MissionSite top unreached locations

Andrew

Little Rock Malvern Montrose Chatsworth Gray Grimes Panorama Parl

ver Manning Independence Garden Grove William CENSUS TRACT: 19097950600 Pomeroy Since the second De Soto Carlisle Center COUNTY: Jackson **Cherokee Waterloo Hanlontown** Coll SITESCAPE: Townscapeckens In partnership with the: **DENSITY PATTERN: K** Dysart Intercultural Institute Greene Archer Guthrie aptist for Contextual Ministry Baldwin Hornick Nyomine Hopki vention of West Liberty Farnhamville Van Wert Templeton Milton Union wableton Cresco na©Copyright 2014, Intercultural Institute for Contextual Ministry lemme Holland Floyd Ackworth Strawberry Point Rose

MissionSite (TM) Table of Contents

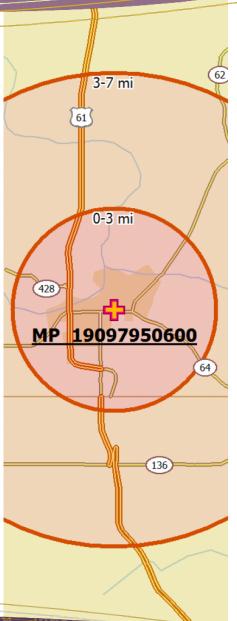
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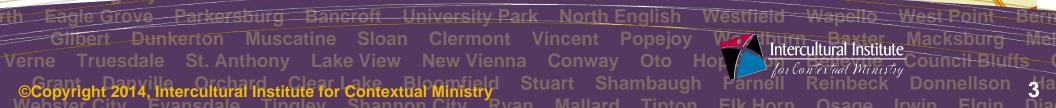
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Site Location Summary

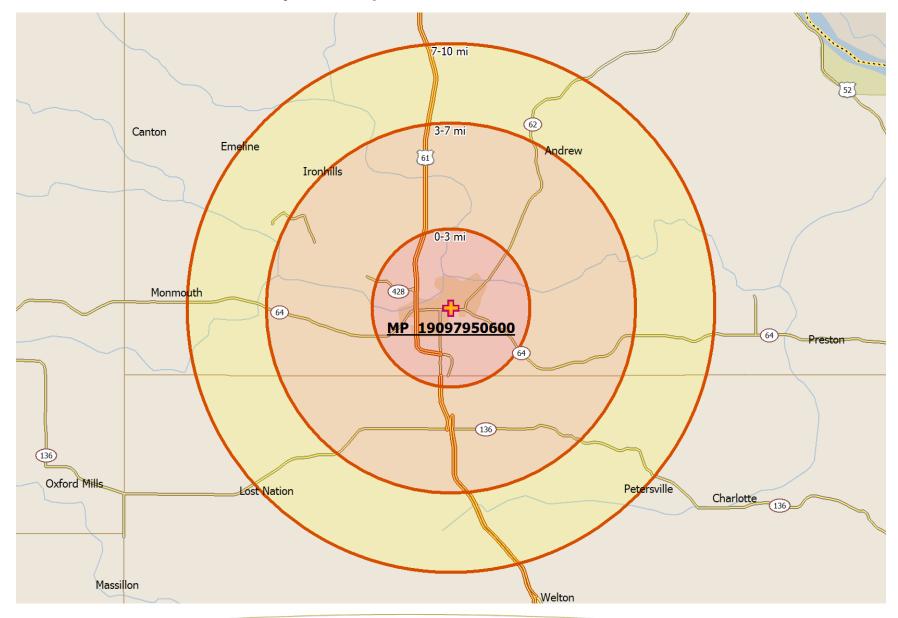
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	19097	Jackson
4	Zipcode	52060	Jackson
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	К	10000-10000-2500





Site Location Summary - Map of the Site Location



Omah Village
Henderson
Merrill
Ackworth
Walcott
Goose Lake
Lost Nation
Paullina
Modale
Clutier
Lake

Pacific Junction
Pleasanton
Carbon
Prairieburg
Eldridge
Huxley
Jack
Intercultural Institute
Elfston
E

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	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban	6	Noncore - counties that are neither metropolitan or micropolitan
	Codes		
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban
	Value		cluster)
8	Percent Commuting to	19	Percent commuting from non metro to metro areas
	Metro		
	Metro		

ris Rockwell City Rathbun Luzerne Charles City Colwell Meservey Fontanelle Hudson Martinsburg Bi St. Charles Meintire Masonville West Liberty Grafton Weldon Lester Intercultural Institute Johnston Bar ity Park Fort Madison Shambaugh Vinton Rickardsville Hamilton Okob Jor 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	6,874	2,500	1,716
2010 Households	3,157	987	709
2010 Group Quarters Population	165	26	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	17	7	0
Language Diversity National Index	4	10	0
Foreign Born Diversity National Index	20	32	65
Ancestry Diversity National Index	28	23	25
Racial Diversity National Index	4	1	0

Kirkman McCausland McCallsburg Deloit Mount Sterling Vinton Columbus Junction Lorimor Mount est Okoboji Little Rock Lu Verne Rinard Arnolds Park Hedrick Elma Intercultural Institute ondamin Forest City Brandon Lidderdale Coburg Donahue Exira Schuller Rossie Douds Ossian Nort Copyright 2014, Intercultural Institute for Contextual Ministry Chelsea Sloan Walcott Rossie Douds Ossian Nort 6

Site Location Summary - County Environment

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

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

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

Polis Bassett West Chester Crawfordsville Fort Dodge Reinbeck Bloomfield Copposk St. Olaf New Har Volga Guernsey Lidderdale Lakota Lost Nation Kelley Forest City Intercultural Institute Humboldt Milton Fort Madison Hansell Solon Hillsboro Barnes Ci Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	377	11.94%
Mainstay Communities	Established, Diverse Households	381	12.07%
Working Communities	Blue-collar, Working Families	2,033	64.4%
Country Communities	Rural, Agri. & Mining Families	177	5.61%
Aspiring Communities	Young Singles / Aspiring-Multihousing	44	1.39%
Urban Communities	High Density, Inner-city Neighborhoods	143	4.53%

Gilbertville Radcliffe Udell Tabor Batavia Castana Audubon Brooklyn Bronson Houghton Prince Des Moines Casey Truesdale Coralville Mason City Hubbard Carter Intercultural Institute oly Cross Vinton Marysville Coggon Farley West Burlington Rockwell for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

wille Badger Belmond Rudd Avoca Iowa Falls Washington Fertile Deloit Muscatine Richland Gladbe Nora Springs Denver Ogden Andrew Kelley Houghton Mingo With Panama Elk Run Heights Sioux Rapids Harper Lambs Grove Eldridge Oakland Millville Clarion Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Swaledale Charter Oak Neola Alburnett Minden Dickens New Sk

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	5,353	2,101	39.24%
Unreached %	63.06%	66.55%	105.52
Religious But NOT Evangelical HH	937	421	44.97%
Religious But NOT Evangelical %	11.03%	13.34%	120.92
Spiritual But NOT Relig or Evang HH	758	383	50.61%
Spiritual But NOT Relig or Evang %	8.93%	12.15%	136.08
Not Evangelical, Not Interested HH	3,659	1,296	35.42%
Not Evangelical, Not Interested %	43.11%	41.06%	95.25



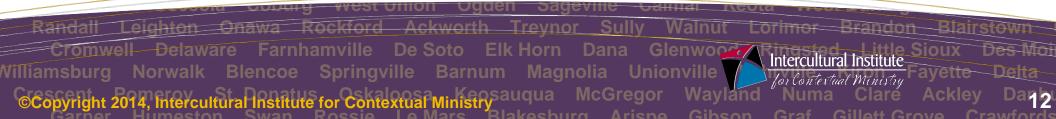
Farnhamville Sergeant Bluff Cambridge Rock Falls Lamont Galva Pisgah Clermont McGregor Derby Charlotte Oyens Clarinda Gowrie Boyden Keystone Windsor Heigher Intercultural Institute West Chester Springbrook New Providence Muscatine Klemme Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCIOWA Churches	0	0	0%
Active BCIOWA Attenders	0	0	0%
Active Evangelical Households	0	0	0%
Active Evangelical Percent	0.00%	0.00%	0
Inactive Evangelical Households	3,136	1,054	33.62%
Inactive Evangelical Percent	36.94%	33.39%	90.4
# New Churches Needed	4	2	37.19%





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.

