MissionSite top unreached locations

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Garden Grove Randalia Coalville Arlington Matlock Strend Owasa ©Copyright 2014 Intercultural Institute for Contextual Ministry Sheffield Wesley Latimer Hayesville Thor Harpers Fer

MissionSite (TM) Table of Contents

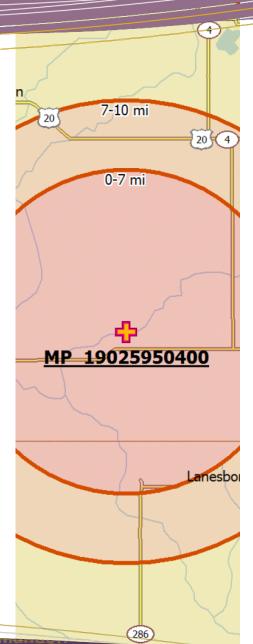
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Site Location Summary

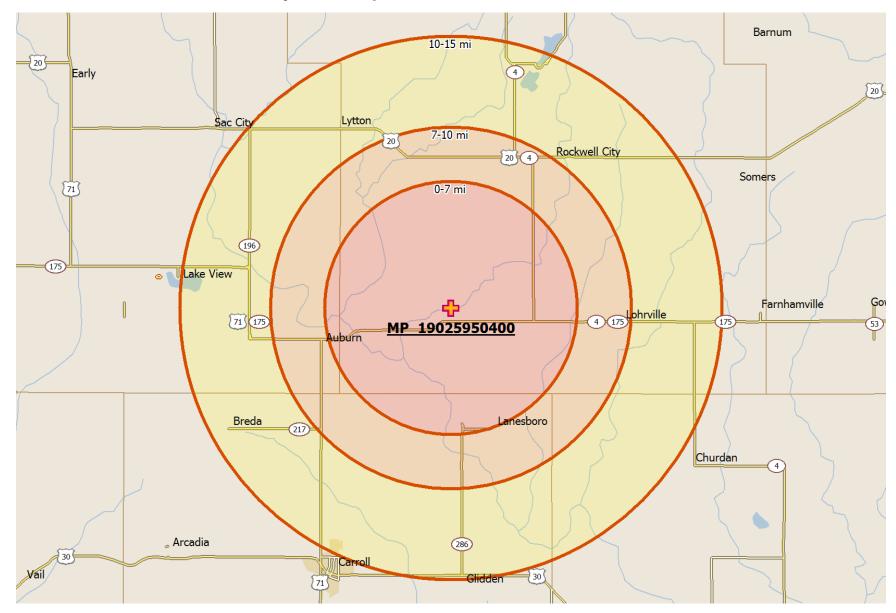
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1901	Northwest
3	County Location	19025	Calhoun
4	Zipcode	51449	Calhoun
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.21	Settlements outside settlements
8	Sitescape Density Pattern	13	2500-0-2500



Summer Luana Alteona Estherville Tennant Lester Hamilton Defiance Pioneer Lambs Grove Rutlar Roland Pocahontas St. Paul West Bend Mason City Harpers Ferry Intercultural Institute Lytton Stratford Hills Bennett Milton Redfield Rodney Eldora Sport for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Graettinger Carroll Orleans Brighton Bettendorf Centralia Rinard Doon Eldora Sanborn Batavia Leckridge Iowa Falls Westfield Franklin Sioux Rapids Corwith Arlington Intercultural Institute Lenox Dunlap Beaman Kellerton Jackson Junction Clutier Rolfe Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Beaman Stanton Readon Mabarishi Vedi

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	10	Noncore adjacent to micro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	9	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	7	Rural commuting: Secondary flow 10% to 30% to a small Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Mount Vernon <u>Fagle Grove Runnells Pleasantville Dexter Adair North English Wadena Radcliffe Arms</u> Fama Scranton Villisca Ainsworth Alexander Stanley Lu Verne Peles Intercultural Institute Smithland Mount Union Cedar Rapids Jewell Junction Whiting Hou for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Blairsburg Stratford Clip Bennett Mapleton Exite Lake

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	2,436	2,113	9,300
2010 Households	1,165	927	3,874
2010 Group Quarters Population	93	82	753

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	7	0	3
Language Diversity National Index	11	0	1
Foreign Born Diversity National Index	0	0	36
Ancestry Diversity National Index	33	0	16
Racial Diversity National Index	2	0	3

azleton Washington Lamont Fostoria Dundee Mingo Harpers Ferry Ossian Wallingtord Allerton Rode and Drakesville Fort Dodge Cleghorn Elkader Badger Casey Camaro Cambridge Thompson Ele Willey Rippey Williamson Garnavillo Nevada Dunlap Denison Clin Contextual Ministry Stratford 61 Copyright 2014, Intercultural Institute for Contextual Ministry Waledale Andrew Turin Mapleton New Albin State Cent

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	1	True
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

con Reashor <u>Havesville Osceola Floris Miles Pocahontas</u> Steamboat Rock Chariton Newton Deloit Dayton West Okoboji Muscatine Mason City Collins Eagle Grove Thom <u>Intercultural Institute</u> Igewater Swan Coon Rapids Allison Garden Grove Rickardsville Oche (orfextual Ministry Socopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	71	6.09%
Mainstay Communities	Established, Diverse Households	51	4.38%
Working Communities	Blue-collar, Working Families	315	27.04%
Country Communities	Rural, Agri. & Mining Families	369	31.67%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	360	30.9%

on Allison Oakland Afton Arthur Ledyard Calmar Rock Falls Holstein Hamburg Colo Olin Dakota Levue Fenton Brandon Waverly Dougherty Hardy Jesup Delmar Pales Franklin Maguoketa Douds oxville Le Mars Sageville La Motte Conway Hornick Cedar Rapids Tito Intercultural Institute Keosauqua S Copyright 2014, Intercultural Institute for Contextual Ministry Drakesville Milford Alleman Gray Larchwood Farl 8

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.

Wheatland Struble Rembrandt Fonda Martinsburg Northwood Rinard Lynnville Gedar Rapids Sheldah St Peru Goose Lake Britt Owasa Luana Larchwood Ely Windsor Heigher Osterlock Charter Oak Thore ew Jesup Wadena Ashton Linn Grove Kalona Frederika Janesville Volter Contestual Ministry S Copyright 2014, Intercultural Institute for Contextual Ministry Persia

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?

Vebster Lewis Bellevue Missouri Valley Pierson Fostoria Bridgewater Swea City Helland Muscatine G Lasteton Charter Oak Belle Plaine Woodburn Mount Vernon Le Roy Hills Intercultural Institute by Arion McClelland Indianola Murray Orleans Quimby Otho Treyno Vertextual Ministry of Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	2,806	720	25.65%
Unreached %	62.81%	61.77%	98.35
Religious But NOT Evangelical HH	483	121	25.16%
Religious But NOT Evangelical %	10.81%	10.43%	96.46
Spiritual But NOT Relig or Evang HH	446	109	24.36%
Spiritual But NOT Relig or Evang %	9.98%	9.32%	93.4
Not Evangelical, Not Interested HH	1,877	490	26.08%
Not Evangelical, Not Interested %	42.03%	42.03%	100.01



Vater Fertile Ankeny Danville Wahpeton Liscomb Hamburg Milford McIntire Decham Elk Horn Anita Farragut Rippey Wesley Leland Westside Marne Sibley Elgin Intercultural Institute Blockton Coppock Swisher Sigourney Garber Gowrie Dawson Rol Got 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	417	76	18.33%
Active Evangelical Percent	9.33%	9.17%	98.32
Inactive Evangelical Households	1,245	228	18.33%
Inactive Evangelical Percent	27.87%	27.40%	98.32
# New Churches Needed	2	0	18.65%





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.

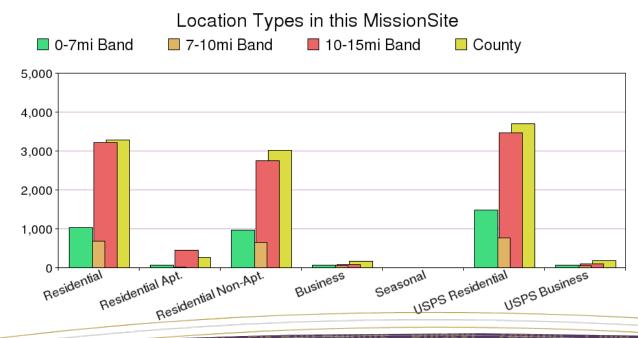
Issues for Your Consideration

- 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.

