MissionSite top unreached locations

orimor Allerton **Grand Junction** Walker Logan Fremont

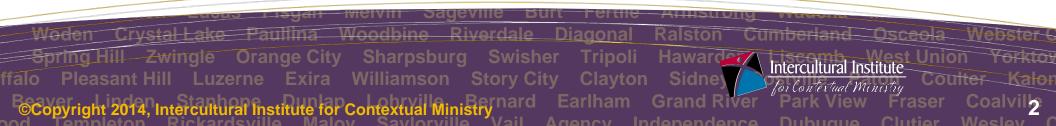
Point Cromwell College Springs Le Roy Gravity CENSUS TRACT: 19127951000 \mathbf{M} ig tip \mathbf{V} Peosta Ionia Laurens Corydon ood **O**Corning Gowrie Bonaparte Avoca Denison Riverside Akron Williamsburg Ringsted AnSITESCAPE: Townscape Alden Latimer Portsmou In partnership with the: response of the partnership with the partner of the Intercultural Institute Correctionville Lost National Correction C Marcu for Contextual Ministry Spencer Dumont Gran West Chester Readlyn Bristow Protivin Okoboji Danville Marcus McGregor Moville Lake View Morrison Terril Plano Macedon rt@Copyright 2014, Intercultural Institute for Contextual Ministry Moor Pioneer Traer Mount Union Treynor Perry Melv

MARSHALLTOWN, IA

Oxford Ju **REGION: Northeast Oakland Acres** ACOUNTY: Marshall Redfield Archer Little Rock Earling Bronson Leland Van Wert Clinton Boyo aptist nvention of

MissionSite (TM) Table of Contents

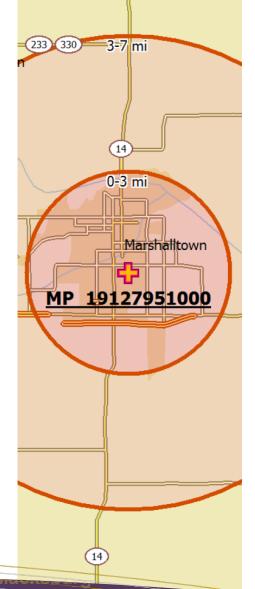
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



Site Location Summary

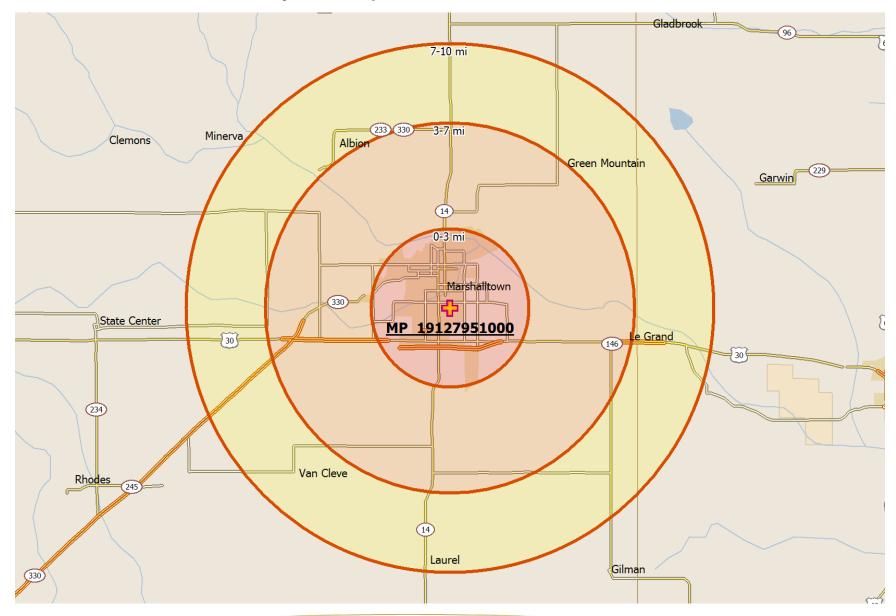
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	19127	Marshall
4	Zipcode	50158	Marshall
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.23	Medium towns adjacent to a small town
8	Sitescape Density Pattern	К	50000-10000-2500



ellsburg Mason City Bernard Jolley Buffalo Center Manly Ellston Lenox Denison Breda Elkhart Cast inwood Gruver Buckeye Knoxville Cincinnati Pacific Junction Bedier Intercultural Institute asantville Richland Elkader Mediapolis Waucoma Marathon Aurelia Richard Contextual Ministry leights Earlville ©Copyright 2014, Intercultural Institute for Contextual Ministry Exira Wesley Corydon Rippey Bonaparte Northb3ro

Site Location Summary - Map of the Site Location



Mount Ayr Larchwood Farmersburg Stanhope Bevington Doon Swisher State Center Paullina Lan Numa Randalia Belle Plaine Lewis Moorland Corwith Colfax Breda Wellsburg Lytton Bertram Atalissa Matlock College Springs Cherokee Intercultural Institute with Stanley I Governe Lake Mills Cambridge Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

RURAL / URBAN	CODE	EXPLANATION
Metro or Non-Metro	0	Non-Metro
Urban Influence	5	Micropolitan area adjacent to a small metro area
Rural / Urban Continuum	4	
NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
NCES Urban Centric Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
Codes		urbanized area.
IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999
		(large urban cluster)
Percent Commuting to Metro	3	Percent commuting from non metro to metro areas
	Metro or Non-Metro Urban Influence Rural / Urban Continuum NCHS Rural Urban Codes NCES Urban Centric Locale Codes IICM RUCA Values Index ERS RUCA Commuting Value	Metro or Non-Metro0Urban Influence5Rural / Urban Continuum4NCHS Rural Urban Codes53NCES Urban Centric Locale33Codes79IICM RUCA Values Index79ERS RUCA Commuting Value4

ory cross Altoona Durango Ca

Pleasan Plain Cherckee De Soto Decoran Parnell Van Wert Le Roy Vebster Ly Estherville Sigour Bettendorf Grand River McCallsburg Duncombe Dickens Plano Gooder <u>Intercultural Institute</u> Iowa Gity River Radcliffe Martinsburg Oxford Wellman Tennant Farley Bevingt for Contextual Ministry Geopyright 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	25,676	4,810	2,953
2010 Households	10,048	1,867	1,149
2010 Group Quarters Population	1,242	10	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	35	10	3
Language Diversity National Index	58	25	9
Foreign Born Diversity National Index	7	23	35
Ancestry Diversity National Index	59	53	39
Racial Diversity National Index	43	17	10

alumet Ackley <u>Galt Kiron Redding New Providence Runnells</u> Oakland Hillsboro Williamsburg West O Oxford Manly Bradgate Lamont Quimby Sidney Hawarden Lime <u>Intercultural Institute</u> McCausland Ladora Spragueville Clayton Greenfield Rutland Ports for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - County Environment

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

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

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

North Washington Reinbeck St. Lucas Lockridge Jackson Junction Protivin Council Bluffs Okoboji P Gity Lake Mills Sharpsburg Allerton Oto Fairfax Danbury New Liberton Intercultural Institute Preston Walcott Sidney New Virginia Mechanicsville Pilot Mound 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	2,563	25.51%
Mainstay Communities	Established, Diverse Households	1,790	17.81%
Working Communities	Blue-collar, Working Families	4,339	43.18%
Country Communities	Rural, Agri. & Mining Families	198	1.97%
Aspiring Communities	Young Singles / Aspiring-Multihousing	418	4.16%
Urban Communities	High Density, Inner-city Neighborhoods	741	7.37%

al City Titonka <u>Cedar Falls Miles Hubbard Orange City Glenwood</u> New Hartford Clarence Calumet Cal Litland University Park Drakesville Terril Saylorville Lambs Grove Linder <u>Intercultural Institute</u> ing Toronto Carpenter Clayton Little Rock Garner Everly Templeton Copyright 2014, Intercultural Institute 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.