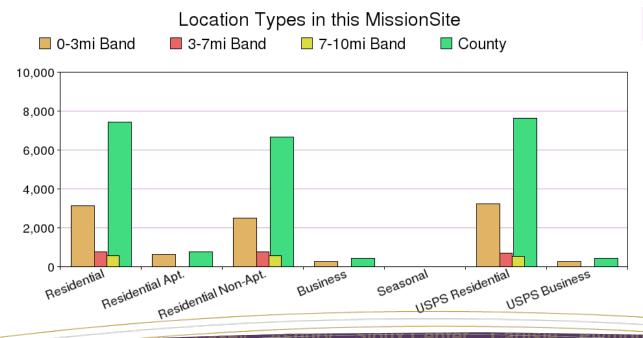
Issues for Your Consideration

- 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.

Rock Valley East Peru-Britt Griswold Atkins Keota Quimby Williamson Tipton Swaledale Spillville ekton Duncombe Grand River Waucoma Lamoni Adel Huxley Garner Intercultural Institute State Center Orchard Whittemore Linn Grove Albion Spring Hill For Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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	19,950	6,981	34.99%
2000 Population	20,296	7,021	34.59%
2010 Population	19,639	6,874	35%

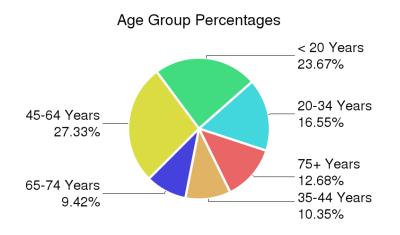


Location Type	0-3mi Band
Residential	3,131
Residential Apt.	638
Residential Non-Apt.	2,493
Business	274
Seasonal	0
USPS Residential	3,219
USPS Business	276

in Oakland Alteona Belmond Delta Fenton Callender Alleman Hospers Quimby Rolfe Oskaloosa Sanborn Plainfield Charter Oak Blairstown Dana Williamson Fertiler Intercultural Institute Morley La Motte Iowa Falls Turin Toledo Jesup Little Rock Leand (or 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.

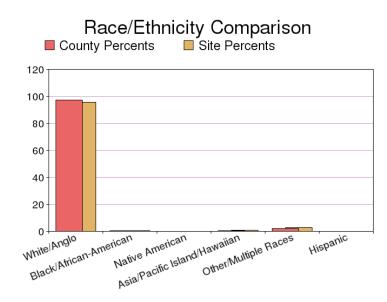


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.2%	4.66%	110.95
4-5 Years	2.26%	1.89%	83.63
6-8 Years	3.43%	3.2%	93.29
9-11 Years	3.69%	3.61%	97.83
12-13 Years	2.59%	2.63%	101.54
14-17 Years	5.53%	4.95%	89.51
18-19 Years	2.85%	2.75%	96.49
0-5 Years	6.45%	6.55%	101.55
6-12 Years	8.41%	8.12%	96.55
13-19 Years	9.68%	9.02%	93.18
< 20 Years	24.54%	23.69%	96.54
20-34 Years	15.29%	16.56%	108.31
35-44 Years	11.38%	10.36%	91.04
45-64 Years	29.68%	27.35%	92.15
65-74 Years	9.7%	9.43%	97.22
75+ Years	9.42%	12.69%	134.71
Median Age	44	42	95.41
Median Age (Male)	43	41	95.63
Median Age (Female)	45	45	98.75

Bondurant Stratford Clarinda Rock Falls Meservey Laurens Dougherty Steamboat Rock Martelle Album Ersett Zwingle Stanley North Liberty Nashua Eddyville New Providence Intercultural Institute Rossie Milton Winterset Hastings Williams Fontanelle Clio Galt Derb TorConfectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	97.36%	95.64%	98.23
Black, African-American	0.35%	0.57%	161.48
Native American	0.16%	0.2%	129.03
Asian	0.13%	0.25%	194.28
Pacific Island, Hawaiian	0.15%	0.38%	256.14
Other/Multiple Races	1.85%	2.95%	159.33
Hispanic	0%	1.45%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,620	4,744	
Less than 9th Grade	5.3%	4.83%	109.82
No High School Diploma	6.26%	6.72%	93.03
High School Graduate	44.03%	40.89%	107.67

20.77%

8.72%

10.36%

4.57%

19.58%

10.22%

12.56%

5.19%

106.07

85.25

82.46

88.07

Newell Latimer Hepburn Mile Remsen Woolstock New Albin Blairstown Waterloo Lytton Nichols Sib a Callender Lu Verne Peterson Craig Emerson Brandon Riverton Shar City Brunsville Mitchellville Reasnor Soldier Kingsley Corning Bettendorf McCausland Van Meter Los Contextual Ministry Malvern 10 Copyright 2014, Intercultural Institute for Contextual Ministry Nashua Ringsted Alta Winfield North Liberty Ryan

Some College, no degree

Graduate/Prof. degree

Associate Degree

College 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	9.22%	10.61%	144.82
\$10,000 to \$19,999	12.19%	15.71%	128.86
\$20,000 to \$29,999	15.47%	18.94%	122.47
\$30,000 to \$49,999	21.49%	20.34%	94.64
\$50,000 to \$59,999	8.55%	7.7%	90
\$60,000 to \$69,999	7.4%	5.67%	76.64
\$70,000 to \$79,999	6.82%	4.72%	69.2
\$80,000 to \$89,999	5.02%	3.17%	63.12
\$90,000 to \$99,999	3.06%	1.81%	58.95
\$100,000 to \$124,999	5.32%	5.73%	107.68
\$125,000 to \$149,999	2.31%	1.87%	80.94
\$150,000 to \$199,999	2.57%	3.1%	120.88
\$200,000 to \$249,999	0.4%	0.41%	102.81
\$250,000 or more	0.18%	0.22%	125.48
Median Household	41,394	37,733	91.16
Average Household	52,811	52,037	98.53
Per Capita Household	22,971	23,930	104.17
Family/Non-Family Household			
Income			
Median Family Income	55,328	52,707	95.26
Average Family Income	65,351	63,364	96.96
Median Non-Family Income	25,254	23,866	94.5
Average Non-Family Income	32,033	30,735	95.95

e Altoona Cotter Libertyville Yetter Riverside Sanborn Williams Birper Anton Valling Badger Salix Nemaha Rhodes Sioux Rapids Parnell Hopkinton Osce Intercultural Institute ©Copyright 2014, Intercultural Institute for Contextual Ministry Name State Stat

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	62.36%	57.17%	91.68
Families with Children	28.7%	27.75%	96.7
Families without Children	33.67%	29.43%	87.4
Non-Family Households			
% Non-Family Households	37.64%	42.83%	113.79
Non-Families with Children	0.64	0.57	89.63
Non-Families without Children	37	42.26	114.2
Housing Units			Index
Total Housing Units	9,430	3,374	
Vacant percent	9.98%	6.43%	64.45
Owned percent	67.72%	64.29%	94.93%
Rented Percent	22.3%	29.28%	131.31
Households by Size			Index
Avg household size	2.28	2.13	93.42
Avg family hh size	2.97	2.86	96.3
Avg non-family hh size	1.15	1.15	100
Households By Count of Persons			Percent
One	2,672	1,144	42.81%
Тwo	3,096	1,122	36.24%
Three or Four	2,115	729	34.47%
Five+	606	161	26.57%

Park View Rock Rapids Lansing Lake Park Pleasant Hill Columbus City Ionia Coulter New Providence Builato Center Varina Yorktown Eagle Grove Glenwood Arnolds Park Intercultural Institute Lake View Lacona Rodman Whittemore Salix Clive St. Paul Le Mars For Confectual Ministry Confectual Ministry Lock and Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Park View Lacona Rodman Whittemore Salix Clive St. Paul Le Mars For Confectual Ministry Confectual Ministry Lock and Confectual Ministry Report Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Wellsburg North Buena Vista Treynor Lynnville 18

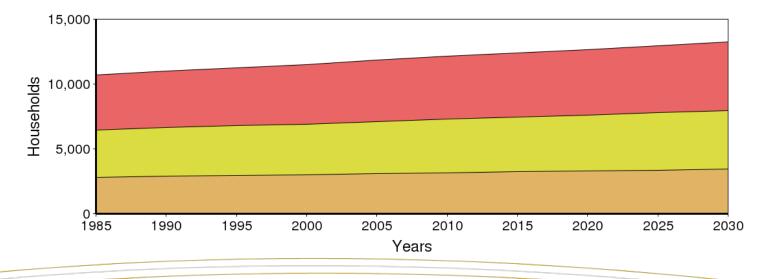
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	19,950	6,981	34.99%
2000 Population	20,296	7,021	34.59%
2010 Population	19,639	6,874	35%
2015 Population	19,195	6,836	35.61%

