MissionSite top unreached locations

Glidden Sioux Rapids Leighton Thornburg Postvill CARROLL, IA Mondamin Dyersville Maynard Delmar Pleasanty CENSUS TRACT: 19027960300 Greeley mfield Pella Lisbon Pacific Junction West Point Marte Multipylle Rake Adel Carson Wall Lake ^OREGION: Northwest congregational ghe Grimes Westphalia Durango Doon COUNTY: Carroll Coggon Solon Carbon Panam Lime Springs Kiron Clarksville Keystone Lawler AnamoSITESCAPE: Townscapeston Algona Westgate In partnership with the: Morley Lohrville Alta Vista New MDENSITY PATTERN: Montezuma Audubon Nodawa Riotivin Columbus City Hubbard Ackley Eagle Grove Geneva Fraser Hansell Pleasant Hill Intercultural Institutenton Coin Meriden Logician Ianilla Havelock Oakland Williams Daptist for Contextual Ministry Chel onvention of Clermont Graettinger Spint Lake © Copyright 2014; Intercultural Institute for Contextual Ministry Fairfield Rock Valley Tripoli Wheatland Sandyville

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MissionSite (TM) Table of Contents

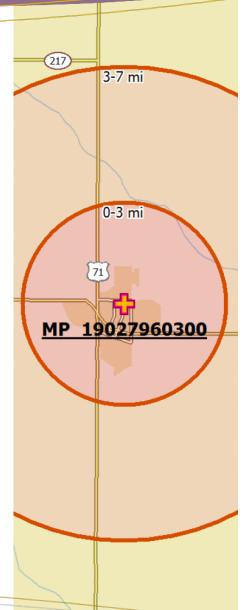
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Site Location Summary

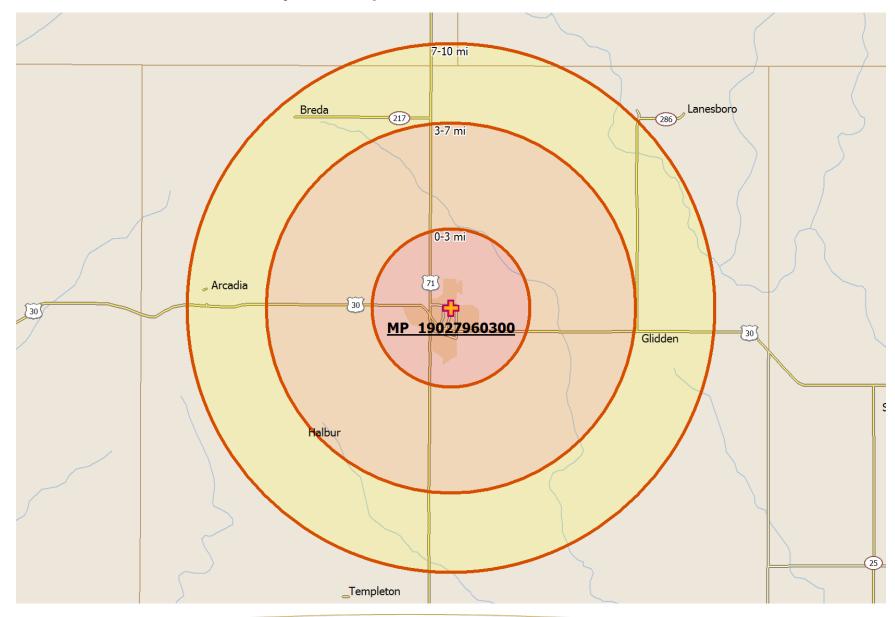
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	region	1901	Northwest
3	County Location	19027	Carroll
4	Zipcode	51401	Carroll
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.12	Small towns adjacent to settlements
8	Sitescape Density Pattern	13	10000-2500-10000



Alvord Farragut Ackworth New London Libertyville St. Lucas Park Intercultural Institute Fredonia Grand Mound Maynard Luther Thornburg Crawfordsville Copyright 2014, Intercultural Institute 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



Lidderdale Zearing Plainfield Primghar Williamsburg Stockport Stanley Modale Victor West Bend an Emmetsburg Algona Hartwick Windsor Heights Luther Clio Lester Algona Hartwick Eddyville River Ida Grove Milo Ottosen Aspinwall Danbury Aplington Latimer ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD E	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	11	Noncore not adjacent to a metro/micro area and contains a town of 2,500 or more residents
3	Rural / Urban Continuum	7	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban cluster)
8	Percent Commuting to Metro	1	Percent commuting from non metro to metro areas

rison Dexter Joice Solon Toledo Battle Creek Rutland Armstrong Marble Rock Wilton Shellsburg W quette Marne Everly Prairieburg Linn Grove Bouton Martelle Owasa in Union Pathbun Meservey owley Dawson Fort Madison Deloit Thompson Radcliffe Donahue Crue for Contextual Ministry Scopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	10,244	2,127	3,102
2010 Households	4,317	787	1,187
2010 Group Quarters Population	319	34	114

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	22	4	7
Language Diversity National Index	11	1	3
Foreign Born Diversity National Index	38	41	19
Ancestry Diversity National Index	13	7	1
Racial Diversity National Index	7	2	1

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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

attle Creek Storm Lake Burlington Wapello Buckeye Woodbine St. Donatus Melrose Millerton Waterville are view Beaconsfield Alton Cantril Melvin Muscatine Alvord Ida Contextual Institute Galva Clio Everly Mason City Oto Plover Sac City Derby Murra Gondertual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,230	28.49%
Mainstay Communities	Established, Diverse Households	980	22.7%
Working Communities	Blue-collar, Working Families	1,779	41.21%
Country Communities	Rural, Agri. & Mining Families	169	3.91%
Aspiring Communities	Young Singles / Aspiring-Multihousing	74	1.71%
Urban Communities	High Density, Inner-city Neighborhoods	85	1.97%

namosa Fonda Whittemore Osage Akron Hansell Palo Laurens Lansing Moulton Mount Sterling Ele er Ballas Jamaica Edgewood Melbourne Kinross Dike Clayton Owas Mail Lake Fairbank Brooklyn Northboro Fayette Lowden Saylorville McGregor Luana Muscatine Jor Contextual Institute Copyright 2014, Intercultural Institute for Contextual Ministry McClelland Rowan St. Anthony Carbon Renwick Cli Stanwood

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.

Land Holy Cross Anthon Ellsworth Wadena Pierson Auburn Ogden Grand River Balltown Bonaparte Mining North English Urbandale Osage Waterloo Nemaha Stockton Show Intercultural Institute Norwalk Badger Welton Harris Luxemburg Le Roy Wellsburg De Joi Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Webster Humeston Janesville Jolley Jebich Duncombe Ringsted

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	5,406	2,862	52.93%
Unreached %	63.77%	66.29%	103.95
Religious But NOT Evangelical HH	994	570	57.37%
Religious But NOT Evangelical %	11.73%	13.21%	112.67
Spiritual But NOT Relig or Evang HH	752	536	71.27%
Spiritual But NOT Relig or Evang %	8.87%	12.42%	139.96
Not Evangelical, Not Interested HH	3,660	1,755	47.95%
Not Evangelical, Not Interested %	43.18%	40.66%	94.17



Spencer Brighton Carson Villisca Audubon Hardy Fort Madison Protivin Benton West Branch Hard Hester Aspinwall Beaconsfield Ashton Anthon Garden Grove Postville Intercultural Institute of Montrose Farnhamville Fruitland Grundy Center Ottosen Rippey For Contextual 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	578	274	47.38%
Active Evangelical Percent	6.82%	6.34%	93.04
Inactive Evangelical Households	2,494	1,182	47.38%
Inactive Evangelical Percent	29.42%	27.37%	93.04
# New Churches Needed	4	2	50.92%





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.

