MissionSite top unreached locations

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Kimballton Paullina Westfield

for Contextual Ministry

Spirit Lake

Hende

Albion

New Hartford

ell Junction Lehigh Bradgate Geneva Lohrville CENSUS TRACT: 19035980100 - Centralia Multipy Arlington Rose Hill Martensdale KelREGION: Northwest Peru Sloan Coppock Dake the Grove Mount Vernon Garden Grove BoCOUNTY: Cherokee Eldon Ionia Allison Danbury Belmond Stacyville Dolliver Farmington Alvord Mediap SITESCAPE: Townscape Vheatland Hospers Preso In partnership with the: Collins Walford Garber Oakville WesDENSITY PATTERN: Knkeny Stockton Osceola Kanawha, Russell, Polk City Leland Randalia Perry Houghton Monticello Balltown Nema Intercultural Institute, Burt Hartwick Clarion, House Julion Marne Long Grove Sully Es Daptist Manchester Crawfords nvention of Orleans Fertile Riverton Deloit Beaman Princeton Macksburg Lincoln Greenville Urbandale Auan Hopkinton Sageville Delmar Colle lgeCopyrighti2014, Intercultural Institute for Contextual Ministry. Anthony St. Olaf Callender Garrison Lawler Menlo C

MissionSite (TM) Table of Contents

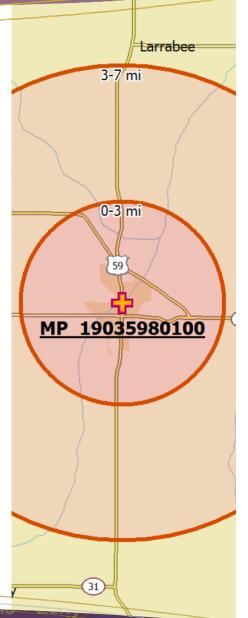
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Site Location Summary

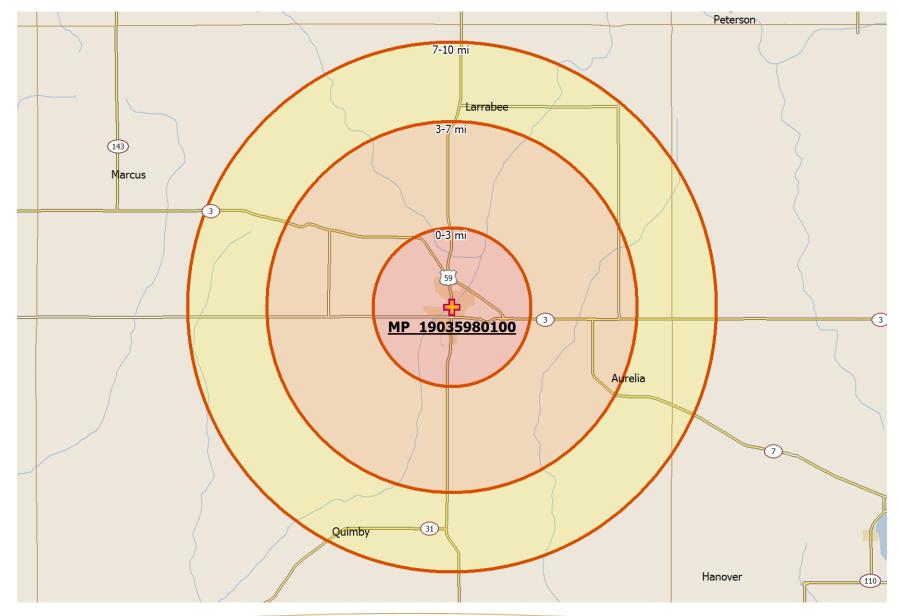
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	19035	Cherokee
4	Zipcode	51012	Cherokee
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	K	10000-2500-2500



McCausland Lake Mills Lamoni Unionville Kinross Elkader Bristow Gilmore City Dow City Eldon Table and Bonaparte Thor Bassett Nichols Delphos Macedonia Ringster Intercultural Institute Marble Rock Villisca Leon Marne Marysville Albia Manchester Jon Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Staplay, Haverbill, Houghton, Walker, Bassetd Adel Fred 3ni

Site Location Summary - Map of the Site Location



Madrid Sioux Center Swaledale McGregor Baldwin Orange City Quasqueton Mento Graettinger W Grand Junction Palo Worthington Diagonal Struble Vincent Audubon <u>Intercultural Institute</u> Calmar Casc Mallard Parnell Harcourt Monticello Hamilton Springville Lacona (Contextual Ministry) oming Larchy 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	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban 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	2	Percent commuting from non metro to metro areas