Leighton Rutland Fostoria Carson Monmouth Arcadia Calmar Elk Run Heights Minden Woodburn Elberon Colwell Arthur McCallsburg Montezuma Albia Massena Reason Intercultural Institute Magnolia Bloomfield Yale Dow City Waukon Bondurant Elkhart Prain for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

EMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	11,508	3,037	26.39%
2000 Population	11,115	2,824	25.41%
2010 Population	9,534	2,436	25.55%

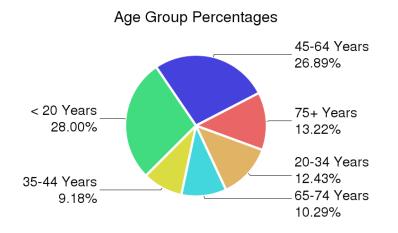


Location Type	0-7mi Band
Residential	1,033
Residential Apt.	73
Residential Non-Apt.	960
Business	67
Seasonal	0
USPS Residential	1,487
USPS Business	71

Spirit Lake Marne Waterville Allison Walker Randall Fredericksburg Sibley Crawfordsville Marshallto Reinbeck Kimballton Mount Union Macedonia Fremont Galt Evansdaler Filiott Porry Delphos Willia Lamoni Sherrill Maurice Arcadia Swaledale Paullina Hartley Mill (or Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Bertram Dakota City Alta Vista Parnell Rock Valley 14

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

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

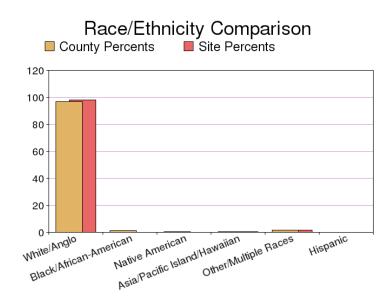


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.14%	5.87%	141.79
4-5 Years	2.11%	1.19%	56.4
6-8 Years	3.25%	3.16%	97.23
9-11 Years	3.36%	5.01%	149.11
12-13 Years	2.35%	2.3%	97.87
14-17 Years	4.9%	6.2%	126.53
18-19 Years	2.5%	4.19%	167.6
0-5 Years	6.25%	7.06%	112.96
6-12 Years	7.77%	9.2%	118.4
13-19 Years	8.58%	11.66%	135.9
< 20 Years	22.6%	27.92%	123.54
20-34 Years	15.26%	12.4%	81.26
35-44 Years	10.38%	9.15%	88.15
45-64 Years	29.27%	26.81%	91.6
65-74 Years	10.13%	10.26%	101.28
75+ Years	12.35%	13.18%	106.72
Median Age	46	39	84.54
Median Age (Male)	44	41	92.88
Median Age (Female)	49	39	80.22

Calona Braddyville Millerton Yetter Sheldahl Grant Van Meter Spillville Eig Menlo Whittemore Keota Hig Gravity Swaledale Manilla Wilton Woodburn Ladora Eddyville <u>Intercultural Institute</u> Garner Chillic Charles City Monroe Slater Craig Linn Grove Owasa Rock Rapids W for Confectual Ministry For Confectual Ministry Albia Little Rock Alleman Dundee Cushing Andrew 15 Compyright 2014, Intercultural Institute for Contextual Ministry Albia Little Rock Alleman Dundee Cushing Andrew 15

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	96.65%	98.03%	101.42
Black, African-American	1.09%	0.08%	7.53
Native American	0.26%	0.04%	15.66
Asian	0.26%	0.33%	125.24
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	1.72%	1.52%	88.3
Hispanic	0%	1.6%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,824	1,621	
Less than 9th Grade	5.73%	6.54%	87.62
No High School Diploma	7.39%	7.53%	98.13
High School Graduate	38.48%	39.91%	96.41
Some College, no degree	24.15%	22.89%	105.52
Associate Degree	8.4%	9.5%	88.38
College Degree	11.69%	9.5%	123.09
Graduate/Prof. degree	4.16%	4.13%	100.69

Renwick Luana Spencer Maharishi Vedic City Decorah Elkport Clio Fonda Waucoma Albion Sac City ale Oyens Blue Grass Bode Livermore Defiance Pilot Mound Russell Intercultural Institute Ralston Gilman Keomah Village Mallard Colo St. Anthony Holy Cross Intercultural Institute Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	7.1%	9.1%	134.58
\$10,000 to \$19,999	14.73%	16.05%	108.97
\$20,000 to \$29,999	14.1%	12.1%	85.82
\$30,000 to \$49,999	23.01%	25.58%	111.15
\$50,000 to \$59,999	9.74%	8.93%	91.67
\$60,000 to \$69,999	9.25%	7.3%	78.91
\$70,000 to \$79,999	6.29%	6.87%	109.16
\$80,000 to \$89,999	4.28%	5.84%	136.51
\$90,000 to \$99,999	2.6%	2.32%	89.25
\$100,000 to \$124,999	3.09%	2.75%	88.91
\$125,000 to \$149,999	2.35%	1.37%	58.43
\$150,000 to \$199,999	1.79%	0.86%	47.93
\$200,000 to \$249,999	0.29%	0.17%	58.99
\$250,000 or more	1.39%	0.17%	12.37
Median Household	41,461	43,198	104.19
Average Household	51,076	50,534	98.94
Per Capita Household	24,872	24,168	97.17
Family/Non-Family Household			
Income			
Median Family Income	53,001	53,119	100.22
Average Family Income	60,956	52,961	86.88
Median Non-Family Income	23,676	27,624	116.68
Average Non-Family Income	31,671	17,652	55.74

Cleghorn Kellogg New Albin Henderson Sigourney Sheldahl Montrose Reinbeck Pilot Hound Cambrid Belmond Owasa Bonaparte Prairie City Peosta Unionville Hampton Intercultural Institute Havelock Fredericksburg Conesville McClelland Spring Hill Rockford Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	66.26%	63.86%	96.38
Families with Children	28.12%	29.44%	104.71
Families without Children	38.15%	34.42%	90.23
Non-Family Households			
% Non-Family Households	33.74%	36.14%	107.12
Non-Families with Children	0.34	0.34	102.25
Non-Families without Children	33.4	35.79	107.17
Housing Units			Index
Total Housing Units	5,194	1,311	
Vacant percent	14%	11.14%	79.56
Owned percent	66.73%	70.71%	105.96%
Rented Percent	19.27%	18.15%	94.2
Households by Size			Index
Avg household size	1.97	2.01	102.03
Avg family hh size	2.45	2.52	102.86
Avg non-family hh size	1.02	1.11	108.82
Households By Count of Persons			Percent
One	1,380	390	28.26%
Тwo	2,220	533	24.01%
Three or Four	785	206	26.24%
Five+	82	36	43.9%

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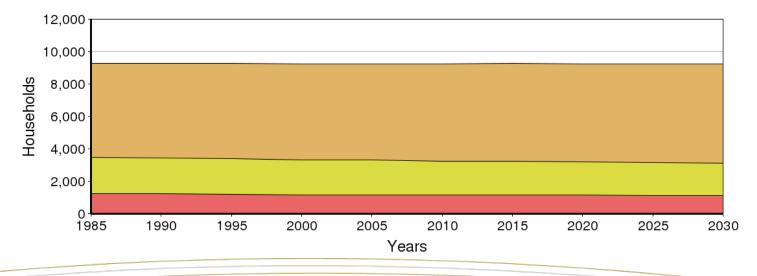
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	11,508	3,037	26.39%
2000 Population	11,115	2,824	25.41%
2010 Population	9,534	2,436	25.55%
2015 Population	8,872	2,272	25.61%

