MissionSite top unreached locations

Adel Inder WATERLOO, IA erville Panorama Park

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DowCENSUS TRACT: 19013000400 Carlisle New Virgi **REGION: Northeast** Hillsl COUNTY: Black HawkClermont DENSITY PATTERN: Kn Sageville Lake Mills den Minden Durant Houghton Lo Daptist vention of Osceola Gray Northwood Essex Bri North Life

MissionSite (TM) Table of Contents

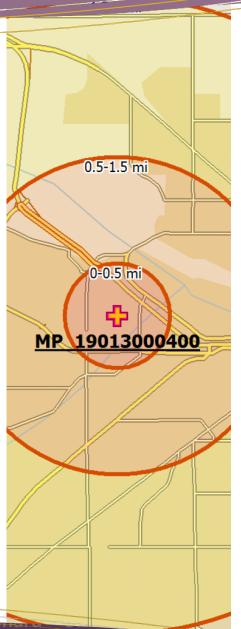
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Site Location Summary

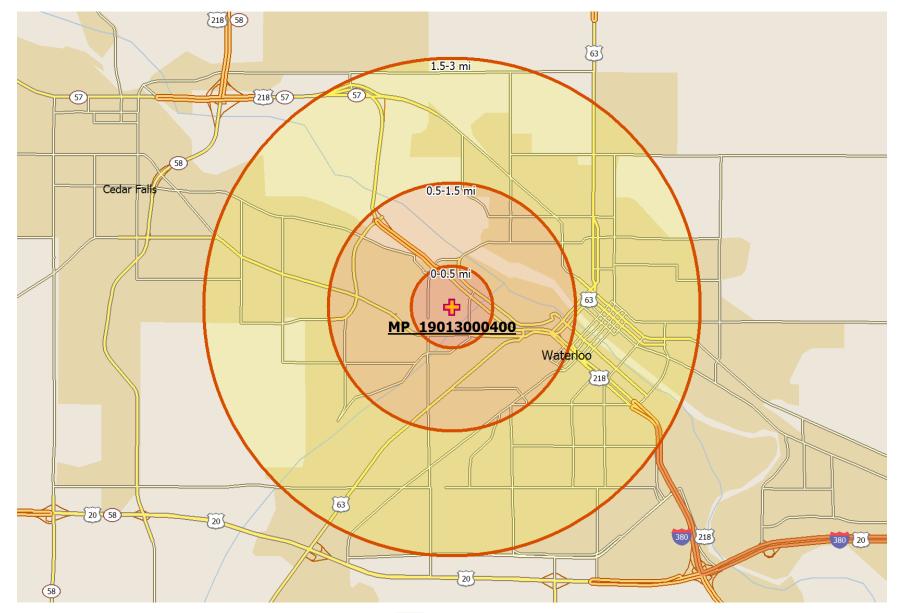
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	region	1902	Northeast
3	County Location	19013	Black Hawk
4	Zipcode	50701	Black Hawk
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.1	Small cities near remote area
8	Sitescape Density Pattern	К	100000-100000-10000



eton Franklin <u>St. Anthony Douds Emerson Westside</u> Braddyville Marne Numa Stanhope Matlock Ru Sushing Inwood Kensett Ringsted Mechanicsville Clear Lake Lawton <u>Intercultural Institute</u> Mount Vernon Stor ville New Sharon Sharpsburg Manchester Melcher-Dallas Massena Wester (or Contextual Ministry RacCopyright 2014, Intercultural Institute for Contextual Ministry Westerbalia Lenex Clarence Weden Bennett Toront

Site Location Summary - Map of the Site Location



Well Jefferson Buck Grove Owasa Cylinder Windsor Heights Franklin Earling Plano Eagle Grove Han Hars Protivin Hawarden Davis City Jewell Junction Belle Plaine Rolfe Greenfield Struble Sabula Deep River Odebolt Lake Mills Lu Verne Inde Copyright 2014, Intercultural Institute for Contextual Ministry Des Moines Newell Stout Stout Sioux Center Storm Lake 4

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	COD	EXPLANATION
		Е	
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	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	1,574	15,314	42,828
2010 Households	710	6,382	17,754
2010 Group Quarters Population	16	91	928

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	52	35	14
Language Diversity National Index	41	28	5
Foreign Born Diversity National Index	29	59	48
Ancestry Diversity National Index	54	42	17
Racial Diversity National Index	38	18	3

ne Granger Cromwell New Market Joice Seymour Windsor Heights Aurora Sageville Searsboro Mone Beaver Victor Davenport Marcus Centralia Aplington Stanwood St. <u>Intercultural Institute</u> Keswick Latimer Keota Crawfordsville Boxholm North Washington Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Muscatine Okoboji Tiffin Marysville Anthon Guernsey Pleasant Plain Voiga Vorktown Arthur Gle Clermont Macedonia Mount Vernon North Liberty Clutier Creston Boo Intercultural Institute oggon Rock Valley Hinton Alleman Defiance Newhall Bode Fertile Jor Confectual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	0	0%
Working Communities	Blue-collar, Working Families	666	93.8%
Country Communities	Rural, Agri. & Mining Families	1	0.14%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1	0.14%
Urban Communities	High Density, Inner-city Neighborhoods	42	5.92%

hpeton Gruver Chillicothe Belmond St. Ansgar Guernsey Berkley Lorimor Farley Elgin Preston Bear Elisworth Carter Lake Bassett Stanhope Defiance Bankston Lamora Intercultural Institute 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.



Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	34,919	484	1.39%
Unreached %	68.39%	68.22%	99.76
Religious But NOT Evangelical HH	8,356	121	1.45%
Religious But NOT Evangelical %	16.36%	17.05%	104.2
Spiritual But NOT Relig or Evang HH	5,421	71	1.31%
Spiritual But NOT Relig or Evang %	10.62%	9.98%	93.99
Not Evangelical, Not Interested HH	21,265	292	1.38%
Not Evangelical, Not Interested %	41.65%	41.19%	98.91





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	5,060	2,443	48.28%
Active Evangelical Percent	9.91%	9.83%	99.22
Inactive Evangelical Households	11,081	5,350	48.28%
Inactive Evangelical Percent	21.70%	21.53%	99.23
# New Churches Needed	26	12	48.66%



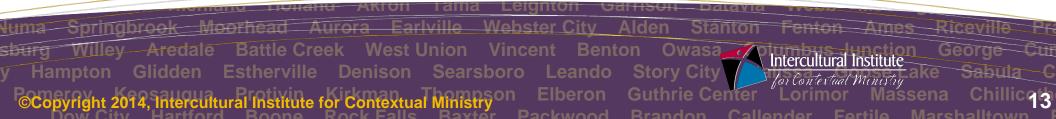


Using the Spirituality Indicators

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 0-0.5 mile band. The percentage of the county population and number of households that appears in the 0-0.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	123,798	1,772	1.43%
2000 Population	128,012	1,677	1.31%
2010 Population	130,538	1,574	1.21%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	46,932	753	1.6%
2000 Households	49,683	753	1.52%
2010 Households	51,060	710	1.39%

0-0.5mi Band

756

10

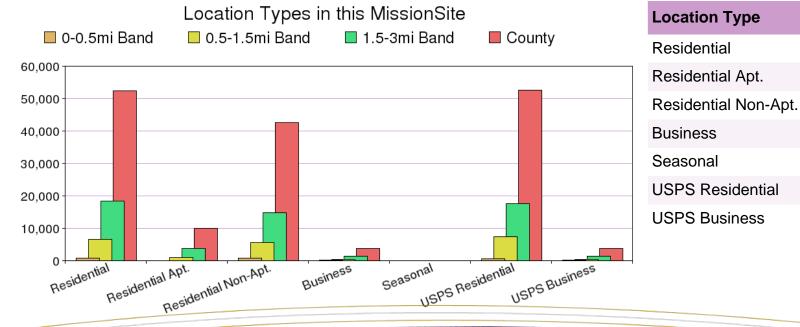
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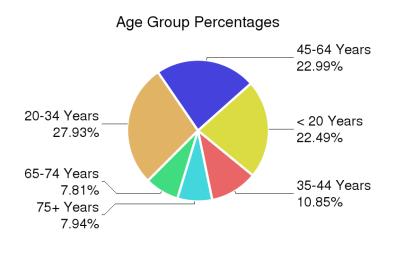
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A current year demographic summary of age categories for the site location appears on the right.