Rockwell Farmington Honona Cantril Alvord Sac City Anthon Westfield Minden Aurora Evansdale Park View Moorhead Malcom Dow City Plano Ottumwa Melvin Bridged Frequencies Clenwood Gravity Summing Patterson Clare Sageville New Albin Sioux City Wellsburg Honorevial Ministry Manson Conre Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	10,239	6,788	66.3%
Unreached %	66.35%	67.55%	101.82
Religious But NOT Evangelical HH	2,036	1,425	69.98%
Religious But NOT Evangelical %	13.19%	14.18%	107.48
Spiritual But NOT Relig or Evang HH	1,749	1,204	68.82%
Spiritual But NOT Relig or Evang %	11.33%	11.98%	105.7
Not Evangelical, Not Interested HH	6,454	4,160	64.45%
Not Evangelical, Not Interested %	41.82%	41.4%	98.99



Grinnell Morning Sun Agency Holy Cross Rolfe Primghar Story City Meriden Luther Swan Kirkville Mount Union Macksburg Kelley Exira Fruitland Johnston Nora Spreight Intercultural Institute K View Maurice Ralston Silver City Buffalo Center Lewis Yetter Boyd for Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCIOWA Churches	0	0	0%
Active BCIOWA Attenders	0	0	0%
Active Evangelical Households	1,302	818	62.79%
Active Evangelical Percent	8.44%	8.14%	96.44
Inactive Evangelical Households	3,891	2,443	62.79%
Inactive Evangelical Percent	25.21%	24.32%	96.44
# New Churches Needed	8	5	65.11%



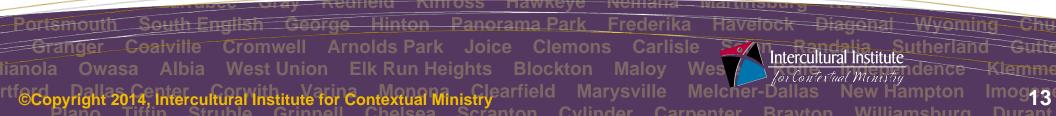


Using the Spirituality Indicators

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

Issues for Your Consideration

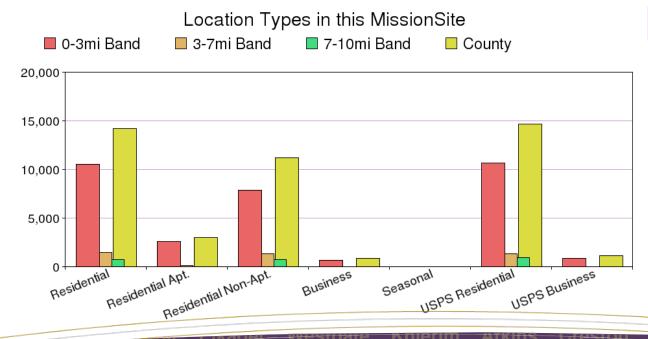
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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	38,276	24,706	64.55%
2000 Population	39,311	26,092	66.37%
2010 Population	39,349	25,676	65.25%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	14,890	9,895	66.45%
2000 Households	15,338	10,180	66.37%
2010 Households	15,432	10,048	65.11%

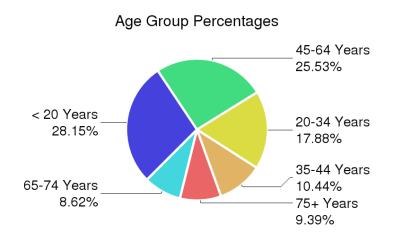


Location Type	0-3mi Band
Residential	10,524
Residential Apt.	2,631
Residential Non-Apt.	7,893
Business	644
Seasonal	0
USPS Residential	10,694
USPS Business	859

Eagle Grove Emerson Washington Gilman Nashua Mondamin Missouri Valley Elgin Boxholm Westphe Silver City Keosauqua Union Adair Millersburg Arthur Wiota Keomabov Intercultural Institute Ralston Pleasant Plain Marengo Gilmore City Hull Oakville Bondurant ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry What Cheer Milton Washta Logan Colo Masonville

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.

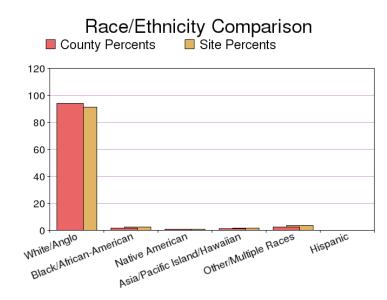


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.49%	6.97%	107.4
4-5 Years	2.99%	2.78%	92.98
6-8 Years	4.36%	4.12%	94.5
9-11 Years	4.13%	4.04%	97.82
12-13 Years	2.65%	2.55%	96.23
14-17 Years	5.3%	5.13%	96.79
18-19 Years	2.63%	2.55%	96.96
0-5 Years	9.47%	9.75%	102.96
6-12 Years	9.83%	9.44%	96.03
13-19 Years	9.25%	8.96%	96.86
< 20 Years	28.55%	28.15%	98.6
20-34 Years	16.69%	17.88%	107.13
35-44 Years	11.01%	10.44%	94.82
45-64 Years	26.67%	25.53%	95.73
65-74 Years	8.58%	8.62%	100.47
75+ Years	8.49%	9.39%	110.6
Median Age	40	39	98.48
Median Age (Male)	38	38	99.76
Median Age (Female)	41	41	100

le Hawarden Ottosen Epworth Osage Conesville Mitchellville Berkley Halbur Le Claire Sandyville G Hontrose Elk Run Heights New Sharon Sidney Ryan Stockport Souther Halbur Le Claire Sandyville G Ralston Blue Grass St. Marys Pleasanton Fort Dodge Northwood Fent for Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	93.81%	91.35%	97.37
Black, African-American	1.68%	2.48%	147.92
Native American	0.68%	0.8%	117.23
Asian	1.2%	1.58%	131.5
Pacific Island, Hawaiian	0.06%	0.08%	127.71
Other/Multiple Races	2.56%	3.71%	144.75
Hispanic	0%	23.68%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	25,798	16,748	

Total Adults over age 25 years.	25,798	16,748	
Less than 9th Grade	6.21%	7.82%	79.39
No High School Diploma	7.17%	8.11%	88.39
High School Graduate	37.42%	36.08%	103.72
Some College, no degree	19.77%	18.04%	109.62
Associate Degree	10.87%	10.05%	108.06
College Degree	12.51%	12.6%	99.32
Graduate/Prof. degree	6.05%	7.3%	82.91

Point Holy Cross Cumming Stanhope Pulaski Arthur Oelwein Eddyville Anamosa Council Bluffs Elist Halbur New Hampton Norwalk Grand River Eldon West Union Richland Anamosa Council Bluffs Elist Itland Cedar Falls Harlan Asbury Bayard Hartley Boone Alburnett S. Intercultural Institute Joc Confectual Ministry Gibson Morrise Joc Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Dow City Hancock Lansi 16

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

For each category both county and 0-3 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	5.35%	6.44%	270.02	
\$10,000 to \$19,999	13.69%	15.25%	111.35	
\$20,000 to \$29,999	11.16%	11.92%	106.85	
\$30,000 to \$49,999	25.23%	24.4%	96.71	
\$50,000 to \$59,999	10.47%	9.61%	91.81	
\$60,000 to \$69,999	10.4%	8.86%	85.16	
\$70,000 to \$79,999	6.09%	5.49%	90.19	
\$80,000 to \$89,999	3.88%	3.8%	97.94	
\$90,000 to \$99,999	2.51%	2.48%	98.82	
\$100,000 to \$124,999	4.78%	4.86%	101.56	
\$125,000 to \$149,999	3.83%	4.04%	105.51	
\$150,000 to \$199,999	1.7%	1.87%	110.2	
\$200,000 to \$249,999	0.28%	0.29%	103.58	
\$250,000 or more	0.62%	0.67%	107.19	
Median Household	45,563	46,014	100.99	
Average Household	56,117	56,827	101.27	
Per Capita Household	22,354	22,285	99.69	
Family/Non-Family Household				
Income				
Median Family Income	56,044	56,736	101.23	
Average Family Income	67,929	68,561	100.93	
Median Non-Family Income	28,956	28,054	96.88	
Average Non-Family Income	34,433	33,759	98.04	

Ryan Sergeant Bluff Salem Lowden Beaman Inwood Marne Kanawha North Washington La Por Cushing Winterset Arion Elliott Gladbrook Ute Garrison Conrad Charles Buckeye Rock Valley V Lenox New Providence Packwood Dike Avoca Breda Ionia Alton Roland Preston Bronson Fort M Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Buffalo Center Wallingford Lansing Grand Mound E

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	64.74%	61.62%	95.19
Families with Children	31.03%	30.47%	98.2
Families without Children	33.7%	31.15%	92.43
Non-Family Households			
% Non-Family Households	35.26%	38.38%	108.82
Non-Families with Children	0.45	0.42	93.49
Non-Families without Children	34.82	37.96	109.02
Housing Units			Index
Total Housing Units	16,905	11,028	
Vacant percent	8.71%	8.89%	101.99
Owned percent	69.96%	66.69%	95.33%
Rented Percent	21.33%	24.42%	114.51
Households by Size			Index
Avg household size	2.47	2.43	98.38
Avg family hh size	3.18	3.20	100.63
Avg non-family hh size	1.15	1.19	103.48
Households By Count of Persons			Percent
One	4,523	3,205	70.86%
Two	5,259	3,295	62.65%
Three or Four	4,140	2,550	61.59%
Five+	1,510	999	66.16%

nd Riverton Swaledale Cromwell Bettendorf Norwalk Bassett Olin New Albin Struble Garwin Scrante Manchester Columbus City Adel Alexander Lamoni Owasa Lake Province Intercultural Institute Preston Charles City Cresco Fontanelle Jackson Junction Belle Plaine Confectual Ministry Confectual Ministry Beaman Charles Stanley Rose Hill Beaman Charles Newton New Vienna

