MissionSite top unreached locations

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MissionSite (TM) Table of Contents

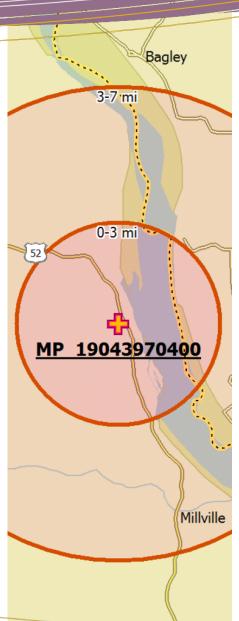
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Site Location Summary

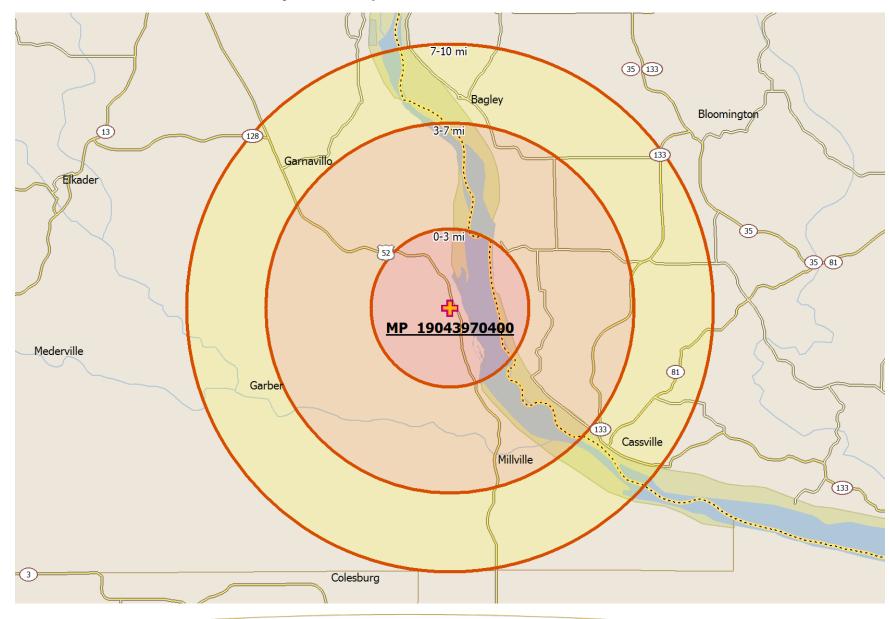
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	52052	Clayton
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.11	Small towns outside settlements
8	Sitescape Density Pattern	13	10000-0-10000



Cushing Popejey Lone Tree Castalia Exira Randall Garden Grove Beacon Blue Grass Pocahontas H burg Marquette Westwood Camanche Correctionville Logan Quasqueter Intercultural Institute Arlington Delmar Sully Harlan Mystic Clarksville Spencer Essex Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



anawha Struble Malvern Afton Nora Springs Indianola Aredale Gray Aplington Charter Oak Early M Primghar Hardy Silver City Garden Grove Norway Blairstown Inwood Intercultural Institute Livermore Guttenberg Farmersburg Jolley Minburn Larrabee Montros for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	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

Benton Hedrick Elliott Berkley Asbury Harper Randolph Manly Evansdale Cushing Aurora Rus Hount Vernon Griswold Garwin Franklin Clarence Monmouth De Soto Intercultural Institute Russell Vinton Luzerne Sidney Conesville Wyoming Alta Ridgeway for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,250	1,338	3,794
2010 Households	1,065	544	1,717
2010 Group Quarters Population	120	0	39

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	8	0	9
Language Diversity National Index	2	0	6
Foreign Born Diversity National Index	56	0	57
Ancestry Diversity National Index	13	0	9
Racial Diversity National Index	1	0	1



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

ampton Osage West Burlington Kellogg Cotter Fraser Pleasantville Thornburg Emerson Vinton Cont Helrose Farley Quimby Gillett Grove Fairbank Douds Grand River Intercultural Institute Smithland Ma tembrandt Struble Martelle Mount Sterling Fredericksburg Blencoe Def Govertual Ministry of Contextual Ministry ^e Copyright 2014, Intercultural Institute for Contextual Ministry Klommo Rickardsvillo Grimos Matlock Zearing Verktor

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 0-3 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	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	22	2.07%
Mainstay Communities	Established, Diverse Households	226	21.22%
Working Communities	Blue-collar, Working Families	314	29.48%
Country Communities	Rural, Agri. & Mining Families	295	27.7%
Aspiring Communities	Young Singles / Aspiring-Multihousing	9	0.85%
Urban Communities	High Density, Inner-city Neighborhoods	200	18.78%

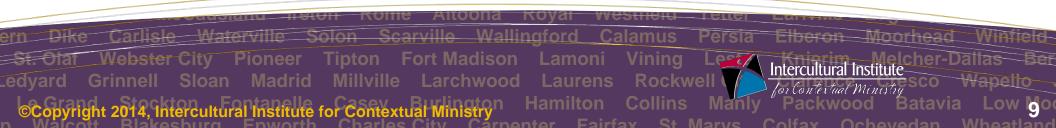
Rolfe Hedrick <u>Ringsted Truro Blairstown Floyd Beaver Lu</u> Verne Palmer <u>Williamsburg</u> Armstrong Ute Ottosen Meservey Wayland Knierim Anamosa Rossie Dunker <u>Intercultural Institute</u> Valley Kimballe Bonaparte Udell Bevington Harlan Sloan Lohrville Derby Dows ^{Intercultural Institute} for Contextual Ministry ^{Intercultural Institute} for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

Mount Vernon McCausiand Gruver Conesville Orient Kiron Harvey Glidden Britt Royal Walnut O Redrield Dysart Morley West Union Pilot Mound Hopkinton Charles Intercultural Institute Mount New Liberty Inwood Princeton Soldier Luxemburg Blairsburg For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	0-3 MILE BAND	% INDEX
Unreached Households	4,678	684	14.62%
Unreached %	61.33%	64.22%	104.71
Religious But NOT Evangelical HH	755	136	18.06%
Religious But NOT Evangelical %	9.9%	12.8%	129.32
Spiritual But NOT Relig or Evang HH	584	114	19.47%
Spiritual But NOT Relig or Evang %	7.66%	10.68%	139.42
Not Evangelical, Not Interested HH	3,340	434	13%
Not Evangelical, Not Interested %	43.79%	40.78%	93.12



Arthur Bedford Fruitland Casey Vining Glenwood Preston Coppock Berkley Dundse New Albr Onslow New Vienna Le Mars Ida Grove Kelley Maharishi Vedic City Intercultural Institute Red Oak Eddyville Le Roy Owasa Coin Bevington Persia Bassett Word For Confectual Ministry 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	24	12.96%
Active Evangelical Percent	2.42%	2.25%	92.78
Inactive Evangelical Households	2,764	358	12.95%
Inactive Evangelical Percent	36.24%	33.62%	92.77
# New Churches Needed	4	1	13.96%





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

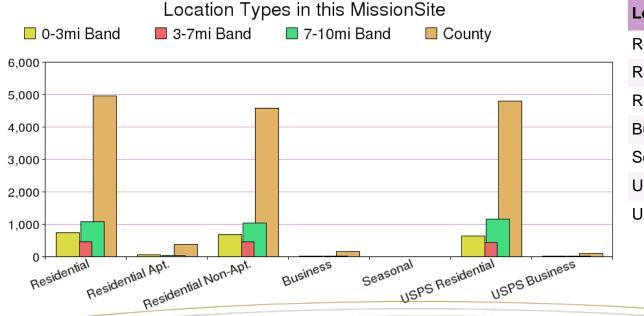
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Jaurice Waukee Wilton Guttenberg Corydon College Springs Orient De Soto Cedar Falls Davis City Re Leedbine Vinton Seymour Archer Le Roy Traer Manilla Bode Harvey Arrison Mount Vernon Willey uxemburg Afton Gilbert Edgewood Haverhill Colwell Moorhead Knier for Confextual Ministry Confextual Ministry West Point Ellston North Liberty Beaman Garden Gr13 Corpyright 2014, Intercultural Institute for Contextual Ministry Corpyright 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 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 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	2,655	13.93%
2000 Population	18,678	2,400	12.85%
2010 Population	17,352	2,250	12.97%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	7,218	1,087	15.06%
2000 Households	7,375	1,024	13.88%
2010 Households	7,627	1,065	13.96%