Household Change from 1985 to 2030

🔲 0-3mi Ring 👘 0-7mi Ring

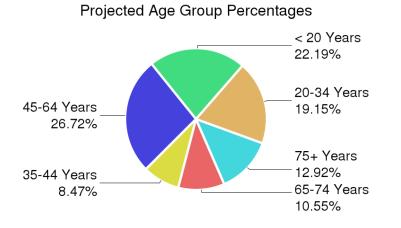
📕 0-10mi Ring



r Perry Shellsburg Calamus Epworth Arnolds Park McCausland Millerton Gilbert Forest City Adel A edonta Lidderdale Sharpsburg Farragut Rock Falls Indianola Humbold Intercultural Institute Aredale Ionia Lowden Rockwell Blairstown Dunlap Spillville Bridger (or Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

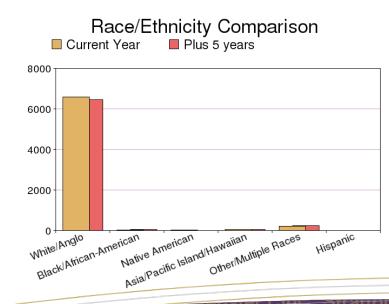


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.66%	4.8%	103
4-5 Years	1.89%	1.8%	95.24
6-8 Years	3.2%	2.84%	88.75
9-11 Years	3.61%	3.03%	83.93
12-13 Years	2.63%	2.34%	88.97
14-17 Years	4.95%	4.53%	91.52
18-19 Years	2.75%	2.85%	103.64
0-5 Years	6.55%	6.6%	100.76
6-12 Years	8.12%	7.07%	87.07
13-19 Years	9.02%	8.53%	94.57
< 20 Years	23.69%	22.2%	93.71
20-34 Years	16.56%	19.16%	115.7
35-44 Years	10.36%	8.47%	81.76
45-64 Years	27.35%	26.73%	97.73
65-74 Years	9.43%	10.56%	111.98
75+ Years	12.69%	12.93%	101.89
Median Age	44	43	96.87
Median Age (Male)	43	41	96
Median Age (Female)	45	46	100.33

Beaver Holstein Middletown Arion Sharpsburg Jackson Junction Norway Hansell Manchester Arca Hospers Fredonia Chillicothe Eldon Corning Minburn Protivin Wellsborg Intercultural Institute edyard Joice Gilbert Nashua Lytton Panora Defiance Dexter Rutlan for Confectual Ministry Woodburn Pie Copyright 2014, Intercultural Institute for Contextual Ministry Whitten Dunlan Albion Milo De Witt Oto Fairfield

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	95.64%	94.57%	98.89
Black, African-American	0.57%	0.88%	154.7
Native American	0.2%	0.19%	93.37
Asian	0.25%	0.31%	124.22
Pacific Island, Hawaiian	0.38%	0.38%	100.56
Other/Multiple Races	2.95%	3.67%	124.33
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,744	4,754	
Less than 9th Grade	4.83%	3.49%	72.34
No High School Diploma	6.72%	5.36%	79.77
High School Graduate	40.89%	40.28%	98.5
Some College, no degree	19.58%	20.42%	104.3
Associate Degree	10.22%	11.4%	111.52
College Degree	12.56%	13.61%	108.33
Graduate/Prof. degree	5.19%	5.43%	104.66

Corydon Brayton Benaparte Plymouth Wellsburg Bode Coon Rapids Territ Radcliffe Henderson Ha alville Ricketts Woden Bedford Stockport Walford Gilbertville St. Marver Ministry Coldfield Battle Cre ha Promise City Riverton Grimes Alta Wahpeton Oto Little Rock John Intercultural Institute for Confectual Ministry Confectual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry Distance Planeer Latimer Shambaugh Clip Cedar Rapid

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	10.61%	10.46%	98.55
\$10,000 to \$19,999	15.71%	13.89%	88.42
\$20,000 to \$29,999	18.94%	18.56%	98.01
\$30,000 to \$49,999	20.34%	19.25%	94.64
\$50,000 to \$59,999	7.7%	7.18%	93.26
\$60,000 to \$69,999	5.67%	6.5%	114.6
\$70,000 to \$79,999	4.72%	5.32%	100.3
\$80,000 to \$89,999	3.17%	3.68%	109.4
\$90,000 to \$99,999	1.81%	1.83%	101.11
\$100,000 to \$249,999	5.73%	6.56%	114.41
\$125,000 to \$149,999	1.87%	1.92%	102.65
\$150,000 to \$199,999	3.1%	3.99%	128.58
\$200,000 to \$249,999	0.41%	0.46%	112.71
\$250,000 or more	0.22%	0.19%	83.73
Median Household	37,733	40,838	108.23
Average Household	52,037	55,337	106.34
Per Capita Household	23,930	26,195	109.47
Family/Non-Family Household			
Income			
Median Family Income	52,707	58,562	111.11
Average Family Income	63,364	69,213	109.23
Median Non-Family Income	23,866	25,910	108.56
Average Non-Family Income	30,735	32,000	104.12

Ellsworth Asbury Winthrop Lehigh Aredale Silver City Carbon Vincent Bagley Greenville Treynor hard Spring Hill Barnes City Otho Webb Walker Unionville Elk Run Herring Intercultural Institute St. Olaf Tipton Irwin Wilton Nichols Andover Britt Burlington Ferrie Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Spillville 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	57.17%	54.58%	95.46	
Families with Children	27.75	26.18	94.33	
Families without Children	29.43	27.48	93.37	
Non-Family Households				
% Non-Family Households	42.83%	45.42%	106.06	
Non-Families with Children	0.57	0.62	106.06	
Non-Families without	42.26	44.8	106.03	
Children				
Housing Units				
Total Housing Units	3,374	3,458	102.49%	
Vacant percent	6.43%	6.54%	101.62	
Owned percent	64.29%	64.43%	100.22	
Rented Percent	29.28%	29.01%	99.05	
Households by Size				
Avg household size	2.13	2.07	97.18%	
Avg family hh size	2.86	2.87	100.35%	
Avg non-family hh size	1.15	1.11	96.52%	
Households By Count of				
Persons				
One	1,144	1,218	106.47%	
Тwo	1,122	1,148	102.32%	
Three or Four	729	715	98.08%	
Five+	161	151	93.79%	

Burlington Baldwin Readlyn Ionia St. Olaf Spring Hill Pilot Mound Correction III Vining Roland Letand Waukon Marshalltown Malcom Windsor Heights Mystic Walter Intercultural Institute Fruitland Harris Lisbon St. Charles Pomeroy Bedford Davis City For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	55	5	4	Eastern Africa	0	0	0
Northern Europe	14	0	0	Middle Africa	0	0	0
Western Europe	13	0	4	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	21	0	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	1	0	Oceania	0	0	0
So. Central Asia	0	2	0	Caribbean	0	0	0
SE Asia	0	0	0	Central Amer.	5	2	0
Western Asia	0	0	0	South America	2	0	0
Other Asia	0	0	0	North America	0	0	0
				Born at sea	0	0	0

Aurelia Vining State Center Riceville Whittemore Muscatine Grafton Moriey Audubon Colesburg He Hest Branch Kalona Paton Sac City Blakesburg Gilbertville Earlville Intercultural Institute Preston Williamson Magnolia Brayton Milford Buck Grove Orchard For Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only			1,864	Other Indo-Euro	26	0	0
English only Spanish	7,338 26	1,743 27	20	Asian/PI languages	0	0	0
Other Indo-Euro	20 162	9	10	Chinese	0	0	0
	102	9	10		0	0	0
language	61	1	1	Japanese Korean	0		0
French (incl. Patois,	01	I	I		0	0	0
Cajun)	0	0	0	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	0	0	0
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	60	7	8	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	10	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	12	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	5	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	1	1	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0	·			