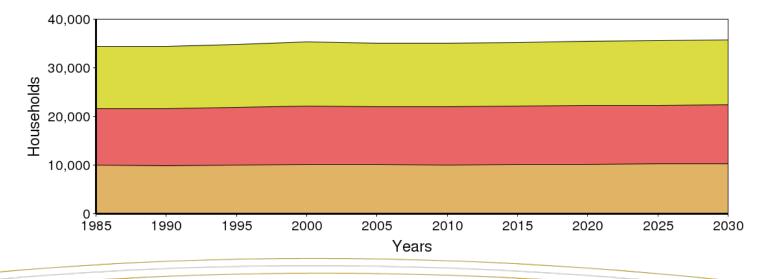
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	38,276	24,706	64.55%
2000 Population	39,311	26,092	66.37%
2010 Population	39,349	25,676	65.25%
2015 Population	39,791	26,001	65.34%
		_0,001	

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

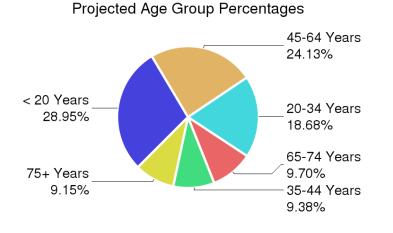
📃 0-10mi Ring



gah Storm Lake Ossian Okoboji Carpenter Ottumwa Rutland Webb Paimer Sac City Nerwalk Wahpe Anamosa Vining Corning Rembrandt Dike Marble Rock Walker Nerve Intercultural Institute twick Gruver Essex Fremont Osage Lewis Union Milford Ferguson for Contextual Ministry Correction Farmersburg Goodell 19 Copyright 2014, Intercultural Institute for Contextual Ministry Correction States Our Structure for Contextual Ministry Correction States Our States Our States Our States Our States Our States 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.

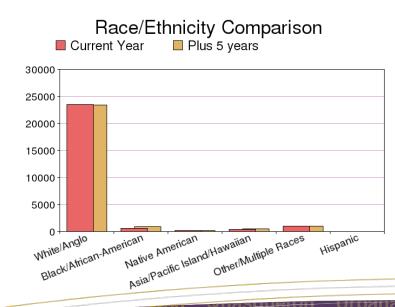


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.97%	7.26%	104.16
4-5 Years	2.78%	2.92%	105.04
6-8 Years	4.12%	4.38%	106.31
9-11 Years	4.04%	4.17%	103.22
12-13 Years	2.55%	2.74%	107.45
14-17 Years	5.13%	5.05%	98.44
18-19 Years	2.55%	2.43%	95.29
0-5 Years	9.75%	10.18%	104.41
6-12 Years	9.44%	9.92%	105.08
13-19 Years	8.96%	8.85%	98.77
< 20 Years	28.15%	28.95%	102.84
20-34 Years	17.88%	18.68%	104.47
35-44 Years	10.44%	9.38%	89.85
45-64 Years	25.53%	24.13%	94.52
65-74 Years	8.62%	9.7%	112.53
75+ Years	9.39%	9.15%	97.44
Median Age	40	39	97.35
Median Age (Male)	38	37	97.36
Median Age (Female)	41	40	98.13

Allison Glidden Fertile Fredonia Fremont Nora Springs Cylinder Bettendorf Wyoming Toronto Luxemburg Malvern Miles Urbandale Montrose Fostoria Nodaway Alden Cherokee Glibe Protivin Melbourne Winthrop Dunkerton Otho Pleasantville Volga Confectual Ministry Confectual Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	91.35%	89.97%	98.49
Black, African-American	2.48%	3.39%	136.36
Native American	0.8%	0.95%	118.5
Asian	1.58%	1.83%	115.82
Pacific Island, Hawaiian	0.08%	0.07%	93.81
Other/Multiple Races	3.71%	3.79%	102.07
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	16,748	16,597	
Less than 9th Grade	7.82%	6.84%	87.51
No High School Diploma	8.11%	6.82%	84.12
High School Graduate	36.08%	36.37%	100.83
Some College, no degree	18.04%	17.65%	97.84
Associate Degree	10.05%	11.77%	117.03
College Degree	12.6%	12.54%	99.52
Graduate/Prof. degree	7.3%	8.01%	109.66

Jolley West Chester New Hampton Prairieburg Libertyville Waterville Yale Shellsburg Decatur City Ma Clare Delphos Salem Marion West Okoboji Braddyville Monona Loss at the Clayton McCallsburg ferson Stanhope Rowan Manly Eldon Fontanelle Craig What Cheer (confectual Ministry West Liberty Coopyright 2014, Intercultural Institute for Contextual Ministry Waterloo Wesley Wapello Calmar, New Sharon, Tripoli, Clayton Clayton Tripoli, Clayton Chester Tripoli, Clayton Clayton McCallsburg

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	
	CONNENT	I LOO J I LANG	
Household Income			
< \$10,000	6.44%	5.69%	88.32
\$10,000 to \$19,999	15.25%	15.01%	98.43
\$20,000 to \$29,999	11.92%	10.69%	89.69
\$30,000 to \$49,999	24.4%	23.43%	96.01
\$50,000 to \$59,999	9.61%	9.74%	101.26
\$60,000 to \$69,999	8.86%	9.55%	107.79
\$70,000 to \$79,999	5.49%	5.78%	103.34
\$80,000 to \$89,999	3.8%	3.88%	103.37
\$90,000 to \$99,999	2.48%	2.45%	98.81
\$100,000 to \$249,999	4.86%	5.59%	115.07
\$125,000 to \$149,999	4.04%	4.86%	120.23
\$150,000 to \$199,999	1.87%	2.22%	118.74
\$200,000 to \$249,999	0.29%	0.35%	119.74
\$250,000 or more	0.67%	0.73%	109.58
Median Household	46,014	48,759	105.97
Average Household	56,827	59,864	105.34
Per Capita Household	22,285	23,367	104.86
Family/Non-Family Household			
Income			
Median Family Income	56,736	60,405	106.47
Average Family Income	68,561	72,452	105.68
Median Non-Family Income	28,054	30,243	107.8
Average Non-Family Income	33,759	37,115	109.94

Emerson Keeta Mitchellville St. Paul Inwood Harcourt Thurman Shambaugh Rippey Audubon Or Willey North Liberty Morrison New Hartford Fonda Hills Janesville Castana Gruver Jamaica Stanton Bayard Winfield Birmingham Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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	61.62%	60.19%	97.67
Families with Children	30.47	29.62	97.2
Families without Children	31.15	29.96	96.17
Non-Family Households			
% Non-Family Households	38.38%	39.81%	103.74
Non-Families with Children	0.42	0.38	103.74
Non-Families without	37.96	39.44	103.89
Children			
Housing Units			
Total Housing Units	11,028	11,124	100.87%
Vacant percent	8.89%	8.95%	100.76
Owned percent	66.69%	66.72%	100.04
Rented Percent	24.42%	24.33%	99.62
Households by Size			
Avg household size	2.43	2.45	100.82%
Avg family hh size	3.20	3.31	103.44%
Avg non-family hh size	1.19	1.14	95.8%
Households By Count of			
Persons			
One	3,205	3,330	103.9%
Two	3,295	3,148	95.54%
Three or Four	2,550	2,584	101.33%
Five+	999	1,065	106.61%

avillo Johnston Stanten Sherrill De Soto Barnes City Monmouth Farnhamville Scarville Martensdale Lansing Union Bussey Glidden Russell Lamont Sabula Carbon Martensdale filo Marcus Centralia Sully Toronto Alton Charlotte Lake View Kimb Gordertual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Decopyright 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	
	MILES	MILES	MILES		MILES	
Foreign Born Pop	2,395	129	24	Eastern Africa	3	
Northern Europe	55	1	4	Middle Africa	0	
Western Europe	63	2	4	Northern Africa	59	
Southern Europe	27	0	0	Southern Africa	0	
Eastern Europe	6	0	1	Western Africa	0	
Other Europe	0	0	0	Other Africa	7	
Eastern Asia	5	19	2	Oceania	0	
So. Central Asia	15	0	0	Caribbean	14	
SE Asia	151	37	6	Central Amer.	1,951	
Western Asia	0	0	0	South America	15	
Other Asia	0	0	0	North America	24	
				Born at sea	0	

Jewell Junction Plano Granger Alta Keomah Village Williams Lu Verne University Park Cedar Fails Woodburn Wall Lake Cylinder Truesdale Neola Beaconsfield Centerville Intercultural Institute Indgate Coalville Steamboat Rock St. Charles Renwick Bloomfield Mitch for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry McClelland La Motte Swisher Kanawha Hastings Elk