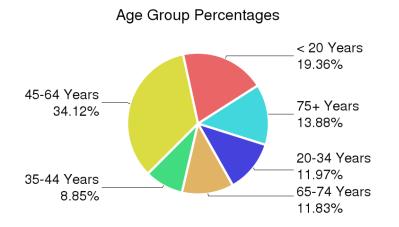


Location Type	0-3mi Band
Residential	740
Residential Apt.	63
Residential Non-Apt.	677
Business	20
Seasonal	0
USPS Residential	645
USPS Business	20

mise City Newhall Centerville Sioux Center Luxemburg Beaman Emerson Allerton Bonaparte Davis City Garnavillo Alton Olds Woodward Rembrandt Clermont St. Olaf Plan Olio Bennett Kiron Gray Barnum Hepburn Hedrick Delaware Aplington Spirit Lake Eldora Stavio Confectual Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

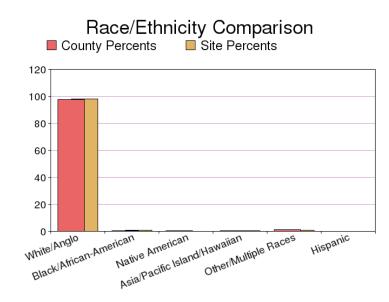


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.62%	3.16%	68.4
4-5 Years	2.39%	1.2%	50.21
6-8 Years	3.61%	2.49%	68.98
9-11 Years	3.65%	3.16%	86.58
12-13 Years	2.43%	2.22%	91.36
14-17 Years	5.21%	4.31%	82.73
18-19 Years	2.74%	2.8%	102.19
0-5 Years	7%	4.36%	62.29
6-12 Years	8.46%	6.67%	78.84
13-19 Years	9.18%	8.31%	90.52
< 20 Years	24.64%	19.34%	78.49
20-34 Years	13.65%	11.96%	87.62
35-44 Years	10.78%	8.84%	82
45-64 Years	30.87%	34.09%	110.43
65-74 Years	9.91%	11.82%	119.27
75+ Years	10.15%	13.87%	136.65
Median Age	46	48	105.77
Median Age (Male)	44	49	110.02
Median Age (Female)	47	48	103.41

Mason City Auburn Rathbun Holland Dike State Center Charter Oak Lovilia Fairbank Sidney City Polk City Durant Center Junction Sac City Hiawatha Sandyville Moder Intercultural Institute Isnor Oskaloosa Chelsea Boyden Riverton Central City Letts Clarence For Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Marguette Audubon Algona Dedham McGregor Buck

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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 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%	100.23
Black, African-American	0.33%	0.89%	265.93
Native American	0.28%	0.04%	15.74
Asian	0.25%	0.31%	122.69
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	1.35%	0.76%	56.03
Hispanic	0%	0.71%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,062	1,693	
Less than 9th Grade	7.83%	9.51%	82.38
No High School Diploma	7.8%	10.69%	72.97
High School Graduate	46.15%	39.28%	117.5
Some College, no degree	18.86%	20.97%	89.95
Associate Degree	6.04%	5.38%	112.29

9.78%

3.53%

112.67

64.29

8.68%

5.49%

Ankeny Underwood Lovilia Clive Laurens Eldridge Britt Casey Rowan Avoca Dow City Harper St Tama Churdan Prescott Thornburg Breda Carson Kinross Lamber Intercultural Institute Inn Grove Hartley Alton Perry Lu Verne Rhodes Swea City Stacyville for Contextual Ministry Corporter Landon Riceville Kalona St. 16

College Degree

Graduate/Prof. degree

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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%	5.54%	93.48
\$10,000 to \$19,999	12.23%	17.65%	144.3
\$20,000 to \$29,999	14.24%	16.06%	112.76
\$30,000 to \$49,999	26.29%	21.13%	80.37
\$50,000 to \$59,999	10.66%	8.45%	79.28
\$60,000 to \$69,999	9.07%	6.95%	76.58
\$70,000 to \$79,999	5.99%	4.98%	83.05
\$80,000 to \$89,999	4.39%	5.54%	126.13
\$90,000 to \$99,999	2.81%	3.19%	113.78
\$100,000 to \$124,999	3.97%	5.82%	146.54
\$125,000 to \$149,999	1.89%	3.76%	198.93
\$150,000 to \$199,999	1.46%	0%	0
\$200,000 to \$249,999	0.2%	0%	0
\$250,000 or more	0.54%	0.56%	104.8
Median Household	42,390	40,219	94.88
Average Household	52,371	57,803	110.37
Per Capita Household	23,291	27,460	117.9
Family/Non-Family Household			
Income			
Median Family Income	50,813	48,967	96.37
Average Family Income	59,789	63,371	105.99
Median Non-Family Income	26,344	28,080	106.59
Average Non-Family Income	35,796	35,406	98.91

Lost Nation Redding Balltown Pleasanton Danville New Albin Gladbrook Zearing Elk Hern Farley Coralville Riverton Washta Gowrie Story City Kellogg Underwood Intercultural Institute View Wheatland Gruver Castana Coin Webb Ames Unionville Temp Got Confertual Ministry of Copyright 2014, Intercultural Institute for Contextual Ministry Secopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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%	64.98%	94.06
Families with Children	30.96%	24.98%	80.68
Families without Children	38.13%	40%	104.91
Non-Family Households			
% Non-Family Households	30.92%	35.02%	113.28
Non-Families with Children	0.49	0.47	96.78
Non-Families without Children	30.43	34.55	113.55
Housing Units			Index
Total Housing Units	8,962	1,379	
Vacant percent	14.9%	22.7%	152.37
Owned percent	65.29%	59.03%	90.41%
Rented Percent	19.82%	18.2%	91.85
Households by Size			Index
Avg household size	2.22	2.00	90.09
Avg family hh size	2.70	2.48	91.85
Avg non-family hh size	1.15	1.11	96.52
Households By Count of Persons			Percent
One	2,040	337	16.52%
Тwo	3,394	483	14.23%
Three or Four	1,814	219	12.07%
Five+	379	27	7.12%

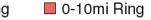
ineville Rockford Elk Horn Sheffield Princeton Bennett Pulaski Rolfe Dickens Moorland Seymour R Estherville Nashua Marble Rock Britt Beaver Spragueville Delta Delta Intercultural Institute Hancock Logan Packwood Centerville Fostoria Eagle Grove Okobo Ocopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Portsmouth Clearfield Urbana Cumming Elgin Swis 18

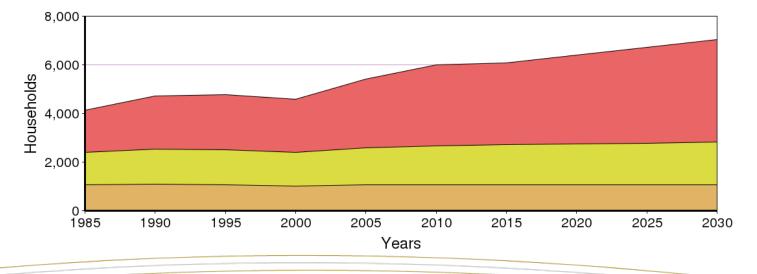
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 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	2,655	13.93%
2000 Population	18,678	2,400	12.85%
2010 Population	17,352	2,250	12.97%
2015 Population	16,804	2,171	12.92%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

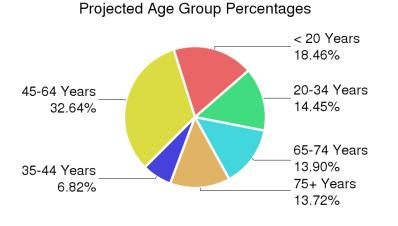




Bondurant Brandon Beacon Coalville Udell Montrose Hamilton De Witt Fostoria Onawa Thayer Paratalia Exira Hills Guthrie Center Milo Odebolt Andover Luzerne Hard Revel Hospers Marion Mount Auburn Winthrop Audubon Bagley Cushing Thornton Fergus Intercultural Institute nglish Fort Doe Copyright 2014, Intercultural 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 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