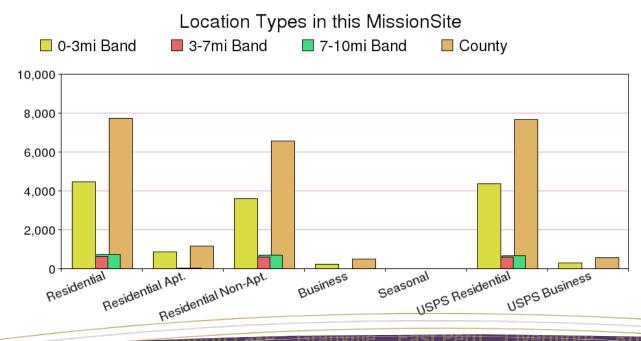
Issues for Your Consideration

- 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.

Windsor Heights Remsen Oxford Junction Corydon Westwood Avoca Vincent Mason City Montrose advised Wahpeton Pomeroy Algona Elkport Gravity Thayer Arispe Government Intercultural Institute State Center Mingo Knoxville Little Rock Woodward Patterson University Joi Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Sharpsburg Wiota Nora Springs Marquette Jefferson 13

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

EMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	21,423	10,047	46.9%
2000 Population	21,421	10,557	49.28%
2010 Population	20,617	10,244	49.69%

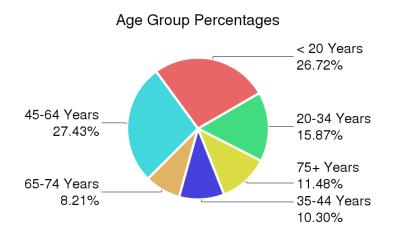


Location Type	0-3mi Band
Residential	4,466
Residential Apt.	870
Residential Non-Apt.	3,596
Business	239
Seasonal	0
USPS Residential	4,376
USPS Business	300

Exline Marguette Bonaparte Wiota Park View McCausland Gillett Grove Sheffield Mount Pleasant De Sharon Rinard Havelock Chelsea Kiron Galt Belmond Lone Tree Intercultural Institute Westside Cascade University Heights Diagonal Luxemburg Creston Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

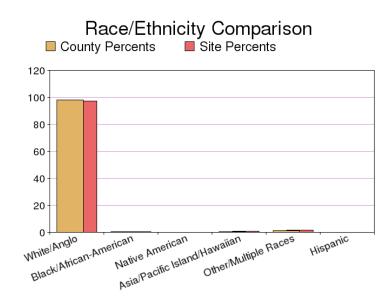


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.65%	5.65%	100
4-5 Years	2.64%	2.49%	94.32
6-8 Years	3.84%	3.88%	101.04
9-11 Years	3.96%	3.98%	100.51
12-13 Years	2.68%	2.71%	101.12
14-17 Years	5.56%	5.27%	94.78
18-19 Years	2.85%	2.74%	96.14
0-5 Years	8.28%	8.14%	98.31
6-12 Years	9.15%	9.2%	100.55
13-19 Years	9.74%	9.39%	96.41
< 20 Years	27.17%	26.73%	98.38
20-34 Years	14.85%	15.87%	106.87
35-44 Years	10.58%	10.3%	97.35
45-64 Years	28.36%	27.44%	96.76
65-74 Years	8.31%	8.21%	98.8
75+ Years	10.73%	11.48%	106.99
Median Age	43	40	93.17
Median Age (Male)	41	38	94.46
Median Age (Female)	45	40	89.36

Malvern Keswick Onslow Cresco Chelsea Waterloo Nichols Sumner Shueyville Eagle Grove Hinton The Woodward Lewis Dougherty Earling Swan Gilbertville Otho Part Charter Intercultural Institute Fremont Danbury Cumming Baxter Princeton Cleghorn Elk Run Heigh Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	97.84%	97.35%	99.51
Black, African-American	0.34%	0.34%	100.63
Native American	0.17%	0.15%	83.86
Asian	0.49%	0.66%	136.86
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	1.15%	1.49%	129.38
Hispanic	0%	1.86%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,720	6,797	
Less than 9th Grade	6.17%	5.66%	108.99
No High School Diploma	2.79%	2.46%	113.62
High School Graduate	40.55%	36.19%	112.05
Some College, no degree	20.23%	20.74%	97.54
Associate Degree	11.86%	11.64%	101.9

14.09%

4.3%

77.29

84.72

18.23%

5.08%

Chillicothe Spragueville Gillett Grove Hudson Estherville Winfield Little Stoux Hull Logen Salix Generville Centerville Center Junction Whittemore Martensdale Cromwell Santa Intercultural Institute Albia Standard Contextual Ministry Oakland Acres Yale Winterset Blairsburg Klemme 16

College Degree

Graduate/Prof. degree

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	7.93%	7.74%	121.02
\$10,000 to \$19,999	11.71%	11.77%	100.47
\$20,000 to \$29,999	10.54%	9.66%	91.6
\$30,000 to \$49,999	19.17%	17.12%	89.31
\$50,000 to \$59,999	11.54%	12.18%	105.62
\$60,000 to \$69,999	9.12%	9.36%	102.64
\$70,000 to \$79,999	6.92%	7.81%	112.75
\$80,000 to \$89,999	5.31%	6.18%	116.52
\$90,000 to \$99,999	3.59%	3.96%	110.47
\$100,000 to \$124,999	6.72%	7.25%	107.84
\$125,000 to \$149,999	2.63%	2.87%	109.2
\$150,000 to \$199,999	3.14%	2.13%	67.92
\$200,000 to \$249,999	0.46%	0.49%	105.75
\$250,000 or more	1.23%	1.48%	120.85
Median Household	50,458	51,721	102.5
Average Household	64,851	68,243	105.23
Per Capita Household	27,024	28,814	106.62
Family/Non-Family Household			
Income			
Median Family Income	63,000	67,947	107.85
Average Family Income	79,210	81,170	102.47
Median Non-Family Income	28,112	31,452	111.88
Average Non-Family Income	39,179	42,726	109.05

Washington Kimbaliton Minden Donnellson Ireton Lewis Fraser Mitchellville Aurora Iowa City Ashton Randalia Martensdale Missouri Valley Hubbard Keswick Crystan Intercultural Institute Dumont Iowa Falls Orient Martelle Bondurant Odebolt Sioux City for Confectual Ministry 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.13%	62.06%	96.77
Families with Children	26.98%	27.06%	100.3
Families without Children	37.15%	35%	94.2
Non-Family Households			
% Non-Family Households	35.87%	37.94%	105.78
Non-Families with Children	0.08	0.12	140.28
Non-Families without Children	35.79	37.83	105.7
Housing Units			Index
Total Housing Units	9,358	4,755	
Vacant percent	9.4%	9.21%	97.95
Owned percent	69.32%	66.62%	96.11%
Rented Percent	21.28%	24.16%	113.57
Households by Size			Index
Avg household size	2.36	2.30	97.46
Avg family hh size	3.08	3.01	97.73
Avg non-family hh size	1.07	1.13	105.61
Households By Count of Persons			Percent
One	2,794	1,481	53.01%
Тwo	2,794	1,419	50.79%
Three or Four	2,064	1,059	51.31%
Five+	826	357	43.22%

Coralville Stanley Milford Promise City Hillsboro Robins Elkport Lineville Souton Nashua Riceville Hoden Stratford Oyens New Hampton Le Roy Blue Grass Moorhead Intercultural Institute Peterson Ricketts Ogden McCausland Clinton Lacona Houghton Winford Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Colfax Urbandale Charles City Lakeside Thaver Winterset Orient Luzerne Charter Oak Ochevedan

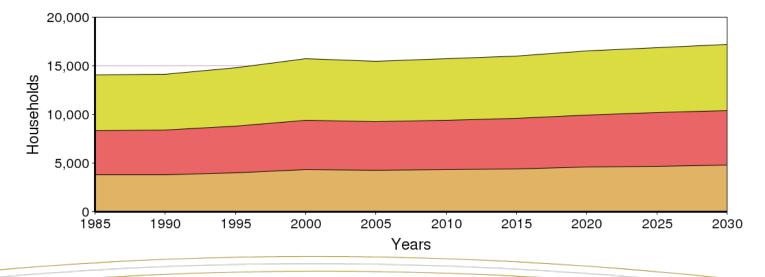
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	21,423	10,047	46.9%
2000 Population	21,421	10,557	49.28%
2010 Population	20,617	10,244	49.69%
2015 Population	20,324	10,207	50.22%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

