MissionSite top unreached locations

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MissionSite (TM) Table of Contents

| 1 | Site Location Summary | 3 |
|----|---|----|
| 2 | Spirituality Indicators | 11 |
| 3 | Current Demographic Summary | 15 |
| 4 | Projected Demographic Summary | 20 |
| 5 | Ethnographic Summary | 25 |
| 6 | Unreached Households by Lifestyle Segment | 30 |
| 7 | Identifying Focus Groups in this Location | 35 |
| 8 | Potential Cultural Bridges | 36 |
| 9 | Potential Cultural Barriers | 42 |
| 10 | Potential Cultural Themes | 45 |
| 11 | Potential Shared Places | 47 |
| 12 | Potential Shared Projects | 49 |
| 13 | Communication Media Content | 51 |
| 14 | Communication Media Usage | 55 |
| 15 | Using the Bridges, Barriers, Themes, etc. | 59 |
| 16 | Biblical Missional Multiplication | 61 |
| 17 | Establishing Redemption Relationships | 62 |
| 18 | Your MissionSite and the Missional Suite | 63 |
| 19 | Notes and Sources | 65 |



Site Location Summary

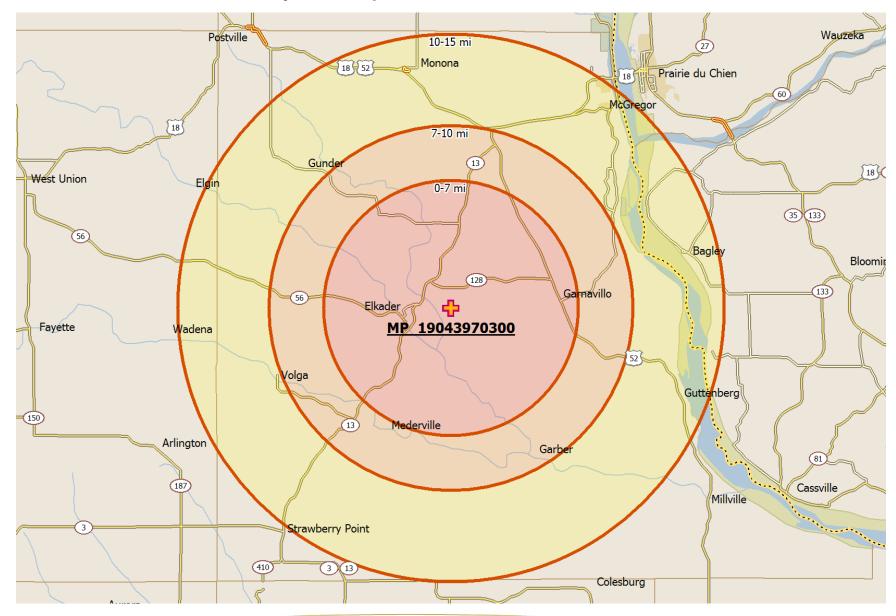
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

| | Location Typography | CODE | LOCATION |
|---|---------------------------|-------|---|
| 1 | region | 1902 | Northeast |
| 3 | County Location | 19043 | Clayton |
| 4 | Zipcode | 52043 | Clayton |
| 5 | Sitescape Category | 1 | Countryscape |
| 6 | Sitescape Group | 1.2 | Distant Settlements |
| 7 | Sitescape Subgroup | 1.22 | Settlements adjacent to other settlements |
| 8 | Sitescape Density Pattern | 13 | 2500-2500-10000 |



Woodburn Pella Newell Vincent Ackworth Badger Jamaica Washta Lacona Lidderdale Kellogg Washta Lacona Lidderdale Kellogg Washta Missouri Valley Atkins Ute Gladbrook Pierson Cherokee Auburn Carlisle Piscah Bouton St. E Ster Alexander Sandyville Grundy Center Ryan Stanwood Atlantic Fer Contextual Ministry Gale Urbana Contextual Institute for Contextual Ministry Boone Thorphurg Guernsey Welton Delphos Agency

Site Location Summary - Map of the Site Location



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Site Location Summary - Urbanicity

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

| | RURAL / URBAN | CODE | EXPLANATION |
|---|------------------------------------|------|---|
| 1 | Metro or Non-Metro | 0 | Non-Metro |
| 2 | Urban Influence | 7 | Noncore adjacent to a small metro area and does not contain a town of at least 2,500 residents |
| 3 | Rural / Urban Continuum | 8 | |
| 4 | NCHS Rural Urban Codes | 6 | Noncore - counties that are neither metropolitan or micropolitan |
| 5 | NCES Urban Centric Locale Codes | 43 | Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster. |
| 6 | IICM RUCA Values Index | 4 | Rural areas commuting: No additional code |
| 7 | ERS RUCA Commuting Value | 10 | Rural areas: primary flow to a tract outside a urbanized area or urban cluster |
| 8 | Percent Commuting to Metro | 5 | Percent commuting from non metro to metro areas |

le Laurel Van Wert Climore City Mount Union Fort Dodge Cotter Plymouth Clarion Spring Hill Gedar For Barnes City Lawton Kanawha University Heights Luzerne Vinton Britter Intercultural Institute Merrill Hards ton Monroe Agency Crawfordsville Kalona Franklin Garwin Durango for Confextual Ministry West Point S for Confextual Ministry Calamus Ridgeway Freston Fenton Tripoli Elkhar5

Site Location Summary - Band Composition

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

| BAND COMPOSITION | 0-7 MILES | 7-10 MILES | 10-15 MILES |
|--------------------------------|-----------|------------|-------------|
| 2010 Population | 2,790 | 2,292 | 8,151 |
| 2010 Households | 1,257 | 1,014 | 3,526 |
| 2010 Group Quarters Population | 106 | 35 | 107 |

| BAND COMPOSITION | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index | 4 | 3 | 5 |
| Language Diversity National Index | 3 | 2 | 8 |
| Foreign Born Diversity National Index | 36 | 44 | 32 |
| Ancestry Diversity National Index | 18 | 13 | 13 |
| Racial Diversity National Index | 0 | 0 | 1 |

elta Tama Yale Moorland Cylinder Minburn Murray Northwood De Soto Ottosen Grant Calumet Re Andrew Lucas North Washington Garnavillo Lohrville Ollie Winthrop Intercultural Institute Seymour Casey Truesdale Nichols Breda Fertile Garber Hampton Confectual 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 | 1 | True |
| Non-metro Recreation County | 0 | False |
| Retirement Destination County | 0 | False |

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

Urbana Bertram Cascade Promise City Coin Eldridge Searsboro De Witt Stockton Bernard Elkader elumbus City Keokuk Mount Vernon Waterville Clarion Westgate Le Mary Giddon Bridgewater Sieuc E Itoona Camanche Kellerton Corydon Battle Creek Britt West Des Moin (Sufertual Institute) New Sharon Geopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

| SOCIAL ENVIRONMENT | 0-7 MI BAND | HHLDS | PERCENT |
|----------------------|--|-------|---------|
| Upscale Communities | Affluent, White-collar Families | 13 | 1.03% |
| Mainstay Communities | Established, Diverse Households | 149 | 11.85% |
| Working Communities | Blue-collar, Working Families | 279 | 22.2% |
| Country Communities | Rural, Agri. & Mining Families | 635 | 50.52% |
| Aspiring Communities | Young Singles / Aspiring-Multihousing | 9 | 0.72% |
| Urban Communities | High Density, Inner-city Neighborhoods | 169 | 13.44% |

Osterdock Dow City Essex Treynor Sumner Merrill Donnellson Arnolds Park Pleasant Hill McCallsburg revealed Imogene Grand Mound Dyersville Lovilia Lanesboro Allison Intercultural Institute Fredonia Altoona Boyden Redfield Monmouth Humboldt Nemaha Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 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.

Fredericksburg Shelby Leon Delphos Prairieburg Griswold Kimballton Pisgah Farley Rock Rapids Sterling Conrad Collins Lorimor Exline Chariton Gravity Walcott Bart Contril Missouri Valley Mile Kirkville Lineville Gilman Evansdale Shannon City Blairstown Provide Garden Grove Glenwood Igo ^m©Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

okuk Lenox Garnaville Shambaugh Melrose Hornick Coburg Manson Walford Bayard Gilman Kiron Estherville Ocheyedan Thompson St. Olaf Moorland Wyoming Elkhov Mineo Weldon Atkins Re-Coalville Charlotte St. Paul Gladbrook Wadena Unionville Bradga for Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry aynard Northboro Winthrop Stratford Woodward Ev10

Spirituality Indicators Overview - Evangelscape

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

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

| EVANGELSCAPE: SPIRITUALITY | COUNTY | 0-7 MILE BAND | % INDEX |
|-------------------------------------|--------|---------------|---------|
| Unreached Households | 4,678 | 768 | 16.42% |
| Unreached % | 61.33% | 61.1% | 99.63 |
| Religious But NOT Evangelical HH | 755 | 121 | 16.08% |
| Religious But NOT Evangelical % | 9.9% | 9.66% | 97.59 |
| Spiritual But NOT Relig or Evang HH | 584 | 87 | 14.94% |
| Spiritual But NOT Relig or Evang % | 7.66% | 6.94% | 90.63 |
| Not Evangelical, Not Interested HH | 3,340 | 559 | 16.75% |
| Not Evangelical, Not Interested % | 43.79% | 44.51% | 101.65 |



Station Lake City George Correctionville Postville Granger Curlew Radcline Shueyville Joice Hardy Ed Station Larchwood Lansing Balltown Delhi Durango Randall Venture Intercultural Institute In Junction Woolstock Dumont Fontanelle Oakville Chariton Emerson Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BCIOWA within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

| ECCLESCAPE: CHURCHES | COUNTY | 3 MILE | PERCENT |
|---------------------------------|--------|--------|---------|
| | | RING | &INDEX |
| Num of BCIOWA Churches | 0 | 0 | 0% |
| Active BCIOWA Attenders | 0 | 0 | 0% |
| Active Evangelical Households | 185 | 17 | 9.37% |
| Active Evangelical Percent | 2.42% | 2.28% | 94.01 |
| Inactive Evangelical Households | 2,764 | 259 | 9.37% |
| Inactive Evangelical Percent | 36.24% | 34.08% | 94.02 |
| # New Churches Needed | 4 | 0 | 9.96% |





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

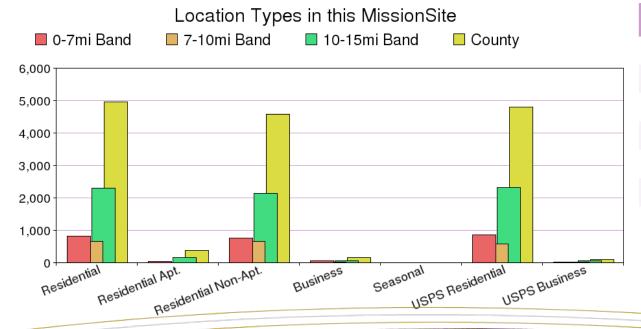
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.