Mondamin Carpenter Nount Ayr New Market Wyoming Union Lidderdale Malcom Coin Clarence Education La Motte Sheffield Arthur Clarksville Inwood Sheldon Rhodes Intercultural Institute oppock Bondurant Walker Malvern What Cheer Cumberland Oxford June Los Confectual 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	5,552	1,353	1,469	Irish	Irish 479	Irish 479 176
Arab	0	0	0	Italian	Italian 38	Italian 38 7
Armenian	0	0	0	Lithuanian	Lithuanian 2	Lithuanian 2 0
Austrian	0	6	6	Norwegian	Norwegian 125	Norwegian 125 35
British	0	1	0	Polish	Polish 27	Polish 27 8
Canadian	7	1	2	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	64	12	13	Russian	Russian 21	Russian 21 0
Czechoslovak	1	11	11	Scandinavian	Scandinavian 4	Scandinavian 4 2
Danish	90	18	19	Scotch-Irish	Scotch-Irish 38	Scotch-Irish 38 14
Dutch	48	28	30	Scottish	Scottish 52	Scottish 52 6
English	542	87	92	Slovak	Slovak 0	Slovak 0 0
European	35	1	2	Subsaharan African	Subsaharan African 5	Subsaharan African 5 0
Finnish	3	0	0	Swedish	Swedish 65	Swedish 65 13
French (not Basque)	93	26	30	Swiss	Swiss 45	Swiss 45 4
French Canadian	11	6	7	Ukrainian	Ukrainian 2	Ukrainian 2 0
German	2,785	664	723	US/American	US/American 587	US/American 587 139
Greek	9	0	0	Welsh	Welsh 35	Welsh 35 6
Hungarian	14	0	0	West Indian	West Indian 0	West Indian 0 0
Iranian	0	1	1	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 325	Other 325 81

er Cladbrook Rathbun Center Junction Cambridge Akron Albia Lansing Galva Barnum Brunsville R Melvin Manilla Primghar New Hampton Whitten Protivin Terril Burg Intercultural Institute Iburnett Geneva Onslow Wellman Harpers Ferry Earlham Algona Kes Intercultural Institute Intercultural Institute for Contextual Ministry Cincinnati Ferguson Lucas Ireton Sheffield Halbur 26 Copyright 2014, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

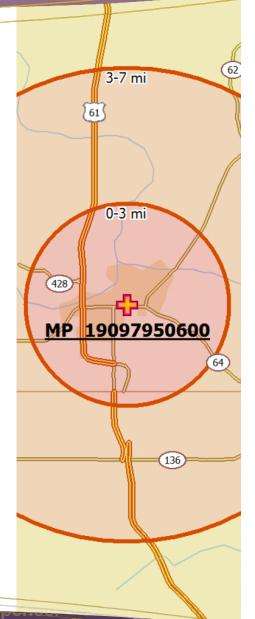
Issues for Your Consideration - continued

- 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?

The second secon

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.



Runnells Morning Sun Lacona Montrose Luzerne Burt Frederika Spillville Deloit Paulina Ainswort daway Buckeye Thayer Forest City Fayette Hillsboro Cotter Fort Madison Intercultural Institute Idfield Calmar Bevington Harris Calamus Bussey Shueyville Gilman for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	3,157	100%	2,100	100%
AFFLUENT SUBURBIA	3	0.1%	2	0.1%
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	3	0.1%	2	0.1%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	374	11.85%	252	12%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	362	11.47%	243	11.57%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	12	0.38%	9	0.43%
SM TWN SUCCESS	137	4.34%	87	4.14%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	137	4.34%	87	4.14%
Mid-Market Enterprise	0	0%	0	0%



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	3,157	100%	2,100	100%
BLUE COLLAR BACKBONE	826	26.16%	509	24.24%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	672	21.29%	405	19.29%
Lower Income Essentials	56	1.77%	38	1.81%
Small Town Endeavors	98	3.1%	66	3.14%
AMER. DIVERSITY	244	7.73%	194	9.24%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	37	1.17%	27	1.29%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	207	6.56%	167	7.95%
METRO FRINGE	1,207	38.23%	830	39.52%
Steadfast Conservative	857	27.15%	587	27.95%
Moderate Conventionalists	2	0.06%	1	0.05%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	348	11.02%	242	11.52%

Conesville Valeria Carpenter Packwood Lamont Dayton Jesup Gray Cascade Mount Sterling Brighte North Washington Truro New Market Sidney Dixon Arion Eldon Gray Intercultural Institute East Peru Lake View Moulton Galt Linn Grove Northboro Early Fred for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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	3,157	100%	2,100	100%
REMOTE AMERICA	3	0.1%	2	0.1%
Hardy Rural Fam.	1	0.03%	1	0.05%
Rural Southern Living	2	0.06%	1	0.05%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	44	1.39%	32	1.52%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	44	1.39%	32	1.52%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	174	5.51%	100	4.76%
Industrious Country Living	0	0%	0	0%
America's Farmland	145	4.59%	83	3.95%
Comfy Country Living	0	0%	0	0%
Small Town Connections	29	0.92%	17	0.81%
Hinterland Fam.	0	0%	0	0%

Ainsworth Pioneer Williams Delhi Nevada Liscomb Decorah Rolfe Brunsville Scranton Swisher annouth Marshalltown Larrabee Clemons Maharishi Vedic City Titonka Intercultural Institute awarden Clive Lorimor Adel Kiron Floyd Rake Sanborn Fontanelle for Contestual Ministry Gladbrook Di 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	3,157	100%	2,100	100%
STRUGGLING SOCIETIES	71	2.25%	41	1.95%
Rugged Southern Style	71	2.25%	41	1.95%
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	72	2.28%	51	2.43%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	44	1.39%	32	1.52%
New Generation Activists	28	0.89%	19	0.9%
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%

nionville Royal Cherokee Floris Letts Pleasantville Granville Jesup Charlotte Harlan Saylorville Met actual Eldridge Hawkeye Urbandale Keomah Village Boyden Struble Mount Sterling South English Popejoy Superior Randolph Lucas Confectual Ministry Confectual

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?



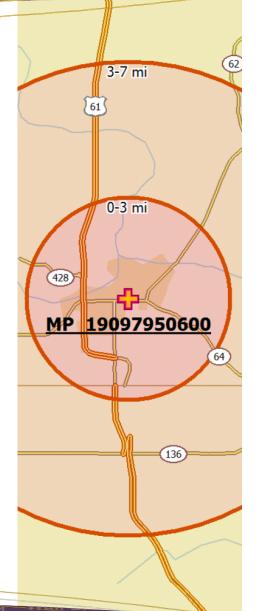
Potential Cultural Bridges

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).



alumet Berkley Pilot Mound Bancroft Ida Grove Nichols Kirkville Peosta Ankeny Grimes Earlville (kuk Pleasant Hill Larrabee Swan Scarville Eagle Grove Denison Farner Intercultural Institute Swea City Cantril Wapello New Virginia Tiffin Leighton Corydon ViCopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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	76%	76%	75%
Use Comp. for Internet/E-mail	55%	56%	56%
Internet Use: E-Mail	45%	47%	47%
Use Comp. for Comp. Games	41%	42%	42%
Use Comp. for Word Processing	38%	39%	40%
Use Comp. for Shopping	31%	33%	33%
Use Comp. for Education	30%	30%	30%
Use Comp. for Digital Camera	29%	31%	31%
Photo Editing			
Use Comp. for Banking	27%	28%	29%
HH Owns DVD Player	27%	26%	25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	26%	24%	24%
Internet Use: Banking	21%	22%	23%
Use Comp. for News/Info./Data	20%	22%	23%
Service			
PC-Network-HH Has One	16%	15%	15%
Use Comp. for Accounting	14%	15%	16%
Use Comp. for Filing/DB Mngmnt	12%	13%	13%
HH Owns Video/Webcam	12%	10%	10%
Internet Use: Research/ Education	11%	11%	10%
Use Comp. for Personal Financial	11%	11%	11%
Mngmnt			
Internet Use: Shopping: Gathered	11%	11%	11%
Info. for Shopping			

r Halbur Otho <u>Camanche Nevada Harcourt Peosta Maloy Riceville Clarksville Harlan Udell MeGreg</u> Coggon Sutherland Nemaha Seymour Albert City Hawarden Milford <u>Intercultural Institute</u> Laurel Exira Conrad Dexter Garwin Centralia Thayer Marble Roc <u>Joi Contextual Ministry</u> Copyright 2014, Intercultural Institute for Contextual Ministry Jastings Buck, Grove St. Marys Cromwell Li36