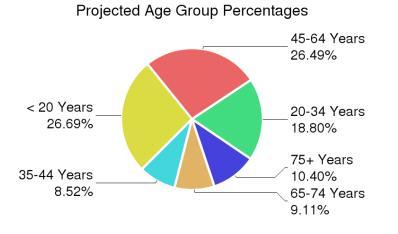
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Wadena Floris Superior McCallsburg Dallas Center Kellogg Dana Bedford Ryan Prairieburg Kirk Elberon Donnellson Walker Storm Lake Charter Oak Princeton Denis Intercultural Institute Silver City Derby Hanlontown Arion Centralia West Okoboji Colfax Joi Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

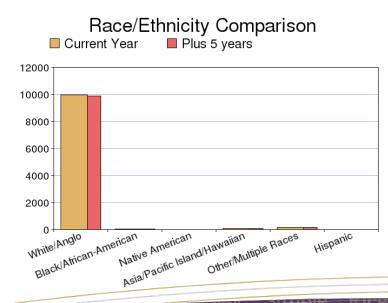


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.65%	6%	106.19
4-5 Years	2.49%	2.64%	106.02
6-8 Years	3.88%	4.08%	105.15
9-11 Years	3.98%	3.79%	95.23
12-13 Years	2.71%	2.47%	91.14
14-17 Years	5.27%	5.1%	96.77
18-19 Years	2.74%	2.63%	95.99
0-5 Years	8.14%	8.63%	106.02
6-12 Years	9.2%	9.08%	98.7
13-19 Years	9.39%	8.98%	95.63
< 20 Years	26.73%	26.69%	99.85
20-34 Years	15.87%	18.8%	118.46
35-44 Years	10.3%	8.52%	82.72
45-64 Years	27.44%	26.49%	96.54
65-74 Years	8.21%	9.11%	110.96
75+ Years	11.48%	10.4%	90.59
Median Age	43	39	91.86
Median Age (Male)	41	39	95.27
Median Age (Female)	45	39	86.07

Liberty Minge Atlantic Pioneer Gilbertville Garrison Strawberry Point Earling Ute Luxemburg Caluff Fanorama Park Grandview Mount Sterling Yetter Hayesville Springbrook Intercultural Institute Owasa Rowley Miles Charles City Brayton Ackworth Pleasant Hill of Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	97.35%	96.97%	99.61
Black, African-American	0.34%	0.47%	137.64
Native American	0.15%	0.19%	127.13
Asian	0.66%	0.76%	115.12
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.49%	1.61%	107.58
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,797	6,704	
Less than 9th Grade	5.66%	4.3%	75.84
No High School Diploma	2.46%	1.63%	66.17
High School Graduate	36.19%	36.32%	100.36
Some College, no degree	20.74%	20.75%	100.02
Associate Degree	11.64%	13.17%	113.18
College Degree	18.23%	18.59%	101.96
Graduate/Prof. degree	5.08%	5.25%	103.44

Steamboat Rock Harquette Spillville Donahue Lake Mills Liscomb Westside Williams Bettendori H Silver City Henderson Wellman Beaman Aurora Marble Rock Ward Intercultural Institute Humeston Kinross Plymouth Greene Bradgate Ely Rinard Oelweir for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	7.74%	7.4%	95.67
\$10,000 to \$19,999	11.77%	10.46%	88.87
\$20,000 to \$29,999	9.66%	8.71%	90.22
\$30,000 to \$49,999	17.12%	15.07%	88.06
\$50,000 to \$59,999	12.18%	12.09%	99.2
\$60,000 to \$69,999	9.36%	9.82%	104.97
\$70,000 to \$79,999	7.81%	8.44%	99.74
\$80,000 to \$89,999	6.18%	6.95%	106.5
\$90,000 to \$99,999	3.96%	4.35%	109.71
\$100,000 to \$249,999	7.25%	8.62%	118.94
\$125,000 to \$149,999	2.87%	3.3%	115.05
\$150,000 to \$199,999	2.13%	2.44%	114.71
\$200,000 to \$249,999	0.49%	0.52%	107.02
\$250,000 or more	1.48%	1.56%	105.35
Median Household	51,721	55,588	107.48
Average Household	68,243	74,147	108.65
Per Capita Household	28,814	32,155	111.6
Family/Non-Family Household			
Income			
Median Family Income	67,947	73,688	108.45
Average Family Income	81,170	88,824	109.43
Median Non-Family Income	31,452	35,428	112.64
Average Non-Family Income	42,726	46,879	109.72

Massena Galva Halbur Bondurant St. Olaf Livermore Nevada Solon Gowrie Lu Verne Sageville A Kensett Haverhill Gilmore City Minburn New Virginia Zearing Robins <u>Intercultural Institute</u> xholm Carson Benton Clermont Glenwood Hillsboro Hanlontown What Governant Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	62.06%	60.86%	98.08
Families with Children	27.06	24.51	90.6
Families without Children	35	34.43	98.36
Non-Family Households			
% Non-Family Households	37.94%	39.14%	103.14
Non-Families with Children	0.12	0.09	103.14
Non-Families without	37.83	39.04	103.22
Children			
Housing Units			
Total Housing Units	4,755	4,867	102.36%
Vacant percent	9.21%	9.23%	100.15
Owned percent	66.62%	66.59%	99.95
Rented Percent	24.16%	24.18%	100.08
Households by Size			
Avg household size	2.30	2.24	97.39%
Avg family hh size	3.01	2.98	99%
Avg non-family hh size	1.13	1.09	96.46%
Households By Count of			
Persons			
One	1,481	1,585	107.02%
Тwo	1,419	1,474	103.88%
Three or Four	1,059	1,036	97.83%
Five+	357	323	90.48%

ddyville Lone Tree Lehrville Wheatland Albia Merrill Woden Elliott Neola Kalona Terril Numa Ridg Estherville Fostoria Woodward Rolfe Strawberry Point Patterson New Intercultural Institute Odebolt Leland Pilot Mound Cylinder Panorama Park Cumming Jewe For Contextual Ministry Vi©Copyright 2014, Intercultural Institute for Contextual Ministry Spirit Lake Lawler Akron Somers Hawkeye Belmond

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	0	96	13	Eastern Africa	0	0	0
Northern Europe	0	0	2	Middle Africa	0	0	0
Western Europe	0	16	1	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	0	6	3	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	14	7	Oceania	0	0	0
So. Central Asia	0	0	0	Caribbean	0	0	0
SE Asia	0	27	0	Central Amer.	0	33	0
Western Asia	0	0	0	South America	0	0	0
Other Asia	0	0	0	North America	0	0	0
				Born at sea	0	0	0

Anthen Lime Springs Goose Lake George North Liberty Mount Vernon Thor Peterson Wall Lake Aller Stanhope Manchester New Hartford Harcourt Milton Eldora Earling Intercultural Institute Guthrie Center Chillicothe Dolliver Hubbard Blencoe Clarence Plan For Confertual Ministry Coin Indianola Copyright 2014, Intercultural Institute for Confextual Ministry Confertual Ministry Confertual Ministry Confertual Ministry Confertual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only				Other Indo-Euro	0		
English only	0	11,566	3,203 43		-	0	0
Spanish Other Indo-Euro	0	171 144	31	Asian/PI languages Chinese	0	0	0
	0	144	31		-	0	Ŭ
language	0	50	7	Japanese	0	0	0
French (incl. Patois,	0	59	7	Korean	0	0	0
Cajun)	<u>^</u>	2	<u>^</u>	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	-	•	
Italian	0	7	1	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	0	67	23	Laotian	0	11	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	11	0	Tagalog	0	11	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	6	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	6	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				

- Unaries City Reswick Coppose Greek

Pleasanton Sheffield Waterloo Leland Keokuk Whitten Castana Shueyville New Providence Cleghor Fanorama Park Calamus Dyersville Clarence Kamrar Arcadia Guttenbar Intercultura Institute Blue Grass Ackley Shenandoah Clinton Titonka Joice Lambs Grove for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	0	10,454	2,792	Irish	Irish 0	Irish 0 628
Arab	0	0	0	Italian	Italian 0	Italian 0 86
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 0	Norwegian 0 174
British	0	16	1	Polish	Polish 0	Polish 0 82
Canadian	0	0	0	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	2	3	Romanian	Romanian 0	Romanian 0 0
Czech	0	46	4	Russian	Russian 0	Russian 0 2
Czechoslovak	0	0	5	Scandinavian	Scandinavian 0	Scandinavian 0 14
Danish	0	230	37	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 56
Dutch	0	107	26	Scottish	Scottish 0	Scottish 0 24
English	0	499	61	Slovak	Slovak 0	Slovak 0 0
European	0	49	4	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 176
French (not Basque)	0	191	10	Swiss	Swiss 0	Swiss 0 4
French Canadian	0	7	1	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	0	7,039	2,145	US/American	US/American 0	US/American 0 660
Greek	0	0	0	Welsh	Welsh 0	Welsh 0 9
Hungarian	0	13	0	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 0	Other 0 340

Floyd Lake City Franklin Blairsburg Clayton Dow City Goose Lake Conrad Onawa Lambs Grove Coll will Beaver Greenville Kinross Houghton Wayland New Hampton Clarksville Waterloo Lawler Clare Lost Nation Washington State Clarksville Waterloo Lawler Clare Lost Nation Washington State Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Mini

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?