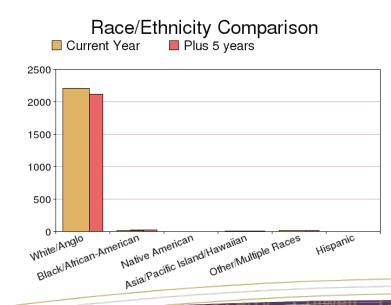


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.16%	3.59%	113.61
4-5 Years	1.2%	1.29%	107.5
6-8 Years	2.49%	2.49%	100
9-11 Years	3.16%	2.72%	86.08
12-13 Years	2.22%	2.12%	95.5
14-17 Years	4.31%	3.82%	88.63
18-19 Years	2.8%	2.44%	87.14
0-5 Years	4.36%	4.88%	111.93
6-12 Years	6.67%	6.22%	93.25
13-19 Years	8.31%	7.37%	88.69
< 20 Years	19.34%	18.47%	95.5
20-34 Years	11.96%	14.46%	120.9
35-44 Years	8.84%	6.82%	77.15
45-64 Years	34.09%	32.66%	95.81
65-74 Years	11.82%	13.91%	117.68
75+ Years	13.87%	13.73%	98.99
Median Age	46	49	107.45
Median Age (Male)	44	46	104.09
Median Age (Female)	47	48	103.2

Atalissa Lockridge Nichols Gibson Pella Delmar Bondurant Westside Calmar Polk City Kelley G University Park Woodburn Lansing Huxley Pleasantville Emmetsburg Palston Granville Webster Cit Albion New Hartford Keokuk Postville Deloit Moorland University H Confectual 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 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	98%	97.42%	99.41
Black, African-American	0.89%	1.29%	145.09
Native American	0.04%	0.05%	103.64
Asian	0.31%	0.41%	133.25
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	0.76%	0.83%	109.74
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,693	1,641	
Less than 9th Grade	9.51%	8.96%	94.2
No High School Diploma	10.69%	10.24%	95.76
High School Graduate	39.28%	39.79%	101.31
Some College, no degree	20.97%	20.9%	99.68
Associate Degree	5.38%	5.67%	105.44
College Degree	8.68%	8.84%	101.77
Graduate/Prof. degree	5.49%	5.61%	102.06

Id Chester New Liberty Mount Sterling Alta Vista Riverdale Lockridge Whittemore Farnhamville Struble Bearsboro Bristow Newhall Lost Nation Underwood Washta Princeter Intercultural Institute Manly Woodward Leon Cascade McCallsburg Soldier Center Junction Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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 0-3 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 0-3 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 0-3 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	5.54%	4.54%	81.9
\$10,000 to \$19,999	17.65%	16.85%	95.46
\$20,000 to \$29,999	16.06%	14.63%	91.11
\$30,000 to \$49,999	21.13%	20.19%	95.54
\$50,000 to \$59,999	8.45%	8.7%	102.99
\$60,000 to \$69,999	6.95%	7.22%	103.94
\$70,000 to \$79,999	4.98%	6.2%	106.05
\$80,000 to \$89,999	5.54%	5.28%	88.58
\$90,000 to \$99,999	3.19%	3.15%	98.61
\$100,000 to \$249,999	5.82%	6.94%	119.29
\$125,000 to \$149,999	3.76%	4.44%	118.33
\$150,000 to \$199,999	0%	0%	0
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.56%	0.74%	131.48
Median Household	40,219	44,559	110.79
Average Household	57,803	62,432	108.01
Per Capita Household	27,460	31,161	113.48
Family/Non-Family Household			
Income			
Median Family Income	48,967	52,461	107.14
Average Family Income	63,371	63,412	100.06
Median Non-Family Income	28,080	30,535	108.74
Average Non-Family Income	35,406	42,773	120.81

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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 0-3 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 0-3 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 0-3 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	64.98%	63.98%	98.47
Families with Children	24.98	24.63	98.61
Families without Children	40	39.35	98.38
Non-Family Households			
% Non-Family Households	35.02%	36.02%	102.84
Non-Families with Children	0.47	0.46	102.84
Non-Families without	34.55	35.56	102.9
Children			
Housing Units			
Total Housing Units	1,379	1,396	101.23%
Vacant percent	22.7%	22.64%	99.73
Owned percent	59.03%	59.24%	100.36
Rented Percent	18.2%	18.12%	99.57
Households by Size			
Avg household size	2.00	1.91	95.5%
Avg family hh size	2.48	2.39	96.37%
Avg non-family hh size	1.11	1.06	95.5%
Households By Count of			
Persons			
One	337	342	101.48%
Two	483	510	105.59%
Three or Four	219	210	95.89%
Five+	27	18	66.67%

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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:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Foreign Born Pop	40	0	52	Eastern Africa	0	0	0
Northern Europe	0	0	5	Middle Africa	0	0	0
Western Europe	9	0	9	Northern Africa	0	0	0
Southern Europe	0	0	2	Southern Africa	0	0	0
Eastern Europe	0	0	3	Western Africa	11	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	4	0	0	Oceania	0	0	0
So. Central Asia	3	0	0	Caribbean	0	0	0
SE Asia	4	0	5	Central Amer.	0	0	9
Western Asia	4	0	0	South America	0	0	5
Other Asia	0	0	0	North America	5	0	13
				Born at sea	0	0	1



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	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only		0		Other Indo-Euro	0	0	0
English only	2,500 4	0	5,928 63		0	0	•
Spanish Other Indo-Euro	4 28		88	Asian/PI languages Chinese			0 4
	28	0	88		0	0	•
language	0	2	10	Japanese	0	0	0
French (incl. Patois,	0	0	13	Korean	0	0	0
Cajun)	-	-		Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	2	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	25	0	52	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	5	Other Asian	0	0	0
A Scandinavian	0	0	2	Tagalog	4	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	2
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	3	Other Native N.	0	0	2
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	1	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	10	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	3	0	0		J	0	0

Chariton Jewell Junction Waukee Dixon Buffalo Center Baldwin Bettendorf Birmingham Le Mars La K Swan Polk City Elberon Emmetsburg Truesdale Williamson Andrew Intercultural Institute Miles Elma Kanawha Rock Rapids Mount Pleasant Portsmouth Dys Confertual Ministry Brayton Mo Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	2,183	0	5,064		Irish	Irish 132	Irish 132 0
Arab	4	0	2		Italian	Italian 5	Italian 5 0
Armenian	0	0	0		Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	2	0	11		Norwegian	Norwegian 40	Norwegian 40 0
British	0	0	2		Polish	Polish 0	Polish 0 0
Canadian	0	0	5		Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0		Romanian	Romanian 0	Romanian 0 0
Czech	37	0	41		Russian	Russian 22	Russian 22 0
Czechoslovak	0	0	2		Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	7	0	11		Scotch-Irish	Scotch-Irish 14	Scotch-Irish 14 0
Dutch	10	0	29		Scottish	Scottish 4	Scottish 4 0
English	114	0	341		Slovak	Slovak 0	Slovak 0 0
European	0	0	15		Subsaharan African	Subsaharan African 11	Subsaharan African 11 0
Finnish	0	0	3		Swedish	Swedish 29	Swedish 29 0
French (not Basque)	33	0	51		Swiss	Swiss 8	Swiss 8 0
French Canadian	14	0	10		Ukrainian	Ukrainian 0	Ukrainian 0 0
German	1,506	0	3,217		US/American	US/American 78	US/American 78 0
Greek	0	0	7		Welsh	Welsh 8	Welsh 8 0
Hungarian	0	0	2		West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				_	Other	Other 105	Other 105 0

Massena Janesville Lake Mills Shueyville Lytton Pleasant Plain Hancock Pale Wellman Bancroft J Rodney Princeton Guthrie Center Luzerne Lidderdale Dike Marquer Intercultural Institute Wesley Titonka Lohrville Sutherland Farmington Irwin Ollie Epworth for Contextual Ministry Calamus Urba Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

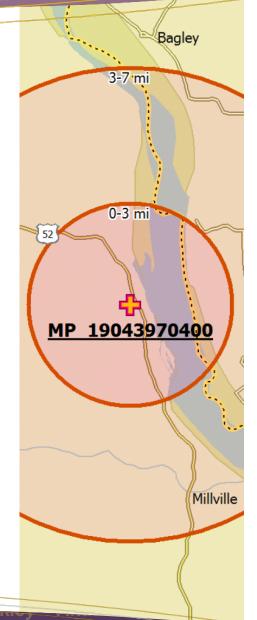
Issues for Your Consideration - continued

- 4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 17 & 22 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
- 5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 18 & 23. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
- 6. The ethnic summary on pages 24, 25 & 26 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

lew Hampton Seldier West Bend Muscatine Geneva Arlington McClelland West Des Moines Wiota Kelle Whittemore Promise City Mallard Granville Alta Preston La Motte Intercultural Institute ionville Primghar Packwood Gravity Alden Badger North Washington Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Massena Walput Greenville Thompson Hedrick Aspin

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.