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

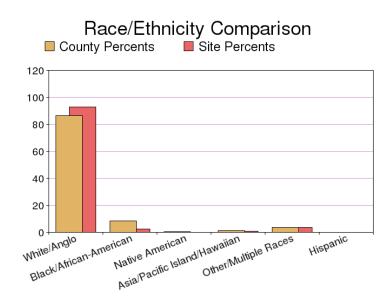


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.72%	6.86%	119.93
4-5 Years	2.54%	2.41%	94.88
6-8 Years	3.66%	3.24%	88.52
9-11 Years	3.48%	2.86%	82.18
12-13 Years	2.23%	1.78%	79.82
14-17 Years	5.28%	3.75%	71.02
18-19 Years	2.75%	1.59%	57.82
0-5 Years	8.26%	9.28%	112.35
6-12 Years	8.26%	6.99%	84.62
13-19 Years	9.15%	6.23%	68.09
< 20 Years	25.67%	22.5%	87.65
20-34 Years	25.97%	27.95%	107.62
35-44 Years	9.87%	10.86%	110.03
45-64 Years	23.88%	23%	96.31
65-74 Years	7.16%	7.81%	109.08
75+ Years	7.46%	7.94%	106.43
Median Age	33	34	102.34
Median Age (Male)	32	32	100.43
Median Age (Female)	34	37	107.71

Coralville Rossie Hanfontown Fort Dodge Swisher Lohrville Janesville Ireton Wiota Grandview Bel Providence West Union Garber Fertile West Chester Shelby Van Wert Chester Craig eon Wayland Miles Fairbank Elk Horn Wellman Chester Middletown Keota Ut for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.54%	92.88%	107.33
Black, African-American	8.31%	2.6%	31.35
Native American	0.29%	0.13%	44.47
Asian	1.31%	0.76%	58.4
Pacific Island, Hawaiian	0.08%	0%	0
Other/Multiple Races	3.48%	3.62%	104.19
Hispanic	0%	2.29%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	82,026	1,116	
Less than 9th Grade	3.07%	3.14%	97.8
No High School Diploma	6.82%	11.65%	58.56
High School Graduate	33.84%	45.43%	74.48
Some College, no degree	19.75%	18.1%	109.11
Associate Degree	10.84%	11.2%	96.74
College Degree	17.8%	7.71%	230.99
Graduate/Prof. degree	7.89%	2.78%	284.05

Dike Newton Dysart Schleswig Bayard Blencoe Ellston Humboldt Dana Ames West Bend Grant Le Aredale Hanlontown Northboro Brandon Riceville Morley Hopkinton Intercultural Institute dar Rapids Lime Springs Clutier Cascade Milo Volga Batavia Quimby for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	7.83%	8.17%	155.29
\$10,000 to \$19,999	13.01%	16.48%	126.68
\$20,000 to \$29,999	13.73%	17.32%	126.15
\$30,000 to \$49,999	20.25%	28.87%	142.58
\$50,000 to \$59,999	9.74%	7.89%	81.02
\$60,000 to \$69,999	8.85%	5.21%	58.91
\$70,000 to \$79,999	6.41%	4.93%	76.88
\$80,000 to \$89,999	4.54%	3.66%	80.7
\$90,000 to \$99,999	2.96%	2.11%	71.34
\$100,000 to \$124,999	6.11%	5.07%	82.95
\$125,000 to \$149,999	2.83%	0.42%	14.95
\$150,000 to \$199,999	2.09%	0.14%	6.73
\$200,000 to \$249,999	0.54%	0%	0
\$250,000 or more	1.11%	0%	0
Median Household	44,366	35,502	80.02
Average Household	57,627	40,672	70.58
Per Capita Household	23,057	18,346	79.57
Family/Non-Family Household			
Income			
Median Family Income	58,075	41,772	71.93
Average Family Income	71,446	43,570	60.98
Median Non-Family Income	26,615	25,604	96.2
Average Non-Family Income	35,395	30,521	86.23

Villisca Charlotte Corydon Promise City Ladora West Des Moines Osterdock Thurman Floris M Storm Lake Parnell Melbourne Prescott Calamus Worthington Ainswork <u>Intercultural Institute</u> Beaver Bettendorf Cromwell Plover Fonda Ellston Perry Inwood Intercultural Institute for Confectual Ministry Miles Wi Copyright 2014, Intercultural Institute for Contextual Ministry wisher Nevada Varina New Market Buckeye Fredor

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	61.67%	56.34%	91.36
Families with Children	28.27%	26.34%	93.17
Families without Children	33.4%	30%	89.82
Non-Family Households			
% Non-Family Households	38.33%	43.66%	113.91
Non-Families with Children	0.26	0.42	159.81
Non-Families without Children	38.07	43.24	113.59
Housing Units			Index
Total Housing Units	55,166	756	
Vacant percent	7.44%	6.08%	81.75
Owned percent	65.72%	72.35%	110.1%
Rented Percent	26.84%	21.69%	80.83
Households by Size			Index
Avg household size	2.44	2.19	89.75
Avg family hh size	3.10	2.88	92.9
Avg non-family hh size	1.37	1.30	94.89
Households By Count of Persons			Percent
One	15,241	256	1.68%
Тwo	16,722	229	1.37%
Three or Four	14,641	188	1.28%
Five+	4,456	37	0.83%

Beaconsfield Bradgate Persia Sandyville Numa Fremont Coburg Oyens Fairfield Aplington Kirkville Comercy Conway Muscatine Clearfield Anita Guernsey Peosta Anthon Anthon City Maysville Doughet santville Nichols New Market Buffalo Center Rockford Laurens Monroe for Contextual Ministry Henderson Copyright 2014, Intercultural Institute for Contextual Ministry Anthon Finand Janesville Ricketts Hanlontown H18

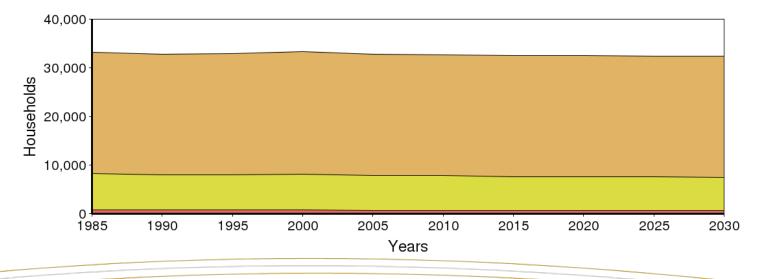
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	123,798	1,772	1.43%
2000 Population	128,012	1,677	1.31%
2010 Population	130,538	1,574	1.21%
2015 Population	136,804	1,588	1.16%

Household Change from 1985 to 2030

📕 0-0.5mi Ring 👘 🔲 0-1.5mi Ring

📕 0-3mi Ring

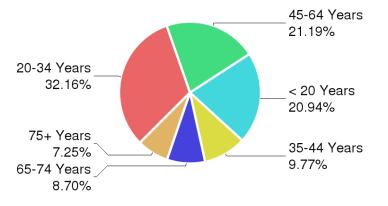


Sterling Aurora West Bend Osterdock Dougherty Worthington Silver City Dana Adair Waukon Jamais Decatur City Holstein Andover Atalissa Wyoming Delmar Garrison Intercultural Institute Bayard Lisbon Marathon Emerson Monticello Dysart Olin Bridge JorContextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Wardia Comparison Hudson Creston Toronto West Comparison Hudson Creston Toronto West Decomparison Hudson Creston Toronto West Comparison Hudson Creston Toronto Hudson Creston Toronto West Comparison Hudson Creston Toronto Hudson Creston Toronto West Comparison Hudson Creston Toronto Hudson Creston Hudson Creston Toronto Hudson Creston Toronto Hudson Creston Hudson Hudson Creston Hudson Hudson Hudson Creston Hudson Hudson Hudson Hudson Hudson Hudson Hudson