Johnston Rippey Little Rock Kingsley Mount Auburn Dow City New Albin Lake City Willey Farmers Garwin Oxford Junction Aspinwall Lincoln Dunlap Arnolds Park Early Intercultural Institute College Springs Carson Williamsburg Blanchard Fort Atkinson Rick Confertual Ministry Van Meter 27 ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

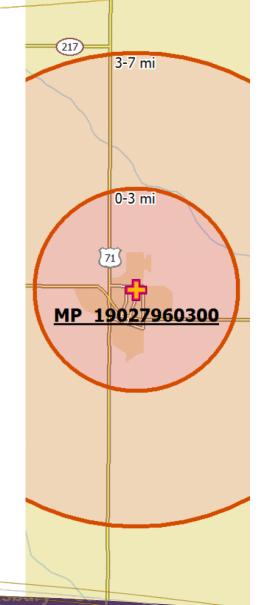
Issues for Your Consideration - continued

- 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?



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.



Mapello Sieux City Mount Sterling West Union Lacona New Market Hardy Corwith Peterson North Honona Chelsea Remsen Creston Worthington Diagonal Titonka <u>Intercultural Institute</u> Marysville Par Marion Brunsville Farley Ankeny Schaller La Porte City Massena Nov Terril Osceola Millersburg Ced 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,317	100%	2,863	100%
AFFLUENT SUBURBIA	483	11.19%	335	11.7%
America's Wealthiest	0	0%	0	0%
Dream Weavers	51	1.18%	36	1.26%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	432	10.01%	299	10.44%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	747	17.3%	503	17.57%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	741	17.16%	498	17.39%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	6	0.14%	5	0.17%
SM TWN SUCCESS	671	15.54%	429	14.98%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	41	0.95%	27	0.94%
Urban Optimists	0	0%	0	0%
Family Convenience	630	14.59%	402	14.04%
Mid-Market Enterprise	0	0%	0	0%
2nd City Homebodies Prime Middle America Urban Optimists Family Convenience	0 41 0 630	0% 0.95% 0% 14.59%	0 27 0 402	0% 0.94% 0% 14.04%

ter Elk Run Heights Kirkman Boone Dow City McCausland Altoona Correctionville Atton Klemme Bio Weldon Gowrie Seymour Chelsea Readlyn Sergeant Bluff Bloon Intercultural Institute Northwood Guthrie Center Masonville Packwood Soldier Carroll Lawt for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,317	100%	2,863	100%
BLUE COLLAR BACKBONE	822	19.04%	511	17.85%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	617	14.29%	372	12.99%
Lower Income Essentials	69	1.6%	47	1.64%
Small Town Endeavors	136	3.15%	92	3.21%
AMER. DIVERSITY	309	7.16%	220	7.68%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	12	0.28%	8	0.28%
Professional Urbanites	129	2.99%	93	3.25%
Urban Advancement	90	2.08%	61	2.13%
Amer. Great Outdoors	32	0.74%	21	0.73%
Mature America	46	1.07%	37	1.29%
METRO FRINGE	957	22.17%	656	22.91%
Steadfast Conservative	900	20.85%	617	21.55%
Moderate Conventionalists	20	0.46%	13	0.45%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	37	0.86%	26	0.91%



The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,317	100%	2,863	100%
REMOTE AMERICA	60	1.39%	36	1.26%
Hardy Rural Fam.	45	1.04%	27	0.94%
Rural Southern Living	15	0.35%	9	0.31%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	74	1.71%	53	1.85%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	74	1.71%	53	1.85%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	109	2.52%	64	2.24%
Industrious Country Living	19	0.44%	13	0.45%
America's Farmland	81	1.88%	46	1.61%
Comfy Country Living	0	0%	0	0%
Small Town Connections	9	0.21%	5	0.17%
Hinterland Fam.	0	0%	0	0%

Whitten Wellsburg Wall Lake Delaware Goodell Ruthven Ellsworth **Superior Rossie Rutland Gol** United Wellsburg Wall Lake Delaware Goodell Ruthven Ellsworth **Intercultural Institute** Missouri Val Libertyville Joice Granger Burt Greenville Fonda Floris Newell Ken for Contextual Ministry Correction Dows Nevada Woodbur 32 Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,317	100%	2,863	100%
STRUGGLING SOCIETIES	35	0.81%	20	0.7%
Rugged Southern Style	35	0.81%	20	0.7%
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	50	1.16%	36	1.26%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1	0.02%	1	0.03%
Urban Diversity	39	0.9%	28	0.98%
New Generation Activists	10	0.23%	7	0.24%
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%

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Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

Sioux Center Grand River Coalville Modale Linden Palo Templeton Princeton Patterson Brunsville C Gunlap Decatur City Walnut Badger St. Donatus Royal Spencer Lehice Intercultural Institute Morrison Bloomfield Ida Grove Garrison Casey Rippey Gray Shipe Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

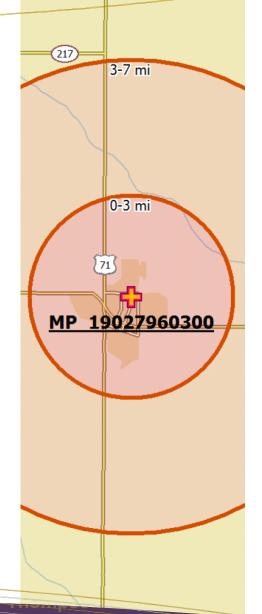
Potential Cultural Bridges

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).



Sibley Van Wert Steamboat Rock Leland Keota Klemme Toronto Lamoni Kanavha Boyden Oss Stanley Griswold Kiron Baldwin Danbury Callender Williams Mel Andrew Intercultural Institute For Confectual Ministry Fraser Lohrville Donande Ministry McGregor 35 Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

0-3	3-7	7-10
MILES	MILES	MILES
80%	79%	78%
64%	64%	62%
51%	51%	50%
45%	44%	44%
44%	44%	44%
38%	38%	37%
35%	35%	35%
34%	34%	33%
34%	33%	32%
30%	29%	28%
	MILES 80% 64% 51% 45% 38% 35% 34% 34%	MILES MILES 80% 79% 64% 64% 51% 51% 45% 44% 44% 44% 38% 38% 35% 35% 34% 34% 34% 33%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	29%	28%	27%
Internet Use: Banking	25%	25%	25%
Use Comp. for News/Info./Data	25%	25%	25%
Service			
PC-Network-HH Has One	19%	18%	17%
Use Comp. for Accounting	16%	17%	17%
Use Comp. for Filing/DB Mngmnt	15%	15%	14%
Use Comp. for Personal Financial	14%	14%	13%
Mngmnt			
Internet Use: Shopping: Gathered	14%	13%	13%
Info. for Shopping			
Internet Use: Shopping: Made A	13%	13%	14%
Purchase			
Internet Use: Research/ Education	12%	11%	11%