Hansell Lovilia Rutland Andover Lake City Belle Plaine Nora Springs Bellevue Clio Hillsboro Berti-Lovilia Rutland Andover Lake City Belle Plaine Nora Springs Bellevue Clio Hillsboro Berti-Lovilia Cleghorn Baxter Seymour Gravity What Cheer Lawton Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Marning Sup Bayard Duplan Barton Mount Aver Moun

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,065	100%	684	100%
AFFLUENT SUBURBIA	6	0.56%	4	0.58%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	6	0.56%	4	0.58%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	16	1.5%	11	1.61%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	16	1.5%	11	1.61%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	14	1.31%	9	1.32%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	14	1.31%	9	1.32%
Mid-Market Enterprise	0	0%	0	0%

Herten Murray Hopkinton Maynard Orient Bennett Oto Bevington Floyd Popejoy Craig Stockton Reinbeck Clemons Clive Castalia Thor Buck Grove Centralia Inword Intercultural Institute Sandyville Farnhamville Luzerne Chatsworth Benton Remsen Iretor 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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,065	100%	684	100%
BLUE COLLAR BACKBONE	63	5.92%	40	5.85%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	30	2.82%	18	2.63%
Lower Income Essentials	22	2.07%	15	2.19%
Small Town Endeavors	11	1.03%	7	1.02%
AMER. DIVERSITY	212	19.91%	152	22.22%
Ethnic Urban Mix	22	2.07%	16	2.34%
Urban Blues	0	0%	0	0%
Professional Urbanites	158	14.84%	114	16.67%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	22	2.07%	14	2.05%
Mature America	10	0.94%	8	1.17%
METRO FRINGE	251	23.57%	172	25.15%
Steadfast Conservative	245	23%	168	24.56%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	6	0.56%	4	0.58%

Jakland Acres Willey Radcliffe Adair Clutier Rutland Creston Moorland Nora Springs De Witt Martelle date Torktown Pilot Mound Lu Verne Beaconsfield Badger Russell Intercultural Institute ake Van Meter Kalona Mount Union Bridgewater Arion Arcadia Stour for Contextual Ministry ⁿ 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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,065	100%	684	100%
REMOTE AMERICA	78	7.32%	47	6.87%
Hardy Rural Fam.	78	7.32%	47	6.87%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	9	0.85%	7	1.02%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	9	0.85%	7	1.02%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	217	20.38%	124	18.13%
Industrious Country Living	0	0%	0	0%
America's Farmland	217	20.38%	124	18.13%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

inson Belmond Luzerne Bankston Washta Grandview Charles City Harcourt Fayelle Odebolt Melvin Olite Schaller Peosta Panorama Park Rowan Fertile Varina Chelse Intercultural Institute Maysville Buck Grove Burt Pocahontas Pleasantville Bertram Laco Intercultural Institute Confettual Ministry Albin Duncombe Beaman Bernard Rickardsville Thu32 ©Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,065	100%	684	100%
STRUGGLING SOCIETIES	191	17.93%	112	16.37%
Rugged Southern Style	191	17.93%	112	16.37%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	9	0.85%	6	0.88%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	9	0.85%	6	0.88%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Little Sioux Alta Van Meter Maysville Clarinda University Heights North Washington Webster Reddi Oakville Saylorville Cedar Rapids Melcher-Dallas Mapleton Manchart Intercultural Institute Deloit Laurens Dunkerton Blanchard Kirkville Lenox Moulton Love Intercultural Institute Frederika Galt Martensoale Grand Junction Sigourney33 Copyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 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?

t Lowden Waukon Wesley Walnut Dow City Toledo Spragueville Bradgate Oakland Acres Fontanelle North Liberty West Liberty Walcott Prairieburg Armstrong Patterson Intercultural Institute cene Craig Williamson Berkley Marysville Farmington North English for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

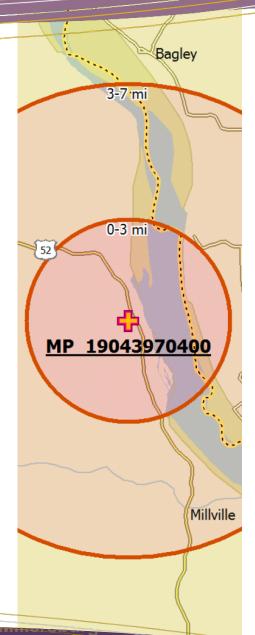
Potential Cultural Bridges

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).



Hartwick Sioux Rapids Ryan Thornton West Burlington Baldwin Patterson Meservey Sanborn Lakota Hitchellville Anthon Panora Ackley Lawler Greenfield Ellsworth Ployed Intercultural Institute Inwood Curlew Coon Rapids Ocheyedan Kirkman McCausland Ministry Cedar Falls Pilot Mound Magnolia Strawberry Poin 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 - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	74%	73%	72%
Use Comp. for Internet/E-mail	56%	56%	55%
Internet Use: E-Mail	45%	46%	45%
Use Comp. for Word Processing	40%	41%	40%
Use Comp. for Comp. Games	39%	40%	40%
Use Comp. for Shopping	33%	34%	34%
Use Comp. for Digital Camera	31%	32%	32%
Photo Editing			
Use Comp. for Education	27%	27%	26%
Use Comp. for Banking	26%	28%	27%
HH Owns DVD Player	23%	23%	21%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	23%	22%	22%
Use Comp. for News/Info./Data	23%	25%	24%
Service			
Internet Use: Banking	20%	22%	21%
Use Comp. for Accounting	15%	16%	16%
PC-Network-HH Has One	14%	14%	13%
Use Comp. for Personal Financial	13%	13%	12%
Mngmnt			
Internet Use: Shopping: Made A	12%	13%	13%
Purchase			
Use Comp. for Filing/DB Mngmnt	11%	12%	11%
Internet Use: Shopping: Gathered	10%	10%	10%
Info. for Shopping			
Internet Use: Research/ Education	10%	9%	8%



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 - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	64%	64%	64%
Dining Out (Not Fast Food)	57%	57%	56%
Reading Books	53%	51%	50%
Card Games	43%	45%	44%
Gardening	38%	39%	38%
Go To A Beach/Lake	34%	35%	34%
Cooking for Fun	32%	32%	31%
Board Games	30%	30%	30%
Going To	20%	20%	21%
Bars/Nightclubs/Dancing			
Photography	19%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	71%	69%	69%
Gen./Fam. Practitioner	43%	42%	42%
Dentist	29%	28%	27%
Eye Dr.	25%	25%	25%
Hypertension/High Blood	23%	22%	23%
Pressure			
Backache	22%	22%	22%
High Cholesterol	20%	19%	19%
None Of These	18%	19%	19%
Any Arthritis	18%	17%	17%
Acid Reflux Disease (GERD)	16%	16%	16%

 Ock
 Letts
 Hubbard
 Sherriff
 Webster
 Delmar
 Rolfe
 Magnolia
 Hanlontown
 Durant
 Clarion
 Osage
 Wei

 Haurice
 Shannon City
 Yetter
 Randall
 Alburnett
 Brunsville
 Dundee
 Intercultural Institute
 Leighton
 Leighton</td