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

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

Projected Age Group Percentages

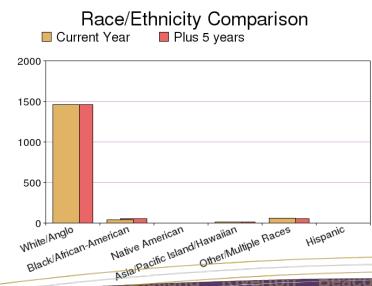


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.86%	6.55%	95.48
4-5 Years	2.41%	2.39%	99.17
6-8 Years	3.24%	3.59%	110.8
9-11 Years	2.86%	2.9%	101.4
12-13 Years	1.78%	1.7%	95.51
14-17 Years	3.75%	2.58%	68.8
18-19 Years	1.59%	1.2%	75.47
0-5 Years	9.28%	8.94%	96.34
6-12 Years	6.99%	7.37%	105.44
13-19 Years	6.23%	4.6%	73.84
< 20 Years	22.5%	20.91%	92.93
20-34 Years	27.95%	32.12%	114.92
35-44 Years	10.86%	9.76%	89.87
45-64 Years	23%	21.16%	92
65-74 Years	7.81%	8.69%	111.27
75+ Years	7.94%	7.24%	91.18
Median Age	33	34	100.78
Median Age (Male)	32	32	100.78
Median Age (Female)	34	36	104.09

State Center Elkader McCausland Milford Nevada Wheatland Lawler Livermore Lake City Toronto HcGregor Kinross Shueyville Bode Cascade Pleasant Hill Shelby Intercultural Institute Intercultural Institute of Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



CURRENT	PLUS 5 YRS	INDEX
92.88%	91.88%	98.91
2.6%	3.46%	132.96
0.13%	0.13%	99.12
0.76%	1.01%	132.16
0%	0%	0
3.62%	3.53%	97.38
0%	0%	0
1,116	1,197	
3.14%	2.34%	74.59
11.65%	10.53%	90.36
45.43%	45.28%	99.67
18.1%	17.88%	98.77
11.2%	12.87%	114.86
7.71%	8.35%	108.41
2.78%	2.76%	99.25
	92.88% 2.6% 0.13% 0.76% 0% 3.62% 0% 1,116 3.14% 11.65% 45.43% 18.1% 11.2% 11.2%	92.88% 91.88% 2.6% 3.46% 0.13% 0.13% 0.76% 1.01% 0% 3.53% 0% 0% 1.01% 0% 1.62% 3.53% 0% 3.53% 1.116 1,197 3.14% 2.34% 11.65% 10.53% 45.43% 45.28% 11.2% 12.87% 7.71% 8.35%

gton La Porte City Boone McCausland Montrose Blairsburg Tripoli Grandview Blakesburg Primghar alley Lockridge Atlantic Hillsboro New Albin Nevada Lorimor Moville <u>Intercultural Institute</u> Hawkeye Doub Williamsburg Baxter Le Claire Ogden Terril Grand River McCallsburg *for Contextual Ministry* Sloan Owasa / Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	8.17%	7.77%	95.11
\$10,000 to \$19,999	16.48%	16.12%	97.79
\$20,000 to \$29,999	17.32%	16.69%	96.34
\$30,000 to \$49,999	28.87%	27.77%	96.18
\$50,000 to \$59,999	7.89%	8.2%	103.98
\$60,000 to \$69,999	5.21%	5.18%	99.4
\$70,000 to \$79,999	4.93%	5.04%	99.24
\$80,000 to \$89,999	3.66%	4.32%	110.02
\$90,000 to \$99,999	2.11%	2.16%	102.16
\$100,000 to \$249,999	5.07%	5.61%	110.67
\$125,000 to \$149,999	0.42%	0.58%	136.21
\$150,000 to \$199,999	0.14%	0%	0
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0%	0%	0
Median Household	35,502	36,954	104.09
Average Household	40,672	43,766	107.61
Per Capita Household	18,346	19,155	104.41
Family/Non-Family Household			
Income			
Median Family Income	41,772	43,149	103.3
Average Family Income	43,570	47,654	109.37
Median Non-Family Income	25,604	26,357	102.94
Average Non-Family Income	30,521	32,656	107

Knoxville Laurel Guernsey Granger Whitten Wayland Templeton Stanwood Mansen Cushing Kirkma Albion Lidderdale Beaman Bronson Iowa City Bennett Protivin Rome Intercultural Institute Stanhope Cumberland Cresco Tennant Thornburg Humeston Shambaugh Shells Intercultural Institute ballton Mount S Confectual Ministry Confectual Ministry Confectual Ministry Confectual Ministry Opens Masonville Asht 22 Confectual Confectual Confectual Contextual Ministry Maloy Keota Cromwell College Springs Hansell Rado

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	56.34%	54.82%	97.31
Families with Children	26.34	25.47	96.7
Families without Children	30	27.91	93.05
Non-Family Households			
% Non-Family Households	43.66%	45.18%	103.48
Non-Families with Children	0.42	0.29	103.48
Non-Families without	43.24	44.89	103.82
Children			
Housing Units			
Total Housing Units	756	740	97.88%
Vacant percent	6.08%	6.08%	99.94
Owned percent	72.35%	72.57%	100.29
Rented Percent	21.69%	21.35%	98.42
Households by Size			
Avg household size	2.19	2.26	103.2%
Avg family hh size	2.88	3.07	106.6%
Avg non-family hh size	1.30	1.28	98.46%
Households By Count of			
Persons			
One	256	261	101.95%
Two	229	199	86.9%
Three or Four	188	188	100%
Five+	37	46	124.32%

phalia Marcus Randolph Lucas Mount Union Adair Fontanelle Oakland Bronson Donahue Owasa B Frand Mound Sandyville Kalona Lakeside Lamoni Hubbard Yorktown Nashua Walnut Shannon City Arion Unionville Melcher-Dallas Gui for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-0.5	0.5-1.5	1.5-3	B	ORN IN:	ORN IN: 0-0.5	ORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	6	928	2,516	Eastern Afri	са	ca 0	ca 0 5
Northern Europe	0	6	114	Middle Africa		0	0 8
Western Europe	0	17	74	Northern Africa		0	0 0
Southern Europe	0	4	16	Southern Africa		0	0 0
Eastern Europe	0	463	1,422	Western Africa		0	0 0
Other Europe	0	0	4	Other Africa		0	0 4
Eastern Asia	0	79	109	Oceania		0	0 13
So. Central Asia	0	5	117	Caribbean	()	D 11
SE Asia	6	95	91	Central Amer.	()) 176
Western Asia	0	24	17	South America	()) 14
Other Asia	0	0	0	North America		0	0 4
				Born at sea	(0	0 0

ton Graettinger Graften Van Horne Stuart Stanton Livermore Rose Hill Nemaha Orchard Kelley Carl Lamoni Orient Steamboat Rock Tipton Coburg Diagonal Woodbine Delphos Lime Springs Yale Orleans Victor Batavia Urbana Varina ©Copyright 2014, Intercultural Institute for Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1 N
English only	1,375	12,755	38,900	Other Indo-Euro	0	11	20
Spanish	32	395	1,437	Asian/PI languages	0	0	0
Other Indo-Euro	4	694	1,980	Chinese	0	26	23
language			·	Japanese	0	9	28
French (incl. Patois,	0	56	160	Korean	5	20	75
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	4	0	39	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	7
German	0	91	190	Laotian	0	0	13
Yiddish	0	0	0	Vietnamese	0	54	68
Other West Germanic	0	0	0	Other Asian	0	0	20
A Scandinavian	0	18	45	Tagalog	7	6	28
Language				Other Pacific Is	0	0	0
Greek	0	4	22	Other languages	0	16	15
Russian	0	18	49	Navajo	0	0	0
Polish	0	0	26	Other Native N.	0	0	19
Serbo-Croatian	0	496	1,291	American			
Other Slavic Language	0	0	15	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	13	17
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	10	African languages	0	3	11
Hindi	0	0	79	Other unspecified	0	0	0
Urdu	0	0	2				