Slater Galt Greene Alta Vista Fredonia Greenfield Beaconsfield Leland Britt Rome Carroll Grin Hampton Duncombe Seymour Gilbert Coon Rapids Crystal Lake Intercultural Institute Mason City Clarence Bancroft Dysart Mitchellville Harris College Springer Gontextual Ministry Contextual Ministry Hampurg Laurel Ochevedan Tipton Marpe Webb Knowville

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	69%	69%	68%
Dining Out (Not Fast Food)	61%	61%	60%
Reading Books	55%	54%	52%
Card Games	45%	45%	45%
Gardening	38%	38%	38%
Go To A Beach/Lake	38%	37%	37%
Cooking for Fun	36%	35%	34%
Board Games	35%	35%	34%
Going To	23%	23%	22%
Bars/Nightclubs/Dancing			
Photography	20%	21%	21%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	70%	69%	68%
Gen./Fam. Practitioner	45%	45%	44%
Dentist	31%	30%	29%
Eye Dr.	23%	23%	23%
Backache	22%	22%	22%
Hypertension/High Blood	22%	21%	21%
Pressure			
High Cholesterol	20%	20%	20%
None Of These	20%	20%	20%
Acid Reflux Disease (GERD)	17%	17%	17%
Any Arthritis	17%	16%	16%

UT St. Donatus <u>Ringsted Swisher Dallas Center Durant Middletown</u> Fraser State Center Cresco Lake V Glenwood Mason City Sully Marquette Hancock McCallsburg Ain <u>Intercultural Institute</u> Wilton Hitche Paullina Thornton West Okoboji Davenport Windsor Heights Clive Be for Contextual Ministry Contextual Ministry St. Lucas McGregor Sioux Center Gillett Grove Larg

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	28.57%	27.66%	26.72%
Live Theater	20.68%	19.84%	18.93%
Live Theater Most Often	17.46%	16.73%	15.93%
Rock/Pop Concerts Most	16.01%	15.4%	14.8%
Often			
Comedy Club	8.23%	7.9%	7.59%
Dance Performance	7.8%	7.34%	6.88%
Movies: Comedy	39.99%	39.1%	38.21%
Movies: Action/Adventure	38.9%	38.1%	37.24%
Movies: Fam.	20.17%	20.28%	20.31%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	19.86%	19.43%	18.95%
Movies: Drama	17.53%	16.87%	16.18%
Movies: Mystery	15.84%	15.06%	14.3%
MLB Baseball Reg. Season	7.89%	7.94%	7.93%
College Football Reg.	6.51%	6.74%	6.87%
Season			
NFL Football Reg. Season	6.43%	6.2%	5.95%
College Basketball Reg.	5.02%	5.04%	5.01%
Season			
NBA Basketball Reg.	3.53%	3.35%	3.15%
Season			
Auto Racing Events	3.23%	3.13%	3.04%

Independence Elsworth Batavia Colfax Orchard Ruthven New Providence Hudson Dolliver Garner Norwalk Madrid Rock Rapids Lincoln Crystal Lake Dows Swaledal Intercultural Institute Willey North Washington Pleasant Plain Rock Falls Oyens Defiance By Jon Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Processing Sandorn Brighton Woolstock Fort Atkinson Lawler Spencer

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

BRIDGES	0-3	3-7	7-10	E	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Valking for Exercise	42.46%	42.63%	42.69%	Target Sho	oting	oting 11.01%	oting 11.01% 11.32%
Swimming	34.85%	34.18%	33.47%	Backpacking/H	iking	iking 10.68%	iking 10.68% 10.98%
Bowling	21.38%	21.81%	22.19%	Power Boating		9.91%	9.91% 9.79%
Freshwater Fishing	20.72%	21.83%	22.87%	Baseball		9.66%	9.66% 10.18%
Billiards/Pool	20%	19.29%	18.61%	Aerobics		9.17%	9.17% 8.65%
Camping Trips	18.32%	18.93%	19.49%	Volleyball		8.73%	8.73% 9.02%
Golf	15.91%	16.59%	17.1%	Football		8.13%	8.13% 8.49%
Weight Training	15.74%	15.41%	15.03%	Saltwater Fishing		7.78%	7.78% 6.99%
Mountain/Road Biking	14.38%	14.6%	14.75%	Canoeing/Kayaking		7.78%	7.78% 7.73%
Hunting	14.11%	15.12%	16.02%	Softball		7.6%	7.6% 7.99%
Jogging/Running	13.97%	13.74%	13.49%	Motorcycling		7.57%	7.57% 7.67%
Using Cardio Machine	13.8%	13.12%	12.43%	Yoga		6.48%	6.48% 6.09%
Basketball	13.43%	13.95%	14.4%	Tennis		6.39%	6.39% 6.21%
Stationary Cycling	11.91%	11.56%	11.18%	Horseback Riding		6.38%	6.38% 7%

Titonka Linden Lowden Postville Wellsburg Monona Rathbun Danville Clarion New Hartford Lovilia The Polk City Kellerton Van Horne Moorland Collins Delmar Ackley Intercultural Institute Webb Osceola Greene Treynor Bancroft Slater Marathon Hills Dou acCopyright 2014, Intercultural Institute for Contextual Ministry acCopyright 2014, Intercultural Institute for Contextual Ministry and Store Blancoe Zearing Stuart Van Wert Modale Urbandale Melvin Aspinwall Walker Byan Larrab

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

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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.

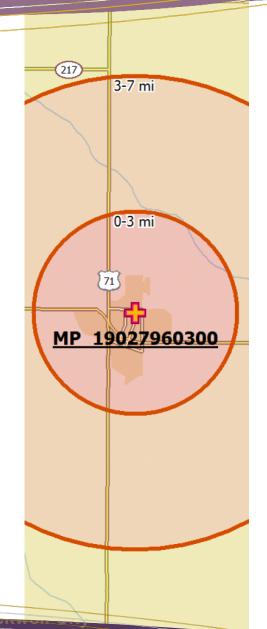
BIBLICAL BARRIERS

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.



dden Dayton <u>Williamsburg Callender Ottumwa Liscomb Le Claire Rippey Ayrshire Roland Searsbord</u> Chelsea Goodell Panama Thurman Lone Tree Cincinnati Montrose <u>Intercultural Institute</u> Edgewood Alle Igeway Rodman Evansdale Thayer Clarksville Ute Fort Madison Matlever Confectual Ministry land Hamburg Geopyright 2014, Intercultural Institute for Contextual Ministry Gruver Leando Colo Gilmore City Dumont Ruth 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.

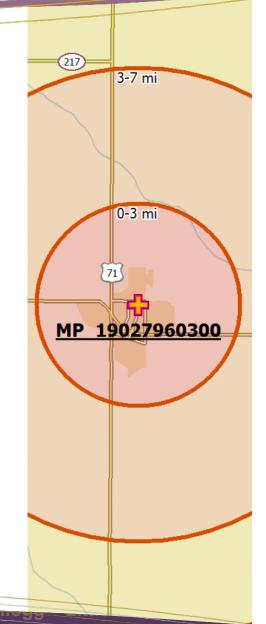
CULTURAL BARRIERS OF ACCEPTANCE

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.