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 - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Concert	25.52%	24.36%	23.79%	-	Movies: Romantic Comedy	Movies: Romantic Comedy 17.69%	Movies: Romantic Comedy 17.69% 17.3%
Live Theater	18.77%	17.88%	16.44%		Movies: Drama	Movies: Drama 16.93%	Movies: Drama 16.93% 15.64%
Live Theater Most Often	15.83%	15.11%	14%		Movies: Mystery	Movies: Mystery 14.72%	Movies: Mystery 14.72% 13.53%
Rock/Pop Concerts Most	11.44%	11.17%	10.89%		MLB Baseball Reg. Season	MLB Baseball Reg. Season 7.35%	MLB Baseball Reg. Season 7.35% 7.47%
Often					College Football Reg.	College Football Reg. 6.35%	College Football Reg. 6.35% 6.79%
Country Concerts Most	7.19%	6.86%	7.35%		Season	Season	Season
Often					NFL Football Reg. Season	NFL Football Reg. Season 5.01%	NFL Football Reg. Season 5.01% 4.87%
Comedy Club	6.74%	6.4%	6.34%		College Basketball Reg.	College Basketball Reg. 4.22%	College Basketball Reg. 4.22% 4.45%
Movies: Comedy	34.41%	33.82%	33.47%		Season	Season	Season
Movies: Action/Adventure	33.46%	33.16%	32.03%		Rodeo	Rodeo 3.61%	Rodeo 3.61% 4.31%
Movies: Fam.	18.95%	19.3%	19.03%		Auto Racing Events	Auto Racing Events 3%	Auto Racing Events 3% 2.85%

Stockport Griswold Fort Atkinson Van Wert Willey Roland Irwin Sheldon Curley Rome Alexander Ocheyedan Alvord Volga Marcus Elk Horn New Market Gibson Ollie Keswick Ellston Lehigh Bevington Palo Coppock Winfield Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	42.87%	43.1%	42.37%		Target Shooting	Target Shooting 10.92%	Target Shooting 10.92% 11.74%
Swimming	31.73%	31.28%	30.97%		Baseball	Baseball 10.7%	Baseball 10.7% 11.25%
Freshwater Fishing	23.03%	24.65%	25.96%	Bac	kpacking/Hiking	kpacking/Hiking 10.68%	kpacking/Hiking 10.68% 11.26%
Bowling	20.66%	21.47%	21.69%	Stationar	ry Cycling	ry Cycling 10.68%	ry Cycling 10.68% 10.34%
Camping Trips	17.7%	19%	19.66%	Canoeing/Ka	ayaking	ayaking 8.53%	ayaking 8.53% 8.32%
Golf	16.79%	17.91%	18.32%	Football		8.32%	8.32% 8.82%
Billiards/Pool	16.27%	15.6%	15.41%	Softball		8.29%	8.29% 8.9%
Hunting	14.52%	16.59%	17.69%	Volleyball		8.17%	8.17% 8.67%
Mountain/Road Biking	13.61%	14.36%	14.4%	Aerobics		7.45%	7.45% 6.83%
Basketball	13.42%	14.25%	14.64%	Horseback Riding		7.05%	7.05% 8.1%
Jogging/Running	13.16%	12.88%	12.9%	Motorcycling		6.8%	6.8% 7.2%
Weight Training	12.14%	12.35%	11.92%	Soccer		5.92%	5.92% 5.75%
Power Boating	11.17%	10.85%	10.84%	Saltwater Fishing		5.55%	5.55% 4.69%
Using Cardio Machine	11.03%	10.33%	9.64%	Snowmobiling		5.51%	5.51% 6.12%

Ottosen Marne Rodney Sumner Dexter Quasqueton Winfield Sioux Center Glenwood Macksburg F E Glare Central City Muscatine Belmond Lorimor Prescott Reinberg Lakota Coburg Carter Lako Hampton Primghar Okoboji Columbus Junction Shannon City Burt 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 tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Tennis	5.5%	5.3%	5.15%
Roller Skating	5.46%	5.83%	6.18%
Downhill & X-Country	5.46%	5.47%	5.92%
Skiing			
Yoga	5.34%	4.86%	4.49%
Archery	5.26%	5.83%	6.29%
Fly Fishing	5.25%	5.43%	5.76%
Water Skiing	4.97%	5.12%	5.23%
Ice Skating	4.76%	5.06%	5.02%
Jet Skiing	4.66%	5%	5.18%
Snorkeling	4.57%	4.6%	4.75%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Sailing	3.92%	3.46%	3.45%
Rock Climbing	3.54%	4.15%	4.35%
Hockey	3.32%	3.17%	3.28%
Snowboarding	3.06%	3.25%	3.39%
Skateboarding	2.86%	3.04%	3.14%
Rowing	2.85%	3.07%	3.07%
Racquetball	2.85%	2.55%	2.54%
Auto Racing	2.73%	2.51%	2.41%
Surfing & Windsurfing	2.41%	2.4%	2.61%
Martial Arts	2.15%	1.86%	1.83%

Rhodes Clidden Eldon Logan Princeton Crawfordsville Sidney Randalia Ionia Struble Parkers Hestgate Danville Westfield Rockwell City Grimes Chariton Coalville Intercultural Institute Grafton Murray Stratford McClelland Milton Durango Rathbun Rud Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

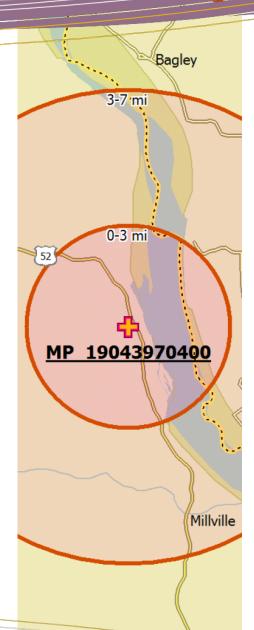
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Anolds Park Milliams Waterloo Shambaugh Ashton Oto Birmingham Intercultural Institute Stratford Washington Floris Garber Mason City Linn Grove Dyersvill Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Stockport Garpavillo Eldin Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

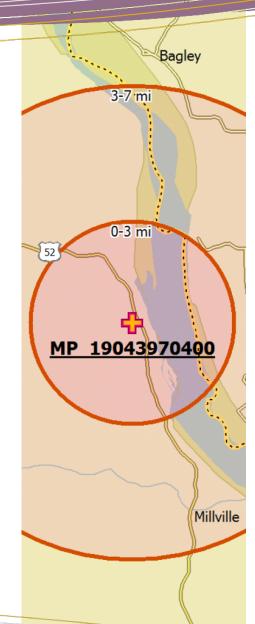
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Donahue Madrid Carson Joice Weldon Graf Goodell Centralia Donahue Victor Clive Hartwick Shellsburg Harvey Keswick Hamburg Grimes Wellsburg Riverside Contextual Ministry City Sheldahl Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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.

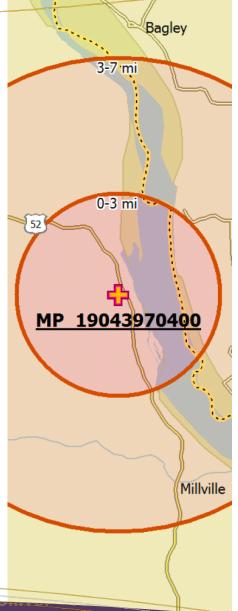
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Important Continue Learning	49%	47%	47%	Marijuana Should Be Legalized	19%	17%	17%
New Things				Like to Stand Out In A Crowd	19%	19%	19%
Woman's Place Is In The Home	35%	36%	37%	Like To Pursue	18%	16%	16%
Find It Difficult To Say No To My	35%	35%	35%	Challenge/Novelty/Change			
Kids				Rarely Sit Down to a Meal	17%	17%	18%
Speak My Mind Even If It Upsets	35%	34%	34%	Together At Home			
People				Only Work Current Job for The	16%	16%	16%
Prefer To Have Few	34%	32%	31%	Money			
Possessions As Possible				I Am A Workaholic	15%	16%	17%
Like Control Over People And	32%	30%	30%	We Should Strive for Equality	11%	10%	9%
Resources				for All			
Like To Do Unconventional	31%	30%	30%	Happy With My Standard Of	11%	10%	9%
Things				Living			
Money Is Best Measure Of	28%	28%	28%	Indulge My Kids With The Little	8%	7%	8%
Success				Extras			
Don't Judge People/Way They	27%	25%	25%	On Whole People Get What	8%	7%	7%
Live Life				They Deserve			
If Won Lottery Would Never	26%	26%	25%	Little I Can Do To Change My	7%	6%	6%
Work Again		e 464	000/	Life		0 01	• • •
Friends More Important Than My	25%	24%	23%	Very Happy With My Life As It Is	6%	6%	6%
Fam.		/					
Too Much Sponsorship In	20%	20%	20%				
Arts/Sports							

ield Humboldt Hull Rockford Wyoming Larrabee Maquoketa Sheffield Bennett Hedrick Chatsworth Clive Maysville Grant Fontanelle Floris Franklin Mapleton Rolfe Intercultural Institute Mons Centralia Millersburg Exira College Springs Essex Ainsworth Different For Contextual Ministry Contextual Ministry Alternation Lost Nata Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Alternation Lost Nata

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.