Ger Udel Elkhart Baldwin Fayette Nichols Fertile Woden Magnolia North Washington Brighton Even West Point Centralia Henderson Webster City Grinnell Blairsburg Marenge Noda ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

| DEMOSCAPE | COUNTY | BAND | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Population | 19,054 | 3,317 | 17.41% |
| 2000 Population | 18,678 | 3,148 | 16.85% |
| 2010 Population | 17,352 | 2,790 | 16.08% |

| DEMOSCAPE | COUNTY | BAND | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Households | 7,218 | 1,288 | 17.84% |
| 2000 Households | 7,375 | 1,275 | 17.29% |
| 2010 Households | 7,627 | 1,257 | 16.48% |

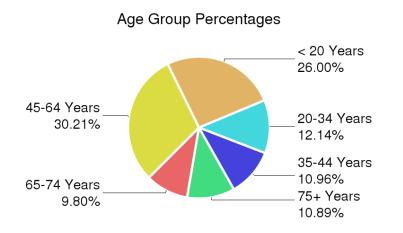


| Location Type | 0-7mi Band |
|----------------------|------------|
| Residential | 816 |
| Residential Apt. | 48 |
| Residential Non-Apt. | 768 |
| Business | 69 |
| Seasonal | 0 |
| USPS Residential | 853 |
| USPS Business | 25 |

th Lone Tree Fredonia Laurens St. Paul Belmond Hamilton Low Moor What Cheer Cumberland Fruits Wota Lamont Cylinder Paullina Plano Coralville Cedar Falls West Por Intercultural Institute Garrison Willey Bankston Dundee New Market Milo Russell West Por *Intercultural Institute* Unato Stoan Confectual Ministry Pacific June 14 Copyright 2014, Intercultural Institute for Contextual Ministry Superior Glenwood Schaller Nodaway Pacific June 14

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

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

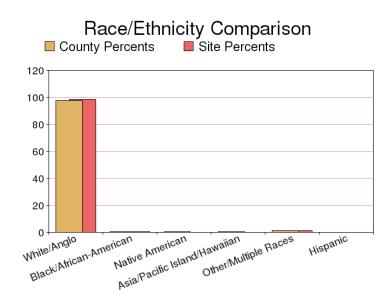


| 2010 POP. ESTIMATES | COUNTY | BAND | INDEX |
|---------------------|--------|--------|--------|
| 0-3 Years | 4.62% | 4.8% | 103.9 |
| 4-5 Years | 2.39% | 1.04% | 43.51 |
| 6-8 Years | 3.61% | 3.3% | 91.41 |
| 9-11 Years | 3.65% | 4.98% | 136.44 |
| 12-13 Years | 2.43% | 2.44% | 100.41 |
| 14-17 Years | 5.21% | 5.81% | 111.52 |
| 18-19 Years | 2.74% | 3.58% | 130.66 |
| 0-5 Years | 7% | 5.84% | 83.43 |
| 6-12 Years | 8.46% | 9.35% | 110.52 |
| 13-19 Years | 9.18% | 10.75% | 117.1 |
| < 20 Years | 24.64% | 25.94% | 105.28 |
| 20-34 Years | 13.65% | 12.11% | 88.72 |
| 35-44 Years | 10.78% | 10.93% | 101.39 |
| 45-64 Years | 30.87% | 30.14% | 97.64 |
| 65-74 Years | 9.91% | 9.78% | 98.69 |
| 75+ Years | 10.15% | 10.86% | 107 |
| Median Age | 46 | 39 | 85.73 |
| Median Age (Male) | 44 | 42 | 94.64 |
| Median Age (Female) | 47 | 38 | 80.72 |

Mallard Webster Bayard Mount Vernon La Porte City McCausland West Branch Woodbine Jolley We Onawa Frederika Dolliver Elberon Melcher-Dallas Westgate Gillett Green Intercultural Institute Martensdale Milo Clinton Coralville Stockport Geneva Monroe Jol Confectual Ministry Maganarishi 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry St Anthony Bedford Barnum Ochevedan Akron Pa

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

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



| 2010 POP. ESTIMATES | COUNTY | BAND | INDEX |
|---------------------------------|--------|--------|--------|
| Race/Ethnicity | | | |
| White, Anglo | 97.78% | 98.24% | 100.48 |
| Black, African-American | 0.33% | 0.47% | 139.4 |
| Native American | 0.28% | 0.14% | 50.77 |
| Asian | 0.25% | 0.07% | 28.27 |
| Pacific Island, Hawaiian | 0.01% | 0% | 0 |
| Other/Multiple Races | 1.35% | 1.04% | 77.08 |
| Hispanic | 0% | 0.22% | 0 |
| | | | |
| Education of Adults (25 yrs+) | | | |
| Total Adults over age 25 years. | 12,062 | 1,914 | |
| Less than 9th Grade | 7.83% | 8.1% | 96.74 |
| No High School Diploma | 7.8% | 7% | 111.43 |
| High School Graduate | 46.15% | 46.03% | 100.27 |
| Some College, no degree | 18.86% | 19.02% | 99.18 |
| Associate Degree | 6.04% | 5.02% | 120.33 |
| College Degree | 9.78% | 10.4% | 94.09 |
| Graduate/Prof. degree | 3.53% | 4.44% | 79.53 |

Granger Durant Postville Malcom Farragut Bassett Delhi Redding Wall Lake Brayton Lakeside Ge Sheffield Le Mars Farmersburg Harvey Kanawha Thor Elgin Clutier Intercultural Institute Rock Valley Oelwein Ledyard Evansdale Martensdale Boone Keor Joi Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Based Boone Atalissa

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

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

| 2010 HOUSEHOLD | COUNTY | BAND | INDEX |
|-----------------------------|--------|--------|--------|
| ESTIMATES | | | |
| Household Income | | | |
| < \$10,000 | 6.27% | 7.08% | 119.47 |
| \$10,000 to \$19,999 | 12.23% | 11.22% | 91.7 |
| \$20,000 to \$29,999 | 14.24% | 15.35% | 107.83 |
| \$30,000 to \$49,999 | 26.29% | 30.55% | 116.21 |
| \$50,000 to \$59,999 | 10.66% | 8.99% | 84.33 |
| \$60,000 to \$69,999 | 9.07% | 7.72% | 85.05 |
| \$70,000 to \$79,999 | 5.99% | 5.09% | 84.97 |
| \$80,000 to \$89,999 | 4.39% | 3.9% | 88.75 |
| \$90,000 to \$99,999 | 2.81% | 2.7% | 96.4 |
| \$100,000 to \$124,999 | 3.97% | 2.23% | 56.07 |
| \$125,000 to \$149,999 | 1.89% | 2.39% | 126.41 |
| \$150,000 to \$199,999 | 1.46% | 2.15% | 147.59 |
| \$200,000 to \$249,999 | 0.2% | 0% | 0 |
| \$250,000 or more | 0.54% | 0.24% | 44.4 |
| Median Household | 42,390 | 42,645 | 100.6 |
| Average Household | 52,371 | 50,262 | 95.97 |
| Per Capita Household | 23,291 | 22,652 | 97.26 |
| Family/Non-Family Household | | | |
| Income | | | |
| Median Family Income | 50,813 | 52,821 | 103.95 |
| Average Family Income | 59,789 | 54,321 | 90.85 |
| Median Non-Family Income | 26,344 | 24,619 | 93.45 |
| Average Non-Family Income | 35,796 | 19,424 | 54.26 |

Bassett Hanlontown Indianola Britt Wall Lake St. Paul Slater Lincoln Oskaloesa Charles City Nodar Roland Burlington Bristow Meriden Fenton Elberon Rutland Kamra Intercultural Institute Ridgeway Dunkerton Grundy Center Derby Stockport Strawberry Poir Intercultural Institute or Confectual Ministry Monona Pleasanton Urbana Greenfield Remsen Au

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

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

| 2010 HOUSEHOLD | COUNTY | BAND | |
|--------------------------------|--------|--------|---------|
| ESTIMATES | | | |
| Family Households | | | Index |
| % Family Households | 69.08% | 69.21% | 100.19 |
| Families with Children | 30.96% | 28.64% | 92.52 |
| Families without Children | 38.13% | 40.57% | 106.41 |
| Non-Family Households | | | |
| % Non-Family Households | 30.92% | 30.79% | 99.58 |
| Non-Families with Children | 0.49 | 0.32 | 65.6 |
| Non-Families without Children | 30.43 | 30.47 | 100.12 |
| Housing Units | | | Index |
| Total Housing Units | 8,962 | 1,354 | |
| Vacant percent | 14.9% | 7.16% | 48.09 |
| Owned percent | 65.29% | 72.01% | 110.3% |
| Rented Percent | 19.82% | 20.9% | 105.47 |
| Households by Size | | | Index |
| Avg household size | 2.22 | 2.14 | 96.4 |
| Avg family hh size | 2.70 | 2.57 | 95.19 |
| Avg non-family hh size | 1.15 | 1.17 | 101.74 |
| Households By Count of Persons | | | Percent |
| One | 2,040 | 353 | 17.3% |
| Тwo | 3,394 | 586 | 17.27% |
| Three or Four | 1,814 | 279 | 15.38% |
| Five+ | 379 | 39 | 10.29% |
| | | | |

Aspinwall Fontanelle Tama Sabula Lacona Corydon Garnavillo Storm Lake Moorland Vinton Earlhan the Duncombe Hastings Nevada Ayrshire Granville Arthur Modale Oper Monteur Grand Junction Little Blue Grass Ireton Asbury Beaman Buffalo Randalia Delaware Buck for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

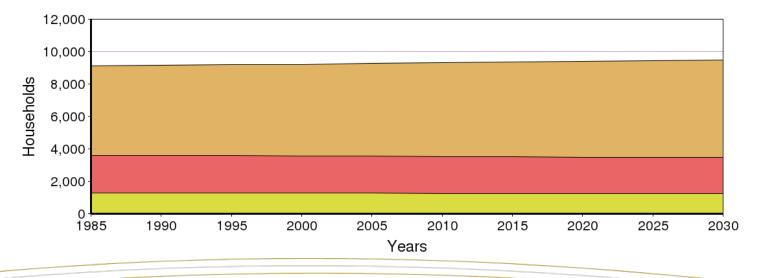
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

| DEMOSCAPE | COUNTY | RING | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Population | 19,054 | 3,317 | 17.41% |
| 2000 Population | 18,678 | 3,148 | 16.85% |
| 2010 Population | 17,352 | 2,790 | 16.08% |
| 2015 Population | 16,804 | 2,648 | 15.76% |

Household Change from 1985 to 2030

🗖 0-7mi Ring 👘 📕 0-10mi Ring

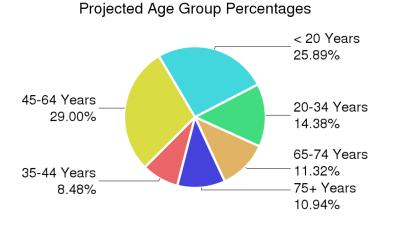
🔲 0-15mi Ring



Barnes City Wheatland Scarville Kellerton Kanawha Calumet Coulter Runnells Varina Mason City Deloit Center Junction Ricketts Hartley Oskaloosa Coppock Dana Intercultural Institute nus Lakota Leland Sageville Mount Vernon Richland Baxter Columbu (on Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