The Center New Liberty Weldon Forest City Fairfax Hazleton Liscomb Bellevue Colo Readlyn Conway Monticello Ireton Sioux City Lineville Bonaparte Wilton Lime Spring Intercultural Institute Auburn Linden Mitchell Jewell Junction New Hartford Brooklyn Keller For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	49%	49%	48%	Like to Stand Out In A Crowd	19%	19%	19%
New Things				Marijuana Should Be Legalized	19%	18%	17%
Find It Difficult To Say No To My Kids	37%	37%	37%	Like To Pursue Challenge/Novelty/Change	17%	16%	16%
Woman's Place Is In The Home	36%	36%	37%	Rarely Sit Down to a Meal	17%	17%	17%
Prefer To Have Few	35%	34%	33%	Together At Home			
Possessions As Possible				I Am A Workaholic	15%	15%	16%
Speak My Mind Even If It Upsets People	34%	34%	34%	Only Work Current Job for The Money	14%	14%	14%
Like To Do Unconventional Things	31%	31%	31%	We Should Strive for Equality for All	12%	11%	11%
Like Control Over People And Resources	30%	30%	29%	Happy With My Standard Of Living	11%	10%	10%
Don't Judge People/Way They Live Life	29%	28%	27%	On Whole People Get What They Deserve	9%	8%	8%
Money Is Best Measure Of Success	26%	27%	27%	Indulge My Kids With The Little Extras	8%	8%	7%
lf Won Lottery Would Never Work Again	26%	26%	26%	Little I Can Do To Change My Life	7%	7%	7%
Friends More Important Than My Fam.	26%	25%	24%	Willing To Give Up Time With Fam. To Advance	6%	5%	5%
Too Much Sponsorship In Arts/Sports	20%	20%	20%				

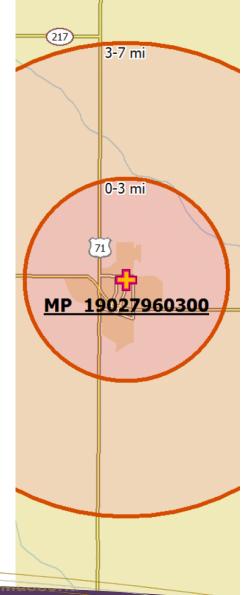
Se Lake Auburn Onawa Onslow Cotter Hopkinton Larrabee West Okoboji Readlyn St. Paul Stockion Henderson Coralville Mitchell Bonaparte Delaware Garrison Boyder Intercultural Institute talissa Spragueville New Vienna Chatsworth Nichols Hills Bankston ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



McIntire Grand River Delta Chariton Mystic Arispe Mediapolis Knoxville Oakland Acres Sutherland G Geo Nichols Curlew Riverton Greene Bancroft Hamilton Wapello Misson Intercultural Institute imballton Shueyville West Branch Randolph Bennett Sanborn Bankston for Contextual Ministry ^CCopyright 2014, Intercultural Institute for Contextual Ministry Contextual Min

Potential Cultural Themes:

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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Important To Respect Customs And Beliefs	62%	61%	60%	Worried About Pollution Caused By Cars	17%	17%	17%
You Should Seize Opportunities	56%	55%	54%	Real Men Don't Cry	15%	15%	14%
In Life				Looking for New Ideas To Impro	ve 15%	14%	13%
Like To Understand About	39%	37%	36%	Home			
Nature				Is An Important Part Of Who I A	m 15%	14%	13%
Prefer To Have Few Possessions As Possible	35%	34%	33%	Try Not To Worry About The Future	14%	13%	12%
Important Feel Respected By My Peers	35%	34%	34%	Enjoy Spending Time With My Fam.	11%	10%	10%
Prefer Work Part Of Team Than Alone	33%	32%	32%	Provide My Kids With The Little Extras	9%	9%	9%
Important To Juggle Various	29%	27%	26%	Feel Very Alone In The World	6%	6%	6%
Tasks				Children Should Be Allowed To	5%	4%	4%
Good At Fixing Things	28%	27%	26%	Express Themselves			
Have Keen Sense Of Adventure	27%	26%	25%	Like Spending Most Time With	4%	5%	5%
People Have To Take Me As	23%	23%	22%	Fam.			
They Find Me				Decor Particular Interest To Me	3%	3%	3%
Like To Just Enjoy Life	21%	20%	20%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	19%	18%	18%	Business			

a Lake City Bernard Pleasantville Stockport Schaller Fort Dodge Prin

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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.

Minburn Protivin Rossie Clear Lake Cedar Falls Brandon Nora Springs Merrill Marble Rock Lenox The Crescent Monmouth Maharishi Vedic City Andover Barnum Glading Intercultural Institute Windsor Heights Pisgah Tennant Wapello Shenandoah Walcott Core Jos Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Windsor Heights 2014, Intercultural Institute for Contextual Ministry Conversion De 46

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3-7 mi

0-3 mi

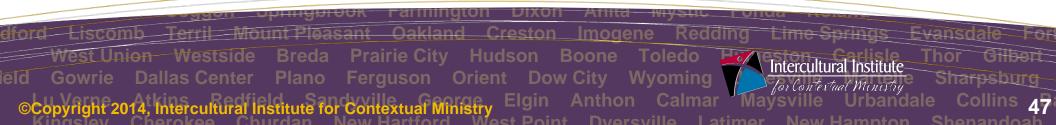
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Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	86.62%	86.68%	86.75%
Restaurant-Visit Any			
Fam. Restaurants/Steak	85.24%	85.33%	85.34%
Houses-Visit Any			
McDonald's	56.63%	56.68%	56.71%
Burger King	35.54%	35.96%	36.42%
Applebee's	31.97%	31.55%	31.16%
Subway	30.87%	31.14%	31.4%
Taco Bell	28.81%	28.55%	28.35%
Wendy's	28.44%	27.32%	26.31%
Kentucky Fried Chicken (KFC)	27.65%	27.58%	27.59%
Arby's	25.93%	25.85%	25.82%
Pizza Hut	22.84%	23.71%	24.53%
Dairy Queen	21.4%	22.64%	23.8%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	20.76%	20.48%	20.17%
Red Lobster	15.42%	15.24%	15.12%
Cracker Barrel	15.36%	14.55%	13.81%
Outback Steakhouse	13.88%	13.28%	12.62%
Sonic	12.65%	12.5%	12.38%
Domino's Pizza	12.01%	11.7%	11.44%
IHOP (International House Of	11.65%	10.87%	10.15%
Pancakes)			
Chili's Grill and Bar	11.55%	10.99%	10.38%
Denny's	10.93%	10.71%	10.59%
Starbucks	10.83%	10.37%	9.87%
TGI Friday's	10.62%	9.87%	9.14%
Chick-Fil-A	10.38%	9.76%	9.2%

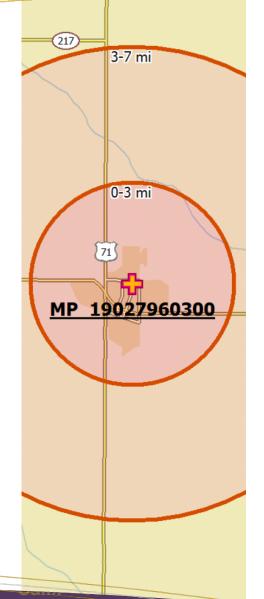


Potential Shared Projects

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!



Portsmouth Terril Mount Union Plainfield Vining Braddyville Callender Pilot Mound Kirkville Rend Earlville Clinton Crystal Lake Polk City Arnolds Park Walker Wester Intercultural Institute For Lakota Irwin Maynard Kelley New Hampton Quimby Bondurant For Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	51.94%	52.16%	52.29%
Recycled products	39.1%	38.7%	38.2%
Worked as volunteer (non political)	19.74%	19.52%	19.2%
Engaged in fund raising	12.42%	12.52%	12.58%
Religious club member	8.2%	8.25%	8.28%
Wrote to elected offcl about publ bus	6.83%	6.75%	6.64%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	6.37%	6.14%	5.89%
newspaper			
Charitable Organization	6.26%	6.61%	6.9%
Union member	6.04%	6.13%	6.21%
Fraternal order member	5.71%	5.4%	5.11%
Addressed a public meeting	5.49%	5.91%	6.27%
Took active part in local civic	5.37%	5.45%	5.53%
issue			

man Fairfield <u>Clayton Oelwein Earlham Klemme Arcadia Paullina</u> Britt Cherokee Atalissa Whitten ell Leon Livermore Perry Alden West Bend Sharpsburg Nashua Elk <u>Poneiov</u> Creston Centralia Rinard Camanche Grand Junction Silver City Balltown Quasqueton Boo Tox Contextual Institute in Copyright 2014, Intercultural Institute for Contextual Ministry of 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.