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	68%	67%	66%
Dining Out (Not Fast Food)	57%	57%	57%
Reading Books	54%	52%	51%
Card Games	43%	45%	45%
Cooking for Fun	36%	34%	34%
Gardening	36%	36%	37%
Board Games	34%	34%	34%
Go To A Beach/Lake	31%	33%	33%
Going To	21%	22%	22%
Bars/Nightclubs/Dancing			
Photography	19%	20%	20%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	70%	69%	68%
Gen./Fam. Practitioner	46%	45%	45%
Dentist	27%	27%	26%
Eye Dr.	24%	24%	24%
Backache	23%	23%	23%
Hypertension/High Blood	23%	22%	22%
Pressure			
High Cholesterol	21%	20%	20%
None Of These	19%	20%	20%
Acid Reflux Disease (GERD)	18%	18%	17%
Any Arthritis	18%	17%	17%

ng Mitchellville Ute Prairieburg Treynor Buffalo Kimballton Center Junction Ryan Webster City Mallar chwell City Rodman Storm Lake Lone Tree Elliott Indianola Somers Lord Rock Rockford Northboro B Delaware Duncombe Numa Hartford Princeton Runnells Aurelia Cappyright 2014, Intercultural Institute for Contextual Ministry Composition Records Contextual Records Contextual Ministry Composition Records Contextual Records Contextual Records Contextual Ministry Composition Records Contextual Records Contextual Records Contextual Records Contextory Contextor

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
	MILES	MILES	MILES
Concert	26.13%	25.12%	24.61%
Live Theater	17.32%	16.81%	16.46%
Rock/Pop Concerts Most	14.97%	14.11%	13.72%
Often			
Live Theater Most Often	14.56%	14.15%	13.86%
Dance Performance	7.79%	6.97%	6.58%
Comedy Club	7.77%	7.32%	7.09%
Movies: Comedy	37.81%	37.16%	36.63%
Movies: Action/Adventure	37.11%	36.42%	35.95%
Movies: Fam.	20.79%	20.86%	20.84%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.74%	18.34%	18.07%
Movies: Drama	16.41%	15.51%	15.05%
Movies: Mystery	15.96%	14.59%	13.95%
MLB Baseball Reg. Season	5.43%	6.14%	6.4%
College Football Reg.	4.88%	5.71%	6.05%
Season			
College Basketball Reg.	4.71%	4.87%	4.91%
Season			
NFL Football Reg. Season	4.21%	4.44%	4.47%
Monster Truck Racing	2.7%	2.41%	2.26%
Auto Racing Events	2.62%	2.65%	2.63%

Onslow Dundee Rodman Little Sioux West Bend Melbourne Toronto Low Moor North English Walks Fredonia Sheldahl Swan Brandon Westfield Varina Montrose Yor Intercultural Institute Elk Run Heights Alvord Lacona Cedar Rapids Eldon Sageville Martins for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 38

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	40.04%	40.82%	41.15%		Backpacking/Hiking	Backpacking/Hiking 10.49%	Backpacking/Hiking 10.49% 10.96%
Swimming	31.02%	30.97%	30.81%	S	tationary Cycling	tationary Cycling 10.1%	tationary Cycling 10.1% 9.91%
Freshwater Fishing	21.12%	22.99%	23.89%	Ba	seball	seball 9.3%	seball 9.3% 10.14%
Bowling	20.09%	21.07%	21.53%	Power	Boating	Boating 9.02%	Boating 9.02% 9.06%
Billiards/Pool	18.49%	17.8%	17.38%	Volleybal	il –	ll 8.59%	ll 8.59% 9.01%
Camping Trips	17.41%	18.74%	19.33%	Aerobics		8.52%	8.52% 7.78%
Hunting	14.56%	16.36%	17.19%	Football		7.35%	7.35% 8.1%
Golf	14.11%	15.64%	16.34%	Motorcycling		7.22%	7.22% 7.55%
Basketball	12.6%	13.65%	14.15%	Saltwater Fishing		7.1%	7.1% 6.12%
Weight Training	12.23%	12.61%	12.7%	Softball		7.05%	7.05% 7.78%
Mountain/Road Biking	12.22%	13.08%	13.47%	Canoeing/Kayaking		6.89%	6.89% 7.03%
Jogging/Running	11.84%	11.93%	11.95%	Horseback Riding		6.52%	6.52% 7.56%
Using Cardio Machine	11.71%	11.08%	10.72%	Yoga		5.87%	5.87% 5.31%
Target Shooting	10.57%	11.25%	11.56%	Soccer		5.72%	5.72% 5.61%

n Rockford Oakville Bonahue Tennant Camanche Wilton Lanesboro Everiy Calmar Red Oak Miles Bayard Slater Maynard College Springs Ayrshire Dickens Waverly Kar Hull Sherrill Odebolt Sta Volga Manly Primghar Hardy Middletown Dunlap Washta Cushing Confectual Ministry Confectual Ministry Janesville 39 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	5.54%	5.43%	5.36%
Auto Racing	5.34%	4.43%	4.01%
Ice Skating	5.03%	5.15%	5.22%
Roller Skating	5.01%	5.44%	5.65%
Fly Fishing	4.91%	5.13%	5.25%
Snorkeling	4.91%	4.88%	4.85%
Jet Skiing	4.82%	5.09%	5.23%
Archery	4.59%	5.26%	5.54%
Water Skiing	4.54%	4.68%	4.76%
Rock Climbing	4.46%	4.78%	4.95%

0-3	3-7	7-10
MILES	MILES	MILES
4.22%	3.87%	3.72%
4.2%	4.9%	5.25%
4.18%	4.43%	4.56%
3.52%	3.6%	3.64%
3.41%	3.07%	2.91%
3.23%	2.91%	2.77%
3.21%	3.22%	3.25%
2.92%	2.52%	2.33%
2.7%	2.62%	2.59%
2.62%	2.8%	2.91%
	MILES 4.22% 4.2% 4.18% 3.52% 3.41% 3.23% 3.21% 2.92% 2.7%	MILES MILES 4.22% 3.87% 4.2% 4.9% 4.18% 4.43% 3.52% 3.6% 3.41% 3.07% 3.23% 2.91% 3.21% 3.22% 2.92% 2.52% 2.7% 2.62%



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.

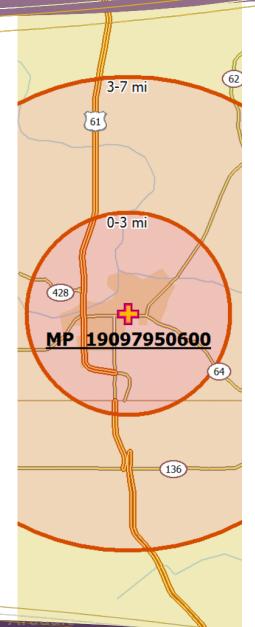
BIBLICAL BARRIERS

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.



shton Albia Sigourney Swea City Spragueville Cladbrook Huxley Carson Ely Redding Muscatine Ge Wallingford Soldier Yetter Melbourne Thompson Middletown iravity Thornburg Mingo Harris Wesley Montrose Churdan Bode Lavin Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

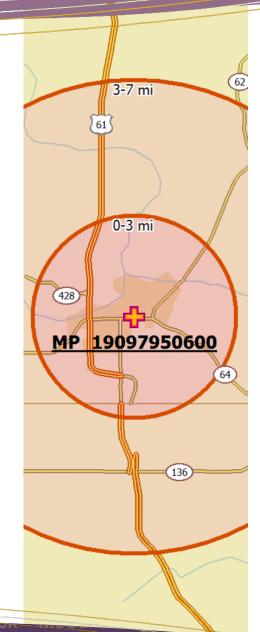
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



ketts Shelby University Park Cumming Sac City Gladbrook Arthur Pella Mechanicsville Oxford Junction esauqua Janesville Mount Union Oakland Fonda Luther Lester Cedar Points Zwingle De Soto West E ville Alta Harper Patterson Buck Grove Calmar Hamburg Conrad Work for Confectual Ministry e Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Ellston New Sharon Kirkman Salix Early Orleans 42