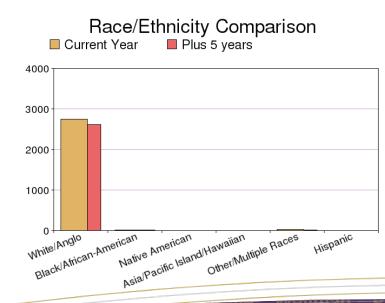


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|-----------------------|---------|--------------|--------|
| 0-3 Years | 4.8% | 4.65% | 96.88 |
| 4-5 Years | 1.04% | 0.94% | 90.38 |
| 6-8 Years | 3.3% | 3.32% | 100.61 |
| 9-11 Years | 4.98% | 4.95% | 99.4 |
| 12-13 Years | 2.44% | 2.45% | 100.41 |
| 14-17 Years | 5.81% | 6.19% | 106.54 |
| 18-19 Years | 3.58% | 3.32% | 92.74 |
| 0-5 Years | 5.84% | 5.59% | 95.72 |
| 6-12 Years | 9.35% | 9.4% | 100.53 |
| 13-19 Years | 10.75% | 10.84% | 100.84 |
| < 20 Years | 25.94% | 25.83% | 99.58 |
| 20-34 Years | 12.11% | 14.35% | 118.5 |
| 35-44 Years | 10.93% | 8.46% | 77.4 |
| 45-64 Years | 30.14% | 28.93% | 95.99 |
| 65-74 Years | 9.78% | 11.29% | 115.44 |
| 75+ Years | 10.86% | 10.91% | 100.46 |
| Median Age | 46 | 37 | 81.24 |
| Median Age (Male) | 44 | 40 | 91.16 |
| Median Age (Female) | 47 | 38 | 81.45 |

Buckeye Garnavillo Benton Tiffin Sherrill Clermont Farragut Frederika Davton Washta Dawson Saylorville Weldon Ralston Tingley Lansing Swan Lisbon New Albin Intercultural Institute ur City Bridgewater Leighton Fort Atkinson Lambs Grove Blairsburg for 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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YRS | INDEX |
|---------------------------------|---------|------------|--------|
| Race/Ethnicity | | | |
| White, Anglo | 98.24% | 98.49% | 100.25 |
| Black, African-American | 0.47% | 0.72% | 153.99 |
| Native American | 0.14% | 0.19% | 131.7 |
| Asian | 0.07% | 0.11% | 158.04 |
| Pacific Island, Hawaiian | 0% | 0% | 0 |
| Other/Multiple Races | 1.04% | 0.45% | 43.6 |
| Hispanic | 0% | 0% | 0 |
| | | | |
| Education of Adults (25 yrs+) | | | |
| Total Adults over age 25 years. | 1,914 | 1,806 | |
| Less than 9th Grade | 8.1% | 7.81% | 96.41 |
| No High School Diploma | 7% | 6.48% | 92.53 |
| High School Graduate | 46.03% | 46.23% | 100.45 |
| Some College, no degree | 19.02% | 19.21% | 101.03 |
| Associate Degree | 5.02% | 5.37% | 107.08 |
| College Degree | 10.4% | 10.19% | 97.99 |
| Graduate/Prof. degree | 4.44% | 4.71% | 105.98 |

Thitten Northboro Gilmore City Batavia Evansdale Mount Pleasant De Soto Readlyn Durant Prairieburg Fort Madison Charlotte Blairstown La Porte City Valeria Douds Lein Dakota City Schleswig Beaconsfield Sibley Keswick Elkader Urbandale Sloan Malvern Have Gilman Lost Nation Stacyv 21 Confectual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|-----------------------------|---------|--------------|--------|
| Household Income | | | |
| < \$10,000 | 7.08% | 6.94% | 97.99 |
| \$10,000 to \$19,999 | 11.22% | 10.77% | 95.97 |
| \$20,000 to \$29,999 | 15.35% | 14.43% | 94.01 |
| \$30,000 to \$49,999 | 30.55% | 29.35% | 96.06 |
| \$50,000 to \$59,999 | 8.99% | 7.66% | 85.16 |
| \$60,000 to \$69,999 | 7.72% | 9.17% | 118.84 |
| \$70,000 to \$79,999 | 5.09% | 6.06% | 103.37 |
| \$80,000 to \$89,999 | 3.9% | 3.51% | 90.01 |
| \$90,000 to \$99,999 | 2.7% | 2.95% | 109.08 |
| \$100,000 to \$249,999 | 2.23% | 2.31% | 103.82 |
| \$125,000 to \$149,999 | 2.39% | 3.19% | 133.65 |
| \$150,000 to \$199,999 | 2.15% | 2.79% | 129.94 |
| \$200,000 to \$249,999 | 0% | 0% | 0 |
| \$250,000 or more | 0.24% | 0.16% | 66.83 |
| Median Household | 42,645 | 44,936 | 105.37 |
| Average Household | 50,262 | 54,340 | 108.11 |
| Per Capita Household | 22,652 | 25,741 | 113.64 |
| | | | |
| Family/Non-Family Household | | | |
| Income | | | |
| Median Family Income | 52,821 | 55,691 | 105.43 |
| Average Family Income | 54,321 | 58,409 | 107.53 |
| Median Non-Family Income | 24,619 | 27,041 | 109.84 |
| Average Non-Family Income | 19,424 | 21,295 | 109.63 |

Audubon Anamosa Ralston Granville Rolfe Knoxville Lawler Waterville Tripoli New Hampton R Peosta Wahpeton Moorland Le Grand Pleasantville Kimballton Wall Lawler Contextual Institute son City Sac City Fairfax New Hartford Hanlontown Doon Eldridge Chore Intercultural Institute Marys Postvi Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

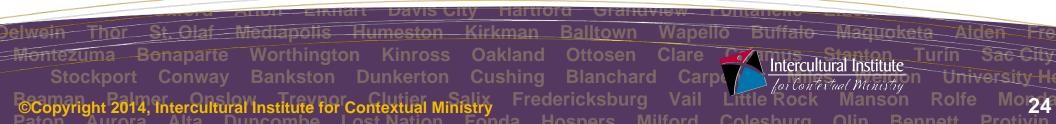
| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|----------------------------|---------|--------------|---------|
| Family Households | | | |
| % Family Households | 69.21% | 68.74% | 99.32 |
| Families with Children | 28.64 | 28.15 | 98.29 |
| Families without Children | 40.57 | 40.03 | 98.67 |
| Non-Family Households | | | |
| % Non-Family Households | 30.79% | 31.26% | 101.53 |
| Non-Families with Children | 0.32 | 0.32 | 101.53 |
| Non-Families without | 30.47 | 30.94 | 101.55 |
| Children | | | |
| | | | |
| Housing Units | | | |
| Total Housing Units | 1,354 | 1,352 | 99.85% |
| Vacant percent | 7.16% | 7.25% | 101.18 |
| Owned percent | 72.01% | 71.82% | 99.74 |
| Rented Percent | 20.9% | 21.01% | 100.5 |
| | | | |
| Households by Size | | | |
| Avg household size | 2.14 | 2.04 | 95.33% |
| Avg family hh size | 2.57 | 2.44 | 94.94% |
| Avg non-family hh size | 1.17 | 1.14 | 97.44% |
| | | | |
| Households By Count of | | | |
| Persons | | | |
| One | 353 | 360 | 101.98% |
| Two | 586 | 607 | 103.58% |
| Three or Four | 279 | 260 | 93.19% |
| Five+ | 39 | 27 | 69.23% |

Vest Des Moines <u>Iowa City</u> Allison Meservey Eldridge Malvern Aredale Harper Panora Belmond Oska Rockwell Oto Yetter Onawa Cedar Rapids Stockport Leland Delhi <u>Intercultural Institute</u> catur City La Motte Fort Dodge New Albin Calumet Anamosa St. Anthor <u>Contextual Ministry</u> Contextual Ministry ambs Grove Norway Whittemore Clio Tama Springb 23 Copyright 2014, Intercultural Institute for Contextual Ministry Grandview Hedrick Henburn Bockford Swaledale

Ethnographic Summary

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

| BORN IN: | 0-7 | 7-10 | 10-15 | | BORN IN: | 0-7 | 7-10 | 10-15 |
|------------------|-------|-------|-------|---|-----------------|-------|-------|-------|
| | MILES | MILES | MILES | | | MILES | MILES | MILES |
| Foreign Born Pop | 19 | 12 | 139 | - | Eastern Africa | 0 | 0 | 1 |
| Northern Europe | 4 | 1 | 3 | | Middle Africa | 0 | 0 | 0 |
| Western Europe | 6 | 3 | 8 | | Northern Africa | 0 | 0 | 0 |
| Southern Europe | 0 | 0 | 2 | | Southern Africa | 0 | 0 | 8 |
| Eastern Europe | 4 | 2 | 27 | | Western Africa | 0 | 0 | 0 |
| Other Europe | 0 | 0 | 0 | | Other Africa | 0 | 0 | 0 |
| Eastern Asia | 0 | 1 | 12 | | Oceania | 0 | 0 | 0 |
| So. Central Asia | 0 | 0 | 14 | | Caribbean | 0 | 0 | 1 |
| SE Asia | 0 | 1 | 9 | | Central Amer. | 3 | 2 | 43 |
| Western Asia | 0 | 0 | 9 | | South America | 0 | 0 | 2 |
| Other Asia | 0 | 0 | 0 | | North America | 1 | 1 | 0 |
| | | | | | Born at sea | 1 | 1 | 0 |



Language Summary

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

| SPOKEN AT HOME | 0-7 MILES | 7-10 MILES | 10-15 MILES | SPOKEN AT HOME | 0-7 MILES | 7-10 MILES | 10-15 MILES |
|-----------------------|--------------|---------------|----------------|--------------------|--------------|---------------|----------------|
| English only | 2,341 | 2,369 | 8,755 | Other Indo-Euro | 0 | 0 | 0 |
| Spanish | 11 | 29 | 131 | Asian/PI languages | 0 | 0 | 0 |
| Other Indo-Euro | 24 | 12 | 149 | Chinese | 0 | 0 | 4 |
| language | | | | Japanese | 0 | 0 | 0 |
| French (incl. Patois, | 1 | 1 | 10 | Korean | 0 | 1 | 1 |
| Cajun) | | | | Mon-Khmer, | 0 | 0 | 0 |
| French Creole | 0 | 0 | 0 | Cambodian | | | |
| Italian | 0 | 0 | 0 | Miao, Hmong | 0 | 0 | 0 |
| Portuguese | 0 | 0 | 0 | Thai | 0 | 0 | 0 |
| German | 15 | 6 | 70 | Laotian | 0 | 0 | 0 |
| Yiddish | 0 | 0 | 0 | Vietnamese | 0 | 4 | 11 |
| Other West Germanic | 0 | 0 | 4 | Other Asian | 0 | 0 | 0 |
| A Scandinavian | 3 | 1 | 9 | Tagalog | 0 | 0 | 0 |
| Language | | | | Other Pacific Is | 0 | 0 | 0 |
| Greek | 0 | 0 | 0 | Other languages | 2 | 0 | 14 |
| Russian | 0 | 2 | 40 | Navajo | 0 | 0 | 0 |
| Polish | 4 | 1 | 2 | Other Native N. | 0 | 0 | 0 |
| Serbo-Croatian | 0 | 0 | 0 | American | | | |
| Other Slavic Language | 1 | 1 | 1 | Hungarian | 0 | 0 | 3 |
| Armenian | 0 | 0 | 0 | Arabic | 0 | 0 | 2 |
| Persian | 0 | 0 | 9 | Hebrew | 0 | 0 | 9 |
| Gujarathi | 0 | 0 | 0 | African languages | 0 | 0 | 0 |
| Hindi | 0 | 0 | 0 | Other unspecified | 2 | 0 | 0 |
| Urdu | 0 | 0 | 0 | | | | |