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Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	17.73%	16.74%	15.72%
Children's Books	13.49%	13.27%	13%
Mystery	12.56%	12.22%	11.85%
Cookbooks	11.55%	11.42%	11.28%
Religious (not Bibles)	8.96%	9.02%	9.06%
Personal/Business	7.03%	6.81%	6.57%
Self-help			
Romance	7.01%	6.83%	6.64%
History	6.98%	6.75%	6.51%
Biography	6.93%	6.34%	5.76%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	71.54%	69.87%	68.3%
Gen. Editorial	45.62%	44.86%	44.13%
Womens	40.57%	39.7%	38.85%
Service	37.06%	36.42%	35.73%
Mens	18.02%	17.61%	17.27%
Business/Finance	17.47%	16.57%	15.6%
Sports	14.99%	14.32%	13.71%
Fishing/Hunting	14.03%	15.06%	16.05%
Automotive	13.99%	13.87%	13.82%

bley Wall Lake <u>Remaick Manchester Montrose</u> Clinton Quimby Cresco Redfield Alden Madrid Multi Spillville Correctionville Lacona Boone Atalissa Pleasantville Build <u>Intercultural Institute</u> dietown Buck Sioux City Fonda Nevada Rembrandt Curlew Luxemburg Riceville for Contextual Ministry OCopyright 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	60.34%	60.22%	60%
Classified	35.37%	35.81%	36.27%
Sport	34.97%	35.15%	35.3%
Editorial Page	34.9%	35.01%	35.07%
Business/Finance	31.81%	31.18%	30.47%
Comics	30.67%	30.67%	30.67%
Food/Cooking	27.3%	27.03%	26.74%
Movie Listings & Reviews	27.14%	26.04%	25%
TV/Radio Listings	25.43%	24.69%	24.02%
Home/Gardening	24.33%	24.07%	23.8%
Travel	21.1%	20.44%	19.75%
Science/Technology	20%	19.21%	18.44%
Fashion	14.38%	14.25%	14.1%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	25.66%	28.2%	30.57%
Adult Contemporary	20.61%	20.34%	20.03%
CHR Contemp Hit Radio	16.91%	16.22%	15.62%
Rock	14.56%	14.09%	13.67%
News/Talk	14.32%	13.78%	13.18%
Classic Rock	12.61%	12.73%	12.77%
Oldies	12.55%	12.78%	12.96%
Alternative	9.81%	8.84%	7.91%
Variety	7.1%	7.17%	7.2%
Urban Contemporary	7.02%	6.39%	5.89%
Soft Contemporary	6.78%	6.15%	5.51%
Religious	6.65%	6.56%	6.45%
All News	4.93%	4.62%	4.28%
Classic Hits	4.73%	4.37%	4.05%
Sports	4.4%	4.08%	3.74%
All Talk	4.01%	3.77%	3.51%
Classical	3.64%	3.4%	3.14%
Jazz	3.31%	3%	2.71%

City Prairie City Evansdale Swan Burt Cylinder Clive Popejoy Rodney Lamont Washington Marble Chaburg Arthur Treynor Roland Linn Grove Maharishi Vedic City Hasting Fidera Columbus City Promi lersburg Halbur Masonville Orange City Alden Kellerton Webster Pula Govrie Preston Humboldt 52 Confectual Ministry Bonaparte De With Billourne Grinnell Gowrie Preston Humboldt 52

Potential Multimedia Content:

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

IULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV	0-3	3
	MILES	MILES	MILES		MILE	S
Fox News Channel	63.18%	63.98%	64.65%	Nick At Nite	27.06	%
Satellite Dish	58.32%	58.28%	58.08%	TV Info From Newspapers	26.349	%
Soapnet	50.85%	50.34%	49.76%	USA Network	25.75%	6
Other Video-On-Demand	43.04%	43.87%	44.56%	Hallmark Channel	24.95%	6
Sci-Fi Channel	36.58%	38.25%	39.76%	BET (Black Entertainment	24.86%	ó
Adult Pay Per View TV	35.83%	35.67%	35.41%	TV)		
MSNBC	34.4%	35.22%	35.96%	ABC Fam.	24.65%	ó
Comedy Central	32.9%	31.19%	29.45%	TCM (Turner Classic	24.64%	ó
Adult Swim	29.79%	31.19%	32.41%	Movies)		
Nickelodeon	29.34%	30.88%	32.28%	The Golf Channel	23.95%	6
TV Info From Sunday TV	28.24%	27.95%	27.6%	TV Info From Monthly Cable	23.14%	6
Magazine				Guide		
Subscribe Digital Cable	27.68%	28.93%	30.02%	ESPN Classic	21.14%	, D
				ESPN2	21.12%	,



Encore

22.38%

20.28%

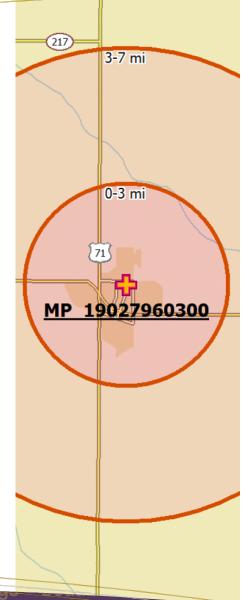
21.42%

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.



Davis City Park View Kelley Lake Park Welton Mount Pleasant Rockwell City Eldera Hills Martinsburg The son Holstein Popejoy Clio Ricketts Dolliver Lenox Ames Northway Nictor Allison Richard E Griswold Lake City Fostoria Arlington Hawarden Rock Rapids Mil Confertual Ministry Confertual Ministry Danbury Laurens Carlisle Peterson Vinton Sage 54 Confertual Son Vinton Sage 54

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	20.58%	19.76%	18.93%
Medium Users (4-6)	11.31%	10.76%	10.2%
Light Users (1-3)	21.93%	21.55%	21.17%
Quintiles (20%)			
Newspaper I (Heavy)	1.16%	1.28%	1.4%
Newspaper II	1.67%	1.71%	1.75%
Newspaper III	2.19%	2.16%	2.13%
Newspaper IV	0.59%	0.65%	0.71%
Newspaper V (Light)	1.27%	1.34%	1.4%

0-3	3-7	7-10
MILES	MILES	MILES
17.79%	18.22%	18.61%
7.73%	7.77%	7.83%
8.81%	9.19%	9.53%
10.42%	10.64%	10.85%
0.36%	0.43%	0.49%
5.66%	5.38%	5.15%
2.3%	2.05%	1.83%
2.82%	2.88%	2.95%
16.98%	16.58%	16.21%
27.13%	27.1%	27.06%
14.53%	14.23%	13.99%
4.88%	4.56%	4.27%
3.94%	3.87%	3.81%
21.96%	21.6%	21.33%
2.42%	2.28%	2.19%
	MILES 17.79% 7.73% 8.81% 10.42% 0.36% 5.66% 2.3% 2.82% 16.98% 27.13% 14.53% 3.94% 21.96%	MILES MILES 17.79% 18.22% 7.73% 7.77% 8.81% 9.19% 10.42% 10.64% 0.36% 0.43% 5.66% 5.38% 2.3% 2.05% 2.82% 2.88% 16.98% 16.58% 27.13% 27.1% 14.53% 4.56% 3.94% 3.87% 21.96% 21.6%

Pleasant Hill Macksburg Exline Deloit Ainsworth Randall Farley Greenfield Curley Menle Collins R Rey Story City Monroe Popejoy Kellogg Adair Villisca Fayette Red intercultural Institute Vaverly Runnells Cascade Oakland Central City Center Point Guernsey for Confertual Ministry to Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.83%	3.01%	3.21%	Prime Time I & II (Heavy)	3.58%	3.64%	3.73
Drive Time III (Medium)	0.49%	0.46%	0.43%	Prime Time III (Medium)	1.95%	2.07%	2.18
Radio IV & V (Light)	2.29%	2.5%	2.7%	Prime Time IV & V (Light)	7.29%	6.88%	6.48
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.58%	7.65%	7.71%	Fringe I & II (Heavy)	41.21%	40.4%	39.6
Radio III (Medium)	4.9%	5.04%	5.15%	Fringe III (Medium)	56.78%	57.09%	57.3
Radio IV & V (Light)	2.68%	2.85%	2.99%	Fringe IV (Light)	58.56%	57.46%	56.4
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.54%	12.69%	12.78%	All Day I & II (Heavy)	12.22%	11.74%	11.3
Cable III (Medium)	3.89%	3.66%	3.46%	All Day III (Medium)	24.59%	24.17%	23.7
Cable IV & V (Light)	31.17%	32.29%	33.3%	All Day IV (Light)	11.81%	11.02%	10.3