Leayard New Liberty Springvine

Clarinda Stout Daketa City Redfield Le Claire Cushing Blanchard Farmington New Virginia Dixon Frederika Pocahontas Bankston Lamoni Mount Intercultural Institute Ceola Walcott Millville Duncombe Bouton Manning Pleasanton Menio Intercultural Institute To Contextual Ministry Ore Harlan Clarion Blakesburg Early the Kiron Lak 25 Copyright 2014, Intercultural Institute for Contextual Ministry Hazleton Clive Millersburg Early Atkinson Osade

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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Reporting ancestry	1,190	11,844	35,527
Arab	0	35	15
Armenian	0	0	0
Austrian	0	26	42
British	0	17	105
Canadian	0	3	44
Croatian	0	16	71
Czech	5	85	260
Czechoslovak	11	18	66
Danish	43	241	582
Dutch	25	177	393
English	91	775	2,068
European	18	177	382
Finnish	0	9	13
French (not	13	205	495
Basque)			
French Canadian	0	42	70
German	374	4,156	10,985
Greek	0	14	62
Hungarian	11	3	61
Iranian	0	0	13

Wahpeton <u>Coalville Perry Neola Manilla Wheatland Milo Huxley Churdan Rose Hill Whittemore</u> Edair Wyoming Pacific Junction Lewis Elkhart Aredale Le Grand Eastern <u>Intercultural Institute</u> Dakota City Mondamin Glenwood Orleans Sheldon Maloy Spragu *Jos Contextual Ministry* Copyright 2014, Intercultural Institute for Contextual Ministry Rickardsville Crescent Clive Grand River Scarville 26 Way Junction Hastings Truesdale Newball Jackson Junction Jack

Cumpenar

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?

Center Junction Little Rock Pocahontas Villisca Cedar Rapids Harvey Spillville Randolph Ralston Morne Cockwell Des Moines Sanborn Fort Madison Orient Denver Sheldon Rock Rapids Liscomb Winterset Swea City Struble Ellston Maysville Delphos Floyd Le Mars Halbur Corfectual Ministry Alta Cleghorn Melrose Pulaski Alvord Saylorville 27 Ocopyright 2014, Intercultural Institute for Contextual Ministry Alta Cleghorn Melrose Pulaski Alvord Saylorville 27

Using the Demographic Indicators

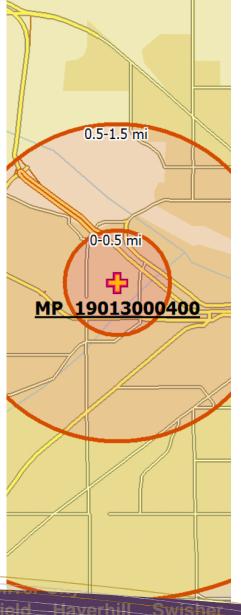
Issues for Your Consideration - continued

- 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?

Moorhead Mount Vernen Colfax Chelsea Truro Aplington Lewis Corning Okeboji Ladora Ridgeway Mondamin Garnavillo Gowrie Wall Lake La Motte Westside Ogden Intercultural Institute r Castalia Clarion Dexter Manson Little Sioux Harpers Ferry Boone for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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.



Volga Waukon Gilman Russell Marion Braddyville Conrad Leland Goldfield Haverhill Swisher Hisboro Kensett Moorland Lineville St. Donatus McCausland Ruthvers Intercultural Institute St. Marys Riverton Matlock Earlham Auburn Stanhope Fostoria Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	710	100%	485	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
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	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Ogden Boyden Durant Sanborn Garber Oskaloosa Arthur Wilton State Center Harcourt Odebolt State Alburnett Armstrong Lucas Rutland Grant Carroll Badger West City Tama West Bend Bo Itas Olin Runnells Van Meter Cedar Falls Chester Clarinda Ocheyed Confertual Ministry Confertual Ministry Martinsburg 30 Copyright 2014, Intercultural Institute for Contextual Ministry ester Centerville Morning Sun Calamus Martinsburg 30

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	710	100%	485	100%
BLUE COLLAR BACKBONE	163	22.96%	110	22.68%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	25	3.52%	17	3.51%
Small Town Endeavors	138	19.44%	93	19.18%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	503	70.85%	345	71.13%
Steadfast Conservative	493	69.44%	338	69.69%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	10	1.41%	7	1.44%

rison Agency Oxford Junction Swea City Numa De Soto Guttenberg Cumming Le Claire Cascade Res Igh McGregor Gladbrook Van Horne Carlisle Dow City Masonville Lever Intercultural Institute Win Carbon Springville Linden Hansell Arlington Shannon City Wate Intercultural Institute for Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	710	100%	485	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1	0.14%	1	0.21%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1	0.14%	1	0.21%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	1	0.14%	1	0.21%
Industrious Country Living	1	0.14%	1	0.21%
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%

Hartford Ayrshire Yorktown Sumner Oakland Acres Springville Murray Wall Lake Walnut Maynard Millersburg Jackson Junction West Okoboji Kellerton Moorland David Intercultural Institute Crawfordsville Durant Greenville Olin Cherokee Maharishi Vedic City for Contextual 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 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	710	100%	485	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	42	5.92%	28	5.77%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	42	5.92%	28	5.77%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Garden Grove Beaconstield Cushing Atkins Thayer Greenville Batavia Sandyville Duncombe Garnavil envray Dyersville Spillville Rose Hill Orient McIntire Shannon City Ward Intercultural Institute Peosta Clio Thornton Exira Burt St. Charles Pioneer Barnum Joi Confestual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-0.5 mile, 0.5-1.5 mile and 1.5-3 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

Deep River

Clinton

- 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?

Fairbank

Rockwell Citv

Institute for Contextual Ministry

Potential Cultural Bridges

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

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

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

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



wkeye La Porte City Traer Ollie Dysart Jackson Junction Sheffield Alexander Eldon Glenwood Randa Joley Beacon Tabor Rowan Goodell Oxford Junction Buffalo Cushin Est Peru Ocheyedan Slate ver City Newell Seymour Kiron Palo Monroe Frederika Rippey Charles Intercultural Institute Jor Contextual Ministry Oakland Acres 35 Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
PC-HH Own	72%	71%	74%
Use Comp. for Internet/E-mail	54%	54%	57%
Internet Use: E-Mail	41%	43%	46%
Use Comp. for Comp. Games	40%	39%	39%
Use Comp. for Word	33%	33%	36%
Processing			
Use Comp. for Shopping	32%	32%	33%
Use Comp. for Education	30%	31%	32%
Use Comp. for Banking	29%	28%	30%
Use Comp. for Digital Camera	28%	28%	30%
Photo Editing			
HH Owns DVD Player	26%	26%	28%

Goldfield Garner Davenport Olin Dickens Searsboro Carbon Ridgeway Baldwin Bode Carter Lake Memaha Thayer New Liberty Shueyville Fenton Lake City Fayette Marion Cedar Falls Story Alta Vista Larrabee Agency Harper Centerville Stuart Hiawatha Ja Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry North Derty Swisper Randal Hedrick New Providence Ferguson Mediapolis Weldon Williamsburg St

Purchase

Internet Use: Shopping: Made A 9%

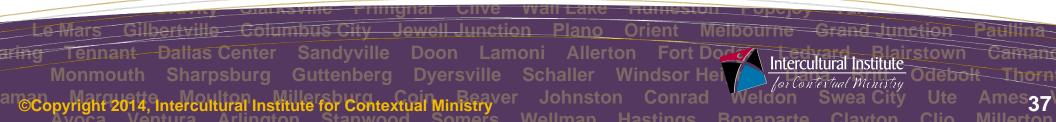
10%

9%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	66%	66%	67%
Dining Out (Not Fast Food)	56%	55%	57%
Reading Books	51%	52%	54%
Card Games	41%	41%	40%
Gardening	36%	34%	34%
Cooking for Fun	35%	35%	35%
Board Games	33%	32%	31%
Go To A Beach/Lake	32%	32%	34%
Visit Zoo	21%	20%	19%
Going To	19%	19%	19%
Bars/Nightclubs/Dancing			