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Ancestry Summary

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

| ANCESTRY | 0-7 | 7-10 | 10-15 | ANCESTRY | 0-7 | 7-10 | |
|---------------------|-------|-------|-------|--------------------|-------|-------|--|
| | MILES | MILES | MILES | | MILES | MILES | |
| Reporting ancestry | 1,979 | 2,137 | 7,911 | Irish | 128 | 172 | |
| Arab | 0 | 2 | 4 | Italian | 5 | 7 | |
| Armenian | 0 | 0 | 0 | Lithuanian | 0 | 0 | |
| Austrian | 1 | 2 | 6 | Norwegian | 196 | 194 | |
| British | 6 | 3 | 9 | Polish | 16 | 13 | |
| Canadian | 0 | 0 | 0 | Portuguese | 0 | 0 | |
| Croatian | 0 | 0 | 0 | Romanian | 0 | 0 | |
| Czech | 16 | 23 | 102 | Russian | 0 | 8 | |
| Czechoslovak | 1 | 1 | 4 | Scandinavian | 0 | 2 | |
| Danish | 19 | 14 | 36 | Scotch-Irish | 14 | 13 | |
| Dutch | 11 | 10 | 43 | Scottish | 13 | 24 | |
| English | 81 | 118 | 442 | Slovak | 0 | 0 | |
| European | 6 | 6 | 19 | Subsaharan African | 0 | 0 | |
| Finnish | 1 | 1 | 2 | Swedish | 16 | 24 | |
| French (not Basque) | 15 | 17 | 89 | Swiss | 56 | 37 | |
| French Canadian | 3 | 6 | 26 | Ukrainian | 0 | 2 | |
| German | 1,210 | 1,251 | 4,388 | US/American | 128 | 109 | |
| Greek | 1 | 1 | 5 | Welsh | 7 | 5 | |
| Hungarian | 0 | 1 | 5 | West Indian | 0 | 0 | |
| Iranian | 0 | 0 | 0 | Yugoslavian | 0 | 0 | |
| | | | | Other | 29 | 70 | |

Waukee Slater West Union Charles City Leland Alvord Dumont Shannon City Gibertville Knoxville Waukee Slater West Union Charles City Leland Alvord Dumont Shannon City Gibertville Knoxville Stratford Lineville Gibson Gilmore City Lorimor Jackson Junction Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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

Ferry Hampton Geneva Whiting Clarksville Coon Rapids Reasnor Pioneer Baldwin Strawberry Point City West Branch Long Grove Merrill Bettendorf Carson Panama Kirker Intercultural Institute ing Hill Palmer Smithland Lamont Eldridge Perry Ely Bayard Denve For Confextual Ministry Be Copyright 2014, Intercultural Institute for Contextual Ministry and Village Water log Confextual Ministry Prairie Durge Melrose Sibley 27

Using the Demographic Indicators

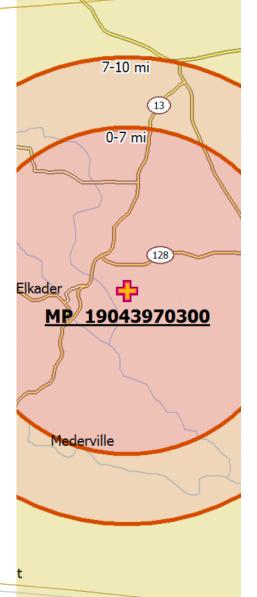
Issues for Your Consideration - continued

- 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?

Spencer Grimes Waterville Clayton Johnston Toronto Hanlontown Britt Dedham Russell Yale Ada Crawfordsville Colo Stanton Storm Lake Northboro South English Intercultural Institute Le Grand Altoona Dexter Algona Thurman Danbury Columbus Jury Contextual Ministry Contextual Ministry Contextual Ministry Convitin Bettendorf Rinard Ud 28 Converting 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.



Malcom Schaller Graettinger Colfax New Providence Buffalo Center New Market Papera Ledvard Pack Hiawatha Roland Exira Baxter Macedonia Ainsworth Mount Pleas Intercultural Institute Parkersburg ar Lake Mount Union Wilton Alden Zwingle Leighton Gilman Deep River For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Collins Agency Hudson Volga Okoboji Pioneer 29 Fort Madison Maysville McGregor Ovens Persia

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

| 2010 MOSAIC HHIds | 0-7 HH & Percent | | Unreached HH & Percent | |
|------------------------------|------------------|--------|------------------------|--------|
| Total | 1,257 | 100% | 768 | 100% |
| AFFLUENT SUBURBIA | 6 | 0.48% | 5 | 0.65% |
| America's Wealthiest | 6 | 0.48% | 5 | 0.65% |
| 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 | 7 | 0.56% | 5 | 0.65% |
| Status Conscious Consumers | 0 | 0% | 0 | 0% |
| Affluent Urban Professionals | 0 | 0% | 0 | 0% |
| Urban Commuter Fam. | 7 | 0.56% | 5 | 0.65% |
| Solid Suburban Mix | 0 | 0% | 0 | 0% |
| 2nd Generation Success | 0 | 0% | 0 | 0% |
| Successful Urban Sprawl | 0 | 0% | 0 | 0% |
| SM TWN SUCCESS | 146 | 11.61% | 93 | 12.11% |
| 2nd City Homebodies | 0 | 0% | 0 | 0% |
| Prime Middle America | 0 | 0% | 0 | 0% |
| Urban Optimists | 0 | 0% | 0 | 0% |
| Family Convenience | 146 | 11.61% | 93 | 12.11% |
| Mid-Market Enterprise | 0 | 0% | 0 | 0% |

nion Rockford Epworth Palo Beaman Westwood Wahpeton Franklin Coin Grundy Center Grand Moul Hannon City Washington Havelock Davis City Manning Laurel Coon Rand <u>Intercultural Institute</u> Nashua Sheldon Oxford Junction Pleasantville Sidney Elma Le G for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

| 2010 MOSAIC HHIds | 0-7 HH & Percent | | Unreached HH & Percent | |
|---------------------------|------------------|--------|------------------------|--------|
| Total | 1,257 | 100% | 768 | 100% |
| BLUE COLLAR BACKBONE | 51 | 4.06% | 33 | 4.3% |
| Nuevo Hispanic Fam. | 0 | 0% | 0 | 0% |
| Working Rural Suburbia | 12 | 0.95% | 7 | 0.91% |
| Lower Income Essentials | 0 | 0% | 0 | 0% |
| Small Town Endeavors | 39 | 3.1% | 26 | 3.39% |
| AMER. DIVERSITY | 3 | 0.24% | 2 | 0.26% |
| Ethnic Urban Mix | 0 | 0% | 0 | 0% |
| Urban Blues | 2 | 0.16% | 1 | 0.13% |
| Professional Urbanites | 1 | 0.08% | 1 | 0.13% |
| Urban Advancement | 0 | 0% | 0 | 0% |
| Amer. Great Outdoors | 0 | 0% | 0 | 0% |
| Mature America | 0 | 0% | 0 | 0% |
| METRO FRINGE | 228 | 18.14% | 156 | 20.31% |
| Steadfast Conservative | 228 | 18.14% | 156 | 20.31% |
| Moderate Conventionalists | 0 | 0% | 0 | 0% |
| Southern Blues | 0 | 0% | 0 | 0% |
| Urban Grit | 0 | 0% | 0 | 0% |
| Grass-Roots Living | 0 | 0% | 0 | 0% |

Letts Atalissa Ely Columbus Junction Randall Grand River Conway Blakesburg Asbury Bouton Ed Dougherty Council Bluffs Thayer Lu Verne Collins Patterson Done Intercultural Institute Paton Panama Knierim Blockton Truro Ackworth Ellsworth Montion Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual 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 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

| 2010 MOSAIC HHIds | 0-7 HH & Percent | | Unreached HH & Percent | |
|----------------------------|------------------|--------|------------------------|--------|
| Total | 1,257 | 100% | 768 | 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 | 9 | 0.72% | 7 | 0.91% |
| Young Cosmopolitans | 0 | 0% | 0 | 0% |
| Minority Metro Communities | 9 | 0.72% | 7 | 0.91% |
| Stable Careers | 0 | 0% | 0 | 0% |
| Aspiring Hispania | 0 | 0% | 0 | 0% |
| RURAL VILLAGES & FARMS | 635 | 50.52% | 368 | 47.92% |
| Industrious Country Living | 51 | 4.06% | 35 | 4.56% |
| America's Farmland | 584 | 46.46% | 333 | 43.36% |
| Comfy Country Living | 0 | 0% | 0 | 0% |
| Small Town Connections | 0 | 0% | 0 | 0% |
| Hinterland Fam. | 0 | 0% | 0 | 0% |

orge Westgate Holy Cross Balltown Parkersburg Arthur Sac City Menlo Dow City Douds Shellsburg Etk Horn Elberon Missouri Valley Delaware Lime Springs Arion Oslov Fairbank Dedham Delo Ackley Leighton Soldier Prairieburg Vail Corydon Pacific Junction Los Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Sageville Sibley Garber Dallas Center Asbton Kelloo

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

| 0-7 HH & Percent | | Unreached HH & Percent | |
|------------------|--|---|--|
| 1,257 | 100% | 768 | 100% |
| 161 | 12.81% | 94 | 12.24% |
| 161 | 12.81% | 94 | 12.24% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 8 | 0.64% | 5 | 0.65% |
| 0 | 0% | 0 | 0% |
| 8 | 0.64% | 5 | 0.65% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
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| | 1,257 161 161 0 0 0 0 0 0 8 0 0 8 0 0 8 0 0 8 0 0 8 0 | 1,257100%16112.81%16112.81%00%00%00%00%00%00%80.64%00%80.64%00% | 1,257100%76816112.81%9416112.81%9400%000%000%000%000%000%000%000%000%000%080.64%500%080.64%500%0 |

And Massena Popejoy Hills Woden Sioux Rapids Donahue Northboro Winterset Sac City Swaledale and Stanley Crystal Lake Early Arispe Red Oak Denver Grafton Drevie Cedar Rapids Atalissa Afton Jefferson West Bend Doon Hartwick Westwood Patterson Brown Contextual Ministry Incombe Fairfik Contextual Ministry Con

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

Lio Bevington Norway Solon New Market Waterville Milton Aredale Burlington Windsor Heights Luthe ackwood Lamont Cleghorn Panora Rowley Melvin Chelsea University in Little Rock Oelwein Wisson Lambs Grove Gruver Vail Worthington Hepburn Shellsburg Odebolt for Contextual Ministry Contextual Ministry Britt Ryan Early Thompson Paullina La Porte City 34 Copyright 2014, Intercultural Institute for Contextual Ministry

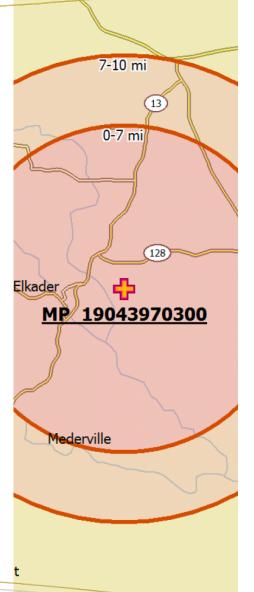
Potential Cultural Bridges

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).