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.42%	11.4%	11.36%
6:00am - 10:00am	15.24%	14.48%	13.7%
10:00am - 3:00pm	5.18%	4.66%	4.15%
3:00pm - 7:00pm	14.28%	14.33%	14.33%
7:00pm - Midnight	13.43%	13.41%	13.27%
Midnight - 6:00am	4.93%	4.93%	4.91%
Weekend Radio			
Listeners			
Dayparts [summary]	14.49%	14.65%	14.76%
6:00am - 10:00am	3.52%	3.2%	2.89%
10:00am-3:00pm	4.98%	4.62%	4.25%
3:00pm - 7:00pm	6.53%	6.47%	6.4%
7:00pm - Midnight	8.39%	7.84%	7.29%
Midnight - 6:00am	10.23%	9.33%	8.44%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.19%	9.13%	9.02%
Saturday: 8:00-11:00pm	9.15%	8.82%	8.45%
Sunday: 7:00-11:00pm	9.7%	10.35%	10.91%
9:00am-1:00pm	27.06%	27.94%	28.67%
9:00am-4:00pm	31.89%	32.5%	32.97%
4:00pm-7:00pm	28.61%	28.54%	28.37%
11:00pm-1:00am	41.5%	41.97%	42.4%
AVG Prime time	2.22%	2.19%	2.16%
Mon-Sun			

Blairsburg Blakesburg Keswick Newton Montezuma Johnston Durango Auduben Derby Missouri The Ionia Jewell Junction Henderson Stanton Cylinder Renwick Van Miles Wilton Grandview Aurora Grinnell Lost Nation Monmouth Maloy Massena Ottosen Log Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	יד	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				W	Weekend	Weekend	Weekend
6-7am	17.68%	17.31%	16.89%	S	Sat: 7-10am	Sat: 7-10am 19.1%	Sat: 7-10am 19.1% 19.08%
7-9am	21.12%	20.88%	20.6%	Sa	Sat: 10am-1pm	Sat: 10am-1pm 7.26%	Sat: 10am-1pm 7.26% 7.1%
9am-12noon	23.03%	23.91%	24.65%	Sa	Sat: 1-4pm	Sat: 1-4pm 24.36%	Sat: 1-4pm 24.36% 23.97%
12noon-4pm	8.86%	8.59%	8.32%	Sa	Sat: 4-6pm	Sat: 4-6pm 6.34%	Sat: 4-6pm 6.34% 6.3%
4-6pm	47.34%	47.65%	47.73%	S	Sat: 6-7pm	Sat: 6-7pm 2.16%	Sat: 6-7pm 2.16% 2.14%
6-7pm	21.42%	22.65%	23.73%	Sa	Sat: 7-8pm	Sat: 7-8pm 1.13%	Sat: 7-8pm 1.13% 1.09%
7-7:30pm	1.15%	1.13%	1.11%	S	Sat: 8-11pm	Sat: 8-11pm 9.15%	Sat: 8-11pm 9.15% 8.82%
7:30-8pm	9.97%	9.64%	9.37%	Sa	Sat: 11pm-1am	Sat: 11pm-1am 4.43%	Sat: 11pm-1am 4.43% 4.26%
8-11pm	9.19%	9.13%	9.02%	S	Sat: 1am-7pm	Sat: 1am-7pm 25.75%	Sat: 1am-7pm 25.75% 25.28%
11pm-12am	34.4%	35.22%	35.96%	S	Sun: 7-10am	Sun: 7-10am 1.9%	Sun: 7-10am 1.9% 1.91%
11pm-1am	41.5%	41.97%	42.4%	S	Sun: 10am-1pm	Sun: 10am-1pm 7.47%	Sun: 10am-1pm 7.47% 7.99%
1-6am	32.53%	32.19%	31.75%	S	Sun: 1-4pm	Sun: 1-4pm 5.85%	Sun: 1-4pm 5.85% 5.63%
				S	Sun: 4-7pm	Sun: 4-7pm 13.8%	Sun: 4-7pm 13.8% 14.19%
				S	Sun: 7-11pm	Sun: 7-11pm 9.7%	Sun: 7-11pm 9.7% 10.35%
				S	Sun: 11pm-1am	Sun: 11pm-1am 4.43%	Sun: 11pm-1am 4.43% 4.51%
				S	Sun: 1-7am	Sun: 1-7am 21.32%	Sun: 1-7am 21.32% 22%

Sherrill Sioux Center Grafton Princeton St. Ansgar Templeton Le Mars Boxhelm Casey Redding H Cedar Rapids Lake Mills Castalia Sheldahl Indianola New Hartford Ierton Huxley Defiance Monmouth Le Grand Lone Tree Eagle Grove Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

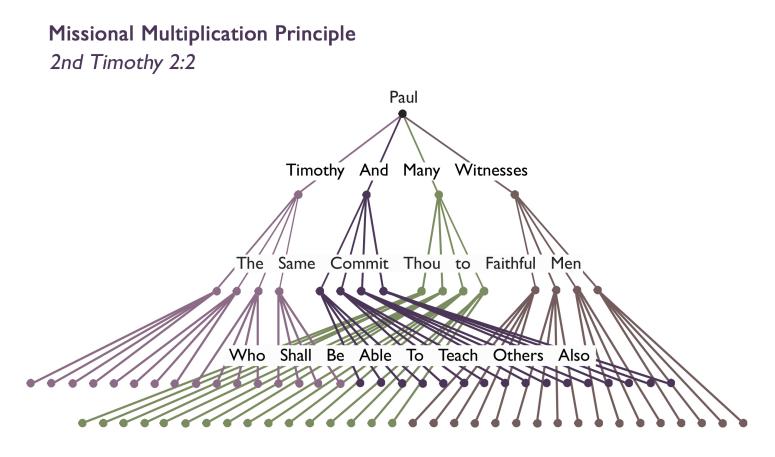
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Sourg Grundy Center Rickardsville Anthon Sioux Rapids Melcher-Dallas Rutland West Union Salix Gran Valley Epworth Patterson West Chester Decorah Delphos Webb Struck Pauling Clarinda Gibert E onal Marshalltown Barnes City Worthington Lamont Ricketts Lincoln Steppyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



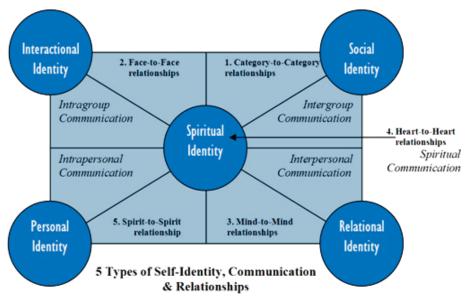
Willey Traer Ferguson Spillville Bloomfield Milford Andover Mount Union Center Point Ashton Galt Herika Arcadia Ridgeway Klemme Akron Milo Clarksville Holstein Thompson Maynard Carson Indianola Rome Marble Rock Ralston Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



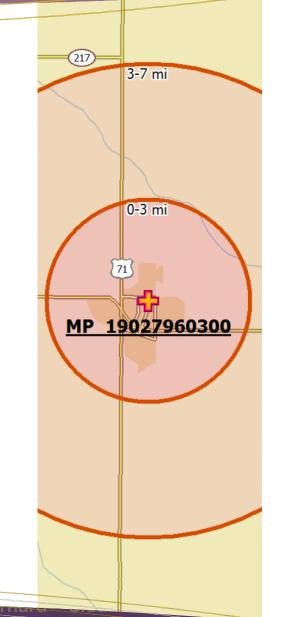


Your MissionSite and the Missional Suite

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

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

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



Houghton Winfield What Cheer Ellsworth Tama Monona Lidderdale Danbury Brunsville Clive Bradge Calmar Dawson Vinton Wellman South English Harcourt Jesup Stor Intercultural Institute Indianola Laurens Dolliver Fruitland Monmouth Cumming Cedar Falls Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Notes and Sources

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

Vinthrop Lacona Alta Auburn Clinton Seymour Blue Grass Menlo Varina Central City Eagle Grove G and Diagonal Craig Galt Fenton Vincent Whittemore Elberon West Menlo Intercultural Institute Superior Indianola Sherrill Bradgate Millville Hawkeye Sheldahl Port for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry



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CONTACT US:

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