Midnight - 6:00am	5.39%	6.17%	5.58%
Weekend Radio			
Listeners			
Dayparts [summary]	14.83%	14.95%	14.94%
6:00am - 10:00am	2.85%	3.19%	3.9%
10:00am-3:00pm	4.05%	4.99%	5.38%
3:00pm - 7:00pm	6.68%	7.12%	7.03%
7:00pm - Midnight	8.26%	9%	8.77%
Midnight - 6:00am	11.25%	11.45%	10.84%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.28%	7.03%	8.09%
Saturday:	7.43%	7.72%	7.68%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.86%	9.75%	10.29%
9:00am-1:00pm	24.54%	24.49%	25.08%
9:00am-4:00pm	28.1%	27.95%	28.65%
4:00pm-7:00pm	28.16%	28.27%	29.02%
11:00pm-1:00am	40.99%	40.99%	41.77%
AVG Prime time	2.17%	2.81%	2.64%
Mon-Sun			

Bouton Doon Grandview Lakeside Harcourt Shueyville Farragut Calamus Panorama Park Spencer and Udell Wapello Gilbert Pisgah Thurman Somers Lanesboro Minder Lineville Wahpeton Offic Gilbert tic Blakesburg Carroll Hospers Macksburg Neola Stockport Merrill Valley Vest Okoboji Harper 57 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-1.5	1.5-3	3-7	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	15.32%	16.94%	17.81%	Sat: 7-10am	Sat: 7-10am 16.65%	Sat: 7-10am 16.65% 17.48%
7-9am	19.81%	21.16%	22.53%	Sat: 10am-1pm	Sat: 10am-1pm 6.21%	Sat: 10am-1pm 6.21% 6.97%
9am-12noon	18.99%	19.33%	20.7%	Sat: 1-4pm	Sat: 1-4pm 23.46%	Sat: 1-4pm 23.46% 23.9%
12noon-4pm	9.11%	8.62%	7.95%	Sat: 4-6pm	Sat: 4-6pm 5.97%	Sat: 4-6pm 5.97% 6.23%
4-6pm	42.49%	43.93%	46.2%	Sat: 6-7pm	Sat: 6-7pm 1.59%	Sat: 6-7pm 1.59% 1.69%
6-7pm	20.73%	18.93%	19.38%	Sat: 7-8pm	Sat: 7-8pm 0.64%	Sat: 7-8pm 0.64% 0.9%
7-7:30pm	1.36%	1.6%	1.64%	Sat: 8-11pm	Sat: 8-11pm 7.43%	Sat: 8-11pm 7.43% 7.72%
7:30-8pm	10.94%	10.94%	10.97%	Sat: 11pm-1am	Sat: 11pm-1am 4.39%	Sat: 11pm-1am 4.39% 4.86%
8-11pm	6.28%	7.03%	8.09%	Sat: 1am-7pm	Sat: 1am-7pm 22.13%	Sat: 1am-7pm 22.13% 22.55%
11pm-12am	33.17%	32.77%	34.14%	Sun: 7-10am	Sun: 7-10am 2.44%	Sun: 7-10am 2.44% 2.35%
11pm-1am	40.99%	40.99%	41.77%	Sun: 10am-1pm	Sun: 10am-1pm 7.36%	Sun: 10am-1pm 7.36% 6.67%
1-6am	31.61%	31.96%	32.38%	Sun: 1-4pm	Sun: 1-4pm 5.82%	Sun: 1-4pm 5.82% 5.8%
				Sun: 4-7pm	Sun: 4-7pm 13.28%	Sun: 4-7pm 13.28% 12.84%
				Sun: 7-11pm	Sun: 7-11pm 9.86%	Sun: 7-11pm 9.86% 9.75%
				Sun: 11pm-1am	Sun: 11pm-1am 4.91%	Sun: 11pm-1am 4.91% 5.1%
				Sun: 1-7am	Sun: 1-7am 20.19%	Sun: 1-7am 20.19% 20.52%

Oskaleosa Seymour Northwood Tabor Farley Cedar Rapids Coppock Raymond Union Arlington Var Hapolis Churdan Klemme Hartley Moorland Waucoma Hills Aurelia <u>Intercultural Institute</u> eighton Archer Iward Rockford West Union Guernsey Sheffield Everly Iowa Falls Move Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Agency Bettendorf Lakeside Nevada Blanchard Ros

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

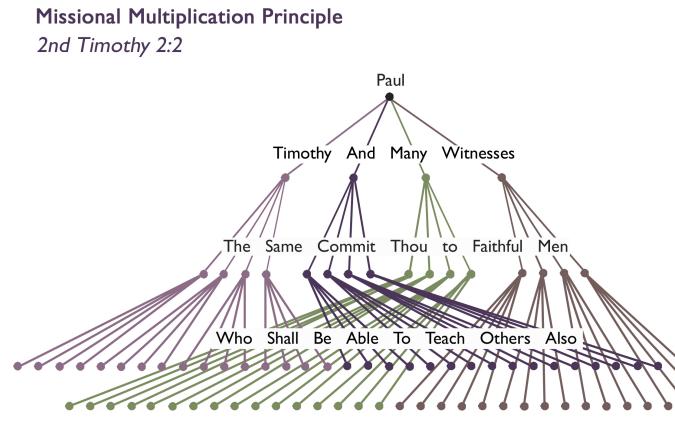
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Beaman Sioux Center Titonka Irwin Storm Lake Mondamin Alton Goodell Spillville Remsen Marys Sioux City Hepburn Walker Lanesboro Coon Rapids Le Claire Correctual Institute Scity Clarinda Copyright 2014, Intercultural Institute for Contextual Ministry New Virginia Bristow Grimes Marathon Fairfax Cla 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.



Jesup East Peru Adair Newell Allerton Davis City Fairfax Urbandale Spring Hill Aplington Albert City Electron Nashua Buffalo Armstrong Story City Colesburg Martelle Aredale Grafton Perry Huxley Dallas Center Mingo Alleman Union Up for Confertual Institute (or Confertual Ministry Colesburg) ©Copyright 2014, Intercultural Institute for Contextual Ministry Eldora Badger Deep River Opawa De Witt Grav Blag

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.



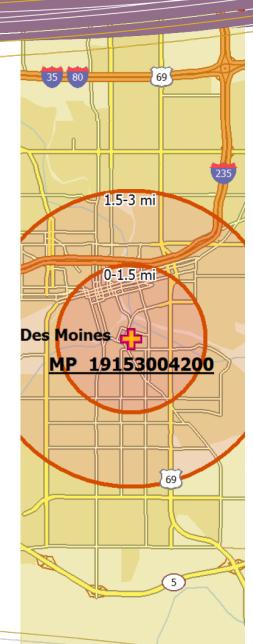


Your MissionSite and the Missional Suite

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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