Bellevue Clarion Mondamin Fort Madison Holland Mount Ayr Sheffield Miles Le Grand Lake Mills A Chariton Pella Craig Tripoli Lincoln Drakesville Conrad Ackley Walker Barnum For Contextual Institute Contextual Ministry Strawberry Point Miniburn Gowrie Zearing Ledyar5

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	5,208	1,797	1,539
2010 Households	2,631	844	702
2010 Group Quarters Population	222	49	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	16	5	2
Language Diversity National Index	15	4	11
Foreign Born Diversity National Index	35	50	8
Ancestry Diversity National Index	37	29	23
Racial Diversity National Index	12	1	8

ston Hepburn <u>Villisca</u> New Hartford New Virginia Guernsey Thurman Atlantic Waucoma Maquoketa Luana Marathon Templeton Davenport Keosauqua Asbury Union <u>Intercultural Institute</u> Iornick Delmar Dawson Greenfield Lehigh Derby Winfield Alton Treve (Soutextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	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

e Soto Monroe Hanceck Lamoni Truesdale Keota Colo Truro Bancroft Grand Mound Park View Ask Leter Harcourt Blanchard Woolstock Leando Riverdale Oxford Brayton Mestfield Cherokee Battle Cre Denver Dickens Sioux Rapids Rudd Grimes Panama Greenfield Roc for Contextual Ministry Contextual Ministry Coopyright 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	296	11.25%
Mainstay Communities	Established, Diverse Households	538	20.45%
Working Communities	Blue-collar, Working Families	1,394	52.98%
Country Communities	Rural, Agri. & Mining Families	199	7.56%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	204	7.75%

Stanton Durant Bloomfield Derby Coulter Odebolt Ellsworth Moville Spirit Lake Clayton Rockwell Rock Valley Fraser Elk Run Heights Blairstown Underwood Rowley Intercultural Institute Luzerne Fertile Leando Le Roy Ackworth Lewis Jamaica Granville Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for

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.

Pisgah Salem Peterson Jefferson Ringsted Irwin Beaman Marcus Linn Grove Bronson Bussey Mill Carroli Mount Auburn Strawberry Point Gilbert Ellsworth Corydon Plance Intercultural Institute on Shueyville Searsboro Kirkville Ferguson Delaware Nichols Clinton for Confertual Ministry Orleans Birm If Copyright 2014, Intercultural Institute for Contextual Ministry Epworth Spencer Redfield Onawa Mount Sterling

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?

Hardy Elk Run Heights Audubon Readlyn Little Rock Traer Dallas Center Holstein Harper Menlo Actific Junction Archer Elkhart Glidden Ottosen Lowden Charter Oak Crystal Lake Miles Underwood Lincoln Manly Benton La Porte City Confectual Ministry Confectual Min

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	3,392	1,739	51.28%
Unreached %	62.6%	66.1%	105.59
Religious But NOT Evangelical HH	584	350	59.99%
Religious But NOT Evangelical %	10.77%	13.31%	123.54
Spiritual But NOT Relig or Evang HH	479	333	69.6%
Spiritual But NOT Relig or Evang %	8.84%	12.67%	143.34
Not Evangelical, Not Interested HH	2,330	1,056	45.31%
Not Evangelical, Not Interested %	43%	40.12%	93.31



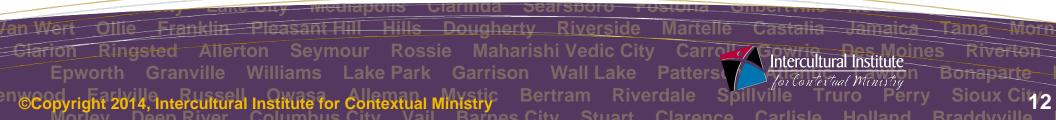
Horn Burlington Jewell Junction Searsboro Farnhamville Oxford Altoona Curlew Letts West Liberty Mount Union Marquette Marengo Parkersburg West Point Morrison Intercultural Institute bibson Wyoming Primghar Hedrick Holstein Huxley Milton Springbro (ontextual Ministry Copyright 2014, Intercultural Institute 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	889	391	44.02%
Active Evangelical Percent	16.41%	14.88%	90.64
Inactive Evangelical Households	1,137	500	44.02%
Inactive Evangelical Percent	20.99%	19.02%	90.64
# New Churches Needed	3	1	48.56%