Household Change from 1985 to 2030

📕 0-7mi Ring 👘 🔲 0-10mi Ring

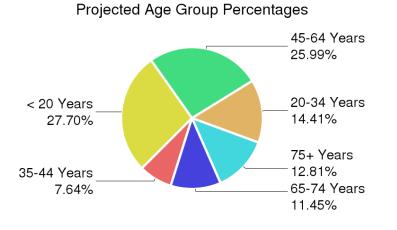
🔲 0-15mi Ring



1 Ossian Beacon Brooklyn Vincent Mediapolis Bagley Dana Sumner Clearfield Swaledale Alleman Haysville Swisher Spragueville Randolph Toledo Greenville Prairieburg Intercultural Institute Millersburg Pacific Junction Norwalk Valeria Walford Lone Rock Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

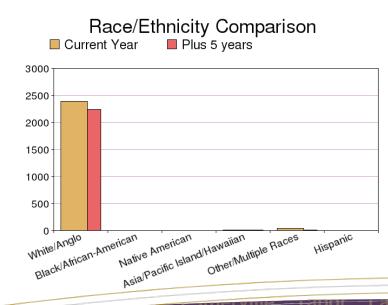


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.87%	6.51%	110.9
4-5 Years	1.19%	1.28%	107.56
6-8 Years	3.16%	2.95%	93.35
9-11 Years	5.01%	4.71%	94.01
12-13 Years	2.3%	1.89%	82.17
14-17 Years	6.2%	6.21%	100.16
18-19 Years	4.19%	4.05%	96.66
0-5 Years	7.06%	7.79%	110.34
6-12 Years	9.2%	8.58%	93.26
13-19 Years	11.66%	11.22%	96.23
< 20 Years	27.92%	27.59%	98.82
20-34 Years	12.4%	14.35%	115.73
35-44 Years	9.15%	7.61%	83.17
45-64 Years	26.81%	25.88%	96.53
65-74 Years	10.26%	11.4%	111.11
75+ Years	13.18%	12.76%	96.81
Median Age	46	39	83.92
Median Age (Male)	44	42	96.96
Median Age (Female)	49	39	80.04

Buffalo Center Mile Badger Sully Cincinnati Laurens Radcliffe Ledyard Garber Merrill Kamrar Re Heola Fort Dodge Oakland Acres Dunlap Baldwin Kelley Kellerton Intercultural Institute terset Sergeant Bluff Colo West Liberty Roland Lisbon Thornburg A for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	98.03%	98.81%	100.8
Black, African-American	0.08%	0.13%	160.83
Native American	0.04%	0.04%	107.22
Asian	0.33%	0.35%	107.22
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.52%	0.62%	40.57
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,621	1,510	
Less than 9th Grade	6.54%	6.29%	96.21
No High School Diploma	7.53%	6.75%	89.75
High School Graduate	39.91%	40.53%	101.54
Some College, no degree	22.89%	23.44%	102.43
Associate Degree	9.5%	9.67%	101.77
College Degree	9.5%	9.47%	99.68
Graduate/Prof. degree	4.13%	3.84%	92.93

ond Moville Yetter Little Rock Alta West Liberty Milton Swaledale Duncombe Westphalia Brandon Hardy Riceville Sac City Lake Mills Dallas Center Struble Coppock Intercultural Institute Coin Strawberry Point Epworth Paton Mount Pleasant Fairfield Wine for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Kinross Sageville Manly Decorah Blairstown Drake 21

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.1%	9.21%	101.2
\$10,000 to \$19,999	16.05%	14.89%	92.75
\$20,000 to \$29,999	12.1%	10.59%	87.46
\$30,000 to \$49,999	25.58%	23.75%	92.86
\$50,000 to \$59,999	8.93%	8.35%	93.51
\$60,000 to \$69,999	7.3%	7.66%	104.98
\$70,000 to \$79,999	6.87%	8.43%	101.51
\$80,000 to \$89,999	5.84%	6.63%	98.78
\$90,000 to \$99,999	2.32%	2.93%	126.25
\$100,000 to \$249,999	2.75%	3.1%	112.79
\$125,000 to \$149,999	1.37%	1.46%	106.52
\$150,000 to \$199,999	0.86%	1.46%	170.44
\$200,000 to \$249,999	0.17%	0.09%	50.13
\$250,000 or more	0.17%	0.34%	200.52
Median Household	43,198	44,902	103.94
Average Household	50,534	55,676	110.18
Per Capita Household	24,168	28,476	117.83
Family/Non-Family Household			
Income			
Median Family Income	53,119	60,265	113.45
Average Family Income	52,961	57,986	109.49
Median Non-Family Income	27,624	27,801	100.64
Average Non-Family Income	17,652	19,239	108.99



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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	63.86%	62.56%	97.97
Families with Children	29.44	29	98.5
Families without Children	34.42	33.05	96.01
Non-Family Households			
% Non-Family Households	36.14%	37.44%	103.59
Non-Families with Children	0.34	0.26	103.59
Non-Families without	35.79	37.18	103.86
Children			
Housing Units			
Total Housing Units	1,311	1,308	99.77%
Vacant percent	11.14%	11.16%	100.23
Owned percent	70.71%	70.72%	100.01
Rented Percent	18.15%	18.04%	99.39
Households by Size			
Avg household size	2.01	1.88	93.53%
Avg family hh size	2.52	2.36	93.65%
Avg non-family hh size	1.11	1.07	96.4%
Households By Count of			
Persons			
One	390	393	100.77%
Two	533	551	103.38%
Three or Four	206	197	95.63%
Five+	36	22	61.11%

Greenville Scarville Brighton Montezuma Popejoy Marble Rock Hiawatha Creston Hazleton Panora Canville Colesburg Essex West Burlington Toledo Bradgate Grand Mount <u>Intercultural Institute</u> De Soto Spragueville Beaconsfield Moorland Urbandale Royal Aure *Intercultural Institute* an Copyright 2014, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15		BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES			MILES	MILES	MILES
Foreign Born Pop	8	3	18	-	Eastern Africa	0	0	0
Northern Europe	0	1	2		Middle Africa	0	0	0
Western Europe	8	0	2		Northern Africa	0	0	0
Southern Europe	0	0	0		Southern Africa	0	0	0
Eastern Europe	0	0	5		Western Africa	0	0	0
Other Europe	0	0	0		Other Africa	0	0	0
Eastern Asia	0	0	1		Oceania	0	0	2
So. Central Asia	0	0	0		Caribbean	0	0	0
SE Asia	0	0	4		Central Amer.	0	0	2
Western Asia	0	0	0		South America	0	0	0
Other Asia	0	0	0		North America	0	2	0
					Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	2,316	614	8,945	Other Indo-Euro	0	0	0
Spanish	56	3	80	Asian/PI languages	0	0	0
Other Indo-Euro	24	0	43	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	10	0	17	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	4	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	3
German	6	0	20	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	8	0	0	Other Asian	0	0	0
A Scandinavian	0	0	1	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	1	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Bellevue Chester Lone Rock Titonka St. Marys Castana Glenwood Bankston Baxter Batavia Bra Bevington Libertyville Crystal Lake Persia Oskaloosa Thornton More Intercultural Institute olesburg Atalissa Blanchard Colo McCausland St. Paul Missouri Valle for Contextual Ministry Contextual Ministry Delmar Mount Ayr Columbus Junction Rodman Lar 25 Copyright 2014, Intercultural Institute for Contextual Ministry

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Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15	ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	1,875	507	7,160	Irish	Irish 232	Irish 232 35
Arab	0	0	0	Italian	Italian 9	Italian 9 1
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	3	Norwegian	Norwegian 86	Norwegian 86 12
British	0	0	6	Polish	Polish 5	Polish 5 1
Canadian	18	0	0	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	14	0	3	Romanian	Romanian 0	Romanian 0 0
Czech	16	1	50	Russian	Russian 0	Russian 0 0
Czechoslovak	0	0	4	Scandinavian	Scandinavian 2	Scandinavian 2 0
Danish	31	15	153	Scotch-Irish	Scotch-Irish 34	Scotch-Irish 34 11
Dutch	41	7	91	Scottish	Scottish 19	Scottish 19 3
English	130	25	446	Slovak	Slovak 0	Slovak 0 0
European	19	3	27	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	0	0	7	Swedish	Swedish 68	Swedish 68 18
French (not Basque)	29	5	87	Swiss	Swiss 7	Swiss 7 1
French Canadian	0	5	13	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	886	322	4,096	US/American	US/American 134	US/American 134 32
Greek	26	0	7	Welsh	Welsh 0	Welsh 0 0
Hungarian	0	0	2	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 69	Other 69 10

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Crieans Carlisle Greenfield Ashton Algona Radcliffe Alexander Farmersburg Gravity Lamoni Toledo The Eigin Nevada Colwell Plymouth Wheatland Alburnett Nashua Intercultural Institute Grundy Center Waterloo Wiota Lanesboro Wayland Orchard Van Horne Goopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for 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?