Hamilton Colwell Delphos Underwood Derby Milo Mediapolis Ocheyedan Neola Le Roy Lake Park Wayland Farley Calamus Clayton Ionia Decorah Archer Storm Las Intercultural Institute Elliott Danbury Primghar Gibson Council Bluffs Battle Creek Guernse for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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-- 0-3 miles, 3-7 miles, 7-10 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.

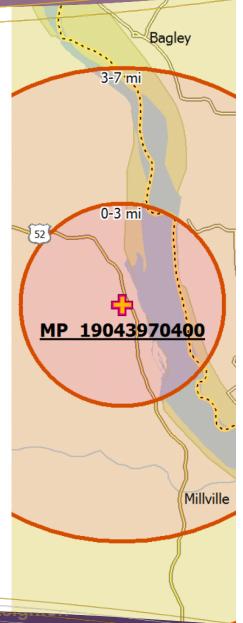
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILE
Important To Respect Customs	57%	57%	56%	Real Men Don't Cry	15%	14%	14%
And Beliefs				Is An Important Part Of Who I Am	15%	13%	13%
You Should Seize Opportunities In Life	55%	54%	53%	Worried About Pollution Caused By Cars	15%	15%	15%
Like To Understand About Nature	36%	34%	33%	Try Not To Worry About The Future	13%	12%	12%
Important Feel Respected By My Peers	34%	33%	33%	Looking for New Ideas To Improve Home	13%	11%	11%
Prefer To Have Few Possessions As Possible	34%	32%	31%	Provide My Kids With The Little Extras	10%	10%	11%
Prefer Work Part Of Team Than Alone	34%	32%	33%	Enjoy Spending Time With My Fam.	9%	8%	8%
Important To Juggle Various	28%	26%	25%	Feel Very Alone In The World	6%	6%	6%
Tasks				Like Spending Most Time With	6%	6%	6%
Good At Fixing Things	27%	25%	25%	Fam.			
Have Keen Sense Of Adventure	26%	25%	25%	Children Should Be Allowed To	5%	4%	5%
Like To Just Enjoy Life	21%	20%	19%	Express Themselves			
People Have To Take Me As	21%	21%	20%	Decor Particular Interest To Me	4%	3%	3%
They Find Me				Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	20%	19%	19%	Business			

Adel Runnells Whiting

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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.



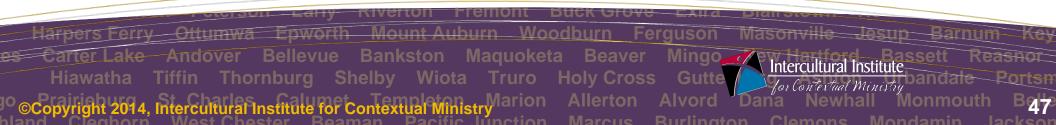
eve Barrum Lucas Ashton Thornburg Mingo Calmar Prairie City West Des Hoines Coose Lake Parke and Fredericksburg Richland Reasnor Ocheyedan Jewell Junction Saber Intercultural Institute one Tree Lake City Cotter Kalona New London Maloy Lamoni Van Work for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	84.99%	85.24%	85.98%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.25%	83.8%	83.74%
Houses-Visit Any			
McDonald's	55.43%	55.62%	55.65%
Burger King	36.11%	36.33%	36.58%
Subway	30.54%	31.01%	31.66%
Applebee's	29.14%	28.94%	29.54%
Taco Bell	25.67%	25.74%	26.08%
Kentucky Fried Chicken (KFC)	24.91%	25.35%	26.31%
Wendy's	24.86%	23.61%	23.25%
Dairy Queen	23.8%	25.42%	26.87%
Arby's	23.12%	23.71%	24.76%
Pizza Hut	20.5%	22.53%	22.87%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19.89%	19.45%	19.16%
Red Lobster	16.16%	15.55%	15.64%
Cracker Barrel	13.23%	12.48%	12.21%
Outback Steakhouse	12.25%	11.55%	10.78%
Sonic	12.03%	11.83%	12.2%
Denny's	11.89%	11.02%	11.21%
Hardee's	10.9%	11.5%	12.63%
Domino's Pizza	10.23%	9.81%	9.72%
IHOP (International House Of	9.97%	8.82%	8.06%
Pancakes)			
A and W	9.2%	9.82%	10.38%
Long John Silver's	8.76%	8.8%	8.92%
Starbucks	8.56%	8.24%	7.96%

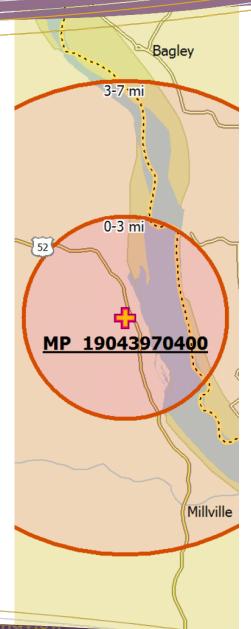


Potential Shared Projects

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!



Washington Millville Ionia Ricketts Gowrie Fostoria Mason City Maquoketa Lu Verne Clearfield Low St. Lucas Ladora Klemme Algona Buckeye Treynor New Liberty Emperiphene Polk City Osceola Coll rold Magnolia Missouri Valley Washta Conrad Salem Mount Sterling Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	49.86%	50.54%	50.31%
Recycled products	35.4%	35.41%	34%
Worked as volunteer (non political)	17.31%	17.55%	17.33%
Engaged in fund raising	11.19%	11.63%	11.91%
Religious club member	8.08%	8.26%	8.55%
Charitable Organization	6.43%	6.96%	7.07%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	6.17%	6.18%	6.08%
Addressed a public meeting	5.86%	6.56%	6.67%
Took active part in local civic issue	5.71%	5.76%	5.91%
Church Board	5.67%	6.35%	6.59%
Union member	5.65%	5.96%	5.9%
Wrote to editor of mag or newspaper	5.18%	5.06%	4.78%

 Omb
 Volga
 Spirit Lake
 Gowrie
 Earlville
 Avoca
 Osceola
 Hinton
 Britt
 Hornick
 Clio
 Murray
 Fonda
 Seconda

 Stimuli
 Center Point
 Unionville
 Harper
 Walnut
 Bellevue
 Manly
 Albion
 Intercultural Institute

 Stimuli
 Center Point
 Unionville
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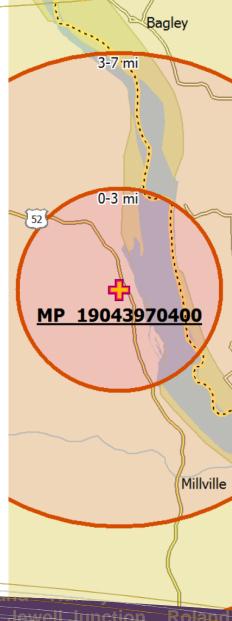
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Communication Media Content

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

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



Prov Hopkinton Unionville Wellsburg Douds Willey Centerville Buffalo Center Jewell Junction Roland High Lewis Sigourney Colfax Bennett Newell Panorama Park Luther Intercultural Institute Cherokee Bo City Ottosen Fenton Gillett Grove Donnellson Marion Cumming Serge for Confertual Ministry Confertual Ministry Fort Atki 50 Copyright 2014, Intercultural Institute for 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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	15.5%	14.27%	13.38%
Mystery	12.28%	11.7%	11.36%
Children's Books	12.12%	12.09%	11.92%
Cookbooks	10.54%	10.53%	10.54%
Religious (not Bibles)	7.98%	8.3%	8.01%
History	6.76%	6.35%	5.79%
Romance	6.25%	6.19%	6.06%
Personal/Business	5.66%	5.61%	5.24%
Self-help			
Biography	5.36%	4.66%	3.96%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	64.05%	62.42%	60.9%
Gen. Editorial	43.1%	42.21%	40.83%
Womens	36.47%	35.7%	34.68%
Service	34.02%	33.64%	32.91%
Fishing/Hunting	16.54%	17.85%	18.77%
Mens	16.16%	15.62%	15.25%
Mature Market	14.52%	14.07%	13.78%
Business/Finance	13.34%	12.75%	11.32%
Automotive	13.15%	13.01%	12.84%