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 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	MILES
Important Continue Learning	51%	49%	48%	Like to Stand Out In A Crowd	20%	20%	19%
New Things				Like To Pursue	19%	17%	16%
Woman's Place Is In The Home	35%	37%	37%	Challenge/Novelty/Change			
Speak My Mind Even If It Upsets	35%	34%	34%	Marijuana Should Be Legalized	19%	17%	17%
People				Rarely Sit Down to a Meal	17%	18%	18%
Find It Difficult To Say No To My	34%	35%	35%	Together At Home			
Kids				I Am A Workaholic	15%	16%	16%
Prefer To Have Few Possessions As Possible	34%	32%	32%	Only Work Current Job for The Money	15%	15%	15%
Like To Do Unconventional Things	32%	32%	31%	We Should Strive for Equality for All	12%	11%	10%
Like Control Over People And Resources	31%	30%	30%	Happy With My Standard Of Living	11%	10%	10%
Don't Judge People/Way They Live Life	31%	29%	28%	On Whole People Get What They Deserve	9%	8%	7%
Friends More Important Than My Fam.	27%	25%	24%	Little I Can Do To Change My Life	8%	8%	7%
Money Is Best Measure Of Success	27%	27%	27%	Indulge My Kids With The Little Extras	8%	7%	7%
If Won Lottery Would Never Work Again	22%	23%	24%	More Important Do Duty Than Enjoy Life	6%	5%	5%
Too Much Sponsorship In Arts/Sports	22%	21%	21%				

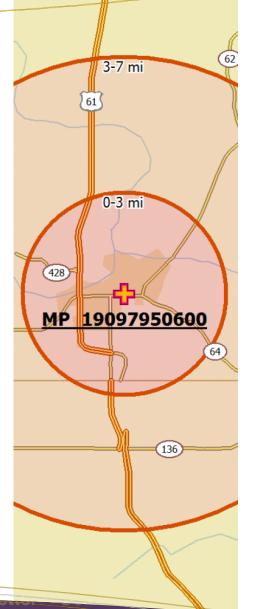
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Potential Cultural Themes

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.



ton Wayland Buffalo Center Vail Harvey Martinsburg Mount Ayr Elma Dow City Agency Diagonal Al Cylinder Lowden Benton Whitten Shueyville Promise City Floyd West Intercultural Institute ersburg Eldon Kellogg Thompson Fontanelle Mitchellville Monmouth ArioCopyright 2014, Intercultural Institute for Contextual Ministry Floin Paporama Park Emmetsburg Preston Glenwood Hawarden Centralia Libertyville Lambs Grove

Potential Cultural Themes:

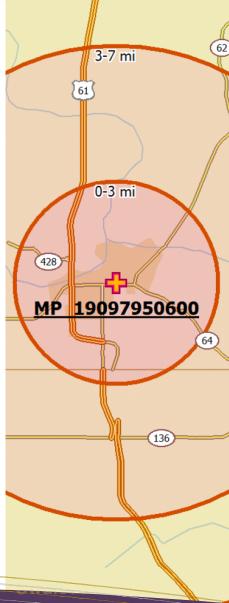
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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 MILES
You Should Seize Opportunities In Life	57%	55%	54%	Worried About Pollution Caused By Cars	16%	16%	16%
Important To Respect Customs And Beliefs	56%	56%	56%	Looking for New Ideas To Improve Home	15%	14%	13%
Like To Understand About	39%	37%	36%	Real Men Don't Cry	15%	14%	14%
Nature				Is An Important Part Of Who I Am	14%	13%	13%
Important Feel Respected By My Peers	37%	36%	35%	Try Not To Worry About The Future	14%	13%	12%
Prefer To Have Few Possessions As Possible	34%	32%	32%	Provide My Kids With The Little Extras	10%	10%	10%
Prefer Work Part Of Team Than Alone	34%	32%	32%	Enjoy Spending Time With My Fam.	10%	9%	9%
Important To Juggle Various	31%	28%	27%	Feel Very Alone In The World	7%	7%	6%
Tasks				Children Should Be Allowed To	5%	4%	4%
Good At Fixing Things	30%	28%	27%	Express Themselves			
Have Keen Sense Of Adventure	26%	25%	24%	Like Spending Most Time With	4%	5%	5%
Like To Just Enjoy Life	22%	20%	19%	Fam.			
Consider Myself Interested In	21%	20%	19%	Decor Particular Interest To Me	3%	3%	3%
The Arts				Would Like To Set Up Own	3%	3%	3%
People Have To Take Me As They Find Me	20%	21%	21%	Business			

Gruver Letts Stuart Maynard Oto Hepburn Alden Gray Keswick Prescott Underwood Hinton W Revealed Sioux Rapids Carroll West Bend Runnells St. Marys Leighton Intercultural Institute Walnut Millersburg Derby Fayette Malvern Knierim Marysville Al Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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.



e City Beaver Ventura Coalville Panama Avoca Keswick Truro Davis City Zwingle Melbourne Hlawa Geneva Union Tabor Wadena Exline Keosauqua Greenfield Rodman Intercultural Institute Montour Webb Exira Maxwell Gilbert Algona Aspinwall Iowa Falls Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Henderson Mingo Polk City Grand Mound Monmout

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	85.97%	86.39%	86.48%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.87%	83.66%	83.95%
Houses-Visit Any			
McDonald's	54.38%	55.23%	55.46%
Burger King	34.13%	35.08%	35.51%
Applebee's	28.99%	29.1%	29.08%
Subway	28.79%	29.88%	30.3%
Taco Bell	28.22%	27.94%	27.77%
Kentucky Fried Chicken (KFC)	27.99%	27.89%	27.83%
Wendy's	26%	24.85%	24.2%
Arby's	25.63%	25.81%	25.77%
Pizza Hut	25.11%	26.06%	26.54%
Dairy Queen	22.65%	24.45%	25.3%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	18.61%	18.61%	18.57%
Red Lobster	15.54%	15.15%	14.97%
Cracker Barrel	14.66%	13.66%	13.13%
Sonic	14.42%	13.82%	13.55%
Domino's Pizza	12.21%	11.58%	11.29%
Outback Steakhouse	12.1%	11.64%	11.35%
IHOP (International House Of	10.93%	9.81%	9.24%
Pancakes)			
Hardee's	10.63%	11.28%	11.61%
Denny's	10.53%	10.14%	9.94%
A and W	10.13%	10.55%	10.76%
Chili's Grill and Bar	9.97%	9.49%	9.2%
Long John Silver's	9.55%	9.43%	9.43%

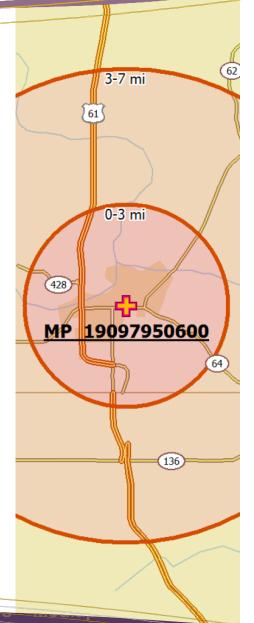


Potential Shared Projects

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!



ragueville Randal Hastings Drakesville Sergeant Bluff Holy Cross Galva Webb Lakeside Oxford Rich Bennett Promise City Le Grand Bristow Renwick Chillicothe Kirkman Intercultural Institute Atlantic Cromwell Monticello Early Kimballton Blairstown Low Moor Hor Confectual Ministry Confectual Ministry Combernation 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.

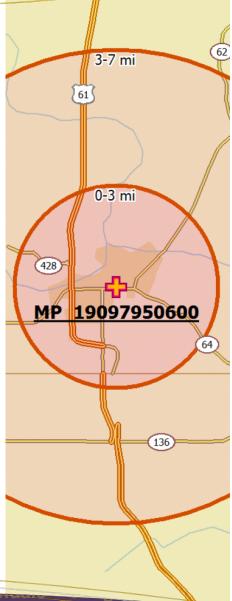
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	48.59%	49.79%	50.19%
Recycled products	34.16%	34.73%	34.81%
Worked as volunteer (non political)	17.54%	17.83%	17.85%
Engaged in fund raising	11.08%	11.61%	11.81%
Religious club member	7.86%	8.12%	8.21%
Wrote to elected offcl about publ bus	5.9%	6.04%	6.05%

Centerville Raymond Frederika Owasa Bouton West Burlington West Branch Oolwein Silver City Gara Rinard Primghar Charles City Woden Maquoketa Earlham Marten Marten Intercultural Institute Thor Corydon Bankston Luzerne Rake Polk City Wall Lake Burling (or Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Communication Media Content

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

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



cott Olds Sac City Tama Ayrshire Protivin Ireton Clear Lake Villisca Bradoyville Elkader St. Lucas Hour Danbury Polk City College Springs Rossie Kamrar Whittemore Intercultural Institute Ringsted Bradoyville mner Orchard Marble Rock Clayton Conway Hepburn Humeston New For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Barnes City50