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Using the Demographic Indicators

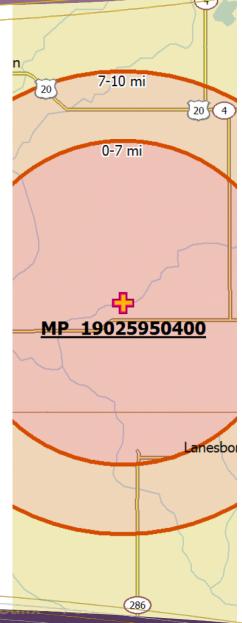
Issues for Your Consideration - continued

- 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?

amboat Rock Tama Saldier Douds Crawfordsville Callender Keystone Dakota City Templeton Barnum etsburg North Washington Bankston Early Truro George Inwood Boord Intercultural Institute on Clarinda Wapello Lakota Larrabee Council Bluffs Dundee Williams for Contextual Ministry Center Shelby "Copyright 2014, Intercultural Institute for Contextual Ministry" Branch Storm Lake Panama Fredericksburg Pacific 28 Baxter Porth English Odebolt Thurman Coon Babids Moulton Ployer Van Wert Coin Churdan Honkinto

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.



Coralville Drakesville Pleasanton Washington New Albin Craig St. Paul Clinton Franklin Ottumwa Coralville Drakesville Pleasanton Washington Westfield Fort Dodge Conject Ackley Gilbert Guerre Earlham Minburn Whitten Glidden Klemme Parkersburg Sheffield Har Confertual Ministry Confertual Ministry Doon Col 29 Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,165	100%	719	100%
AFFLUENT SUBURBIA	60	5.15%	42	5.84%
America's Wealthiest	4	0.34%	3	0.42%
Dream Weavers	3	0.26%	2	0.28%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	53	4.55%	37	5.15%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	11	0.94%	7	0.97%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	11	0.94%	7	0.97%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	21	1.8%	13	1.81%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	21	1.8%	13	1.81%
Mid-Market Enterprise	0	0%	0	0%

esville North English Urbana Huxley Jamaica Little Sioux Soldier Mitchell Wellman Valeria Benton Ferrit Manilla Farmington Fort Madison Saylorville Coalville Cumberland Clarence Wallingford Kirkville Stacyville Clarion Holstein Center Junction Blairstown Hardy Bellev Confectual Institute Confectual Ministry Dayton Muscatine Britt Monmouth Beaconsfield 30 Manual Confectual Institute for Contextual Ministry Manual Confectual Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,165	100%	719	100%
BLUE COLLAR BACKBONE	76	6.52%	48	6.68%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	38	3.26%	23	3.2%
Lower Income Essentials	30	2.58%	20	2.78%
Small Town Endeavors	8	0.69%	5	0.7%
AMER. DIVERSITY	30	2.58%	23	3.2%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	16	1.37%	12	1.67%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	14	1.2%	11	1.53%
METRO FRINGE	239	20.52%	164	22.81%
Steadfast Conservative	236	20.26%	162	22.53%
Moderate Conventionalists	3	0.26%	2	0.28%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

erdock Anamosa Belle Plaine Waukon Wapello Carpenter Toledo Fraser Rock Rapids Adair Waterville Linn Grove Conesville New Hartford Elkhart Gibson Andover Hancock in <u>Intercultural Institute</u> Maurice Buffalo Center Riceville Jesup Nora Springs Luzerne Nev for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Middletown Royal Malvern Elliott Minden Ovens Mal

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,165	100%	719	100%
REMOTE AMERICA	11	0.94%	7	0.97%
Hardy Rural Fam.	1	0.09%	1	0.14%
Rural Southern Living	7	0.6%	4	0.56%
Coal & Crops	3	0.26%	2	0.28%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	358	30.73%	204	28.37%
Industrious Country Living	0	0%	0	0%
America's Farmland	355	30.47%	203	28.23%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	3	0.26%	1	0.14%

Laurel Greenfield Remsen Forest City Kelley Hull Alton Iowa City Durango Shenandoah Mondamie Alvord Burlington Bouton Le Roy North Washington Lansing Lost Nation Intercultural Institute Iallard Tipton New Liberty Mechanicsville Charter Oak Adel Woolstock For Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Barnes City Gravity Keokuk Wesley Rake Mitchell Gilmon

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,165	100%	719	100%
STRUGGLING SOCIETIES	351	30.13%	205	28.51%
Rugged Southern Style	351	30.13%	205	28.51%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	9	0.77%	6	0.83%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	9	0.77%	6	0.83%
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%

Washington Hanceck Grant Mount Auburn Walnut Lamont Sanborn Clearfield Coalville Marquette HcCallsburg Muscatine Peterson East Peru Garrison Bankston Villise Intercultural Institute Hudson Logan Dexter Hamburg Redfield Okoboji Templeton Be for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Fitonka Melbourne Cherokee Le Claire West Point Ringsted Jamaica McIntire Arthur Keota Rathbun Horley Manchester Kimballton Buck Grove Anthon Collins West Okobor Intercultural Institute Bertram Ely Crawfordsville Waukee Estherville Moulton Salix Klemme for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

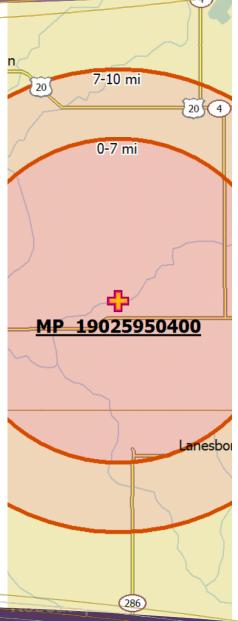
Potential Cultural Bridges

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

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

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

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



Danbury Massena Kellogg Panorama Park Madrid Wheatland Fayette Edgewood Torento Winfield Hawarden Dayton Waukee West Union Grafton Earlville Keota Rember Intercultural Institute Persia New Providence Peterson Carter Lake Cedar Rapids Pierson Report Contextual Ministry by Saylorville Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Bonaparte Knierim Norwalk Coulter Lewis Missouri

Potential Cultural Bridges

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
PC-HH Own	73%	73%	75%
Use Comp. for Internet/E-mail	54%	55%	59%
Internet Use: E-Mail	44%	45%	48%
Use Comp. for Comp. Games	40%	41%	42%
Use Comp. for Word	39%	40%	42%
Processing			
Use Comp. for Shopping	34%	35%	36%
Use Comp. for Digital Camera	31%	32%	34%
Photo Editing			
Use Comp. for Education	27%	28%	29%
Use Comp. for Banking	26%	28%	30%
Internet Use: News/ Weather	23%	22%	24%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Use Comp. for News/Info./Data	22%	24%	25%
Service			
HH Owns DVD Player	22%	22%	24%
Internet Use: Banking	20%	22%	23%
Use Comp. for Accounting	15%	16%	17%
PC-Network-HH Has One	14%	14%	15%
Use Comp. for Personal Financial	12%	11%	13%
Mngmnt			
Internet Use: Shopping: Made A	12%	14%	14%
Purchase			
Use Comp. for Filing/DB Mngmnt	11%	11%	13%
Internet Use: Travel Reservations	10%	9%	10%
Internet Use: Shopping: Gathered	10%	10%	11%
Info. for Shopping			