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	20,911	4,961	2,057	Other Indo-Euro	6	0	0
Spanish	2,765	192	26	Asian/PI languages	0	0	0
Other Indo-Euro	279	39	22	Chinese	0	0	0
language				Japanese	11	0	1
French (incl. Patois,	24	1	2	Korean	20	2	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	7	2	2	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	39	16	0
German	146	12	5	Laotian	70	5	13
Yiddish	0	0	0	Vietnamese	34	0	0
Other West Germanic	15	4	2	Other Asian	26	0	0
A Scandinavian	21	3	4	Tagalog	18	15	5
Language				Other Pacific Is	36	0	0
Greek	23	0	0	Other languages	92	0	0
Russian	21	11	5	Navajo	0	0	0
Polish	0	0	0	Other Native N.	23	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	16	6	2	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	69	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

amaica Waterloo Elkport Correctionville Winterset Macedonia Battle Creek Shueyville Gruver Jolley Lawler Pierson Grand Mound Maynard Woodburn Ryan Denison Intercultural Institute ton Dougherty Pilot Mound Kalona Dike Andrew Clare Sheffield Lin (Soutextual Minustry) ^k Copyright 2014, Intercultural Institute for Contextual Ministry ^k 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	19,552	4,286	1,765	Irish	Irish 1,503	Irish 1,503 338
Arab	0	4	3	Italian	Italian 289	Italian 289 36
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	24	10	8	Norwegian	Norwegian 1,421	Norwegian 1,421 438
British	49	8	1	Polish	Polish 116	Polish 116 31
Canadian	10	0	0	Portuguese	Portuguese 20	Portuguese 20 1
Croatian	17	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	242	114	27	Russian	Russian 20	Russian 20 0
Czechoslovak	99	16	4	Scandinavian	Scandinavian 20	Scandinavian 20 13
Danish	222	49	22	Scotch-Irish	Scotch-Irish 309	Scotch-Irish 309 48
Dutch	354	151	39	Scottish	Scottish 185	Scottish 185 54
English	1,951	301	136	Slovak	Slovak 5	Slovak 5 0
European	30	23	10	Subsaharan African	Subsaharan African 107	Subsaharan African 107 0
Finnish	0	0	0	Swedish	Swedish 388	Swedish 388 101
French (not Basque)	321	77	27	Swiss	Swiss 38	Swiss 38 13
French Canadian	46	4	2	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	5,585	1,451	723	US/American	US/American 1,866	US/American 1,866 583
Greek	33	3	5	Welsh	Welsh 97	Welsh 97 15
Hungarian	24	2	4	West Indian	West Indian 13	West Indian 13 3
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 5
				Other	Other 4,147	Other 4,147 395

while Wiota Marguette Kimbaliton Bayard Elma Lincoln Thurman Stout Exline Long Grove Ute Kink in Springs Merrill Aredale Atkins Early West Branch Cherokee Delbit Intercultural Institute North Buena Vista Eddyville Kalona Sheffield Sageville Linn Grove Os Loutextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

Deep River Palo Menio Kirkville Stratford Maurice Colo Superior Ollie Rock Falls Guernsey New ter City Davenport Plainfield Dysart Quasqueton Bassett Remsen Laver Intercultural Institute Sageville Garber Evansdale Dubuque Latimer Fairfield Barnum for Contextual Ministry Si Copyright 2014, Intercultural Institute for Contextual Ministry allingford Willey Pioneer Cumming Gravity Garden 27

Using the Demographic Indicators

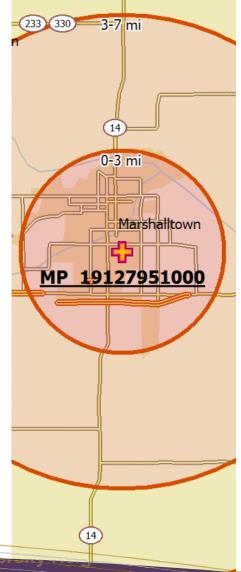
Issues for Your Consideration - continued

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

ndurant Salem <u>Dana Kanawha Ridgeway Coin Hartley Wheatland</u> Wayland Stratford Guthrie Center Herboldt Ackworth Morning Sun Kalona Martinsburg Orient Goldfield <u>Intercultural Institute</u> Ossian Dice West Union Sheldon Greenville Pleasant Plain Oskaloosa Garner ^{Intercultural Institute} Orchard Lost ^{Intercultural Institute} for Contextual Ministry ^{Intercultural Institute} for Contextual Ministry

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

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	10,048	100%	6,792	100%
AFFLUENT SUBURBIA	577	5.74%	401	5.9%
America's Wealthiest	0	0%	0	0%
Dream Weavers	73	0.73%	52	0.77%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	504	5.02%	349	5.14%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,986	19.77%	1,343	19.77%
Status Conscious Consumers	42	0.42%	29	0.43%
Affluent Urban Professionals	22	0.22%	18	0.27%
Urban Commuter Fam.	1,851	18.42%	1,243	18.3%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	53	0.53%	39	0.57%
Successful Urban Sprawl	18	0.18%	14	0.21%
SM TWN SUCCESS	595	5.92%	383	5.64%
2nd City Homebodies	22	0.22%	16	0.24%
Prime Middle America	146	1.45%	95	1.4%
Urban Optimists	0	0%	0	0%
Family Convenience	427	4.25%	272	4%
Mid-Market Enterprise	0	0%	0	0%

Goodell Cleghorn Hawkeye Persia Riverside Lester North Liberty Colwell Clear Lake Council Bluffs Fant Maurice Shell Rock Otho Newell Pella Yorktown Guttenberg Guernsey Humboldt Popejoy Urbandale Gibson Gowrie Numa Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Macademia Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	10,048	100%	6,792	100%
BLUE COLLAR BACKBONE	1,878	18.69%	1,228	18.08%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	568	5.65%	343	5.05%
Lower Income Essentials	772	7.68%	522	7.69%
Small Town Endeavors	538	5.35%	363	5.34%
AMER. DIVERSITY	1,195	11.89%	836	12.31%
Ethnic Urban Mix	41	0.41%	29	0.43%
Urban Blues	279	2.78%	180	2.65%
Professional Urbanites	157	1.56%	114	1.68%
Urban Advancement	461	4.59%	311	4.58%
Amer. Great Outdoors	34	0.34%	22	0.32%
Mature America	223	2.22%	180	2.65%
METRO FRINGE	2,461	24.49%	1,687	24.84%
Steadfast Conservative	2,342	23.31%	1,605	23.63%
Moderate Conventionalists	36	0.36%	24	0.35%
Southern Blues	25	0.25%	18	0.27%
Urban Grit	0	0%	0	0%
Grass-Roots Living	58	0.58%	40	0.59%

Kalona Camanche Steamboat Rock Lanesboro Hanlontown Kinross Stuart Iowa City Lansing Clear Pulaski Stanhope Inwood Central City Chelsea Allison Garber Confectual Institute S Moines Sidney Batavia Hepburn Dana Drakesville Low Moor New For Confectual 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	10,048	100%	6,792	100%
REMOTE AMERICA	3	0.03%	2	0.03%
Hardy Rural Fam.	3	0.03%	2	0.03%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	418	4.16%	288	4.24%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	133	1.32%	96	1.41%
Aspiring Hispania	285	2.84%	192	2.83%
RURAL VILLAGES & FARMS	195	1.94%	116	1.71%
Industrious Country Living	0	0%	0	0%
America's Farmland	43	0.43%	25	0.37%
Comfy Country Living	80	0.8%	49	0.72%
Small Town Connections	72	0.72%	42	0.62%
Hinterland Fam.	0	0%	0	0%

anchard Forest-City Stanley Lake View Aspinwall Linn Grove Underwood Perry Rickardsville Monteze Etx Rapids Sageville Bellevue La Porte City Magnolia Balltown Bedford Hillsborg Granville Harper Farnhamville Graettinger Luzerne Waterloo Emmetsburg Sheffield for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyri

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	10,048	100%	6,792	100%
STRUGGLING SOCIETIES	409	4.07%	284	4.18%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	313	3.12%	213	3.14%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	96	0.96%	71	1.05%
URBAN ESSENCE	332	3.3%	224	3.3%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	332	3.3%	224	3.3%
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%

oville North English Sioux City Churdan Houghton Fremont Elberon Maysville Udolf Walker Scarville Icaville Harpers Ferry Lockridge Plano Lone Tree St. Olaf Waterville <u>Intercultural Institute</u> Prairieburg Ventura Cotter North Washington Webster Oelwein Thurman Ruth *Intercultural Institute* Morrison Gran Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Morrison Granville Rinard Cedar Rapids Wayland Nemaba Dalla

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?

watha Bettendorf Marne Clarion Villisca Walford New Vienna Sabula Lorimor Roland Grafton Quase Arnolds Park Burt Sheldahl North Liberty Wheatland Maysville Rake Intercultural Institute Elma Centerville Chelsea Slater Aurelia Hartley Greenville St. Ar ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