Using the Spirituality Indicators

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

Issues for Your Consideration

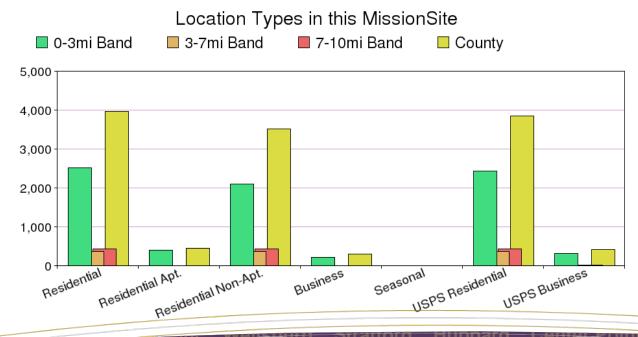
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	14,098	6,644	47.13%
2000 Population	13,035	6,032	46.28%
2010 Population	11,274	5,208	46.19%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	5,514	2,691	48.8%
2000 Households	5,378	2,620	48.72%
2010 Households	5,418	2,631	48.56%

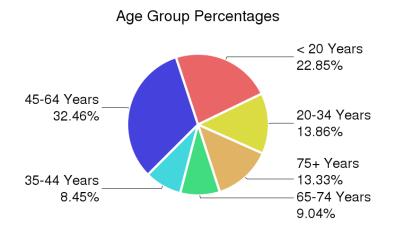


Location Type	0-3mi Band
Residential	2,513
Residential Apt.	407
Residential Non-Apt.	2,106
Business	219
Seasonal	0
USPS Residential	2,441
USPS Business	312

Humeston Carpenter Lytton Delaware Coralville Luxemburg Aurora Coppock Grat Victor Richland Dundee Sioux Rapids Spirit Lake Manly Northboro Cedar Falls Show indek Greenville Mason City Chester Essex Bussey Carson Ringsted Dubuque Geneva Casey ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry 14

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.

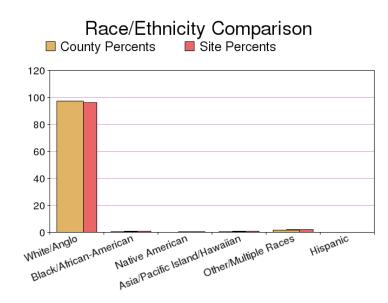


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	3.96%	3.8%	95.96
4-5 Years	2.14%	1.73%	80.84
6-8 Years	3.3%	3.17%	96.06
9-11 Years	3.59%	3.53%	98.33
12-13 Years	2.6%	2.27%	87.31
14-17 Years	5.38%	5.28%	98.14
18-19 Years	2.79%	3.07%	110.04
0-5 Years	6.1%	5.53%	90.66
6-12 Years	8.17%	7.85%	96.08
13-19 Years	9.49%	9.47%	99.79
< 20 Years	23.76%	22.85%	96.17
20-34 Years	13.5%	13.86%	102.67
35-44 Years	9.44%	8.45%	89.51
45-64 Years	30.78%	32.45%	105.43
65-74 Years	10.01%	9.04%	90.31
75+ Years	12.52%	13.33%	106.47
Median Age	47	45	94.83
Median Age (Male)	45	44	96.27
Median Age (Female)	50	47	95.36

old Grand Mound Orient Callender Lake View Prairieburg Sageville Delphos Estherville Hudson Gale General Rake La Porte City Morrison West Burlington Manning Leighton <u>Intercultural Institute</u> Swisher Park View Riceville Lakota Hedrick Exline Lone Rock Has Contextual Ministry Palo P15 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	97.16%	95.99%	98.79
Black, African-American	0.54%	0.83%	152.6
Native American	0.2%	0.31%	157.44
Asian	0.55%	0.77%	139.66
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.55%	2.11%	136.07
Hispanic	0%	4.01%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,908	3,691	
Less than 9th Grade	3.86%	4.09%	94.28
No High School Diploma	7.41%	9.51%	77.92
High School Graduate	42.93%	41.26%	104.04
Some College, no degree	23.05%	23.41%	98.48
Associate Degree	7.14%	6.58%	108.52

11.44%

4.16%

10.51%

4.63%

108.87

89.8

hpeton Randolph Conesville Danville Lime Springs Walnut Breda Libertyville Thayer Grimell Farmer For Glidden Wallingford Stanton Mondamin Maxwell Moorhead Grand Intercultural Institute Gilbertville Lambs Grove St. Ansgar Ute Manson Redfield Thornton Mason City Struble Confectual Ministry Confectual Ministry Albio 16 Copyright 2014, Intercultural Institute for Contextual Ministry