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	15.4%	14.43%	13.86%
Children's Books	12.31%	12.34%	12.29%
Mystery	12.14%	11.69%	11.43%
Cookbooks	10.29%	10.38%	10.4%
Religious (not Bibles)	8.73%	8.92%	9.01%
Romance	6.58%	6.5%	6.43%
Biography	6.31%	5.5%	5.09%
History	6.2%	5.98%	5.84%
Personal/Business Self-help	5.73%	5.75%	5.7%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	67.48%	65.75%	64.69%
Gen. Editorial	45.36%	44.14%	43.53%
Womens	39.51%	38.48%	37.88%
Service	35.11%	34.69%	34.35%
Mens	18.3%	17.47%	17.06%
Mature Market	14.93%	14.37%	14.09%
Fishing/Hunting	14.75%	16.31%	17.05%
Automotive	14.34%	14.01%	13.84%
Business/Finance	14.1%	13.55%	13.19%

Nevada Wyoming Martensdale Leon Malcom Vincent Buck Grove Weilman Van Meter Carbon O Templeton Maurice Ralston Odebolt Estherville Casey Churdan Herring Intercultural Institute Forest City Chillicothe Long Grove Urbana Arcadia Peosta Schaller (or Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Spillville Mount Verbon Cascade Waterloo Cherokee

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	59.89%	59.94%	59.8%
Classified	36.73%	37.2%	37.38%
Editorial Page	34.52%	34.82%	34.9%
Sport	33.88%	34.44%	34.6%
Comics	31.42%	31.27%	31.12%
Business/Finance	28.53%	28.33%	28.08%
Food/Cooking	27.27%	26.84%	26.59%
TV/Radio Listings	25.33%	24.19%	23.53%
Movie Listings & Reviews	25.14%	23.83%	23.07%
Home/Gardening	22.33%	22.47%	22.41%
Travel	18.69%	18.25%	17.91%
Science/Technology	18.23%	17.38%	16.88%
Fashion	13.74%	13.7%	13.65%

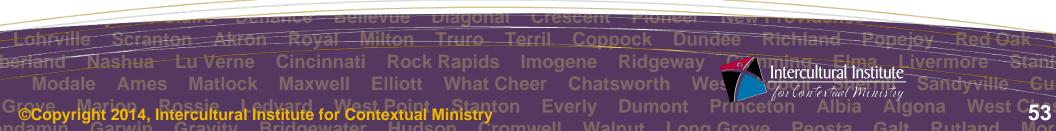
RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	27.3%	31.27%	33.15%
Adult Contemporary	19.11%	19.15%	19.06%
CHR Contemp Hit Radio	17%	15.72%	15.09%
Rock	12.49%	12.26%	12.04%
Oldies	11.54%	12.12%	12.37%
News/Talk	11.37%	11.24%	11.07%
Classic Rock	11.3%	11.88%	12.1%
Alternative	7.51%	6.48%	5.89%
Urban Contemporary	7.22%	6.13%	5.69%
Religious	6%	6.06%	6.07%
Variety	5.82%	6.26%	6.45%
Soft Contemporary	4.98%	4.49%	4.16%
Classic Hits	4.28%	3.81%	3.55%
All News	3.72%	3.48%	3.35%
Adult Standards	3.22%	2.88%	2.73%
Sports	3.17%	2.98%	2.85%
Classical	2.92%	2.72%	2.59%
All Talk	2.83%	2.72%	2.64%

Boyden Glenwood Orchard Harlan Lester Goodell Clear Lake Waukon Rockwell City Farmersburg Hadrid Fredonia Monmouth Kinross Sloan Kingsley Luxemburg Fire Intercultural Institute Monona Oxford Junction Anthon Patterson Ashton Solon Galva Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Arion Miles Bristow Badger Osage Tripoli Minden

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	58.24%	60.73%	61.82%	USA Network	USA Network 24.92%	USA Network 24.92% 24.43%
Satellite Dish	57.28%	57.74%	57.81%	Nick At Nite	Nick At Nite 24.55%	Nick At Nite 24.55% 26.75%
Soapnet	50.13%	49.65%	49.28%	TV Info From Newspapers	TV Info From Newspapers 24.44%	TV Info From Newspapers 24.44% 25.3%
Other Video-On-Demand	46.72%	47.14%	47.38%	BET (Black Entertainment	BET (Black Entertainment 23.13%	BET (Black Entertainment 23.13% 23.78%
Sci-Fi Channel	34.17%	37.47%	39.01%	TV)	TV)	TV)
Adult Pay Per View TV	32.54%	33.1%	33.35%	TCM (Turner Classic	TCM (Turner Classic 23.1%	TCM (Turner Classic 23.1% 23.15%
MSNBC	30.84%	33.1%	34.11%	Movies)	Movies)	Movies)
Comedy Central	28.6%	26.84%	25.85%	TV Info From Monthly Cable	TV Info From Monthly Cable 22.09%	TV Info From Monthly Cable 22.09% 22.01%
TV Info From Sunday TV	27.02%	27.02%	26.93%	Guide	Guide	Guide
Magazine				Hallmark Channel	Hallmark Channel 20.93%	Hallmark Channel 20.93% 22.92%
Subscribe Digital Cable	26.96%	29.23%	30.27%	ABC Fam.	ABC Fam. 20.31%	ABC Fam. 20.31% 19.42%
Nickelodeon	25.44%	28.99%	30.63%	The Golf Channel	The Golf Channel 19.72%	The Golf Channel 19.72% 19.39%
Adult Swim	25.12%	28.66%	30.23%	TV Info From Other	TV Info From Other 19.54%	TV Info From Other 19.54% 19.82%
				ESPN Classic	ESPN Classic 17.93%	ESPN Classic 17.93% 16.63%



VH1 (Video Hits One)

17.83%

18.08%

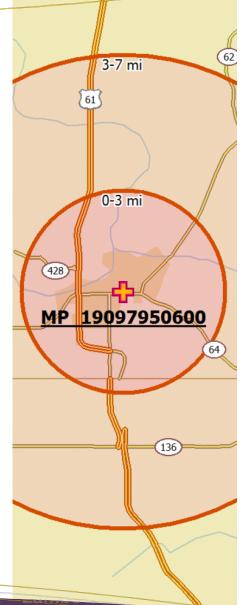
18.15%

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.



Waverly Colfax Ely Grand Mound Stanhope Hampton Pisgah Emmetsburg Exira Sioux Rapids H Secent Ralston Rowan Nora Springs Lacona Keota Grundy Center Grand Intercultural Institute ompson Lake City Davis City Balltown Farmington West Bend Albion for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential 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+)	17.66%	17.12%	16.76%
Medium Users (4-6)	9.89%	9.44%	9.13%
Light Users (1-3)	21.97%	21.41%	21.06%
Quintiles (20%)			
Newspaper I (Heavy)	1.01%	1.21%	1.31%
Newspaper II	1.79%	1.83%	1.84%
Newspaper III	2.14%	2.13%	2.11%
Newspaper IV	0.71%	0.77%	0.79%
Newspaper V (Light)	1.38%	1.54%	1.58%

MILES	MILES	MILES
17.02%	17.97%	18.38%
7.53%	7.69%	7.75%
8.57%	9.35%	9.7%
10.1%	10.51%	10.7%
0.34%	0.46%	0.52%
5.54%	5.06%	4.83%
2.35%	1.88%	1.66%
3.11%	3.06%	3.06%
20.21%	18.86%	18.22%
28.27%	28.06%	27.87%
14.71%	14.29%	14.02%
4.57%	4.12%	3.89%
4.47%	4.14%	4.02%
24.74%	23.61%	23.03%
2.94%	2.52%	2.35%
	17.02% 7.53% 3.57% 10.1% 0.34% 5.54% 2.35% 3.11% 20.21% 28.27% 14.71% 4.57% 4.47% 24.74%	17.02%17.97%7.53%7.69%3.57%9.35%10.1%10.51%0.34%0.46%5.54%5.06%2.35%1.88%3.11%3.06%20.21%18.86%28.27%28.06%14.71%14.29%4.57%4.12%4.47%4.14%24.74%23.61%

ell Prairieburg Williams Fonda Martelle Davis City Agency Alvord Jolley Rodman Osterdock Eddy Eldora Bonaparte Danville Sully Grandview Mason City Joice Newell Intercultural Institute loketa Ayrshire Cresco Elk Run Heights Arion Gruver Newell Woolsto for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Claring Claring Active Press City Rathery West Liberty Claring New Virginia

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.