VILES	MILES
67%	68%
40%	40%
25%	28%
24%	23%
21%	22%
21%	20%
20%	20%
16%	16%
16%	18%
15%	15%
1 2 2 2 2 1	7% 0% 5% 4% 1% 1% 0% 6% 6%



The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	24.72%	25.13%	27.59%
Live Theater	15.77%	16.33%	19.75%
Rock/Pop Concerts Most	14.05%	14.34%	15.33%
Often			
Live Theater Most Often	13%	13.19%	16.2%
Comedy Club	8.74%	8.81%	8.8%
Dance Performance	8.19%	8.07%	9.22%
Movies: Comedy	35.59%	37.01%	39.09%
Movies: Action/Adventure	34.96%	35.47%	37.6%
Movies: Fam.	19.22%	19.42%	20.02%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Drama	15.71%	16.65%	20.09%
Movies: Romantic	15.25%	16.45%	18.69%
Comedy			
Movies: Mystery	14.78%	15.06%	16.9%
MLB Baseball Reg.	5.21%	5.51%	6.73%
Season			
College Football Reg.	4.86%	5.25%	6.09%
Season			
NFL Football Reg.	4.59%	4.95%	5.75%
Season			
Auto Racing Events	3.02%	2.81%	2.61%
College Basketball Reg.	2.97%	3.32%	4.05%
Season			
NHL Hockey Reg.	2.5%	2.7%	2.72%
Season			



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
/alking for Exercise	38.74%	38.32%	40.11%
Swimming	32.96%	32.22%	31.65%
Bowling	22.39%	21.56%	20.53%
Billiards/Pool	20.54%	20.14%	18.77%
Camping Trips	18.61%	17.37%	14.82%
Freshwater Fishing	17.16%	16.63%	15.65%
Weight Training	14.99%	14.71%	15.26%
Jogging/Running	13.65%	13.31%	14.51%
Using Cardio	13.11%	12.82%	13.43%
Machine			
Basketball	12.85%	13.02%	13.72%
Golf	12.15%	12.07%	13.07%
Target Shooting	12.02%	10.92%	9.05%
Baseball	11.95%	11.43%	10.75%
Stationary Cycling	11.89%	11.51%	12.42%

ton Hospers <u>Garner Shellsburg Ottosen Earlville</u> Oxford Junction Salix Hamburg Corwith Atalissa Garden Grove Gillett Grove Rake Somers Auburn Britt Collins <u>Intercultural Institute</u> Ma Sergeant Bluff Bennett Aurelia Clinton Maysville New Albin Chero <u>Intercultural Institute</u> Secopyright 2014, Intercultural Institute for Contextual Ministry Secopyright 2014, Intercultural Institute for Contextual Ministry Secopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Swisher Tipton Spring Hill Cushing Benton Callen 39

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Soccer	6.38%	6.18%	6.31%	Snorkeling	Snorkeling 4.43%	Snorkeling 4.43% 4.38%
Archery	6.02%	5.48%	4.45%	Water Skiing	Water Skiing 4.37%	Water Skiing 4.37% 4.3%
Ice Skating	5.96%	5.55%	5.39%	Hockey	Hockey 4.34%	Hockey 4.34% 3.99%
Horseback Riding	5.54%	5.29%	4.86%	Rock Climbing	Rock Climbing 4.13%	Rock Climbing 4.13% 3.89%
Fly Fishing	5.48%	5.07%	4.63%	Snowmobiling	Snowmobiling 4.1%	Snowmobiling 4.1% 3.87%
Downhill & X-Country	4.69%	4.38%	4.5%	Snowboarding	Snowboarding 3.81%	Snowboarding 3.81% 3.57%
Skiing				Sailing	Sailing 3.44%	Sailing 3.44% 3.25%
Jet Skiing	4.65%	4.52%	4.72%	Skateboarding	Skateboarding 3.17%	Skateboarding 3.17% 3.07%
Martial Arts	4.61%	4.12%	3.5%	Surfing &	Surfing & 2.95%	Surfing & 2.95% 2.82%
Auto Racing	4.56%	4.23%	3.5%	Windsurfing	Windsurfing	Windsurfing
Racquetball	4.56%	4.2%	3.88%	Rowing	Rowing 2.79%	Rowing 2.79% 2.61%

Hardy Exline New London Gillett Grove Waukee Pioneer Cantril Solon Strawberry Point Swaledale Hartford Maxwell Linn Grove Lone Tree Ladora Victor Milo Fayetter Intercultural Institute Hansell Greenville Redding Middletown Ackley Frederika Dallas Center for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Iolstein Lake Mills University Heights Anamosa Plover Lineville Wiota Hansell Somers Clemons Grink Ansgar Westphalia Dixon Plymouth Shueyville Guthrie Center Oyens Anamosa Place Center Beacon Delmar Rock Rapids Webb Ruthven Altoona Logan Victor Casta for Contextual 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.

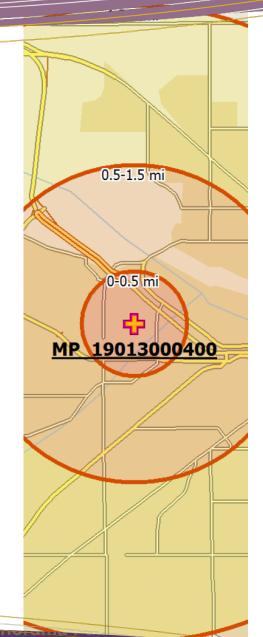
CULTURAL BARRIERS OF ACCEPTANCE

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.



Sanborn Lest Nation Barnum Yetter Franklin Aplington Beaconstield Coppock Leland Oxford June McCausland Letts Pulaski Le Claire What Cheer Mediapolis Quimbre Intercultural Institute Idden Perry Jefferson Collins Everly Underwood Callender St. Mary Joi Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning	47%	48%	49%	Like to Stand Out In A Crowd	20%	21%	21%
New Things				Like To Pursue	18%	18%	18%
Speak My Mind Even If It	36%	36%	37%	Challenge/Novelty/Change	4	470/	4 = 0 (
Upsets People	250/	250/	250/	Rarely Sit Down to a Meal	17%	17%	17%
Find It Difficult To Say No To	35%	35%	35%	Together At Home	17%	18%	19%
My Kids Woman's Place Is In The	33%	33%	34%	Marijuana Should Be Legalized	1770	1070	1970
Home	0070	0070	5470	I Am A Workaholic	14%	15%	17%
Like Control Over People And	33%	33%	33%	Only Work Current Job for The	12%	13%	14%
Resources				Money			
Prefer To Have Few	31%	31%	33%	We Should Strive for Equality	12%	13%	14%
Possessions As Possible				for All			
Like To Do Unconventional	30%	30%	29%	On Whole People Get What	12%	12%	11%
Things	270/	28%	29%	They Deserve Happy With My Standard Of	12%	12%	13%
Don't Judge People/Way They Live Life	27%	20%	29%	Living	1270	12%	13%
Money Is Best Measure Of	26%	26%	25%	Indulge My Kids With The	10%	9%	9%
Success				Little Extras			
Friends More Important Than	24%	24%	25%	0,	8%	7%	8%
My Fam.		a 464	0 4 6 4	Life		6 .6.1	
Too Much Sponsorship In Arts/Sports	24%	24%	24%	Very Happy With My Life As It Is	7%	8%	7%
If Won Lottery Would Never Work Again	23%	23%	27%				

ttemere Sutherland Clutier Hazleton Ackworth New Liberty West Okoboji Deita Independence Welton Independence Welton Independence Welton Independence Welton Automation States Sta

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.