Has Center Earlham Polk City New Hampton Dayton Wiota Truesdale Calamus Silver City Coon Rapids Chillicothe Cincinnati Middletown Hayesville Griswold Beaconsfield Intercultural Institute on Turin McCausland Ayrshire De Witt Hiawatha Exline Lester New Socopyright 2014, Intercultural Institute for Contextual Ministry Pleasant Hill Ogden Crawfordsville Moorhead Jew 51 Contextual Ministry Pleasant Hill Ogden Drakesville Rockwell Mason City

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	58.7%	58.8%	58.62%
Classified	35.79%	36.41%	37.57%
Sport	35.41%	35.44%	35.74%
Editorial Page	34.39%	34.66%	34.79%
Comics	31.15%	30.95%	31.63%
Business/Finance	29.43%	28.8%	27.73%
Food/Cooking	26.07%	25.82%	25.44%
TV/Radio Listings	23.84%	22.67%	22.03%
Movie Listings & Reviews	22.56%	21.38%	20.12%
Home/Gardening	22.05%	21.99%	21.7%
Travel	18.5%	17.81%	16.81%
Science/Technology	17.73%	16.77%	16.29%
Fashion	13.39%	13.26%	12.96%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	31.29%	34.76%	37.44%
Adult Contemporary	18.43%	18.52%	18.15%
CHR Contemp Hit Radio	15.16%	14.06%	13.49%
Oldies	12%	12.48%	12.61%
Rock	11.51%	11.25%	11.19%
Classic Rock	10.76%	11.55%	11.65%
News/Talk	10.44%	10.38%	9.86%
Variety	6.72%	6.89%	6.77%
Alternative	6.42%	5.35%	4.35%
Religious	6.15%	6.17%	6.1%
Urban Contemporary	5.54%	4.56%	3.9%
All Talk	4.24%	3.84%	3.04%
All News	4.22%	3.77%	3.07%
Soft Contemporary	3.79%	3.26%	2.81%
Adult Standards	3.37%	3.01%	2.52%
Classic Hits	3.32%	2.93%	2.91%
Hispanic	3.04%	3.01%	2.83%
Sports	2.68%	2.5%	2.17%

Stanhope Riverdale Leighton Albien Mingo Middletown Birmingham Beacon Albert City Dow City West tham Chatsworth Carpenter Coralville Coburg Carter Lake Alexander Intercultural Institute Ocheyedan Sheldon Lone Tree Long Grove Arnolds Park Rutland East Core Contextual Ministry Shueyville Haverhill Blairstown Arcadia Gilbertville 52 Core Copyright 2014, Intercultural Institute for Contextual Ministry Shueyville Haverhill Blairstown Arcadia Gilbertville 52

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	65.21%	66.23%	66.24%		TV Info From Sunday TV	TV Info From Sunday TV 26.4%	TV Info From Sunday TV 26.4% 26.59%
Satellite Dish	51.29%	53.01%	52.75%		Magazine	Magazine	Magazine
Soapnet	47.34%	47.32%	46.28%		BET (Black Entertainment	BET (Black Entertainment 25.24%	BET (Black Entertainment 25.24% 25.37%
Other	46.08%	46.73%	46.75%		TV)	TV)	TV)
Video-On-Demand					TV Info From Newspapers	TV Info From Newspapers 25.17%	TV Info From Newspapers 25.17% 25.89%
Sci-Fi Channel	40.16%	42.32%	43.32%		Hallmark Channel	Hallmark Channel 24.58%	Hallmark Channel 24.58% 25.76%
MSNBC	35.59%	36.85%	37.93%		USA Network	USA Network 23.79%	USA Network 23.79% 23.58%
Adult Pay Per View TV	34.44%	34.72%	33.56%		TCM (Turner Classic	TCM (Turner Classic 23.64%	TCM (Turner Classic 23.64% 23.72%
Adult Swim	31.25%	33.33%	34.59%		Movies)	Movies)	Movies)
Nickelodeon	31.12%	33.52%	35%		The Golf Channel	The Golf Channel 22.25%	The Golf Channel 22.25% 21.1%
Comedy Central	30.92%	28.46%	26.62%		ESPN2	ESPN2 21.6%	ESPN2 21.6% 21.03%
Subscribe Digital Cable	28.59%	30.37%	30.58%		ABC Fam.	ABC Fam. 20.98%	ABC Fam. 20.98% 19.61%
Nick At Nite	26.92%	28.72%	29.44%		TV Info From Monthly Cable	TV Info From Monthly Cable 20.79%	TV Info From Monthly Cable 20.79% 21%
					Guide	Guide	Guide
					TV Info From Other	TV Info From Other 20.69%	TV Info From Other 20.69% 20.67%
					Lifetime	Lifetime 20.42%	Lifetime 20.42% 20.32%

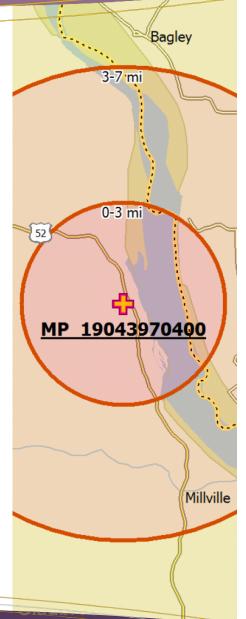


Communication Media Usage

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.



Kinross Gilman Lucas Polk City Ladora Dickens Shenandoah Garwin Shambaugh Lambs Grove Kn ricksburg Osceola Ollie Lockridge Bode Oxford Dexter Rome Van Costana Woden Summer orth Grundy Center Harper Randolph Williams New Providence Rembry locontextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Riverton Duta Superior Onslow Adair Sh 54 Riverton Duta Superior Onslow Adair Sh 54

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.3%	17.41%	16.86%
Medium Users (4-6)	9.18%	8.68%	7.84%
Light Users (1-3)	20.06%	19.7%	19.43%
Quintiles (20%)			
Newspaper I (Heavy)	1.3%	1.47%	1.58%
Newspaper II	1.24%	1.38%	1.36%
Newspaper III	1.96%	2.02%	2.04%
Newspaper IV	0.56%	0.65%	0.66%
Newspaper V (Light)	1.06%	1.25%	1.21%

0-3	3-7	7-10
MILES	MILES	MILES
17.87%	18.59%	18.77%
6.74%	7.08%	6.92%
9%	9.82%	10.32%
10.26%	10.49%	10.28%
0.29%	0.43%	0.45%
5.97%	5.23%	5.12%
1.91%	1.48%	1.35%
3.09%	3.02%	3.2%
15.99%	15.54%	15.14%
27.47%	27.31%	27.19%
13.89%	13.26%	12.91%
4.78%	4.16%	4.15%
3.56%	3.42%	3.37%
22.1%	21.33%	21.4%
2.44%	2.05%	2.16%
	MILES 17.87% 6.74% 9% 10.26% 0.29% 5.97% 1.91% 3.09% 15.99% 27.47% 13.89% 4.78% 3.56% 22.1%	MILES MILES 17.87% 18.59% 6.74% 7.08% 9% 9.82% 10.26% 10.49% 0.29% 0.43% 5.97% 5.23% 1.91% 1.48% 3.09% 3.02% 15.99% 15.54% 27.47% 27.31% 13.89% 13.26% 4.78% 4.16% 3.56% 3.42% 22.1% 21.33%

yn Arcadia Nevada Cleghorn Matlock Melrose Dana Curlew Williams Cylinder Forest City Volga L Saylorville Earlham Alden Holy Cross Hornick Belle Plaine Baldwin Intercultural Institute Millersburg Belmond Haverhill Urbandale Ridgeway Whittemore Pack for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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 -- 0-3 miles, 3-7 miles, 7-10 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.