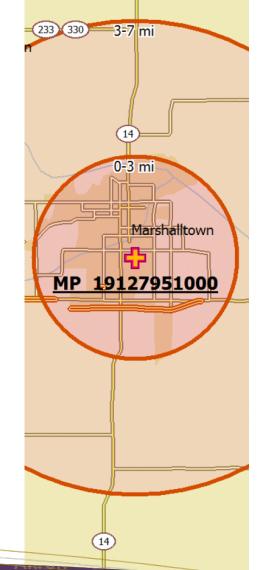
Potential Cultural Bridges

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

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

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

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



Thayer Redding Decatur City Danbury Tiffin Truro Persia Dallas Center Kirkman Bravton Bondurant Hilams Merrill Carter Lake Carbon Lakeside Birmingham Hawkeye Markeye Riverton Springbrook Dale Rossie Sheldon Lime Springs Stanton Postville Wyoming Colo Copyright 2014, Intercultural Institute for Contextual Ministry Mason City Andover Russell New Hampton Keom 35

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	BRID
	MILES	MILES	MILES	
PC-HH Own	75%	75%	75%	Intern
Use Comp. for Internet/E-mail	58%	59%	59%	Intern
Internet Use: E-Mail	45%	46%	47%	Use C
Use Comp. for Comp. Games	39%	40%	40%	Servio
Use Comp. for Word Processing	39%	39%	40%	PC-Ne
Use Comp. for Shopping	34%	35%	35%	Use C
Use Comp. for Banking	32%	32%	32%	Mngm
Use Comp. for Education	31%	32%	32%	Intern
Use Comp. for Digital Camera	31%	32%	32%	Info. fe
Photo Editing				Use C
HH Owns DVD Player	26%	27%	27%	Use C

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

r Falls Wesigate Boyden Dana Spirit Lake Windsor Heights Bedford Park View Guttenberg Letts Scar Hereit Eldora Lacona Frederika Cushing Luxemburg Rutland Urbana Louis Intercultural Institute son Popejoy Ida Grove Blockton Ventura Kingsley Council Bluffs Ling for Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 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.

0-3	3-7	7-10
MILES	MILES	MILES
67%	67%	67%
58%	59%	59%
53%	53%	53%
40%	41%	41%
35%	35%	36%
35%	35%	36%
34%	35%	35%
31%	32%	32%
20%	21%	21%
19%	19%	19%
	MILES 67% 58% 53% 35% 34% 31% 20%	MILES67%67%58%59%53%53%40%41%35%35%35%35%31%32%20%21%

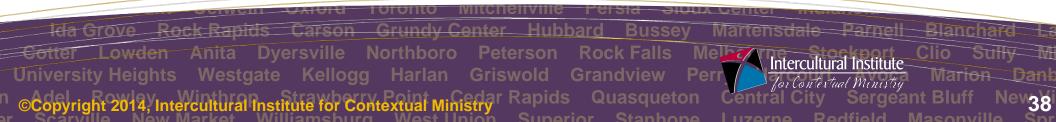
BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	43%	43%	43%
Dentist	30%	30%	30%
Eye Dr.	24%	23%	23%
Backache	23%	23%	23%
Hypertension/High Blood	21%	20%	20%
Pressure			
None Of These	20%	20%	20%
High Cholesterol	18%	19%	19%
Any Arthritis	17%	17%	17%
Acid Reflux Disease (GERD)	16%	16%	16%

airfax Spillville Aplington Quasqueton Parnell Clayton Le Mars Cedar Rapids Ayrshire Keokuk Asbur Cont Dunkerton Paton Davenport Kalona Humeston Halbur Springville Intercultural Institute Saylorville Olin Sutherland Garber Albion Sheldon Woolstock Hull Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	27.93%	27.78%	27.47%
Live Theater	20.17%	20.18%	20.05%
Live Theater Most Often	16.97%	17%	16.92%
Rock/Pop Concerts Most	15.26%	15.2%	14.98%
Often			
Dance Performance	8.7%	8.44%	8.23%
Comedy Club	8.49%	8.42%	8.32%
Movies: Comedy	38.2%	38.18%	38.09%
Movies: Action/Adventure	37.66%	37.65%	37.53%
Movies: Fam.	19.4%	19.42%	19.46%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.17%	18.34%	18.36%
Movies: Drama	18.05%	17.85%	17.62%
Movies: Mystery	16.08%	15.82%	15.61%
MLB Baseball Reg. Season	6.94%	7.19%	7.28%
College Football Reg.	5.86%	6.04%	6.13%
Season			
NFL Football Reg. Season	5.84%	5.99%	6%
College Basketball Reg.	3.72%	3.83%	3.89%
Season			
NBA Basketball Reg.	2.91%	2.98%	2.96%
Season			
Auto Racing Events	2.77%	2.82%	2.84%



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	0-3	3-7
	MILES	MILES	MILES		MILES	MILES
Walking for Exercise	40.81%	41.11%	41.21%	Hunting	10.23%	10.98%
Swimming	32.06%	32.51%	32.66%	Aerobics	9.82%	9.59%
Bowling	20.89%	21.15%	21.31%	Backpacking/Hiking	9.66%	9.93%
Billiards/Pool	19.29%	19.2%	19.06%	Target Shooting	9.35%	9.78%
Freshwater Fishing	16.42%	17.34%	17.99%	Football	9.15%	9.12%
Camping Trips	16.2%	16.86%	17.24%	Volleyball	8.85%	8.95%
Weight Training	15.37%	15.52%	15.51%	Power Boating	8.4%	8.65%
Jogging/Running	14.04%	14.06%	14.02%	Softball	7.45%	7.66%
Using Cardio Machine	13.8%	13.74%	13.58%	Saltwater Fishing	7.28%	7.26%
Golf	13.68%	14.15%	14.44%	Canoeing/Kayaking	7.07%	7.28%
Basketball	12.96%	13.21%	13.38%	Soccer	7.04%	6.96%
Stationary Cycling	12.25%	12.25%	12.16%	Motorcycling	6.68%	6.83%
Mountain/Road Biking	12.06%	12.59%	12.85%	Yoga	6.62%	6.6%
Baseball	11.16%	11.12%	11.12%	Tennis	6.59%	6.53%

ty Cladbrook <u>Cherokee Bettendori Stacyville College Springs</u> Fredonia Newhall McIntire St. Lucas M Letton Chelsea Center Junction Houghton Osterdock Kalona Arion Kero Intercultural Institute II Cromwell Albert City Inwood Cascade Lamoni Nodaway Iowa City Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Horseback Riding	5.35%	5.66%	5.92%	
Roller Skating	5.35%	5.43%	5.48%	
Ice Skating	5.04%	5.13%	5.18%	
Fly Fishing	4.91%	4.93%	4.93%	
Jet Skiing	4.87%	4.91%	4.92%	
Snorkeling	4.86%	4.89%	4.88%	
Archery	4.62%	4.94%	5.14%	
Water Skiing	4.52%	4.62%	4.69%	
Downhill & X-Country	4.49%	4.63%	4.68%	
Skiing				
Racquetball	4.12%	4.01%	3.92%	

0-3	3-7	7-10
MILES	MILES	MILES
3.98%	3.96%	3.94%
3.92%	3.84%	3.78%
3.83%	3.68%	3.57%
3.76%	3.84%	3.89%
3.68%	3.66%	3.63%
3.65%	3.89%	4.07%
3.5%	3.41%	3.35%
3.13%	3.18%	3.22%
2.87%	2.85%	2.82%
2.78%	2.81%	2.83%
	MILES 3.98% 3.92% 3.83% 3.76% 3.68% 3.65% 3.5% 3.13% 2.87%	MILES3.98%3.96%3.92%3.84%3.83%3.68%3.76%3.84%3.68%3.66%3.65%3.89%3.5%3.41%3.13%3.18%2.87%2.85%

Sac City Albia <u>Oelwein Barnes City Breda Le Mars Charles City</u> Nora Springs Quimby Winthrop She De Dallas Oxford Junction Hinton Livermore Council Bluffs Blockton <u>Intercultural Institute</u> Igin Brayton Vinton Allerton Ollie Aplington Lawler Montour Carter (or Contextual Ministry) ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

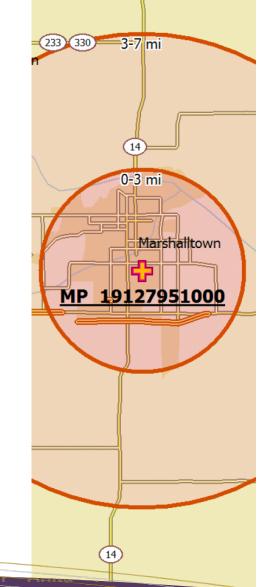
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Tingley Montour Wallcoma Nichols Beacon Clarion Newton Portsmouth Cumberland Martinsburg Hatlock Alleman Mediapolis Garwin Galva Ryan Parkersburg McCler Intercultural Institute the State Center West Bend Cherokee Pleasant Hill Badger Numa Confectual Ministry Elonidge Sp Copyright 2014, 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.