Creston Primghar Thornton Schaller Beacon Fertile Swaledale Vinton Elk Run Heights Central City ter New London Derby Sloan Duncombe Montour Worthington North Intercultural Institute S Hamilton Okoboji Quasqueton Yetter Wall Lake Sioux Rapids New Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILE
You Should Seize Opportunities In Life	57%	57%	57%	Looking for New Ideas To Improve Home	17%	17%	17%
Important To Respect Customs And Beliefs	54%	55%	58%	Is An Important Part Of Who I Am	16%	16%	15%
Like To Understand About Nature	35%	35%	37%	Worried About Pollution Caused By Cars	15%	16%	17%
Important Feel Respected By	34%	34%	34%	Real Men Don't Cry	15%	16%	16%
My Peers Prefer Work Part Of Team	33%	33%	34%	Try Not To Worry About The Future	13%	14%	15%
Than Alone	0070	0070	0170	Enjoy Spending Time With My	13%	13%	12%
mportant To Juggle Various	32%	33%	32%	Fam.	100/	4.004	1001
Tasks Prefer To Have Few	31%	31%	33%	Provide My Kids With The Little Extras	12%	12%	13%
Possessions As Possible	5170	5170	5570	Children Should Be Allowed To	7%	7%	6%
Good At Fixing Things	28%	28%	28%	Express Themselves			
Have Keen Sense Of	27%	26%	27%	Feel Very Alone In The World	6%	6%	6%
Adventure				Like Spending Most Time With	5%	5%	5%
Like To Just Enjoy Life	22%	23%	22%	Fam.			
Consider Myself Interested In	21%	21%	21%	Decor Particular Interest To Me	5%	5%	4%
The Arts				Would Like To Set Up Own	3%	3%	3%
People Have To Take Me As They Find Me	20%	21%	22%	Business			

COUMPUS JUNCTION SOLON

Maquoketa Sheldah Bernard Afton Knoxville Harpers Ferry Charles City Coin Thaver Riverton Wash hernourg Sioux Rapids Pulaski Lansing Martelle Oto Audubon Lamor Intercultural Institute rederika Mount Pleasant South English Larchwood Urbana Dunkerton [or Contextual Ministry Long Grove Hazleton Vermore Lanesboro Marquett 45 Copyright 2014, Intercultural Institute for Contextual Ministry Long Grove Hazleton Blencoe Springville Mallard

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.

d Pella Gladbrook williamson Newell Coppock Maquoketa Springbrook Alburnet Lost Nation Hepbe Lenox Guthrie Center Aspinwall Leando Solon Crescent Cedar Rev Intercultural Institute Danbury Redfield Calumet Winterset Lamont Andover Grant Work for Confestual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

0.5-1.5 mi

0-0.5 mi

MP 19013000400

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fast Food/Drive-In	87.58%	86.95%	85.74%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.76%	81%	81.29%
Houses-Visit Any			
McDonald's	58.32%	57.86%	56.17%
Burger King	43.03%	42.02%	39.1%
Taco Bell	33.82%	31.92%	29.77%
Kentucky Fried Chicken	31.97%	31.67%	30.39%
(KFC)			
Wendy's	31.36%	30.98%	30.45%
Subway	31.33%	30.91%	30.66%
Applebee's	31.3%	30.6%	30.26%
Arby's	25.05%	24.29%	23.01%
Pizza Hut	23.46%	23.33%	22.4%
Dairy Queen	21.23%	20.6%	19.47%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Olive Garden	20.12%	19.84%	20.97%
Red Lobster	18.66%	18.47%	17.9%
Cracker Barrel	15.92%	14.81%	14.66%
Domino's Pizza	15.84%	15.65%	14.9%
Denny's	15.03%	14.42%	13.39%
Sonic	14.07%	13.72%	13.41%
IHOP (International House	12.96%	12.93%	13.54%
Of Pancakes)			
Golden Corral	12.64%	12.19%	11.52%
Hardee's	11.85%	11.5%	10.63%
Outback Steakhouse	11.52%	12.24%	14.04%
Chili's Grill and Bar	11.46%	11.9%	12.45%
Ruby Tuesday	11.01%	10.78%	10.93%

Audubon Mapleton Arthur Leighton Thor What Cheer Urbana Rodney Cushing Cincinnati Lester Diagonal Paullina Lowden Grafton Brunsville Turin Blakesburg Intercultural Institute Marengo Rossie Fairbank Harvey Kamrar Akron Milford Britt Brooklyn Contextual Ministry decopyright 2014, Intercultural Institute for Contextual Ministry Stockton Kaller Vail Reasnor Orleans Carbon Raymond Hartley 47

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!

0.5-1.5 mi 0-0.5 mi MP 19013000400

Winterset East Peru Randolph Millville Prairieburg Aurelia North Liberty Olds Garnaville Corning Jefferson New Market Rock Valley Westside Mingo Holy Cross Marchine Tama University Park Sharpsburg Pleasant Plain Blakesburg Mediapolis Oxford Junction A 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-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	47.18%	46.08%	47.43%
Recycled products	33.85%	33.06%	34.4%
Worked as volunteer (non political)	15.72%	15.58%	16.64%
Engaged in fund raising	10.59%	10.45%	11.06%
Religious club member	6.36%	6.6%	7.18%
Wrote to editor of mag or newspaper	5.66%	5.61%	5.8%

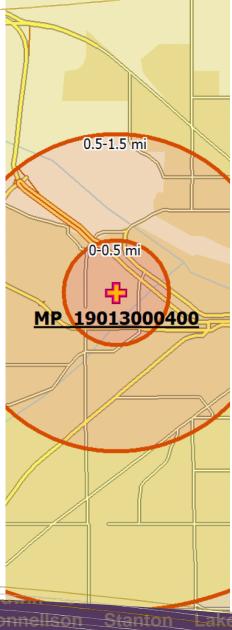
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Union member	5.53%	5.3%	5.2%
Fraternal order member	5.4%	5.14%	4.95%
Charitable Organization	5.24%	5.13%	5.33%
Wrote to elected offcl about publ bus	5.16%	5.18%	5.75%
Took active part in local civic issue	5.01%	4.98%	5.19%
Veterans club member	4.56%	4.1%	3.53%

er Gillett Grove Lameni Earlham Boxholm Rembrandt Red Oak Sigourney Missouri Valley Dayton He Harshalltown Paullina Salem Andrew Leland Ruthven Ocheyedan Charry Intercultural Institute Floris Kamrar Castalia Wellsburg Chelsea Bronson Rose Hill Epw Low Government Mount Auburn 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.



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Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-0.5	0.5-1.5	1.5-3	
	MILES	MILES	MILES	
Novel	14.39%	14.54%	16.07%	
Children's Books	10.73%	11.1%	12.24%	
Mystery	10.71%	10.67%	11.42%	
Cookbooks	9.94%	9.83%	10.46%	
Religious (not Bibles)	8.46%	8.43%	8.7%	
History	6.38%	6.26%	6.76%	
Biography	5.77%	5.84%	6.48%	
Romance	5.66%	5.9%	6.4%	
Personal/Business Self-help	5.33%	5.57%	6.26%	

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	69.74%	68.54%	69.54%
Gen. Editorial	44.7%	45.19%	47.59%
Womens	38.94%	39.64%	41.18%
Service	33.56%	33.39%	34.14%
Mens	19.73%	19.52%	19.2%
Automotive	16.86%	15.89%	13.99%
Sports	16.01%	15.76%	15.77%
Fishing/Hunting	15.2%	14.29%	12.63%
Parenthood	12.63%	13.04%	13.27%

Metsburg Kensett Morning Sun Benton St. Ansgar Woden Jackson Junction Muscatine Auburn Coin Redding Lansing Humeston Casey Osceola Janesville Lohrville Trick Blakesburg Ute Bonaparte Oxford Carter Lake Lehigh Swisher Larrabee Independence Lake Ci For Contextual Ministry Shellsburg W evecopyright 2014, Intercultural Institute for Contextual Ministry Evecopyright 2014, Intercultural Institute for Contextual Ministry Benevice Parkersburg Wadena Evansdale Hartford Maynard Bloomfield