Independence Dedham Pleasantville St. Olaf Le Mars Carpenter West Bend Emmetsburg Breda H field Pomeroy Murray Millerton Rock Falls Plymouth Aplington Calmar <u>Intercultural Institute</u> Indamin Marble Rock Shenandoah New Providence Elliott Ledyard Well (or Contextual Ministry) Atkins Seve Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	65%	64%	66%
Dining Out (Not Fast Food)	56%	56%	58%
Reading Books	51%	49%	51%
Card Games	43%	45%	45%
Gardening	38%	38%	38%
Go To A Beach/Lake	34%	34%	36%
Cooking for Fun	32%	31%	33%
Board Games	31%	32%	32%
Going To	22%	22%	21%
Bars/Nightclubs/Dancing			
Photography	18%	19%	20%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	70%	68%	69%
Gen./Fam. Practitioner	43%	43%	43%
Dentist	27%	26%	28%
Eye Dr.	25%	24%	24%
Hypertension/High Blood	24%	22%	22%
Pressure			
Backache	22%	22%	22%
High Cholesterol	19%	19%	19%
None Of These	18%	19%	20%
Any Arthritis	17%	16%	16%
Acid Reflux Disease (GERD)	16%	16%	16%



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

BRIDGES	0-7	7-10	10-15	BRIDGES		0-7	0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Concert	24.9%	23.89%	25.37%	Movies: Romantic Com	edy	edy 16.96%	edy 16.96% 16.73%
Live Theater	16.09%	15.53%	18.07%	Movies: Drama		14.41%	14.41% 13.92%
Live Theater Most Often	13.78%	13.19%	15.32%	Movies: Mystery		12.3%	12.3% 11.85%
Rock/Pop Concerts Most	11.9%	11.92%	12.69%	MLB Baseball Reg.		7.89%	7.89% 7.73%
Often				Season			
Country Concerts Most	8.16%	7.29%	7.22%	College Football Reg.		6.45%	6.45% 6.79%
Often				Season			
Comedy Club	6.84%	6.7%	7.09%	Rodeo		4.98%	4.98% 5.12%
Movies: Comedy	34.5%	34.32%	35.63%	College Basketball Reg.		4.65%	4.65% 4.71%
Movies: Action/Adventure	31.99%	32.58%	33.87%	Season			
Movies: Fam.	19.04%	19.5%	19.49%	NFL Football Reg. Season		4.59%	4.59% 4.66%
				Auto Racing Events	3	.31%	.31% 3.08%



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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Walking for Exercise	41.4%	41.74%	42.61%
Swimming	31.62%	31.27%	32.52%
Freshwater Fishing	25.81%	26.2%	24.58%
Bowling	21.51%	22.39%	22.33%
Camping Trips	19.61%	20.55%	19.89%
Golf	17.59%	18.05%	18.26%
Hunting	17.12%	18.17%	16.78%
Billiards/Pool	16.53%	16.43%	16.76%
Basketball	14.17%	14.92%	14.76%
Mountain/Road Biking	13.77%	14.2%	14.66%
Jogging/Running	13.4%	13.01%	13.37%
Target Shooting	13.04%	13.06%	12.34%
Backpacking/Hiking	12.07%	12.16%	11.78%
Weight Training	11.97%	12.55%	13.94%

0-7	7-10	10-15
MILES	MILES	MILES
11.93%	12.24%	11.61%
10.87%	10.17%	10.25%
10%	9.87%	11.24%
9.81%	10%	9.54%
9.4%	9.55%	10.39%
8.72%	9.13%	8.82%
8.52%	9.27%	9.23%
8.39%	8.2%	8.07%
7.97%	8.01%	7.8%
7.85%	8.65%	8.14%
6.97%	6.84%	6.34%
6.38%	5.93%	5.88%
6.27%	6.5%	6.26%
6.19%	6.46%	6.38%
	MILES 11.93% 10.87% 10% 9.81% 9.4% 8.72% 8.52% 8.39% 7.97% 6.97% 6.38% 6.27%	MILESMILES11.93%12.24%10.87%10.17%10%9.87%9.81%10%9.4%9.55%8.72%9.13%8.52%9.27%8.39%8.2%7.97%8.01%7.85%8.65%6.97%6.84%6.38%5.93%6.27%6.5%

Keside Barnum Floyd Buffalo Center Arlington Persia Waucoma Lenox Mystic Iowa City Monmouth Hest Burlington Blockton Hubbard Milton Jewell Junction Rathbun <u>Fine Hawarden Wesley</u> y Dow City Central City Panama Fort Dodge Lawton Gruver Lucas Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Aerobics	6.11%	6.14%	7.08%
Fly Fishing	5.97%	5.92%	5.51%
Soccer	5.75%	5.65%	5.87%
Water Skiing	5.35%	5.26%	5.18%
Jet Skiing	5.25%	5.45%	5.34%
Tennis	5.18%	5.2%	5.78%
Snorkeling	5.01%	4.89%	5.01%
Ice Skating	4.71%	5.09%	5.23%
Yoga	4.52%	4.38%	5.02%
Saltwater Fishing	4.17%	3.88%	4.77%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Rock Climbing	4.04%	4.63%	4.44%
Sailing	3.78%	3.21%	3.22%
Hockey	3.5%	3.39%	3.4%
Snowboarding	3.46%	3.59%	3.67%
Skateboarding	3.09%	3.16%	3.2%
Surfing & Windsurfing	2.88%	2.74%	2.69%
Rowing	2.83%	3.04%	3.06%
Auto Racing	2.74%	2.53%	2.51%
Racquetball	2.7%	2.63%	2.86%
Martial Arts	2.12%	2.05%	2.21%

hope Monticello Northwood Laurel Elkhart Denver Le Mars Ottumwa Sac City Spirit Lake Ochevedan Lebojt Redding Cantril Coralville Pocahontas Zwingle Dickens Scran Intercultural Institute mberland St. Charles Radcliffe Lake Park Pleasanton Carpenter Missou Castana Lacona Varina Rol 40 ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

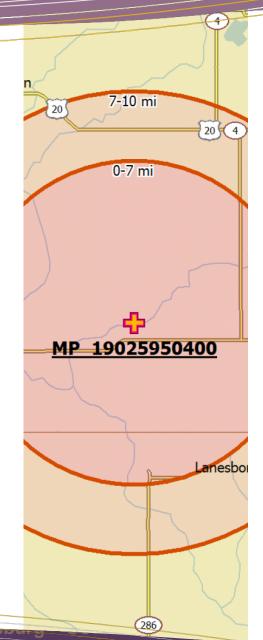
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



der Camanche Leon Woodburn Derby Hawarden Webb Fraser Ferguson Stacyville Lockridge Alden Burt Farragut Keosauqua Linn Grove Story City Lacona Palo Web<u>finder Intercultural Institute</u> atterson Carse Somers Delhi Fort Atkinson Dixon Plover Westphalia Klemme Drakes <u>Intercultural Institute</u> atterson Carse Copyright 2014, Intercultural Institute for Contextual Ministry Bedford Danbury Coburg Gruver Anita Titonka 41

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.

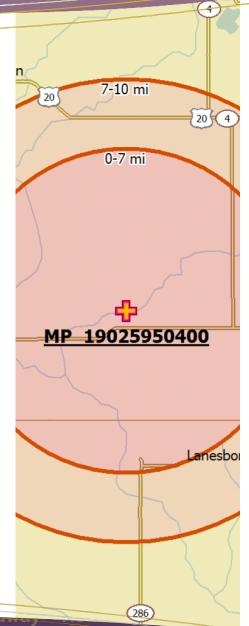
CULTURAL BARRIERS OF ACCEPTANCE

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.