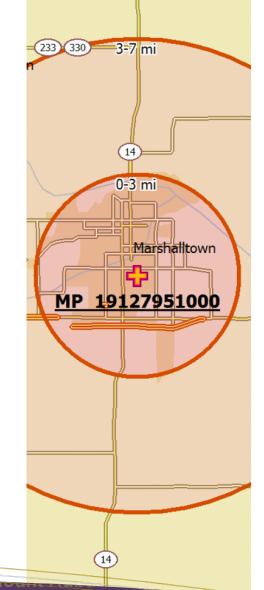
CULTURAL BARRIERS OF ACCEPTANCE

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.



Auimby Clarksville Harpers Ferry Martensdale Riverdale Beaman Cushing Luzerne West Bend Meriden Coman Village Fairbank Roland Randalia Hillsboro Walker Galva Cotter Flisten Sully Neola Malcon Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual M

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.

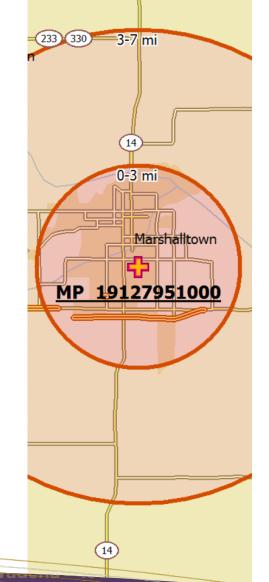
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	48%	48%	48%	Marijuana Should Be Legalized	20%	20%	19%
New Things				Like to Stand Out In A Crowd	20%	20%	20%
Speak My Mind Even If It Upsets People	36%	35%	35%	Like To Pursue Challenge/Novelty/Change	20%	19%	19%
Woman's Place Is In The Home	35%	36%	36%	Rarely Sit Down to a Meal	16%	16%	16%
Prefer To Have Few	35%	35%	35%	Together At Home			
Possessions As Possible				I Am A Workaholic	16%	16%	16%
Find It Difficult To Say No To My Kids	34%	34%	35%	Only Work Current Job for The Money	14%	14%	14%
Like Control Over People And Resources	33%	32%	32%	We Should Strive for Equality for All	13%	12%	12%
Like To Do Unconventional Things	31%	31%	31%	Happy With My Standard Of Living	12%	12%	12%
Don't Judge People/Way They Live Life	28%	28%	28%	On Whole People Get What They Deserve	10%	10%	10%
If Won Lottery Would Never Work Again	27%	27%	27%	Indulge My Kids With The Little Extras	9%	9%	9%
Friends More Important Than My Fam.	27%	26%	26%	Little I Can Do To Change My Life	8%	8%	7%
Money Is Best Measure Of Success	27%	27%	27%	Very Happy With My Life As It Is	7%	7%	7%
Too Much Sponsorship In Arts/Sports	23%	22%	22%				

Fayette Cillett Grove Waverly Lamoni Imogene Marion Delaware Cuttenberg Swisher Hamburg Nerwalk Coin Cantril Farragut Packwood Ringsted Cedar Falls Gold Intercultural Institute Westside Dunkerton Ryan Lamont Wellsburg Silver City Protivin Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry North Washington Halbur Sanborn Modale New Sha43

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.



McIntire Olds Coalville New Hampton Bayard Marion Keokuk Columbus City Dedham Ringsted Westphalia Baldwin Blue Grass Spring Hill Melcher-Dallas Sheffield Intercultural Institute Goose Lake Bellevue Gilman Cascade Fort Dodge Melbourne Long for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILE
You Should Seize Opportunities	56%	56%	56%	Real Men Don't Cry	17%	17%	16%
In Life				Worried About Pollution Caused	17%	17%	17%
Important To Respect Customs	56%	57%	58%	By Cars	470/	4.00/	4.00/
And Beliefs Like To Understand About	38%	38%	38%	Looking for New Ideas To Improve Home	17%	16%	16%
Nature	30 /0	30 /0	30 /0	Is An Important Part Of Who I Am	16%	15%	15%
Prefer To Have Few	35%	35%	35%	Try Not To Worry About The	14%	14%	14%
Possessions As Possible				Future			
Important Feel Respected By My Peers	34%	34%	34%	Enjoy Spending Time With My Fam.	12%	12%	12%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Provide My Kids With The Little Extras	11%	11%	11%
Important To Juggle Various	32%	31%	30%	Feel Very Alone In The World	7%	6%	6%
Tasks				Children Should Be Allowed To	5%	5%	5%
Good At Fixing Things	28%	28%	28%	Express Themselves			
Have Keen Sense Of Adventure	27%	27%	27%	Like Spending Most Time With	5%	5%	5%
Like To Just Enjoy Life	23%	23%	23%	Fam.			
People Have To Take Me As	23%	23%	23%	Decor Particular Interest To Me	4%	4%	4%
They Find Me				Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	19%	19%	19%	Business			

aconstield Quasqueton Riul

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.

Yorktown Carlisle Coralylle Lamoni Vining Lovilia Randolph Waterville Oxford Anthon Dougher Raiston Bondurant Danbury Fredonia Larchwood Lake Park Moorh Riverdale Menlo Elma Williams Dyersville Welton Garden Grove Copyright 2014, Intercultural Institute for Contextual Ministry

3-7 mi

0-3 mi

MP 19127951000

Marshalltown

330

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	85.4%	85.66%	85.81%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.56%	83.07%	83.31%
Houses-Visit Any			
McDonald's	55.53%	55.83%	56.04%
Burger King	37.74%	37.81%	37.84%
Applebee's	29.73%	29.98%	30.05%
Subway	29.71%	30.13%	30.34%
Taco Bell	29.23%	29.18%	29.13%
Wendy's	28.38%	28.5%	28.41%
Kentucky Fried Chicken (KFC)	26.31%	26.55%	26.71%
Arby's	22.05%	22.64%	23%
Pizza Hut	20.98%	21.37%	21.67%
Olive Garden	20.72%	20.71%	20.61%

0-3	3-7	7-10
MILES	MILES	MILES
19.44%	19.83%	20.2%
16.26%	16.2%	16.12%
14.1%	14.28%	14.33%
13.78%	13.46%	13.23%
13.29%	13.04%	12.86%
13.17%	13.27%	13.19%
12.44%	12.36%	12.34%
12.12%	12%	11.82%
12.11%	11.95%	11.78%
10.77%	10.7%	10.54%
10.49%	10.57%	10.48%
10.43%	10.42%	10.34%
	MILES 19.44% 16.26% 14.1% 13.78% 13.29% 13.17% 12.44% 12.12% 10.77% 10.49%	MILES MILES 19.44% 19.83% 16.26% 16.2% 14.1% 14.28% 13.78% 13.46% 13.29% 13.04% 13.17% 13.27% 12.44% 12.36% 12.12% 12% 10.77% 10.7% 10.49% 10.57%

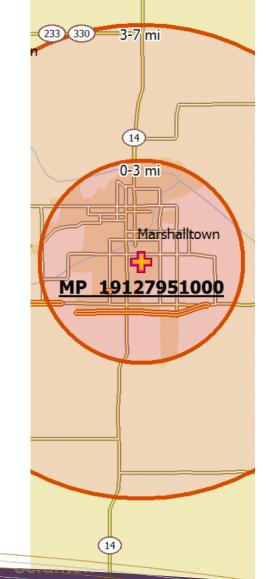
Pleasantville <u>Chariton</u> Letts <u>Elkport</u> Bankston <u>Saylorville</u> <u>Moorhead</u> <u>Sageville</u> <u>Janesville</u> <u>Richland</u> <u>Hercausland</u> <u>Runnells</u> Marathon Batavia Elliott Coggon Primghar <u>Recultural Institute</u> and <u>Orchard</u> <u>Contextual Ministry</u> <u>Conte</u>

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!