Washington Van Home Larchwood Osterdock Essex Wheatland Murray Woodburn Owasa Vinton attend Derby Chariton Harris Delhi Readlyn Grafton New Hartford Confectual Institute Pella Fort Madison Drakesville West Burlington Osage Castalia Num for Confectual Ministry Ackworth Monroe Plano Burlington Truro Scran 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 - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| BRIDGES | 0-7 | 7-10 | 10-15 | E | BRIDGES | BRIDGES 0-7 | BRIDGES 0-7 7-10 |
|-------------------------------|-------|-------|-------|---|-----------------------------------|--------------------------------------|--|
| | MILES | MILES | MILES | | | MILES | MILES MILES |
| PC-HH Own | 74% | 73% | 73% | | Internet Use: Banking | Internet Use: Banking 23% | Internet Use: Banking 23% 23% |
| Use Comp. for Internet/E-mail | 57% | 56% | 56% | | HH Owns DVD Player | HH Owns DVD Player 23% | HH Owns DVD Player 23% 22% |
| Internet Use: E-Mail | 47% | 47% | 46% | | Internet Use: News/ Weather | Internet Use: News/ Weather 23% | Internet Use: News/ Weather 23% 22% |
| Use Comp. for Comp. Games | 43% | 43% | 42% | ι | Jse Comp. for Accounting | Jse Comp. for Accounting 17% | Jse Comp. for Accounting 17% 17% |
| Use Comp. for Word | 41% | 41% | 41% | | Internet Use: Shopping: Made A | Internet Use: Shopping: Made A 14% | Internet Use: Shopping: Made A 14% 15% |
| Processing | | | | | Purchase | Purchase | Purchase |
| Use Comp. for Shopping | 36% | 35% | 35% | | PC-Network-HH Has One | PC-Network-HH Has One 14% | PC-Network-HH Has One 14% 14% |
| Use Comp. for Digital Camera | 33% | 33% | 33% | | Use Comp. for Filing/DB Mngmnt | Use Comp. for Filing/DB Mngmnt 12% | Use Comp. for Filing/DB Mngmnt 12% 12% |
| Photo Editing | | | | | Use Comp. for Personal Financial | Use Comp. for Personal Financial 11% | Use Comp. for Personal Financial 11% 11% |
| Use Comp. for Banking | 30% | 29% | 29% | | Mngmnt | Mngmnt | Mngmnt |
| Use Comp. for Education | 29% | 28% | 28% | | Internet Use: Shopping: Gathered | Internet Use: Shopping: Gathered 10% | Internet Use: Shopping: Gathered 10% 10% |
| Use Comp. for News/Info./Data | 24% | 25% | 25% | | Info. for Shopping | Info. for Shopping | Info. for Shopping |
| Service | | | | | Internet Use: Research/ Education | Internet Use: Research/ Education 9% | Internet Use: Research/ Education 9% 8% |

on St. Donatus Cylinder Griswold Millville Yetter Gowrie Woolstock Ellsworth Hillsboro Fertile New L Alta Vista Jolley Center Junction Oto Braddyville Truesdale Arisper Intercultural Institute West Des Moines Pocahontas Walnut Lake View Boone Tipton Bur for Confectual Ministry Rudd Fort Mad Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| BRIDGES | 0-7 | 7-10 | 10-15 |
|----------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Listening To Music | 65% | 64% | 64% |
| Dining Out (Not Fast Food) | 57% | 57% | 57% |
| Reading Books | 49% | 48% | 49% |
| Card Games | 46% | 46% | 46% |
| Gardening | 39% | 39% | 39% |
| Go To A Beach/Lake | 35% | 35% | 35% |
| Board Games | 33% | 32% | 33% |
| Cooking for Fun | 32% | 31% | 32% |
| Going To | 21% | 22% | 21% |
| Bars/Nightclubs/Dancing | | | |
| Photography | 19% | 20% | 20% |

| BRIDGES | 0-7 | 7-10 | 10-15 |
|-------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Any Ailment | 68% | 68% | 67% |
| Gen./Fam. Practitioner | 43% | 43% | 43% |
| Dentist | 26% | 26% | 26% |
| Eye Dr. | 23% | 24% | 24% |
| Backache | 23% | 23% | 22% |
| Hypertension/High Blood | 21% | 22% | 22% |
| Pressure | | | |
| None Of These | 20% | 19% | 20% |
| High Cholesterol | 19% | 19% | 19% |
| Overweight (30 Pounds Or | 17% | 17% | 17% |
| More) | | | |
| Acid Reflux Disease (GERD) | 16% | 16% | 16% |

Audubon Shell Rock Woden Sageville New Market Oakland Acres Webster Unionville Wapello Glade Toronto Plymouth Sac City Ionia Hubbard Steamboat Rock Gowrig Intercultural Institute kville Swan Montour Farley Sharpsburg Lamoni Numa Maquoketa For Contextual Ministry ra Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| BRIDGES | 0-7 | 7-10 | 10-15 | | BRIDGES | BRIDGES 0-7 | BRIDGES 0-7 7-10 |
|--------------------------|--------|--------|--------|--|--------------------------|--------------------------------|--------------------------------------|
| | MILES | MILES | MILES | | | MILES | MILES MILES |
| Concert | 22.66% | 22.7% | 22.81% | | Movies: Romantic Comedy | Movies: Romantic Comedy 16.7% | Movies: Romantic Comedy 16.7% 16.69% |
| Live Theater | 15.64% | 15.26% | 15.31% | | Movies: Drama | Movies: Drama 13.34% | Movies: Drama 13.34% 13.06% |
| Live Theater Most Often | 13.42% | 13.1% | 13% | | Movies: Mystery | Movies: Mystery 11.54% | Movies: Mystery 11.54% 11.07% |
| Rock/Pop Concerts Most | 11.32% | 11.03% | 11.5% | | MLB Baseball Reg. | MLB Baseball Reg. 7.71% | MLB Baseball Reg. 7.71% 7.96% |
| Often | | | | | Season | Season | Season |
| Country Concerts Most | 7.04% | 7.28% | 7.01% | | College Football Reg. | College Football Reg. 7.01% | College Football Reg. 7.01% 7.18% |
| Often | | | | | Season | Season | Season |
| Comedy Club | 6.67% | 6.29% | 6.4% | | Rodeo | Rodeo 5.17% | Rodeo 5.17% 5.69% |
| Movies: Comedy | 34.86% | 34.12% | 34.2% | | NFL Football Reg. Season | NFL Football Reg. Season 4.89% | NFL Football Reg. Season 4.89% 4.73% |
| Movies: Action/Adventure | 33.32% | 32.55% | 33.01% | | College Basketball Reg. | College Basketball Reg. 4.76% | College Basketball Reg. 4.76% 4.86% |
| Movies: Fam. | 19.74% | 19.75% | 19.63% | | Season | Season | Season |
| | | | | | Auto Racing Events | Auto Racing Events 3.07% | Auto Racing Events 3.07% 3.04% |

Van Wert Olin Baxter Crescent Creston Hartford Hedrick Batavia Dana Struble Valeria North B av Clarence Elk Horn Clayton Rudd Shell Rock Evansdale West Bender Intercultural Institute Thurman West Branch Keosauqua Schleswig Marysville Zwingle Alvest Gontextual Ministry Contextual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| BRIDGES | 0-7 | 7-10 | 10-15 | BRIDGES | 0-7 | 7-10 | 10-15 |
|----------------------|--------|--------|--------|--------------------|--------|--------|-------|
| | MILES | MILES | MILES | | MILES | MILES | MILE |
| Walking for Exercise | 41.8% | 42.24% | 42.08% | Backpacking/Hiking | 12.14% | 12.46% | 12.3% |
| Swimming | 31.8% | 31.11% | 31.16% | Football | 10.14% | 10.33% | 9.94% |
| Freshwater Fishing | 26.55% | 27.54% | 27.29% | Using Cardio | 9.94% | 9.34% | 9.53% |
| Bowling | 22.96% | 22.92% | 22.67% | Machine | | | |
| Camping Trips | 21.34% | 21.29% | 21.36% | Power Boating | 9.72% | 10.11% | 9.98% |
| Hunting | 19.41% | 20.06% | 19.78% | Stationary Cycling | 9.7% | 9.4% | 9.56% |
| Golf | 18.24% | 19.24% | 18.41% | Volleyball | 9.65% | 9.6% | 9.68% |
| Billiards/Pool | 16.59% | 15.8% | 16.06% | Softball | 9.55% | 9.69% | 9.61% |
| Basketball | 15.53% | 15.86% | 15.51% | Horseback Riding | 9.32% | 9.64% | 9.429 |
| Mountain/Road Biking | 14.72% | 14.97% | 14.91% | Motorcycling | 8.29% | 8.27% | 8.139 |
| Target Shooting | 13.71% | 13.63% | 13.42% | Canoeing/Kayaking | 8.08% | 8.09% | 8.09% |
| Weight Training | 13.55% | 12.85% | 12.77% | Archery | 7.38% | 7.19% | 6.98% |
| Jogging/Running | 13.14% | 12.95% | 12.69% | Snowmobiling | 7% | 7.41% | 7.02% |
| Baseball | 12.17% | 12.53% | 12.19% | Roller Skating | 6.61% | 6.68% | 6.51% |
| | | | | Aerobics | 6.18% | 5.76% | 5.97% |

Penver Harpers Ferry Polk City Webb Gilbert Kirkman Brighton Slater Maloy Brayton Guttenberg Ple Minden Harper Low Moor Grandview Callender Lorimor Panorama Intercultural Institute Walker Clemons Aplington Armstrong Crystal Lake Sidney Matlock for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| 0-7 | 7-10 | 10-15 |
|-------|--|--|
| MILES | MILES | MILES |
| 5.79% | 5.68% | 5.68% |
| 5.74% | 5.93% | 5.8% |
| 5.7% | 5.94% | 5.67% |
| 5.57% | 5.4% | 5.38% |
| 5.42% | 5.2% | 5.11% |
| 5.38% | 5.6% | 5.49% |
| 5.27% | 5.32% | 5.34% |
| 4.83% | 4.94% | 4.86% |
| 4.82% | 5.02% | 4.9% |
| 4.36% | 4.05% | 4.29% |
| | MILES 5.79% 5.74% 5.7% 5.57% 5.42% 5.38% 5.27% 4.83% 4.82% | MILES MILES 5.79% 5.68% 5.74% 5.93% 5.7% 5.94% 5.57% 5.4% 5.57% 5.4% 5.57% 5.2% 5.38% 5.6% 5.27% 5.32% 4.83% 4.94% 4.82% 5.02% |

| BRIDGES | 0-7 | 7-10 | 10-15 |
|-----------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Saltwater Fishing | 4.28% | 3.48% | 3.95% |
| Snowboarding | 3.67% | 3.73% | 3.63% |
| Skateboarding | 3.37% | 3.36% | 3.38% |
| Hockey | 3.3% | 3.23% | 3.29% |
| Rowing | 3.05% | 3.18% | 3.19% |
| Sailing | 2.81% | 2.9% | 2.8% |
| Auto Racing | 2.69% | 2.27% | 2.57% |
| Racquetball | 2.64% | 2.43% | 2.48% |
| Surfing & Windsurfing | 2.63% | 2.71% | 2.62% |
| Martial Arts | 2.11% | 1.8% | 1.89% |

Searsboro Shannon City Crescent Keswick Welton Pleasant Hill New Albin Missouri Valley Thurman Ma Granger Garber Woodward Le Mars Rippey Delmar Blockton Malor Pleasant City Rock Rapids Charter Oak Oto Hastings Truro Edgewood Randall Waterloo Bett Confectual Ministry Confectual Ministry Pleasant 40 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.

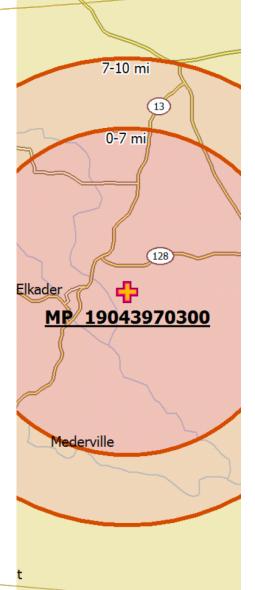
BIBLICAL BARRIERS

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.