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Potential Cultural Barriers:

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

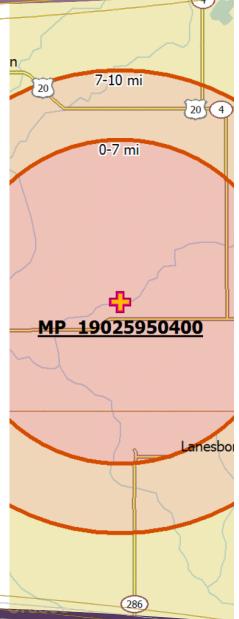
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning	48%	47%	47%	Like to Stand Out In A Crowd	19%	19%	19%
New Things				Marijuana Should Be Legalized	18%	17%	17%
Woman's Place Is In The Home	37%	37%	37%	Rarely Sit Down to a Meal	18%	18%	17%
Speak My Mind Even If It	35%	34%	34%	Together At Home			
Upsets People				Like To Pursue	18%	16%	16%
Find It Difficult To Say No To	34%	34%	36%	Challenge/Novelty/Change			
My Kids				I Am A Workaholic	17%	17%	16%
Like Control Over People And Resources	31%	30%	30%	Only Work Current Job for The Money	16%	16%	15%
Prefer To Have Few Possessions As Possible	31%	30%	32%	We Should Strive for Equality for All	10%	9%	9%
Like To Do Unconventional Things	30%	30%	30%	Happy With My Standard Of Living	9%	9%	9%
Money Is Best Measure Of Success	28%	28%	28%	Indulge My Kids With The Little Extras	8%	7%	7%
Don't Judge People/Way They Live Life	26%	25%	25%	On Whole People Get What They Deserve	7%	7%	7%
If Won Lottery Would Never Work Again	24%	24%	26%	Little I Can Do To Change My Life	6%	6%	6%
Friends More Important Than My Fam.	24%	23%	24%	Very Happy With My Life As It Is	6%	6%	5%
Too Much Sponsorship In Arts/Sports	21%	20%	20%				

Perry Hornick Keystone Henderson Chillicothe Carson Lamont Ventura Milford Rembrandt Rockwe Panora Millville Paullina Dolliver Hawkeye Numa Carpenter Galue Rock Rapids Cleghorn Keller Tama Wall Lake Fraser Terril Patterson St. Donatus Superior Show Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry St. Paul Leando Palmer Maynard Keota Lenox Hora Copyright 2014, Intercultural Institute for Contextual Ministry

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.



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Potential Cultural Themes:

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

THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs	55%	55%	58%	Real Men Don't Cry	15%	14%	14%
And Beliefs				Worried About Pollution Caused	14%	15%	16%
You Should Seize Opportunities	53%	52%	53%	By Cars			
In Life				Is An Important Part Of Who I Am	14%	13%	13%
Like To Understand About Nature	35%	33%	34%	Try Not To Worry About The Future	12%	12%	12%
Prefer Work Part Of Team Than Alone	34%	32%	33%	Looking for New Ideas To Improve Home	12%	11%	12%
Important Feel Respected By My Peers	34%	33%	33%	Provide My Kids With The Little Extras	11%	11%	10%
Prefer To Have Few Possessions As Possible	31%	30%	32%	Enjoy Spending Time With My Fam.	9%	9%	9%
Important To Juggle Various	26%	25%	25%	Feel Very Alone In The World	7%	6%	6%
Tasks				Like Spending Most Time With	6%	6%	6%
Have Keen Sense Of Adventure	26%	25%	25%	Fam.			
Good At Fixing Things	25%	24%	25%	Children Should Be Allowed To	5%	5%	5%
Consider Myself Interested In	21%	19%	18%	Express Themselves			
The Arts				Would Like To Set Up Own	4%	3%	3%
Like To Just Enjoy Life	20%	18%	20%	Business			
People Have To Take Me As They Find Me	20%	20%	21%	Decor Particular Interest To Me	3%	3%	3%

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Potential Shared Places

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

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Avoca Minburn Agency Missouri Valley Bagley Madrid Center Junction Inwood North Washington G Keokuk Union Blanchard Ashton Garrison Waukee Gilmore City University Park Allison Asbury We Le Roy Red Oak Ottumwa Jolley Lohrville Prairieburg Van Wert Goldentestual Ministry Ricketts Cascade Sandyville Peosta Conesville Mill 46 Copyright 2014, Intercultural Institute for Contextual Ministry Ricketts Cascade Sandyville Peosta Conesville Mill 46

Potential Shared Places:

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

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	86.87%	86.86%	86.49%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.35%	83.88%	84.36%
Houses-Visit Any			
McDonald's	55.64%	56.17%	56.23%
Burger King	36.62%	37.45%	36.85%
Subway	32.21%	32.26%	32.06%
Applebee's	30.84%	30.23%	30.42%
Dairy Queen	27.43%	27.71%	25.7%
Kentucky Fried Chicken (KFC)	26.9%	27.33%	26.67%
Taco Bell	26.7%	27.24%	27.05%
Arby's	25.81%	25.71%	25.35%
Wendy's	24.27%	23.58%	24.93%
Pizza Hut	21.67%	24.06%	23.44%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Olive Garden	19.49%	19.14%	19.78%
Red Lobster	15.94%	15.49%	15.43%
Hardee's	13.29%	13.12%	12.08%
Sonic	13.17%	12.82%	12.04%
Cracker Barrel	12.84%	12.15%	12.84%
Denny's	11.72%	11.1%	11.17%
Outback Steakhouse	10.52%	10.37%	11.64%
A and W	10.29%	10.85%	9.89%
Domino's Pizza	10.09%	10.36%	10.39%
Long John Silver's	9.18%	9.23%	8.59%
Starbucks	8.57%	8.12%	9.11%
IHOP (International House Of	7.99%	7.75%	8.83%
Pancakes)			

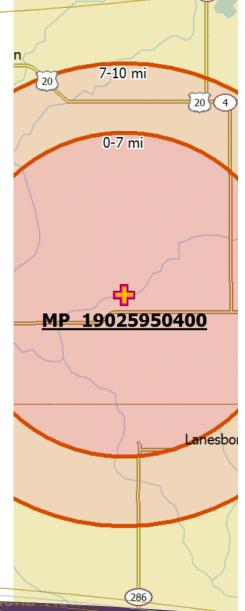


Potential Shared Projects

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!



S Lamon St. Lucas Postville Kelley Cotter Nevada Mondamin North Washington Melbourne Dolliver Count Auburn Tama Rudd Martensdale Duncombe Bertram Titonka New Intercultural Institute St. Olaf Hedrick Emmetsburg Hepburn Brayton Panama Melcher-David Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	49.74%	50.42%	52.05%
Recycled products	32.8%	33.75%	36.32%
Worked as volunteer (non political)	17.25%	17.38%	18.48%
Engaged in fund raising	12.04%	12.21%	12.54%
Religious club member	8.73%	8.5%	8.5%
Charitable Organization	6.76%	7.16%	7.25%

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Church Board	6.18%	6.55%	6.32%
Addressed a public meeting	6.14%	6.65%	6.65%
Wrote to elected offcl about publ bus	6.04%	6.02%	6.5%
Took active part in local civic issue	5.96%	5.85%	5.89%
Union member	5.67%	5.94%	6.07%
Wrote to editor of mag or newspaper	4.71%	4.78%	5.24%

City St Anthony Dodham Allison Moorland Greene Burt Dubuque Nodaway Hornick Mile Keeta Lambs Grove Le Claire Nichols Decatur City Fertile Pleasanton Carres Norway Beaver Summer He Crystal Lake Farley Fayette Silver City Rockford Sabula Benton Workstud Ministry St Copyright 2014, Intercultural Institute for Contextual Ministry St Copyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Henderson Shellsburg Granger Coburg Hawkeye Franklin Iowa City Oskaloosa De Soto Dyersville Albion Essex Moulton Doon Ionia Northwood Lorimor Lisbon Intercultural Institute and Kanawha Gladbrook Independence Long Grove Blue Grass Cylinde Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	13.84%	12.92%	14.43%
Children's Books	12.04%	11.89%	12.59%
Mystery	11.52%	11.01%	11.67%
Cookbooks	10.64%	10.56%	10.98%
Religious (not Bibles)	7.55%	8.19%	8.39%
Romance	6.12%	6.01%	6.39%
History	5.63%	5.53%	6.17%
Personal/Business	5%	5.16%	5.94%
Self-help			
Supermarket	4.63%	4.7%	4.97%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	61.33%	61.24%	64.61%
Gen. Editorial	40.46%	40.59%	42.32%
Womens	34.74%	34.89%	36.48%
Service	32.94%	32.89%	34.2%
Fishing/Hunting	18.33%	19.05%	17.6%
Mens	15.42%	15.55%	16.06%
Mature Market	13.69%	13.21%	13.82%
Automotive	12.65%	13.1%	13.14%
Sports	11.55%	11.38%	12.39%