1EDIUM 0-3 3-7 7-10 MEDIU	M
MILES MILES MILES	
Radio Drive Time Quntiles TV Prime Time	e Quntiles (fifths /
iifths / 20%) 20%)	
Prive Time I & II (Heavy) 4.33% 4.3% 4.82% Prime Time I & II (He	eavy)
Prive Time III (Medium) 0.72% 0.55% 0.51% Prime Time III (Medium)	m)
Radio IV & V (Light) 2.4% 2.67% 2.59% Prime Time IV & V (Light)	ht)
Radio Media Quntiles (fifths / TV Early/Late Fringe Qu	untiles
0%) (fifths / 20%)	
Radio I & II (Heavy) 7.1% 7.34% 7.39% Fringe I & II (Heavy)	
Radio III (Medium) 4.42% 4.88% 4.76% Fringe III (Medium)	
Radio IV & V (Light) 2.49% 2.84% 2.68% Fringe IV (Light)	
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths	s /
0%) 20%)	
Cable I & II (Heavy) 10.71% 11.46% 11.5% All Day I & II (Heavy)	
Cable III (Medium) 3.05% 2.8% 2.74% All Day III (Medium)	
Cable IV & V (Light) 36.45% 37.07% 36.78% All Day IV (Light)	



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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.91%	11.72%	11.26%
6:00am - 10:00am	15.02%	13.78%	13.13%
10:00am - 3:00pm	4.28%	3.63%	2.86%
3:00pm - 7:00pm	14.16%	14.26%	14.18%
7:00pm - Midnight	13.31%	13.43%	12.52%
Midnight - 6:00am	6.02%	5.8%	5.54%
Weekend Radio			
Listeners			
Dayparts [summary]	13.23%	13.89%	13.98%
6:00am - 10:00am	2.85%	2.45%	2.01%
10:00am-3:00pm	4.53%	4.07%	3.54%
3:00pm - 7:00pm	6.45%	6.34%	6.45%
7:00pm - Midnight	6.39%	5.79%	5.25%
Midnight - 6:00am	8.49%	7.39%	6.47%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.25%	7.64%	7.79%
Saturday: 8:00-11:00pm	6.57%	6.7%	6.34%
Sunday: 7:00-11:00pm	9.9%	10.93%	11.04%
9:00am-1:00pm	26.92%	28.72%	29.44%
9:00am-4:00pm	30.7%	32.32%	33.05%
4:00pm-7:00pm	27.02%	27.2%	26.06%
11:00pm-1:00am	41.94%	42.73%	43.21%
AVG Prime time	1.74%	1.82%	1.62%
Mon-Sun			

Lucas Fonda Forest City Hartwick Oakland Maquoketa Centralia Gibert Eldora Stacyville Pierse Toak Hubbard Willey Bonaparte Thurman Lake City West Okoboji Arthur Altoona What Cheer Ix Rapids Exira Blue Grass Lamont Melrose Protivin Matlock Danbur For Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Storm Lake Paulina Badger Worthington Baxte 57 Storm Lake Paulina Badger Worthington Baxte 57

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10		TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16.02%	15.71%	15.66%		Sat: 7-10am	Sat: 7-10am 17.14%	Sat: 7-10am 17.14% 17.48%
7-9am	21.6%	21.03%	20.46%		Sat: 10am-1pm	Sat: 10am-1pm 6.06%	Sat: 10am-1pm 6.06% 6.07%
9am-12noon	23.36%	25.02%	25.82%		Sat: 1-4pm	Sat: 1-4pm 21.14%	Sat: 1-4pm 21.14% 21.09%
12noon-4pm	7.34%	7.3%	7.23%		Sat: 4-6pm	Sat: 4-6pm 5.34%	Sat: 4-6pm 5.34% 5.61%
4-6pm	44.5%	45.75%	45.18%		Sat: 6-7pm	Sat: 6-7pm 1.71%	Sat: 6-7pm 1.71% 1.78%
6-7pm	21.53%	23.8%	24.22%		Sat: 7-8pm	Sat: 7-8pm 0.52%	Sat: 7-8pm 0.52% 0.66%
7-7:30pm	1.06%	1.07%	0.88%		Sat: 8-11pm	Sat: 8-11pm 6.57%	Sat: 8-11pm 6.57% 6.7%
7:30-8pm	9.34%	8.91%	8.85%		Sat: 11pm-1am	Sat: 11pm-1am 3.84%	Sat: 11pm-1am 3.84% 3.64%
8-11pm	7.25%	7.64%	7.79%		Sat: 1am-7pm	Sat: 1am-7pm 23.79%	Sat: 1am-7pm 23.79% 23.58%
11pm-12am	35.59%	36.85%	37.93%		Sun: 7-10am	Sun: 7-10am 1.52%	Sun: 7-10am 1.52% 1.63%
11pm-1am	41.94%	42.73%	43.21%		Sun: 10am-1pm	Sun: 10am-1pm 7.14%	Sun: 10am-1pm 7.14% 8.12%
1-6am	31.63%	31.38%	29.86%		Sun: 1-4pm	Sun: 1-4pm 4.57%	Sun: 1-4pm 4.57% 4.49%
					Sun: 4-7pm	Sun: 4-7pm 12.21%	Sun: 4-7pm 12.21% 13.21%
					Sun: 7-11pm	Sun: 7-11pm 9.9%	Sun: 7-11pm 9.9% 10.93%
					Sun: 11pm-1am	Sun: 11pm-1am 3.85%	Sun: 11pm-1am 3.85% 4%
					Sun: 1-7am	Sun: 1-7am 19.68%	Sun: 1-7am 19.68% 21.1%

Mondamin Shellsburg Oxford Harris State Center Perry Northwood Larchwood Halbur Calmar Aplin The Laurel Defiance Sandyville Holstein Clemons Dundee East Perry Intercultural Institute Indview Saylorville Joice Crescent Hartwick Hawarden La Porte City For Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

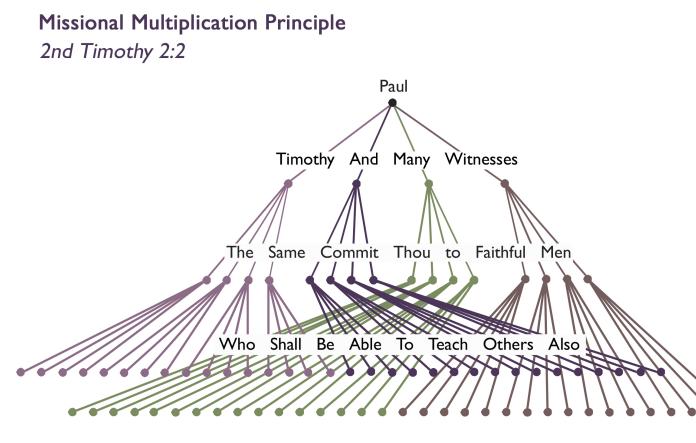
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



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.



Rossie Rock Valley Cincinnati Albert City Alexander Robins Prescott Council Bluffs Van Horne Oster Forest City Carter Lake Garner Madrid Vining Curlew Whiting Ossie Sharpsburg Waukee Dechar sboro Charlotte Schaller Lohrville Little Sioux Rhodes Durango Ackworf for Contextual Ministry Gor Contextual Ministry Bevington 61 Copyright 2014, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



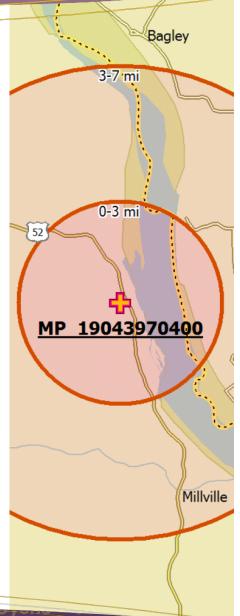


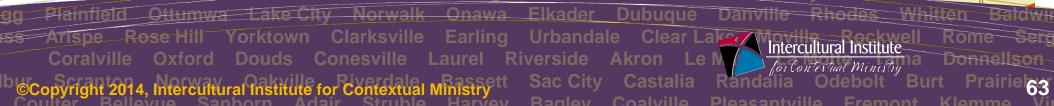
Your MissionSite and the Missional Suite

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

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

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





Notes and Sources

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





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