Washta Manilla Buck Grove Lowden Floris Silver City Shellsburg Stanton Mason City Eldon Rom The University Park Dike Marshalltown Rodman State Center New Londer Republic Intercultural Institute Monmouth Carroll Nichols Rinard Arnolds Park Bussey Reinbeck Monter Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Allerton Lacona Aurora Arthur Ralston Hampton

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.

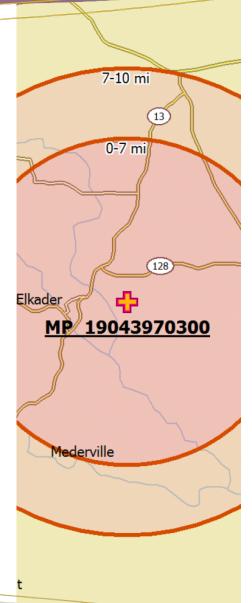
CULTURAL BARRIERS OF ACCEPTANCE

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.



Lohrville Havelock Lewis Kiron Cantril Holy Cross Fruitland Mapleton Granville Scranton Lovilia the Waucoma Altoona Mount Ayr Mondamin Atkins Coin Badger Electron Heinete Bridgewater Hilo exander Steamboat Rock Kellogg Garber Hardy Hornick Davis City Kerner Contextual Ministry Contextual Ministry Kamrar Toledo Rossie Marion Rome Marble Rock 42 Convertion Marble Rock 42

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| BARRIERS | 0-7 | 7-10 | 10-15 | BARRIERS | 0-7 | 7-10 | 10-15 |
|--------------------------------|-------|-------|-------|---------------------------------|-------|-------|-------|
| | MILES | MILES | MILES | | MILES | MILES | MILES |
| Important Continue Learning | 46% | 46% | 46% | Like to Stand Out In A Crowd | 19% | 19% | 19% |
| New Things | | | | Rarely Sit Down to a Meal | 18% | 18% | 18% |
| Woman's Place Is In The Home | 38% | 38% | 38% | Together At Home | | | |
| Find It Difficult To Say No To | 36% | 35% | 36% | I Am A Workaholic | 17% | 18% | 17% |
| My Kids | | | | Marijuana Should Be Legalized | 16% | 16% | 16% |
| Speak My Mind Even If It | 33% | 33% | 33% | Only Work Current Job for The | 15% | 16% | 16% |
| Upsets People | | | | Money | | | |
| Like To Do Unconventional | 30% | 30% | 30% | Like To Pursue | 14% | 14% | 15% |
| Things | | | | Challenge/Novelty/Change | | | |
| Prefer To Have Few | 29% | 29% | 30% | We Should Strive for Equality | 9% | 8% | 9% |
| Possessions As Possible | | | | for All | | | |
| Like Control Over People And | 29% | 29% | 29% | Happy With My Standard Of | 8% | 8% | 8% |
| Resources | | | | Living | | | |
| Money Is Best Measure Of | 28% | 28% | 28% | Indulge My Kids With The Little | 7% | 7% | 7% |
| Success | | | | Extras | | | |
| If Won Lottery Would Never | 25% | 25% | 25% | On Whole People Get What | 7% | 6% | 6% |
| Work Again | | | | They Deserve | | | |
| Don't Judge People/Way They | 24% | 24% | 24% | Little I Can Do To Change My | 6% | 6% | 6% |
| Live Life | | | | Life | | | |
| Friends More Important Than | 22% | 22% | 22% | Very Happy With My Life As It | 5% | 5% | 5% |
| My Fam. | | | | ls | | | |
| Too Much Sponsorship In | 20% | 20% | 20% | | | | |
| Arts/Sports | | | | | | | |
| • | | | | | | | |

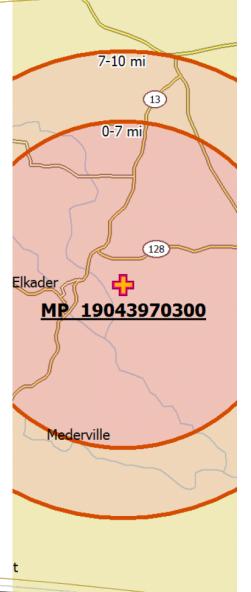
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Intercultural Institute for Contextual Ministry Co

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.



Urbandale Burt Woodbine East Peru Ridgeway Whiting Elk Run Heights Moulton Coon Rapids Please Cetar Falls Clayton Pella Maharishi Vedic City Castalia Owasa Union Intercultural Institute Me Rock Aurora Woolstock Perry Doon Maxwell Walford Sac City Leventer Confectual Ministry Striffe Copyright 2014, Intercultural Institute for Contextual Ministry Confectual 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-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

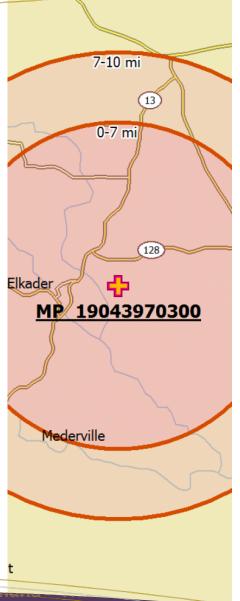
| THEMES | 0-7 | 7-10 | 10-15 | THEMES | 0-7 | 7-10 | 10-15 |
|---|-------|-------|-------|---|-------|-------|-------|
| | MILES | MILES | MILES | | MILES | MILES | MILES |
| Important To Respect Customs And Beliefs | 57% | 56% | 57% | Worried About Pollution Caused By Cars | 16% | 15% | 16% |
| You Should Seize Opportunities | 52% | 51% | 52% | Real Men Don't Cry | 13% | 13% | 13% |
| In Life | | | | Is An Important Part Of Who I Am | 13% | 12% | 12% |
| Important Feel Respected By My Peers | 33% | 33% | 33% | Try Not To Worry About The Future | 11% | 11% | 11% |
| Like To Understand About Nature | 32% | 32% | 32% | Looking for New Ideas To Improve Home | 11% | 10% | 10% |
| Prefer Work Part Of Team Than Alone | 32% | 32% | 32% | Provide My Kids With The Little Extras | 10% | 10% | 10% |
| Prefer To Have Few Possessions As Possible | 29% | 29% | 30% | Enjoy Spending Time With My Fam. | 9% | 8% | 8% |
| Good At Fixing Things | 24% | 24% | 24% | Like Spending Most Time With | 6% | 6% | 6% |
| Have Keen Sense Of Adventure | 24% | 24% | 24% | Fam. | | | |
| Important To Juggle Various | 24% | 23% | 24% | Feel Very Alone In The World | 6% | 6% | 6% |
| Tasks | | | | Children Should Be Allowed To | 4% | 4% | 4% |
| People Have To Take Me As | 21% | 21% | 21% | Express Themselves | | | |
| They Find Me | | | | Decor Particular Interest To Me | 3% | 3% | 3% |
| Consider Myself Interested In The Arts | 18% | 18% | 18% | Would Like To Set Up Own Business | 3% | 3% | 3% |
| Like To Just Enjoy Life | 18% | 17% | 18% | | | | |

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Ottumwa ntiol **Oakland Acres** Clio Gilbert Moorhead Corvdon Intercultura Institute Norway West Okoboii Dawson nistu titute for Contextual Ministry ota Milo . Intercultural Institu 45

Potential Shared Places

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



Grand Mound Drakesville Blanchard Millerton Stanhope Laurel Osage Ventura Magnelia Deloit H Walford Hepkinton Villisca Somers Corwith Lost Nation Merrill Intercultural Institute ardsville Farley Lewis Bennett Cotter Clayton Mingo Hinton Council Intercultural Institute wick Cantril ©Copyright 2014, Intercultural Institute for Contextual Ministry Base Kirkman Clermont Kimballton Andover Structure

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| PLACE | 0-7 | 7-10 | 10-15 |
|------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Fast Food/Drive-In | 87.49% | 87.24% | 87.1% |
| Restaurant-Visit Any | | | |
| Fam. Restaurants/Steak | 84.7% | 84.78% | 84.63% |
| Houses-Visit Any | | | |
| McDonald's | 57.39% | 56.72% | 56.54% |
| Burger King | 38.08% | 37.52% | 37.55% |
| Subway | 32.78% | 32.71% | 32.27% |
| Applebee's | 30.37% | 30.01% | 29.65% |
| Kentucky Fried Chicken (KFC) | 28.63% | 27.89% | 27.8% |
| Taco Bell | 28.07% | 27.18% | 27.17% |
| Dairy Queen | 27.63% | 28.67% | 27.77% |
| Arby's | 26.93% | 26.31% | 26.05% |
| Pizza Hut | 25.57% | 25.46% | 25.58% |
| Wendy's | 24.3% | 22.74% | 23.15% |

| PLACE | 0-7 | 7-10 | 10-15 |
|------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Olive Garden | 18.66% | 18.64% | 18.61% |
| Red Lobster | 15.25% | 15.03% | 14.95% |
| Hardee's | 13.26% | 13.35% | 13.16% |
| Cracker Barrel | 12.83% | 11.78% | 11.97% |
| Sonic | 12.26% | 12.14% | 12.41% |
| A and W | 10.94% | 11.27% | 11.09% |
| Denny's | 10.76% | 10.53% | 10.4% |
| Domino's Pizza | 10.44% | 9.88% | 10.02% |
| Outback Steakhouse | 10.14% | 10.09% | 10.11% |
| Golden Corral | 8.97% | 8.01% | 8.25% |
| Long John Silver's | 8.79% | 8.81% | 9.22% |
| IHOP (International House Of | 8.03% | 7.23% | 7.51% |
| Pancakes) | | | |

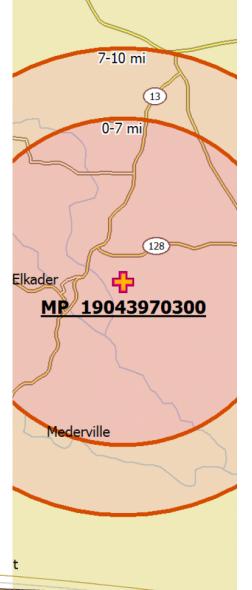
Packwood Stacyville Wapello Moulton Martinsburg Rock Valley Ridgeway Shell Rock Imogene Havelock Dakota City Ollie Galva Rockford Waukee Rudd Rembrandt Wahper Intercultural Institute Hillsboro Hardy Crystal Lake Winfield Meriden Bussey Sutherland Societital Ministry et Copyright 2014, Intercultural Institute for Contextual Ministry Pleasant Hill Windsor Heights Grundy Center Storm La 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!