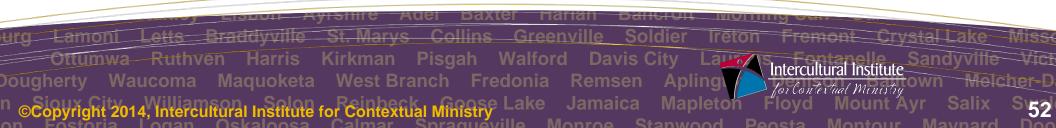
Oxford Parnell Goodell Colwell Ridgeway Orient Rhodes Dunkerton Dow City Lansing Garrison Soldier Lester Greeley Stanwood Hartford Stanton Garner Springer Auburn Luther Prairie G Ilard Monmouth Milo Millerton Knierim Lidderdale Williamson Everly For Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	58.58%	58.45%	59.33%
Classified	38.34%	38.32%	36.82%
Sport	36%	35.65%	35.97%
Editorial Page	34.8%	34.81%	35%
Comics	32.4%	31.61%	31.26%
Business/Finance	27.43%	27.14%	29.34%
Food/Cooking	25.21%	25.18%	26.02%
TV/Radio Listings	22.45%	21.87%	23.19%
Home/Gardening	21.64%	21.8%	22.88%
Movie Listings & Reviews	20.32%	20.39%	22.36%
Science/Technology	16.94%	16.14%	17.28%
Travel	16.62%	16.49%	18.47%
Fashion	12.78%	12.91%	13.54%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	36.88%	38.18%	34.81%
Adult Contemporary	17.93%	18.21%	18.84%
CHR Contemp Hit Radio	13.89%	13.7%	14.21%
Oldies	12.36%	12.81%	12.94%
Rock	11.54%	11.75%	12.38%
Classic Rock	11.4%	12.01%	12.15%
News/Talk	9.91%	10.1%	11.75%
Variety	6.37%	6.69%	7.12%
Religious	6.08%	6%	6.26%
Alternative	4.37%	4.31%	5.93%
Urban Contemporary	4.12%	4%	4.86%
Classic Hits	3.43%	3.13%	3.4%
Soft Contemporary	3.05%	2.92%	4.09%
All News	2.79%	2.69%	3.78%
All Talk	2.54%	2.45%	3.19%
Hispanic	2.5%	2.76%	2.63%
Adult Standards	2.23%	2.14%	2.57%
Sports	2.22%	2.22%	2.97%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-7	7-10	10-15	MULTIMEDIA: TV	MULTIMEDIA: TV 0-7	MULTIMEDIA: TV 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Fox News Channel	65.09%	65.77%	66.11%	TV Info From Newspapers	TV Info From Newspapers 25.27%	TV Info From Newspapers 25.27% 26.04%
Satellite Dish	53.12%	54.46%	55.17%	TV Info From Sunday TV	TV Info From Sunday TV 25.13%	TV Info From Sunday TV 25.13% 25.43%
Other	45.8%	46.05%	45.28%	Magazine	Magazine	Magazine
Video-On-Demand				Hallmark Channel	Hallmark Channel 25.08%	Hallmark Channel 25.08% 25.78%
Soapnet	45.71%	46.44%	47.95%	BET (Black Entertainment	BET (Black Entertainment 24.29%	BET (Black Entertainment 24.29% 24.65%
Sci-Fi Channel	42.53%	43.63%	42.52%	TV)	TV)	TV)
MSNBC	38.19%	38.13%	37.58%	TCM (Turner Classic	TCM (Turner Classic 23.93%	TCM (Turner Classic 23.93% 23.56%
Nickelodeon	34.54%	35.66%	34.64%	Movies)	Movies)	Movies)
Adult Swim	33.97%	34.98%	34.52%	USA Network	USA Network 21.96%	USA Network 21.96% 22.16%
Adult Pay Per View TV	31.76%	32.63%	33.89%	Encore	Encore 20.67%	Encore 20.67% 22.39%
				TV Info From Other	TV Info From Other 20.52%	TV Info From Other 20.52% 20.29%
Nick At Nite	29.04%	30.03%	29.33%	TV Info From Monthly Cable	TV Info From Monthly Cable 20.37%	TV Info From Monthly Cable 20.37% 20.79%
Subscribe Digital	28.72%	30.57%	31.16%	Guide	Guide	Guide
Cable				The Golf Channel	The Golf Channel 20.34%	The Golf Channel 20.34% 19.52%
Comedy Central	26.82%	24.86%	27.59%	Lifetime	Lifetime 20.29%	Lifetime 20.29% 20.15%
				ESPN2	ESPN2 19.81%	ESPN2 19.81% 19.49%

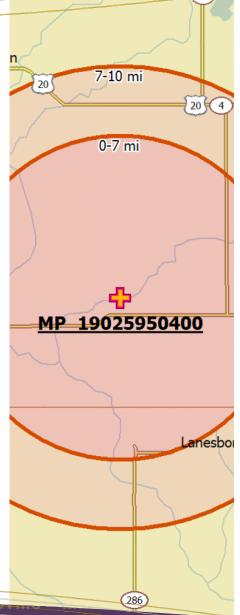
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Communication Media Usage

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.



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Potential Print Media Usage:

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

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.4%	16.63%	17.94%
Medium Users (4-6)	7.62%	7.75%	8.89%
Light Users (1-3)	19.55%	19.5%	20.15%
Quintiles (20%)			
Newspaper I (Heavy)	1.47%	1.64%	1.53%
Newspaper II	1.29%	1.5%	1.55%
Newspaper III	1.98%	2.1%	2.1%
Newspaper IV	0.56%	0.69%	0.67%
Newspaper V (Light)	1.1%	1.34%	1.33%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.71%	19.4%	19.01%
Magazines II	6.56%	7.27%	7.46%
Magazines III	10.48%	10.77%	10.28%
Magazines IV	10.13%	10.86%	10.61%
Magazines V (Light)	0.42%	0.54%	0.56%
Outdoor I (Heavy)	5.37%	4.92%	5.18%
Outdoor II	1.66%	1.41%	1.52%
Outdoor III	3.4%	3.33%	3.19%
Outdoor IV	15.64%	15.31%	15.33%
Outdoor V (Light)	27.01%	26.74%	27.25%
Yellow Pages I	13.44%	13.2%	13.47%
(Heavy)			
Yellow Pages II	4.58%	3.93%	4.32%
Yellow Pages III	3.55%	3.53%	3.58%
Yellow Pages IV	22.21%	21.51%	20.79%
Yellow Pages V	2.56%	2.21%	2.21%
(Light)			

Martensdale Beaconstield Centralia Jolley Shell Rock Wallingford Morning Sun Pilot Mound Greens at Cherokee Rickardsville Okoboji Randalia Exline Churdan Yorktovic Intercultural Institute Park View Fontanelle Bettendorf Blairstown Stockport Colwell Char Intercultural Institute Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Fostoria Walcott Letts V55

Potential Multimedia Usage

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

MEDIUM	0-7	7-10	10-15		MEDIUM	MEDIUM 0-7	MEDIUM 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Radio Drive Time Quntiles (fifths / 20%)				-	TV Prime Time Quntiles (fifths / 20%)	TV Prime Time Quntiles (fifths / 20%)	-
Drive Time I & II (Heavy)	5.18%	4.69%	4.33%		Prime Time I & II (Heavy)	,	,
Drive Time III (Medium)	0.54%	0.46%	0.45%		Prime Time III (Medium)	Prime Time III (Medium) 2.21%	Prime Time III (Medium) 2.21% 2.46%
Radio IV & V (Light)	2.4%	2.84%	2.66%		Prime Time IV & V (Light)	Prime Time IV & V (Light) 4.14%	Prime Time IV & V (Light) 4.14% 4.79%
Radio Media Quntiles (fifths /	1				TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)					(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy)	7.6%	7.85%	7.69%		Fringe I & II (Heavy)	Fringe I & II (Heavy) 39.46%	Fringe I & II (Heavy) 39.46% 38.07%
Radio III (Medium)	4.36%	4.93%	5.01%		Fringe III (Medium)	Fringe III (Medium) 57.92%	Fringe III (Medium) 57.92% 58.03%
Radio IV & V (Light)	2.27%	2.83%	2.79%		Fringe IV (Light)	Fringe IV (Light) 53.89%	Fringe IV (Light) 53.89% 53.48%
Cable TV Quntiles (fifths /					TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)					20%)	20%)	20%)
Cable I & II (Heavy)	11.59%	12.21%	12.54%		All Day I & II (Heavy)	All Day I & II (Heavy) 13.25%	All Day I & II (Heavy) 13.25% 11.84%
Cable III (Medium)	3.11%	2.89%	3.07%		All Day III (Medium)	All Day III (Medium) 23.15%	All Day III (Medium) 23.15% 22.7%
Cable IV & V (Light)	35.01%	35.74%	34.9%		All Day IV (Light)	All Day IV (Light) 10.16%	All Day IV (Light) 10.16% 9.05%