A Menlo Salix Othe University Park Remsen Swea City Sharpsburg Ladora Prairieburg Kensett Was Pella Elkader Lacona Moravia West Okoboji Runnells Worthington Intercultural Institute Chatsworth Postville Kanawha McCallsburg Eldridge Marysville Barnum for Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Bidgeway, Johnston Balmer, Bicketts Lincoln Bidgeway, Johnston Balmer, Bicketts Lincoln Bildred

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	47.96%	48.72%	49.06%
Recycled products	36.03%	36.55%	36.7%
Worked as volunteer (non political)	17.78%	18.09%	18.2%
Engaged in fund raising	11.1%	11.34%	11.45%
Religious club member	7.46%	7.56%	7.63%
Wrote to elected offcl about publ bus	6.1%	6.21%	6.25%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.85%	5.91%	5.91%
newspaper			
Charitable Organization	5.48%	5.65%	5.77%
Union member	5.43%	5.61%	5.7%
Fraternal order member	5.32%	5.31%	5.28%
Took active part in local civic	5.15%	5.22%	5.25%
issue			
Addressed a public meeting	4.79%	4.99%	5.14%

ola St. Olaf Rickardsville St. Paul Larchwood Smithland West Point Wanpeton Spencer Vail Liscomb Harcus Hillsboro Hanlontown Boyden Westfield Chillicothe Galt Corrective Riverdale Gibert Net Silver City Oakland Acres Bagley Altoona Nichols Wyoming Moor for Confectual Ministry Confectual Ministry Pleasant Hill Intercultural Institute for Contextual Ministry Ville Vermore Durant Kente for Contextual Ministry

Communication Media Content

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

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

Belmond Iowa City Council Bluffs Redfield Earling Corwith Spragueville Melcher Datas Deloit I Brandon Beacon Meservey Peosta Fruitland Thornton Harris Keor Intercultural Institute Pey Farnhamville Albert City McIntire State Center Mitchellville Suther Data Deloit Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

3-7 mi

0-3 mi

Marshalltown

50

19127951000

330

MP

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	16.92%	16.86%	16.7%
Children's Books	12.77%	12.87%	12.87%
Mystery	11.85%	11.88%	11.83%
Cookbooks	10.94%	11.03%	11.04%
Religious (not Bibles)	8.45%	8.52%	8.55%
History	6.94%	6.93%	6.89%
Biography	6.83%	6.72%	6.59%
Romance	6.71%	6.75%	6.77%
Personal/Business Self-help	6.52%	6.63%	6.64%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	68.18%	68.52%	68.39%
Gen. Editorial	44.67%	44.7%	44.58%
Womens	39.62%	39.59%	39.47%
Service	34.44%	34.8%	34.89%
Mens	18.38%	18.22%	18.05%
Business/Finance	15.96%	16.04%	15.92%
Sports	15.22%	15.08%	14.88%
Automotive	13.89%	13.96%	13.97%
Mature Market	12.7%	12.87%	12.93%

mboldt Adair University Heights Rutland North Buena Vista Sioux Center Monticello Moravia Spirit Lake Wile Marne Burlington Sharpsburg Tabor Wiota Mitchellville Manilla <u>Intercultural Institute</u> Inklin Nevada Redfield Joice Mount Union Boyden Donahue Masonvi for Contextual Ministry Strocopyright 2014, Intercultural Institute for Contextual Ministry Benton Sheffield Decatur City Odebolt Storm Lake

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	56.29%	56.81%	57.05%
Classified	33.82%	34.14%	34.39%
Sport	32.54%	32.94%	33.15%
Editorial Page	31.64%	32.07%	32.3%
Business/Finance	28.93%	29.28%	29.32%
Comics	28.59%	28.85%	28.96%
Movie Listings & Reviews	25.66%	25.72%	25.55%
Food/Cooking	25.23%	25.48%	25.54%
TV/Radio Listings	24.25%	24.34%	24.28%
Home/Gardening	21.43%	21.86%	22.03%
Travel	18.99%	19.23%	19.24%
Science/Technology	18.08%	18.2%	18.13%
Fashion	13.52%	13.56%	13.53%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	21.69%	22.77%	23.71%
CHR Contemp Hit Radio	18.91%	18.5%	18.18%
Adult Contemporary	18.34%	18.63%	18.74%
Rock	13.5%	13.68%	13.68%
News/Talk	12.62%	12.88%	12.87%
Oldies	12.35%	12.46%	12.51%
Classic Rock	11.48%	11.7%	11.8%
Alternative	9.65%	9.62%	9.44%
Urban Contemporary	9.47%	9.01%	8.67%
Variety	8.15%	8.08%	8.02%
Soft Contemporary	6.15%	6.17%	6.09%
Religious	5.9%	6.03%	6.07%
Hispanic	5.37%	4.92%	4.68%
All News	4.77%	4.71%	4.63%
Classic Hits	4.23%	4.25%	4.2%
Sports	4.08%	4.09%	4.03%
All Talk	3.71%	3.71%	3.68%
Classical	3.53%	3.53%	3.48%

Mount Auburn Keota Denison Mitchell Coralville Durango Martinsburg Maysville Lakeside Berkley E Fontanelle Shannon City Council Bluffs Spillville Epworth Royal William Intercultural Institute Park Albert City Inwood Marshalltown Rose Hill Humboldt Delmar An for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Coalville Russell Signurgey Goldfield Waverly Hartfor

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
	MILES	MILES	MILES
Fox News Channel	62.42%	63.11%	63.52%
Satellite Dish	54.7%	55.23%	55.49%
Soapnet	51.4%	51.29%	51.17%
Other Video-On-Demand	42.32%	42.44%	42.63%
Sci-Fi Channel	36.25%	36.84%	37.32%
Adult Pay Per View TV	34.06%	34.56%	34.75%
MSNBC	33.17%	33.77%	34.14%
Comedy Central	31.07%	31.04%	30.74%
TV Info From Sunday TV	28.49%	28.58%	28.61%
Magazine			
Adult Swim	28.07%	28.81%	29.27%
Nickelodeon	28.05%	28.82%	29.39%
Subscribe Digital Cable	27.65%	28.11%	28.42%



TV Info From Other

19.94%

19.91%

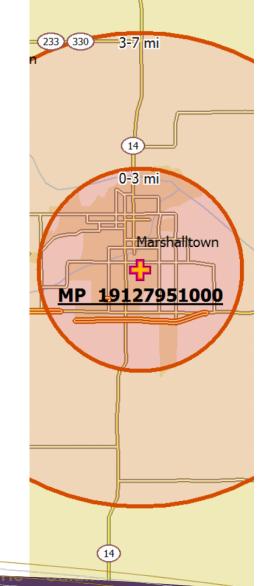
19.89%

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.



Prairieburg Belmond Waterville Ocheyedan Red Oak Ireton Oakville Meriden Conrad Sanborn New Heating Correctionville Sloan Sheldahl Kamrar Harvey Alton Redding Intercultural Institute Williamsburg Concernation Hiawatha Stanwood Coon Rapids Chatsworth Numa Newhall Revolution Contextual Ministry Concernation States and Contextual Ministry Concernation Contextual Ministry Conte

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+)	19.4%	19.47%	19.39%
Medium Users (4-6)	11.16%	11.13%	11.04%
Light Users (1-3)	20.98%	20.98%	20.94%
Quintiles (20%)			
Newspaper I (Heavy)	1.29%	1.38%	1.42%
Newspaper II	1.37%	1.41%	1.42%
Newspaper III	2.16%	2.17%	2.18%
Newspaper IV	0.54%	0.56%	0.58%
Newspaper V (Light)	1.32%	1.33%	1.34%

MILES 19.03% 8.22% 9.92%
8.22%
8.22%
0 0 2%
3.3270
11.26%
0.53%
6.58%
2.47%
3.12%
17.07%
26.47%
16.55%
5.36%
4.75%
23.01%
3.68%

Suthrie Center Fenton Le Mars Bridgewater Morrison Westgate Audubon Lost Nation Carroll Coon Rap Wheatland Washington Vi or Heights Carter Lake Truesdale Williamson Scranton Odebolt St. Dona Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /	1		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.74%	2.87%	2.95%	Prime Time I & II (Heavy)	3.99%	3.94%	3.94%
Drive Time III (Medium)	0.52%	0.51%	0.51%	Prime Time III (Medium)	2.02%	2.03%	2.05%
Radio IV & V (Light)	2.81%	2.82%	2.81%	Prime Time IV & V (Light)	8.41%	8.1%	7.96%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.61%	8.48%	8.45%	Fringe I & II (Heavy)	40.35%	40.31%	40.28
Radio III (Medium)	4.88%	4.99%	5.08%	Fringe III (Medium)	56.05%	55.99%	56.06
Radio IV & V (Light)	2.94%	2.99%	3%	Fringe IV (Light)	57.79%	57.46%	57.29
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.87%	13%	13.01%	All Day I & II (Heavy)	14.33%	13.86%	13.58
Cable III (Medium)	3.58%	3.57%	3.54%	All Day III (Medium)	24.11%	24.11%	24.07
Cable IV & V (Light)	32.41%	32.4%	32.5%	All Day IV (Light)	13.37%	12.9%	12.54