Numa Boxholm Bedford Calamus Delaware Algona Jefferson Sioux Rapids Glidden St. Donatus Halford Harcourt Hawkeye Toledo Portsmouth Moville Hamilton Siber <u>Intercultural Institute</u> rd Zwingle Hampton Anamosa Badger Swan Otho Washta Garner Goopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| PROJECTS | 0-7 | 7-10 | 10-15 |
|-------------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Voted in fed/state/local election | 51.31% | 51.33% | 51.01% |
| Recycled products | 34.93% | 34.34% | 34.48% |
| Worked as volunteer (non political) | 17.92% | 17.84% | 17.61% |
| Engaged in fund raising | 12.53% | 12.6% | 12.37% |
| Religious club member | 8.61% | 8.82% | 8.57% |
| Charitable Organization | 7.46% | 7.68% | 7.43% |

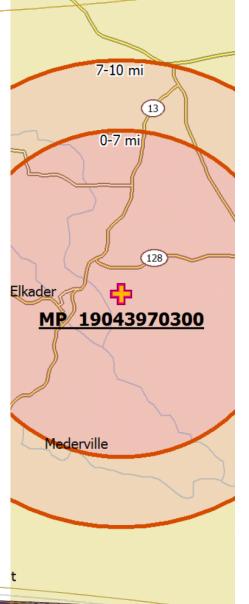
| PROJECTS | 0-7 | 7-10 | 10-15 |
|---------------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Addressed a public meeting | 6.93% | 7.34% | 7.04% |
| Church Board | 6.83% | 7.21% | 6.94% |
| Union member | 6.39% | 6.28% | 6.27% |
| Wrote to elected offcl about publ bus | 6.15% | 6.15% | 6.11% |
| Took active part in local civic issue | 5.72% | 5.9% | 5.77% |
| Wrote to editor of mag or newspaper | 4.99% | 4.73% | 4.83% |

Alden Floyd Lamoni Brayton Protivin Guthrie Center Prairieburg Salix Sioux Center Fort Dodge College Springs Anita Prescott Lewis Rudd Letts Pierson Clare Intercultural Institute Imer Nodaway Thor Woodburn Brighton Hartley St. Ansgar Stockport For Confectual Ministry Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



e Waterloo New London Elkhart Maloy McCallsburg Pioneer Bondurant Corydon Akron Hills Fento Gilbertville Magnolia Olin Central City Bertram Cumming Keswick Intercultural Institute Norwalk Winfield Bennett Lewis Bristow Fort Atkinson Weldon Orchar (ontertual Ministry Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| BOOKS | 0-7 | 7-10 | 10-15 |
|------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Novel | 12.65% | 12.22% | 12.44% |
| Children's Books | 12.09% | 12.06% | 11.97% |
| Cookbooks | 10.57% | 10.58% | 10.56% |
| Mystery | 10.54% | 10.64% | 10.64% |
| Religious (not Bibles) | 8.51% | 8.45% | 8.6% |
| Romance | 6.17% | 6.11% | 6.11% |
| Personal/Business | 5.56% | 5.34% | 5.38% |
| Self-help | | | |
| History | 5.47% | 5.28% | 5.47% |
| Supermarket | 4.54% | 4.55% | 4.59% |

| MAGAZINES | 0-7 7-10 | | 10-15 |
|--------------------------|----------|--------|--------|
| | MILES | MILES | MILES |
| Newspaper Distributed | 62.32% | 60.38% | 61.21% |
| Gen. Editorial | 40.86% | 40.09% | 40.76% |
| Womens | 35.65% | 34.66% | 35.15% |
| Service | 33.34% | 32.76% | 33.09% |
| Fishing/Hunting | 19.43% | 20% | 19.68% |
| Mens | 15.55% | 14.98% | 15.38% |
| Automotive | 13.51% | 12.92% | 13.36% |
| Mature Market | 12.96% | 13.06% | 13.07% |
| Business/Finance | 11.57% | 10.96% | 11.18% |

Joulton Cylinder Macedonia Russell Rockford Hancock Monticello Adel Meservey Elk Horn Macksburg alson Hampton Elk Run Heights Coulter Red Oak Sheldon Pierson Herr Intercultural Institute Asbury Panorama Park Hiawatha Ogden Bridgewater Halbur Wes Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Hastings 2014, Intercultural Institute for Contextual Ministry Hastings Swaledale Unionville Martinsburg Williams

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| NEWSPAPERS | 0-7 | 7-10 | 10-15 | |
|--------------------------|---------------|--------|--------|--|
| | MILES | MILES | MILES | |
| Gen. News | 58.7% | 58.96% | 58.88% | |
| Classified | 38.52% | 38.61% | 38.56% | |
| Sport | 35.81% | 35.95% | 35.58% | |
| Editorial Page | 34.81% | 35.13% | 35.07% | |
| Comics | 31.16% 31.49% | | 31.17% | |
| Business/Finance | 27.22% | 27.08% | 27.07% | |
| Food/Cooking | 25.12% | 25.19% | 25.25% | |
| Home/Gardening | 22.51% | 22.13% | 22.1% | |
| TV/Radio Listings | 21.98% | 21.24% | 21.61% | |
| Movie Listings & Reviews | 20.77% | 19.59% | 20.26% | |
| Travel | 16.91% | 16.39% | 16.54% | |
| Science/Technology | 15.9% | 15.48% | 15.66% | |
| Fashion | 12.91% | 12.97% | 12.95% | |

| RADIO | 0-7 | 7-10 | 10-15 |
|-----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Country | 38.87% | 40.77% | 39.54% |
| Adult Contemporary | 18.68% | 18.38% | 18.57% |
| CHR Contemp Hit Radio | 13.69% | 12.71% | 13.33% |
| Oldies | 12.99% | 13.15% | 12.98% |
| Classic Rock | 12.49% | 12.52% | 12.44% |
| Rock | 12.39% | 11.54% | 11.69% |
| News/Talk | 10.44% | 10.07% | 10.13% |
| Variety | 7% | 7.07% | 6.93% |
| Religious | 6.07% | 6.1% | 6.12% |
| Alternative | 4.49% | 3.57% | 4.15% |
| Urban Contemporary | 4.4% | 3.45% | 3.82% |
| Soft Contemporary | 3.3% | 2.78% | 2.95% |
| Classic Hits | 3% | 2.71% | 2.9% |
| All News | 2.85% | 2.67% | 2.71% |
| Hispanic | 2.62% | 2.69% | 2.72% |
| Sports | 2.43% | 2.18% | 2.24% |
| All Talk | 2.39% | 2.3% | 2.45% |
| Classical | 2.05% | 1.84% | 1.94% |
| | | | |



Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| MULTIMEDIA: TV | 0-7 | 7-10 | 10-15 | | MULTIMEDIA: TV | MULTIMEDIA: TV 0-7 | MULTIMEDIA: TV 0-7 7-10 |
|-------------------------|--------|--------|--------|--|----------------------------|-----------------------------------|--|
| | MILES | MILES | MILES | | | MILES | MILES MILES |
| Fox News Channel | 66.96% | 67.16% | 66.75% | | Hallmark Channel | Hallmark Channel 26.53% | Hallmark Channel 26.53% 26.87% |
| Satellite Dish | 55.64% | 55.22% | 55.83% | | TV Info From Sunday TV | TV Info From Sunday TV 26.39% | TV Info From Sunday TV 26.39% 25.88% |
| Soapnet | 47.42% | 46.63% | 46.96% | | Magazine | Magazine | Magazine |
| Other | 45.75% | 47.02% | 46.82% | | BET (Black Entertainment | BET (Black Entertainment 24.62% | BET (Black Entertainment 24.62% 24.94% |
| Video-On-Demand | | | | | TV) | TV) | TV) |
| Sci-Fi Channel | 44.35% | 45.39% | 44.42% | | TCM (Turner Classic | TCM (Turner Classic 23.63% | TCM (Turner Classic 23.63% 23.43% |
| MSNBC | 38.63% | 39.25% | 38.65% | | Movies) | Movies) | Movies) |
| Nickelodeon | 36.95% | 37.74% | 36.87% | | Comedy Central | Comedy Central 23.52% | Comedy Central 23.52% 23.37% |
| Adult Swim | 35.73% | 36.99% | 35.7% | | Encore | Encore 23.03% | Encore 23.03% 23.86% |
| Adult Pay Per View TV | 33.38% | 33.46% | 33.98% | | USA Network | USA Network 22.69% | USA Network 22.69% 22.27% |
| Subscribe Digital Cable | 31.51% | 32.54% | 31.83% | | The Science Channel | The Science Channel 22.15% | The Science Channel 22.15% 23.2% |
| Nick At Nite | 31.31% | 31.76% | 31.07% | | TV Info From Monthly Cable | TV Info From Monthly Cable 21.63% | TV Info From Monthly Cable 21.63% 21.04% |
| TV Info From | 27.13% | 26.81% | 26.68% | | Guide | Guide | Guide |
| Newspapers | | | | | Lifetime | Lifetime 20.4% | Lifetime 20.4% 20.3% |
| | | | | | TV Info From Other | TV Info From Other 19.81% | TV Info From Other 19.81% 20.28% |
| | | | | | The Golf Channel | The Golf Channel 19.41% | The Golf Channel 19.41% 19.12% |

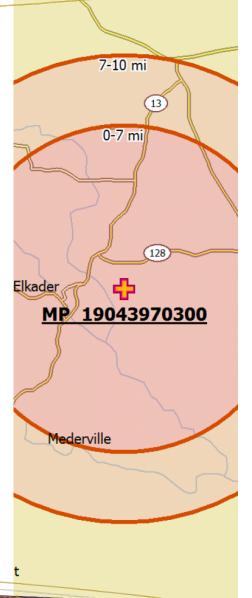
Webster City Melcher-Dailas Hancock Beacon Lake View Independence Udell Council Bluffs Sibley A Brighton Elliott Coralville Ellston Newhall Dike Swea City Moulton Chercultural Institute nona Struble Everly Dundee Thornburg Henderson Fairfield Villisca for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



The Manchester Moravia Alexander Kensett Gilmore City Leland Kirkman Prairieburg Hinton Kamrar Alexander Kensett Gilmore City Leland Kirkman Prairieburg Hinton Kamrar and Chatsworth Eldon Hiawatha Lidderdale Lake City Coalville Serge for Contextual Ministry Contextual Ministry New Liber 54 Copyright 2014, Intercultural Institute for Contextual Ministry 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| MEDIUM | 0-7 | 7-10 | 10-15 |
|---------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Book Readers | | | |
| Heavy Users (7+) | 16.51% | 16.09% | 16.21% |
| Medium Users (4-6) | 8.14% | 7.6% | 7.87% |
| Light Users (1-3) | 19.68% | 19.41% | 19.62% |
| Quintiles (20%) | | | |
| Newspaper I (Heavy) | 1.7% | 1.73% | 1.78% |
| Newspaper II | 1.61% | 1.56% | 1.62% |
| Newspaper III | 2.42% | 2.22% | 2.16% |
| Newspaper IV | 0.81% | 0.77% | 0.8% |
| Newspaper V (Light) | 1.5% | 1.48% | 1.46% |

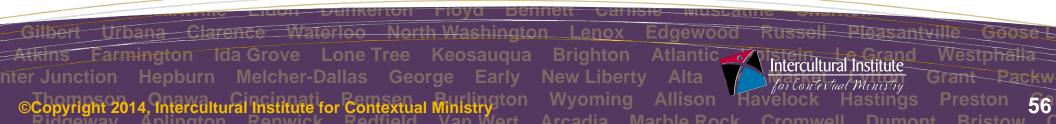
| MEDIUM | 0-7 | 7-10 | 10-15 |
|---------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Quintiles (20%) | | | |
| Magazines I (Heavy) | 20.2% | 19.88% | 19.72% |
| Magazines II | 8.02% | 7.55% | 7.76% |
| Magazines III | 11.33% | 11.27% | 11.02% |
| Magazines IV | 11.03% | 10.82% | 10.83% |
| Magazines V (Light) | 0.48% | 0.58% | 0.54% |
| Outdoor I (Heavy) | 4.63% | 4.46% | 4.51% |
| Outdoor II | 1.25% | 1% | 1.22% |
| Outdoor III | 3.19% | 3.17% | 3.12% |
| Outdoor IV | 15% | 14.77% | 15.33% |
| Outdoor V (Light) | 26.78% | 26.88% | 26.96% |
| Yellow Pages I | 12.79% | 12.54% | 12.81% |
| (Heavy) | | | |
| Yellow Pages II | 3.72% | 3.55% | 3.64% |
| Yellow Pages III | 3.32% | 3.22% | 3.47% |
| Yellow Pages IV | 20.95% | 20.84% | 21.21% |
| Yellow Pages V | 1.81% | 1.77% | 1.87% |
| (Light) | | | |