Grand Junction Vincent Evansdale Wapello Earlham Wall Lake Delhi Swea City Lacona Mechanica Anamosa Harlan Stratford Harper Valeria Williamsburg Casey Enternation Intercultural Institute Hamilton Geneva West Point Lakeside Bevington Ireton Mount Plan Intercultural Institute of Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Oxford Franklin West Burlington Dubuque Columbus 56

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.59%	10.77%	11.33%
6:00am - 10:00am	13.5%	12.25%	13.37%
10:00am - 3:00pm	2.41%	2.37%	3.09%
3:00pm - 7:00pm	14.13%	14.2%	14.06%
7:00pm - Midnight	11.68%	12%	12.72%
Midnight - 6:00am	5.22%	5.01%	5.27%
Weekend Radio			
Listeners			
Dayparts [summary]	13.67%	14.24%	14.46%
6:00am - 10:00am	1.83%	1.76%	2.36%
10:00am-3:00pm	3.34%	3.06%	3.81%
3:00pm - 7:00pm	6.78%	6.49%	6.67%
7:00pm - Midnight	5.61%	5.4%	6.4%
Midnight - 6:00am	6.37%	5.85%	7.02%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.12%	8.19%	8.68%
Saturday:	6.64%	6.82%	7.17%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.46%	11.33%	11.25%
9:00am-1:00pm	29.04%	30.03%	29.33%
9:00am-4:00pm	33.01%	33.7%	33.07%
4:00pm-7:00pm	24.68%	25.72%	27.18%
11:00pm-1:00am	43.22%	43.27%	43.23%
AVG Prime time	1.4%	1.62%	1.83%
Mon-Sun			

Con Hartley Willey Pleasantville Council Bluffs Center Junction Pioneer Calumet Cincinnati Rock Rapids Raymond Aurelia Hull Plainfield Radcliffe Delhi Lineville Farley Intercultural Institute Bankston University Park Unionville Battle Creek Stout Hawkeye Confectual Ministry Confectual Institute for Contextual Ministry Confectual Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16.25%	15.73%	16.2%		Sat: 7-10am	Sat: 7-10am 16.23%	Sat: 7-10am 16.23% 16.99%
7-9am	19.81%	19.49%	20.8%		Sat: 10am-1pm	Sat: 10am-1pm 5.62%	Sat: 10am-1pm 5.62% 5.83%
9am-12noon	25.55%	26.31%	25.71%		Sat: 1-4pm	Sat: 1-4pm 20.34%	Sat: 1-4pm 20.34% 20.84%
12noon-4pm	7.46%	7.39%	7.35%		Sat: 4-6pm	Sat: 4-6pm 5.24%	Sat: 4-6pm 5.24% 5.54%
4-6pm	44.5%	45.28%	47.49%		Sat: 6-7pm	Sat: 6-7pm 1.66%	Sat: 6-7pm 1.66% 1.76%
6-7pm	22.67%	24.74%	23.94%		Sat: 7-8pm	Sat: 7-8pm 0.61%	Sat: 7-8pm 0.61% 0.71%
7-7:30pm	0.72%	0.83%	0.98%		Sat: 8-11pm	Sat: 8-11pm 6.64%	Sat: 8-11pm 6.64% 6.82%
7:30-8pm	9.02%	8.81%	9.03%		Sat: 11pm-1am	Sat: 11pm-1am 3%	Sat: 11pm-1am 3% 3.14%
8-11pm	8.12%	8.19%	8.68%		Sat: 1am-7pm	Sat: 1am-7pm 21.96%	Sat: 1am-7pm 21.96% 22.16%
11pm-12am	38.19%	38.13%	37.58%		Sun: 7-10am	Sun: 7-10am 1.64%	Sun: 7-10am 1.64% 1.75%
11pm-1am	43.22%	43.27%	43.23%		Sun: 10am-1pm	Sun: 10am-1pm 8.39%	Sun: 10am-1pm 8.39% 9.04%
1-6am	28.57%	28.99%	30.27%		Sun: 1-4pm	Sun: 1-4pm 4.35%	Sun: 1-4pm 4.35% 4.38%
					Sun: 4-7pm	Sun: 4-7pm 13.22%	Sun: 4-7pm 13.22% 13.98%
					Sun: 7-11pm	Sun: 7-11pm 10.46%	Sun: 7-11pm 10.46% 11.33%
					Sun: 11pm-1am	Sun: 11pm-1am 3.98%	Sun: 11pm-1am 3.98% 4.25%
					Sun: 1-7am	Sun: 1-7am 21.16%	Sun: 1-7am 21.16% 22.28%

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Swaledaie Nemana Pickens Shambaugh Steamboat Rock Rowley Masonvile Stuart Forest City Wests Hertyville Plymouth Unionville Alton Shellsburg Norway Stanley Intercultural Institute Descontextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Norman Marathon Anthony Marathony Marathon Anthony Marathony Marathony

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

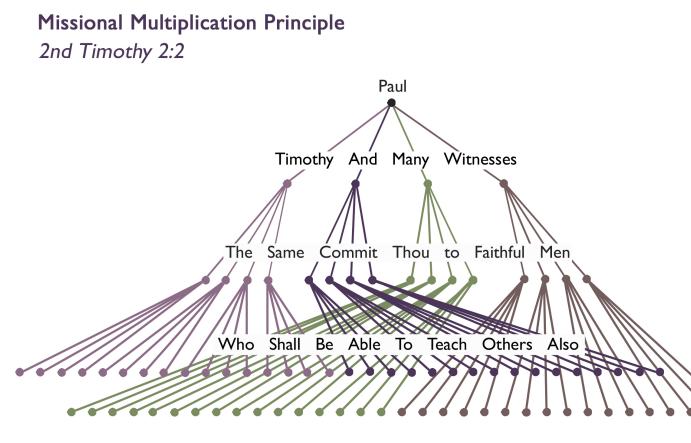
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Drakesville Lincoln Varina Masonville Armstrong Cincinnati Truro Kingsley Alta Vista Magnolia Ol See Okoboji Liscomb Rowan Stockport Garnavillo Morning Sun Stanley Intercultural Institute Burlington Duncombe West Chester Lawler Fayette Promise City Arec Goopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Des Grove Hillsborr

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.



The Jackson Junction Adel Onslow Castana Westwood Burlington Huxley Bradgate Hillsboro Larrab Hillsboro Hillsboro Larrab Hillsboro Hillsboro Larrab Hillsboro Larrab Hillsboro Larrab Hillsboro Larrab Hillsboro Hillsboro Hillsboro Larrab Hil

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.



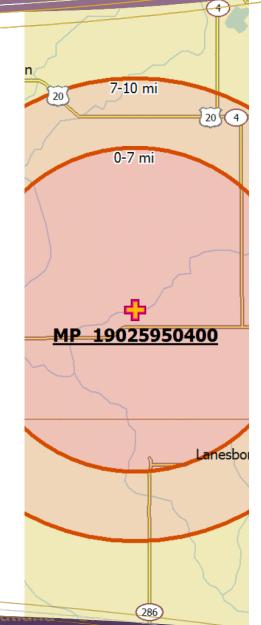


Your MissionSite and the Missional Suite

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



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Notes and Sources

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

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