Ikader Morley Shellsburg Churdan Marathon Coburg Modale Scarville Merrill Sutherland Fairbank F Lucas Randall Beaver Nichols Seymour Silver City Indianola Kanawbar Intercultural Institute Bellevue Plano Mapleton Keokuk Sheldahl Livermore Jolley Lake Cive Intercultural Institute JorConfextual Ministry 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]	11.49%	11.67%	11.71%
6:00am - 10:00am	14.98%	14.93%	14.78%
10:00am - 3:00pm	5.68%	5.52%	5.38%
3:00pm - 7:00pm	14.59%	14.5%	14.49%
7:00pm - Midnight	13.48%	13.5%	13.44%
Midnight - 6:00am	5.45%	5.43%	5.38%
Weekend Radio			
Listeners			
Dayparts [summary]	14.56%	14.82%	14.96%
6:00am - 10:00am	3.38%	3.38%	3.33%
10:00am-3:00pm	4.72%	4.76%	4.71%
3:00pm - 7:00pm	6.64%	6.66%	6.66%
7:00pm - Midnight	8.46%	8.4%	8.29%
Midnight - 6:00am	10.07%	9.98%	9.81%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.82%	8.03%	8.12%
Saturday: 8:00-11:00pm	8.37%	8.38%	8.36%
Sunday: 7:00-11:00pm	9.44%	9.69%	9.86%
9:00am-1:00pm	24.9%	25.48%	25.9%
9:00am-4:00pm	28.59%	29.24%	29.66%
4:00pm-7:00pm	28.36%	28.57%	28.57%
11:00pm-1:00am	40.52%	41.06%	41.37%
AVG Prime time	2.21%	2.24%	2.24%
Mon-Sun			

Jenna Bayard <u>Castana</u> Hull <u>Lockridge</u> Winterset Winthrop Dakota City Weldon Sieux City Charles City Colo Logan Jamaica Centerville Buffalo Thayer Winfield Protivin Quasqueton Aurora Davenport Leando Oakland Kamrar Bertram Copyright 2014, Intercultural Institute for Contextual Ministry Douds Elk Horn Harris Whitten Coalville Sibley 57

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3	3-7	7-10	τν	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				We	Weekend	Weekend	Weekend
6-7am	17.16%	17.13%	17.01%	Sat	Sat: 7-10am	Sat: 7-10am 18.36%	Sat: 7-10am 18.36% 18.46%
7-9am	20.9%	21.17%	21.18%	Sat	Sat: 10am-1pm	Sat: 10am-1pm 7.2%	Sat: 10am-1pm 7.2% 7.24%
9am-12noon	20.87%	21.44%	21.87%	Sat	Sat: 1-4pm	Sat: 1-4pm 24.67%	Sat: 1-4pm 24.67% 24.7%
12noon-4pm	7.72%	7.8%	7.8%	Sat	Sat: 4-6pm	Sat: 4-6pm 5.84%	Sat: 4-6pm 5.84% 5.98%
4-6pm	46.57%	47.12%	47.27%	Sat	Sat: 6-7pm	Sat: 6-7pm 1.97%	Sat: 6-7pm 1.97% 2.05%
6-7pm	19.15%	19.81%	20.27%	Sat	Sat: 7-8pm	Sat: 7-8pm 1%	Sat: 7-8pm 1% 1.04%
7-7:30pm	1.2%	1.29%	1.3%	Sat	Sat: 8-11pm	Sat: 8-11pm 8.37%	Sat: 8-11pm 8.37% 8.38%
7:30-8pm	10.67%	10.65%	10.61%	Sat	Sat: 11pm-1am	Sat: 11pm-1am 4.72%	Sat: 11pm-1am 4.72% 4.69%
8-11pm	7.82%	8.03%	8.12%	Sat	Sat: 1am-7pm	Sat: 1am-7pm 24.58%	Sat: 1am-7pm 24.58% 24.73%
11pm-12am	33.17%	33.77%	34.14%	Sur	Sun: 7-10am	Sun: 7-10am 2.03%	Sun: 7-10am 2.03% 2.09%
11pm-1am	40.52%	41.06%	41.37%	Sur	Sun: 10am-1pm	Sun: 10am-1pm 7%	Sun: 10am-1pm 7% 7.25%
1-6am	31.55%	31.65%	31.61%	Sur	Sun: 1-4pm	Sun: 1-4pm 5.72%	Sun: 1-4pm 5.72% 5.76%
				Sur	Sun: 4-7pm	Sun: 4-7pm 12.63%	Sun: 4-7pm 12.63% 13.02%
				Sur	Sun: 7-11pm	Sun: 7-11pm 9.44%	Sun: 7-11pm 9.44% 9.69%
				Sur	Sun: 11pm-1am	Sun: 11pm-1am 4.33%	Sun: 11pm-1am 4.33% 4.41%
				Sur	Sun: 1-7am	Sun: 1-7am 20.88%	Sun: 1-7am 20.88% 21.25%

Waterville Fredericksburg Bagley Sandyville Greeley Larrabee Aspinwali Callender Urbana Beacon Oxford Leighton Agency Jewell Junction Iowa City Oyens Elliott Intercultural Institute In Luther Lake Mills Kalona Yale Primghar Maurice La Porte City Row Intercultural Institute Iox Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Delta Pleasantville Sioux Center Pisgah Melrose Volga Dike Nashua West Des Moines Morrison F Perguson Garwin Waterloo St. Paul Stanhope Collins Early Deep Intercultural Institute New Sharon De Soto Evansdale Milton Brighton Windsor Heights Confectual Ministry Central City 59 Copyright 2014, Intercultural Institute for Contextual Ministry Units of Contextual Ministry Deep Contextual Ministry De

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

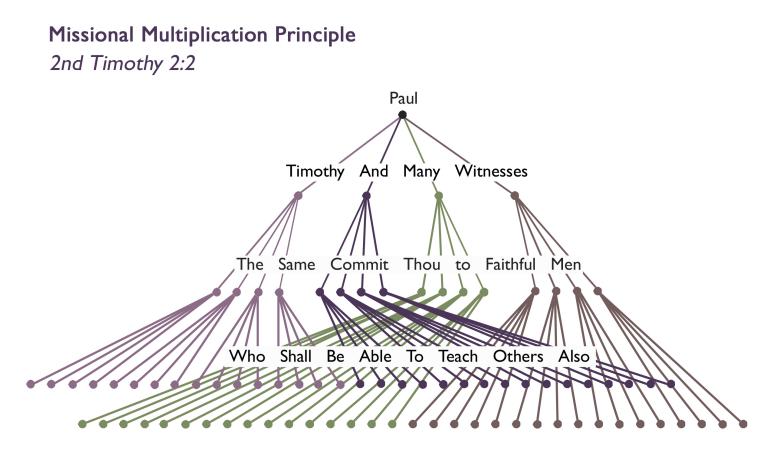
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

The La Motte Modale Pacific Junction Macedonia Stuart Carpenter Bridgewater Nodaway Guttenberg orest City Hiawatha Popejoy Ottumwa Odebolt Galt Fort Dodge Randon Intercultural Institute ton Decatur City Turin Rutland Manilla Rickardsville Meriden Dumont Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Corpored Williams Blairstown Martensdale Miles Fra

Biblical Missional Multiplication

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



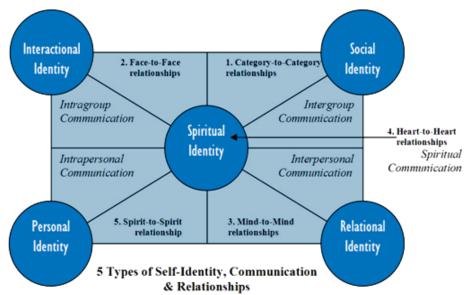


Establishing Redemptive Relationships

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

Communication Steps

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



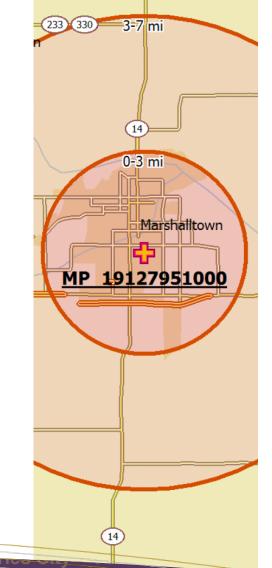


Your MissionSite and the Missional Suite

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

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

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



rville Dougherty Bevington Corning Bayard Floyd Thornton Bankston Cherokee Brandon Dow City West Des Moines Mason City Center Point Delphos Fort Atkinson Cedar Montour Ottumwa Bata Inville West Bend Panorama Park Lockridge Blencoe Williamson Numa Copyright 2014, Intercultural Institute for Contextual Ministry Dunlap Spring Hill Preston Whitten Salix Villisca63 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.

Wapello Wahpeton Martensdale Nashua Aurelia Kelley St. Donatus Wadena Buckeye Coin Cush ricksburg New Albin Strawberry Point Spillville Thompson Walford John Mount Pleasant Atlantic Cine umbus Junction McGregor Merrill Goldfield Randall Mason City Colest for Contextual Ministry Copyright 2014, Intercultural Institute For Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Contextual Ministry



6 Wateroak Court North Augusta, SC 29841 In Partnership with:



An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

CONTACT US:

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
	www.missionalcorps.org
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org