Autland Mount Avr Denison Chelsea Kamrar Dow City Hamburg Shenandoan Oelwein Goldfield Keose Hinton Baxter Hansell Linn Grove Waukee Terril Tama Harpers Ferry Intercultural Institute do Aurora Delmar Rodney Floyd Marshalltown Estherville Rembrandt ^e Copyright 2014, Intercultural Institute for Contextual Ministry ^e Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| MEDIUM 0-7 | 7 | 7-10 | 10-15 | ME | DIUM | DIUM 0-7 | DIUM 0-7 7-10 |
|--------------------------------|------|-------|--------|-----------------------------|---------------------|---------------------|---------------------|
| MIL | LES | MILES | MILES | | | MILES | MILES MILES |
| Radio Drive Time Quntiles | | | | TV Prime Ti | me Quntiles (fifths | me Quntiles (fifths | me Quntiles (fifths |
| (fifths / 20%) | | | | / 20%) | | | |
| Drive Time I & II (Heavy) 4.50 | 56% | 4.7% | 4.5% | Prime Time I & II (I | Heavy) | Heavy) 4.46% | Heavy) 4.46% 4.64% |
| Drive Time III (Medium) 0.44 | 4% | 0.37% | 0.41% | Prime Time III (Mediu | ım) | ım) 2.55% | im) 2.55% 2.62% |
| Radio IV & V (Light) 2.92 |)2% | 2.94% | 2.95% | Prime Time IV & V (Lig | ht) | ht) 5.52% | ht) 5.52% 4.58% |
| Radio Media Quntiles (fifths / | | | | TV Early/Late Fringe Q | untiles | untiles | untiles |
| 20%) | | | | (fifths / 20%) | | | |
| Radio I & II (Heavy) 8.04 |)4% | 7.81% | 7.81% | Fringe I & II (Heavy) | | 37.8% | 37.8% 37.59% |
| Radio III (Medium) 5.7 | 7% | 5.4% | 5.36% | Fringe III (Medium) | | 58.29% | 58.29% 58.58% |
| Radio IV & V (Light) 3.04 |)4% | 3.01% | 3.12% | Fringe IV (Light) | | 53.9% | 53.9% 52.7% |
| Cable TV Quntiles (fifths / | | | | TV All Day Quntiles (fifths | s / | s / | s / |
| 20%) | | | | 20%) | | | |
| Cable I & II (Heavy) 12.4 | .41% | 12.4% | 12.37% | All Day I & II (Heavy) | | 10.84% | 10.84% 10.68% |
| Cable III (Medium) 2.80 | 36% | 2.65% | 2.79% | All Day III (Medium) | | 22.62% | 22.62% 22.21% |
| Cable IV & V (Light) 35. | .1% | 36.5% | 36.24% | All Day IV (Light) | | 8.02% | 8.02% 7.73% |



Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| USAGE | 0-7 | 7-10 | 10-15 |
|--------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Day-time Radio | | | |
| Listeners | | | |
| Dayparts [summary] | 10.59% | 10.79% | 10.99% |
| 6:00am - 10:00am | 11.56% | 11.6% | 11.55% |
| 10:00am - 3:00pm | 2.39% | 2.14% | 2.42% |
| 3:00pm - 7:00pm | 14.39% | 14.52% | 14.4% |
| 7:00pm - Midnight | 11.42% | 12.1% | 12.25% |
| Midnight - 6:00am | 4.63% | 4.97% | 4.94% |
| Weekend Radio | | | |
| Listeners | | | |
| Dayparts [summary] | 15.12% | 15.03% | 14.88% |
| 6:00am - 10:00am | 1.6% | 1.53% | 1.64% |
| 10:00am-3:00pm | 2.99% | 2.9% | 3.11% |
| 3:00pm - 7:00pm | 6.36% | 6.39% | 6.29% |
| 7:00pm - Midnight | 5.52% | 5.03% | 5.25% |
| Midnight - 6:00am | 5.55% | 5.23% | 5.77% |

| USAGE | 0-7 | 7-10 | 10-15 |
|-----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Prime Time TV Viewers | | | |
| 8:00-11:00pm | 8.43% | 8.41% | 8.26% |
| Saturday: | 7.06% | 6.74% | 7.04% |
| 8:00-11:00pm | | | |
| Sunday: 7:00-11:00pm | 11.56% | 12.04% | 11.85% |
| 9:00am-1:00pm | 31.31% | 31.76% | 31.07% |
| 9:00am-4:00pm | 34.96% | 35.36% | 34.75% |
| 4:00pm-7:00pm | 26.37% | 26.24% | 26.44% |
| 11:00pm-1:00am | 44.21% | 44.24% | 43.95% |
| AVG Prime time | 1.81% | 1.72% | 1.83% |
| Mon-Sun | | | |

Econtanelle Altoona Anamosa Milton Dubuque Maquoketa Albert City Shannon City Lanesboro White tille Colfax Ellsworth Nemaha Ledyard Beaver Walnut Stout Rick of Intercultural Institute rederika Thornton Prairieburg Panama Westgate Toledo Martinsburg ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Provide Panama Mestgate Melcher-Dallas Dallas Center Grand Mound Williams 57 Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| TV VIEWERS | 0-7 | 7-10 | 10-15 | | TV VIEWERS | TV VIEWERS 0-7 | TV VIEWERS 0-7 7-10 |
|------------|--------|--------|--------|--|---------------|---------------------|----------------------------|
| | MILES | MILES | MILES | | | MILES | MILES MILES |
| Weekday | | | | | Weekend | Weekend | Weekend |
| 6-7am | 15.01% | 15.29% | 15.34% | | Sat: 7-10am | Sat: 7-10am 17.16% | Sat: 7-10am 17.16% 17.09% |
| 7-9am | 19.19% | 19.5% | 19.42% | | Sat: 10am-1pm | Sat: 10am-1pm 6.33% | Sat: 10am-1pm 6.33% 6.07% |
| 9am-12noon | 27.68% | 28.1% | 27.12% | | Sat: 1-4pm | Sat: 1-4pm 21.53% | Sat: 1-4pm 21.53% 20.79% |
| 12noon-4pm | 7.29% | 7.26% | 7.63% | | Sat: 4-6pm | Sat: 4-6pm 6.08% | Sat: 4-6pm 6.08% 5.87% |
| 4-6pm | 46.46% | 46.56% | 46.28% | | Sat: 6-7pm | Sat: 6-7pm 1.9% | Sat: 6-7pm 1.9% 1.84% |
| 6-7pm | 26.11% | 26.7% | 26.42% | | Sat: 7-8pm | Sat: 7-8pm 0.74% | Sat: 7-8pm 0.74% 0.75% |
| 7-7:30pm | 0.9% | 0.86% | 1.02% | | Sat: 8-11pm | Sat: 8-11pm 7.06% | Sat: 8-11pm 7.06% 6.74% |
| 7:30-8pm | 9.19% | 8.71% | 8.76% | | Sat: 11pm-1am | Sat: 11pm-1am 3.22% | Sat: 11pm-1am 3.22% 3.03% |
| 8-11pm | 8.43% | 8.41% | 8.26% | | Sat: 1am-7pm | Sat: 1am-7pm 22.69% | Sat: 1am-7pm 22.69% 22.27% |
| 11pm-12am | 38.63% | 39.25% | 38.65% | | Sun: 7-10am | Sun: 7-10am 1.84% | Sun: 7-10am 1.84% 1.82% |
| 11pm-1am | 44.21% | 44.24% | 43.95% | | Sun: 10am-1pm | Sun: 10am-1pm 9.47% | Sun: 10am-1pm 9.47% 9.7% |
| 1-6am | 28.91% | 29.06% | 29.45% | | Sun: 1-4pm | Sun: 1-4pm 4.48% | Sun: 1-4pm 4.48% 4.2% |
| | | | | | Sun: 4-7pm | Sun: 4-7pm 14.76% | Sun: 4-7pm 14.76% 14.69% |
| | | | | | Sun: 7-11pm | Sun: 7-11pm 11.56% | Sun: 7-11pm 11.56% 12.04% |
| | | | | | Sun: 11pm-1am | Sun: 11pm-1am 4.31% | Sun: 11pm-1am 4.31% 4.3% |
| | | | | | Sun: 1-7am | Sun: 1-7am 22.98% | Sun: 1-7am 22.98% 23.21% |

Hansell Whitten Red Oak Villisca Diagonal Vincent Fort Dodge Schaller Beaman McCallsburg Park Calmar Braddyville Ackley Long Grove Conesville Birmingham Somered Intercultural Institute tout Spring Hill Tingley Arthur Hamilton Webster Sully Aplington Model for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Pleasant Hill Delbi Allison Grippell Carlisle Cambrid

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

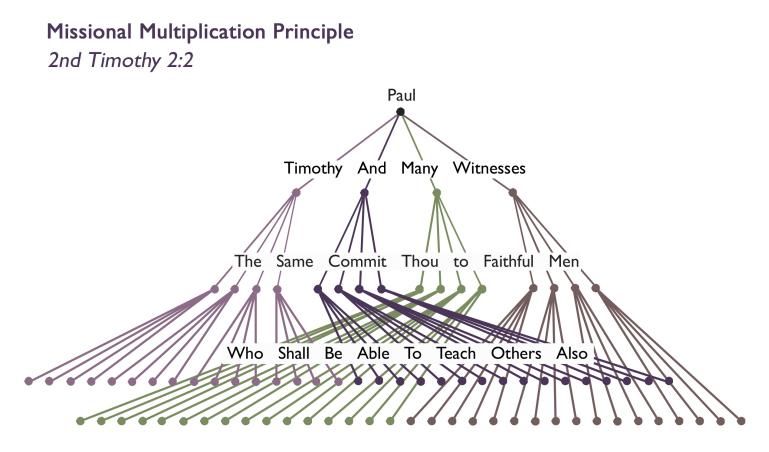
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Martensdale Sheffield Shelby Arispe Dixon Danbury Kalona Beaconsfield Dyersville Hazleton Polk Wahpeton Elma Parnell Orange City Prairieburg Atalissa Havelock <u>Intercultural Institute</u> Pisgah Oster Thornburg Ellsworth Monona Elk Horn Dow City Sloan Waukee for Contextual Ministry Ocopyright 2014, Intercultural Institute for 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.





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.



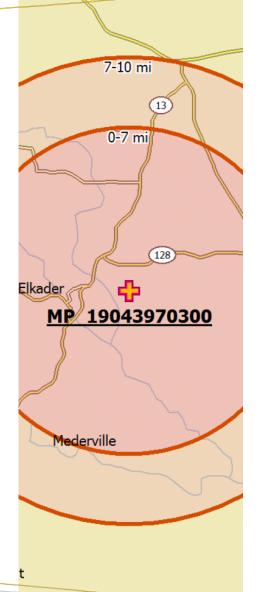


Your MissionSite and the Missional Suite

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



way Readiyn St. Paul Melcher-Dallas Lakota Cantril Albion Hills Goodeli Fairbank Tingley Emmetsis Kimbaliton Bertram Clemons Des Moines West Burlington Harcourt Dress Barley Marathon Blakester Contextual Institute New Virginia St. Anthony Lytton Guthrie Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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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