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7
	MILES	MILES	MILES		MILES	MILES	N
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /	_		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.96%	3.2%	3.31%	Prime Time I & II (Heavy)	3.71%	3.84%	3.
Drive Time III (Medium)	0.39%	0.34%	0.31%	Prime Time III (Medium)	2.27%	2.41%	2.
Radio IV & V (Light)	2.06%	2.42%	2.61%	Prime Time IV & V (Light)	6.97%	6.55%	6.
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.59%	7.71%	7.78%	Fringe I & II (Heavy)	41.96%	40.72%	40
Radio III (Medium)	4.25%	4.67%	4.85%	Fringe III (Medium)	61.04%	60.7%	60
Radio IV & V (Light)	2.34%	2.65%	2.83%	Fringe IV (Light)	60.15%	58.3%	57
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	10.45%	11.19%	11.55%	All Day I & II (Heavy)	14%	12.78%	12
Cable III (Medium)	4.72%	4.16%	3.89%	All Day III (Medium)	26.04%	25.06%	24
Cable IV & V (Light)	34.2%	35.07%	35.6%	All Day IV (Light)	11.53%	10.28%	9.

Dayton Persia Blakesburg Palmer Andrew Little Sioux Nashua Donnellson Parkersburg Hospers R Haxwell Marne Arlington Des Moines Coin Van Meter Albert City Intercultural Institute Carbon Fontanelle Newell La Porte City Plover Sageville Carpenter Hazleton Kanawha Hansell 56 Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 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]	9.74%	10.1%	10.24%
6:00am - 10:00am	13.09%	12.42%	12.01%
10:00am - 3:00pm	5.05%	4.22%	3.83%
3:00pm - 7:00pm	13.98%	14.18%	14.23%
7:00pm - Midnight	12.75%	12.94%	13.01%
Midnight - 6:00am	4.41%	4.5%	4.57%
Weekend Radio			
Listeners			
Dayparts [summary]	12.19%	13.1%	13.48%
6:00am - 10:00am	2.84%	2.49%	2.32%
10:00am-3:00pm	4.61%	4.08%	3.83%
3:00pm - 7:00pm	6.13%	6.15%	6.13%
7:00pm - Midnight	6.81%	6.41%	6.13%
Midnight - 6:00am	9.49%	8.31%	7.68%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.91%	7.45%	7.64%
Saturday: 8:00-11:00pm	8.44%	8.19%	8.04%
Sunday: 7:00-11:00pm	7.79%	9.26%	9.96%
9:00am-1:00pm	24.55%	26.75%	27.74%
9:00am-4:00pm	29.06%	30.97%	31.81%
4:00pm-7:00pm	24.06%	25.02%	25.42%
11:00pm-1:00am	37.82%	39.55%	40.29%
AVG Prime time	2.38%	2.3%	2.27%
Mon-Sun			

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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	16.21%	16.03%	15.86%		Sat: 7-10am	Sat: 7-10am 17.83%	Sat: 7-10am 17.83% 18.08%
7-9am	16.76%	17.43%	17.67%		Sat: 10am-1pm	Sat: 10am-1pm 5.87%	Sat: 10am-1pm 5.87% 6.02%
9am-12noon	20.58%	22.81%	23.78%		Sat: 1-4pm	Sat: 1-4pm 23.27%	Sat: 1-4pm 23.27% 22.95%
12noon-4pm	8.48%	8.15%	8.02%		Sat: 4-6pm	Sat: 4-6pm 6.25%	Sat: 4-6pm 6.25% 6.21%
4-6pm	39.65%	41.99%	43.01%		Sat: 6-7pm	Sat: 6-7pm 1.43%	Sat: 6-7pm 1.43% 1.59%
6-7pm	19.15%	21.77%	23%		Sat: 7-8pm	Sat: 7-8pm 0.71%	Sat: 7-8pm 0.71% 0.79%
7-7:30pm	0.73%	0.8%	0.84%		Sat: 8-11pm	Sat: 8-11pm 8.44%	Sat: 8-11pm 8.44% 8.19%
7:30-8pm	9.28%	8.98%	8.81%		Sat: 11pm-1am	Sat: 11pm-1am 3.74%	Sat: 11pm-1am 3.74% 3.61%
8-11pm	6.91%	7.45%	7.64%		Sat: 1am-7pm	Sat: 1am-7pm 24.92%	Sat: 1am-7pm 24.92% 24.43%
11pm-12am	30.84%	33.1%	34.11%		Sun: 7-10am	Sun: 7-10am 1.46%	Sun: 7-10am 1.46% 1.58%
11pm-1am	37.82%	39.55%	40.29%		Sun: 10am-1pm	Sun: 10am-1pm 6.19%	Sun: 10am-1pm 6.19% 7.41%
1-6am	28.91%	29.13%	29.23%		Sun: 1-4pm	Sun: 1-4pm 4.62%	Sun: 1-4pm 4.62% 4.56%
					Sun: 4-7pm	Sun: 4-7pm 11.19%	Sun: 4-7pm 11.19% 12.53%
					Sun: 7-11pm	Sun: 7-11pm 7.79%	Sun: 7-11pm 7.79% 9.26%
					Sun: 11pm-1am	Sun: 11pm-1am 3.64%	Sun: 11pm-1am 3.64% 3.96%
					Sun: 1-7am	Sun: 1-7am 17.67%	Sun: 1-7am 17.67% 19.75%

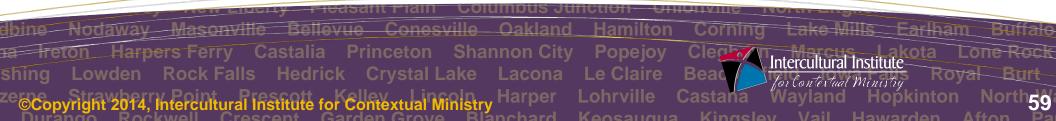
Sheldon Klemme Newton Bouton Dallas Center Rhodes Hopkinton Rickardsville Melvin Sabula Wes with the second ionville Badger Wyoming Nevada Miles Anthon Barnum Vail Elkade for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry aleria Leon McGregor Woodbine Reading Buffalo 58

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

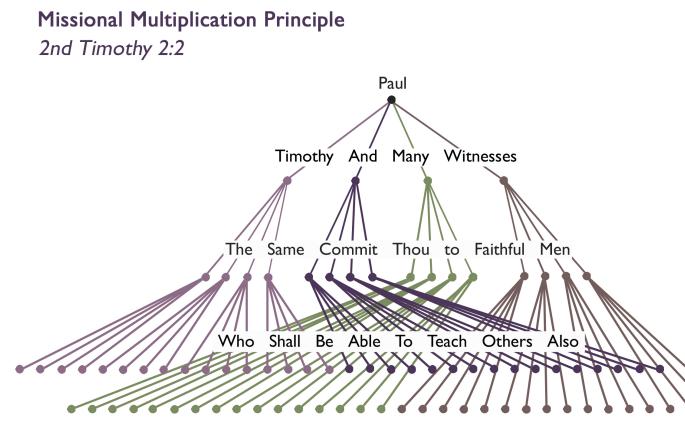
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



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.



den Magnolia Grandview Mingo Coon Rapids Pleasantville Bridgewater Leighton Union Bradgate De Akron Alexander Martinsburg Rhodes Clio Pleasant Hill Buckeye Middletown Olin West Point Dixon Keosauqua Lansing Sully Manly ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Poblas Glapwood Cusbing Ames Fagle Grove Grief

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.



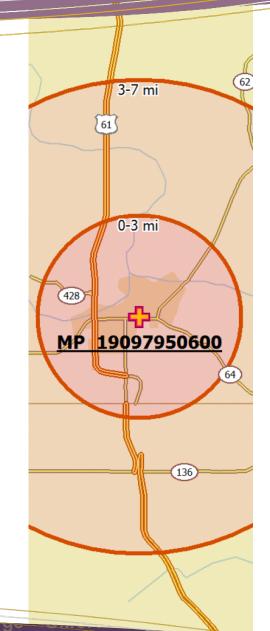


Your MissionSite and the Missional Suite

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



Conter Aurora Milton Paton Palmer Asbury Salix Holland Cedar Rapids Reinsen Colesburg Ruther Harcus Moravia Gowrie Cromwell Lehigh Williams Letts Mediapolis Intercultural Institute Mount Union Atlantic Hardy Low Moor South English Spirit Lake Grin Intercultural Institute Carson Geopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Notes and Sources

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

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