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Gen. News	54.43%	53.7%	54.66%
Classified	37.12%	36.35%	33.99%
Sport	32.97%	32.31%	32.64%
Editorial Page	31.89%	30.95%	30.94%
Comics	29.53%	28.76%	28.03%
Movie Listings &	26.09%	25.56%	25.92%
Reviews			
Business/Finance	25.77%	25.65%	28.2%
TV/Radio Listings	24.64%	24.13%	24.3%
Food/Cooking	24.39%	24.01%	24.92%
Home/Gardening	20.96%	20.36%	21%
Travel	17.04%	17.01%	18.8%
Science/Technology	16.98%	16.7%	17.48%
Fashion	12.22%	12.5%	13.8%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Country	25.16%	23.42%	20.19%
CHR Contemp Hit Radio	20.93%	20.61%	18.67%
Adult Contemporary	17.87%	17.57%	17.33%
Rock	16%	14.69%	13.05%
Oldies	12.07%	11.78%	11.63%
Classic Rock	11.17%	10.63%	10.12%
News/Talk	10.53%	10.35%	11.52%
Urban Contemporary	9.87%	12.7%	15.99%
Alternative	9.23%	9.01%	9.25%
Variety	6.17%	6.92%	7.85%
Religious	4.9%	5.08%	5.57%
Classic Hits	4.54%	4.27%	3.97%
Soft Contemporary	4.5%	4.71%	5.6%
Hispanic	3.58%	3.65%	3.26%
Sports	2.73%	2.81%	3.54%
All Talk	2.72%	2.74%	3.77%
Adult Standards	2.68%	2.52%	2.92%
Public	2.67%	2.69%	2.83%

The Cedar Falls Mount Vernon Belle Plaine Walford Pisgah Correctionville Panorama Park Miles Westsid Estherville Millerton Matlock Pulaski Granger Newhall Dunkerton Intercultural Institute nnells Martinsburg Halbur Arcadia Princeton Van Horne Underwood Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

1.5-3

MILES

24.55%

26.91%

24.56%

24.81%

24.16%

23.25%

23.84% 23.56%

20.82%

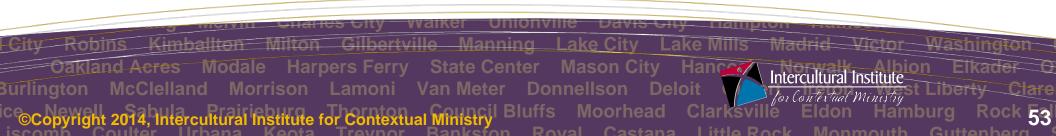
22.87% 20.1%

21.5%

18.84%

17.67%

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fox News Channel	62.89%	62.03%	63.01%
Satellite Dish	51.44%	51.74%	52.28%
Soapnet	50.35%	50.96%	51.35%
Other Video-On-Demand	38.56%	39%	41.63%
Sci-Fi Channel	36.79%	36.32%	36.04%
MSNBC	32.02%	32.37%	33.59%
Adult Pay Per View TV	30.7%	30.65%	32.48%
Nickelodeon	28.25%	27.93%	28.03%
TV Info From Newspapers	26.5%	26.41%	26.2%
Adult Swim	25.79%	25.08%	25.55%
TV Info From Sunday TV	25.63%	26.52%	27.87%
Magazine			
Comedy Central	25.54%	26.89%	31.1%



ESPN2

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.



mmetsburg Struble Einingham Ossian Rodman Murray Ridgeway Andrew Kelley Millville Stanton Sibley Akron Albert City Breda Halbur Sheldahl Wahpeton Underwood Harpers Ferry Elma La Motte College Springs Walker Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	MEDIUM 0-0.5	MEDIUM 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Book Readers				Quintiles (20%)	Quintiles (20%)	Quintiles (20%)
Heavy Users (7+)	17.71%	17.77%	19.04%	Magazines I (Heavy)	Magazines I (Heavy) 20.94%	Magazines I (Heavy) 20.94% 20.98%
Medium Users (4-6)	10.08%	10.06%	10.4%	Magazines II	Magazines II 10.15%	Magazines II 10.15% 10.04%
Light Users (1-3)	20.42%	20.08%	20.07%	Magazines III	Magazines III 10.6%	Magazines III 10.6% 10.85%
Quintiles (20%)				Magazines IV	Magazines IV 13.55%	Magazines IV 13.55% 13.11%
Newspaper I	1.82%	1.87%	1.5%	Magazines V (Light)	Magazines V (Light) 0.24%	Magazines V (Light) 0.24% 0.46%
(Heavy)				Outdoor I (Heavy)	Outdoor I (Heavy) 6.63%	Outdoor I (Heavy) 6.63% 6.83%
Newspaper II	1.45%	1.48%	1.48%	Outdoor II	Outdoor II 3.31%	Outdoor II 3.31% 3.56%
Newspaper III	3.38%	2.87%	2.44%	Outdoor III	Outdoor III 3.85%	Outdoor III 3.85% 3.82%
Newspaper IV	0.71%	0.66%	0.57%	Outdoor IV	Outdoor IV 16.58%	Outdoor IV 16.58% 16.71%
Newspaper V	1.46%	1.61%	1.41%	Outdoor V (Light)	Outdoor V (Light) 24.51%	Outdoor V (Light) 24.51% 24.72%
(Light)				Yellow Pages I	Yellow Pages I 15.51%	Yellow Pages I 15.51% 15.74%
				(Heavy)	(Heavy)	(Heavy)
				Yellow Pages II	Yellow Pages II 4.4%	Yellow Pages II 4.4% 5.14%
				Yellow Pages III	Yellow Pages III 4.58%	Yellow Pages III 4.58% 5.44%
				Yellow Pages IV	Yellow Pages IV 24.1%	Yellow Pages IV 24.1% 24.36%
				Yellow Pages V	Yellow Pages V 3.51%	Yellow Pages V 3.51% 3.58%
				(Light)	(Light)	(Light)

Jeton Bayard Liscomb Salem Milton Weldon Guttenberg Brunsville Dayton New Hartford Rake Spir Haxley Sergeant Bluff Buck Grove Garrison Alburnett Ogden Castalia Andrea Garroll Mount Auburn Goldfield Marcus Pocahontas Larrabee La Motte Delhi Bridgewate Gontextual Ministry Ton Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Banama Royal Springbrook Seymour Sioux Center Crain

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5-:
	MILES	MILES	MILES		MILES	MILES	MIL
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	IS		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	3.63%	3.43%	3.02%	Prime Time I & II (Heavy)	3.51%	3.59%	3.7%
Drive Time III (Medium)	0.75%	0.72%	0.64%	Prime Time III (Medium)	2.81%	2.61%	2.09
Radio IV & V (Light)	3.59%	3.2%	2.94%	Prime Time IV & V (Light)	10.68%	10.88%	9.43
Radio Media Quntiles (fifths	/			TV Early/Late Fringe Quntile	s		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	9.64%	10.07%	9.39%	Fringe I & II (Heavy)	36.03%	36.71%	38.3
Radio III (Medium)	6.23%	5.63%	4.95%	Fringe III (Medium)	56%	55.94%	54.7
Radio IV & V (Light)	3.25%	3.28%	3.38%	Fringe IV (Light)	59.83%	58.83%	57.1
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.64%	12.79%	12.9%	All Day I & II (Heavy)	13.92%	14.03%	13.8
Cable III (Medium)	3.73%	3.85%	4.23%	All Day III (Medium)	22.9%	23.69%	23.8
Cable IV & V (Light)	31.08%	31.6%	33.55%	All Day IV (Light)	11.27%	12.72%	14.0



Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands --0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE	USAGE 0-0.5	USAGE 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Day-time Radio				Prime Time TV	Prime Time TV	Prime Time TV
Listeners				Viewers	Viewers	Viewers
Dayparts [summary]	9.96%	10.43%	11.17%	8:00-11:00pm	8:00-11:00pm 6.31%	8:00-11:00pm 6.31% 6.69%
6:00am - 10:00am	12.06%	13.22%	15.64%	Saturday:	Saturday: 7.01%	Saturday: 7.01% 7.55%
10:00am - 3:00pm	5.08%	6.07%	7.66%	8:00-11:00pm	8:00-11:00pm	8:00-11:00pm
3:00pm - 7:00pm	13.33%	13.9%	14.28%	Sunday: 7:00-11:00pr	Sunday: 7:00-11:00pm 8.42%	Sunday: 7:00-11:00pm 8.42% 8.66%
7:00pm - Midnight	8.31%	9.61%	12.13%	9:00am-1:00pm	9:00am-1:00pm 24.77%	9:00am-1:00pm 24.77% 24.64%
Midnight - 6:00am	3.83%	4.78%	6.21%	9:00am-4:00pm	9:00am-4:00pm 27.74%	9:00am-4:00pm 27.74% 27.74%
Weekend Radio				4:00pm-7:00pm	4:00pm-7:00pm 26.49%	4:00pm-7:00pm 26.49% 27.21%
Listeners				11:00pm-1:00am	11:00pm-1:00am 40.05%	11:00pm-1:00am 40.05% 40.6%
Dayparts [summary]	13.77%	14.38%	14.38%	AVG Prime time	AVG Prime time 1.74%	AVG Prime time 1.74% 2.21%
6:00am - 10:00am	2.5%	2.75%	3.47%	Mon-Sun	Mon-Sun	Mon-Sun
10:00am-3:00pm	3.43%	3.72%	4.91%			
3:00pm - 7:00pm	5.98%	6.78%	7.02%			
7:00pm - Midnight	6.94%	7.76%	8.8%			
Midnight - 6:00am	7.84%	9.76%	11.43%			

Rockwell City Gravity Williams Merrill Milford Dyersville Berkley La Porte City Odebolt Line Springs and Center Junction Oxford Gruver Turin Pisgah Palmer Elma Shell intercultural Institute e Carlisle Fremont Luana Granger Spirit Lake Lacona Fairfield Van for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	13.85%	15.36%	16.8%		Sat: 7-10am	Sat: 7-10am 16.73%	Sat: 7-10am 16.73% 17.37%
7-9am	17.67%	18.84%	21.5%		Sat: 10am-1pm	Sat: 10am-1pm 5.75%	Sat: 10am-1pm 5.75% 6.4%
9am-12noon	20.69%	19.98%	19.65%		Sat: 1-4pm	Sat: 1-4pm 23.76%	Sat: 1-4pm 23.76% 24.22%
12noon-4pm	7.05%	7.76%	8.44%		Sat: 4-6pm	Sat: 4-6pm 5.87%	Sat: 4-6pm 5.87% 5.84%
4-6pm	40.19%	41.23%	46.38%		Sat: 6-7pm	Sat: 6-7pm 1.55%	Sat: 6-7pm 1.55% 1.63%
6-7pm	20.21%	19.85%	19.23%		Sat: 7-8pm	Sat: 7-8pm 0.44%	Sat: 7-8pm 0.44% 0.72%
7-7:30pm	0.76%	0.96%	1.31%		Sat: 8-11pm	Sat: 8-11pm 7.01%	Sat: 8-11pm 7.01% 7.55%
7:30-8pm	11.93%	11.56%	11.12%		Sat: 11pm-1am	Sat: 11pm-1am 4.38%	Sat: 11pm-1am 4.38% 4.52%
8-11pm	6.31%	6.69%	7.71%		Sat: 1am-7pm	Sat: 1am-7pm 22.88%	Sat: 1am-7pm 22.88% 23.22%
11pm-12am	32.02%	32.37%	33.59%		Sun: 7-10am	Sun: 7-10am 1.8%	Sun: 7-10am 1.8% 1.95%
11pm-1am	40.05%	40.6%	42.07%		Sun: 10am-1pm	Sun: 10am-1pm 6.62%	Sun: 10am-1pm 6.62% 6.52%
1-6am	28.69%	29.81%	31.89%		Sun: 1-4pm	Sun: 1-4pm 5.32%	Sun: 1-4pm 5.32% 5.42%
					Sun: 4-7pm	Sun: 4-7pm 11.88%	Sun: 4-7pm 11.88% 12.21%
					Sun: 7-11pm	Sun: 7-11pm 8.42%	Sun: 7-11pm 8.42% 8.66%
					Sun: 11pm-1am	Sun: 11pm-1am 3.86%	Sun: 11pm-1am 3.86% 4.2%
					Sun: 1-7am	Sun: 1-7am 18.78%	Sun: 1-7am 18.78% 19.41%

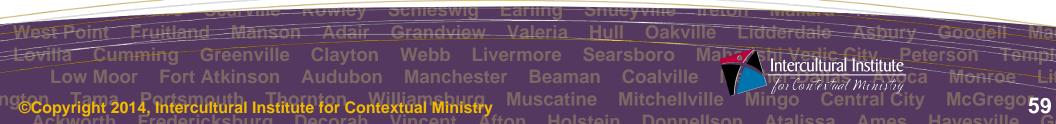
Kensett Webster Knoxville Zearing West Branch Bagley Eddyville Gilbert Fairbank Keomah Village Eddyville Blakesburg Mapleton Gillett Grove Clear Lake Sheldahl New Intercultural Institute Superior May Conway Epworth Lake City Missouri Valley Westwood Keystone His Tor Confeitual Ministry Opejoy Burling Copyright 2014, Intercultural Institute for Contextual Ministry Center Jamaica Oakland Acres Dallas Center Alta Vis 58

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

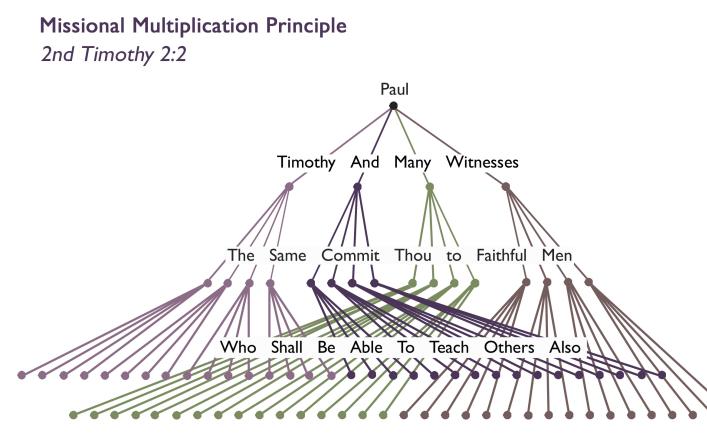
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Sheldon Lovilia Williams McGregor Martinsburg Quimby Gray Granger Swisher Gladbrock Elliott A Hogene Thayer Hepburn Knoxville Polk City Le Claire Belle Plaine Intercultural Institute Toledo Dumont Spragueville Fredericksburg Melcher-Dallas Andre For Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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.



Verne Cresco Bankston Millerton Otho Elk Run Heights Kinross Ellsworth Bedford Beaman University Indianola Manning Arion Early Cambridge Rathbun Woodburn Provinting Intercultural Institute uette Muscatine Grinnell Swaledale Dolliver Slater Wapello Valeria Copyright 2014, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



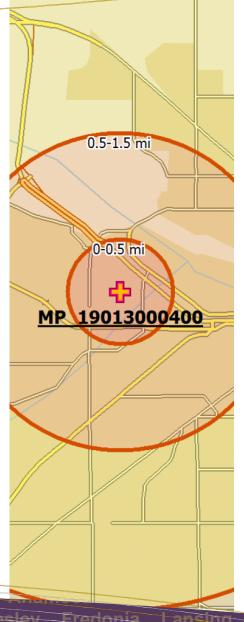


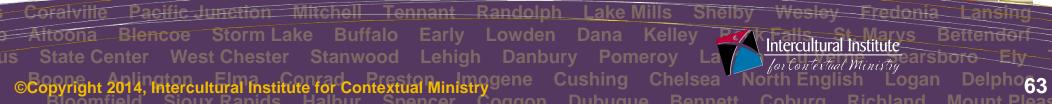
Your MissionSite and the Missional Suite

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

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

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





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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