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	5.56%	6.01%	119.62
\$10,000 to \$19,999	12.33%	15.2%	123.31
\$20,000 to \$29,999	14.8%	17.98%	121.45
\$30,000 to \$49,999	25.08%	22.73%	90.61
\$50,000 to \$59,999	9.65%	8.48%	87.81
\$60,000 to \$69,999	8.88%	6.96%	78.35
\$70,000 to \$79,999	6.5%	6.58%	101.21
\$80,000 to \$89,999	4.67%	5.51%	118.02
\$90,000 to \$99,999	3.12%	3.46%	110.89
\$100,000 to \$124,999	5.02%	4.1%	81.77
\$125,000 to \$149,999	1.96%	2.93%	149.59
\$150,000 to \$199,999	1.97%	0%	0
\$200,000 to \$249,999	0.35%	0%	0
\$250,000 or more	0.11%	0.04%	34.32
Median Household	43,629	39,331	90.15
Average Household	53,501	50,852	95.05
Per Capita Household	26,056	25,728	98.74
Family/Non-Family Household			
Income			
Median Family Income	53,421	54,754	102.5
Average Family Income	65,120	59,112	90.77
Median Non-Family Income	26,160	26,046	99.56
Average Non-Family Income	30,589	28,748	93.98

Williamsburg Yorktown New Hartford Waverly Pomeroy Lamoni Marshalltown Woodburn Lawton Horthwood Baxter Jewell Junction Olds Lake City Polk City Ladora Intercultural Institute Dertyville Lake View New Providence Prairieburg Bankston Bridgewater Confectual 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	66.35%	60.97%	91.88
Families with Children	29.37%	27.06%	92.16
Families without Children	36.99%	33.9%	91.66
Non-Family Households			
% Non-Family Households	33.65%	39.03%	116.01
Non-Families with Children	0.37	0.38	102.96
Non-Families without Children	33.28	38.65	116.16
Housing Units			Index
Total Housing Units	5,926	2,846	
Vacant percent	8.57%	7.55%	88.13
Owned percent	67.55%	65.92%	97.58%
Rented Percent	23.88%	26.56%	111.25
Households by Size			Index
Avg household size	2.02	1.90	94.06
Avg family hh size	2.51	2.43	96.81
Avg non-family hh size	1.06	1.07	100.94
Households By Count of Persons			Percent
One	1,624	923	56.83%
Two	2,567	1,180	45.97%
Three or Four	1,094	482	44.06%
Five+	133	46	34.59%

Martensdale Granville Harvey Creston Malvern Ollie Lineville Exline Beaver Lake City Ossian Generic Titenka Duncombe Garwin Sioux Center Sheldon Goose Lake Arcadia on Fremont Merrill Northwood Madrid Seymour Sherrill Camanche -in Copyright 2014, Intercultural Institute for Contextual Ministry - Contextual Ministry

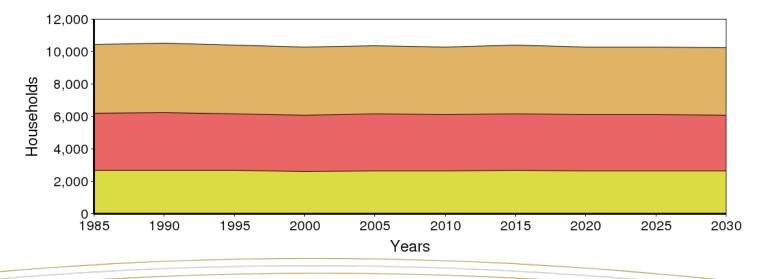
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	14,098	6,644	47.13%
2000 Population	13,035	6,032	46.28%
2010 Population	11,274	5,208	46.19%
2015 Population	10,617	4,907	46.22%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 📕 0-7mi Ring

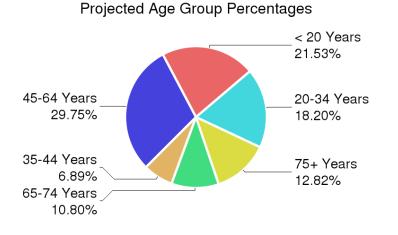
🔲 0-10mi Ring



Idora Melvin Dickens Dysart Schaller Ringsted Marne Birmingham Titonka Aurora Arlington Beam Hospers Gibson Plymouth Doon Lake Mills Havelock Conesville Intercultural Institute Maxwell Bondurant Newhall Osage Bouton Fostoria Denison Arca Intercultural Institute Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

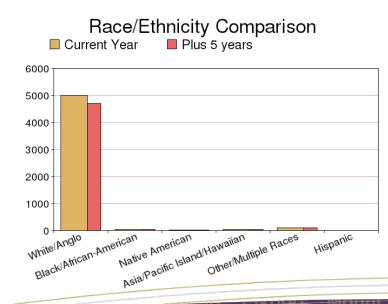


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.8%	3.91%	102.89
4-5 Years	1.73%	1.77%	102.31
6-8 Years	3.17%	3%	94.64
9-11 Years	3.53%	2.79%	79.04
12-13 Years	2.27%	1.83%	80.62
14-17 Years	5.28%	5.09%	96.4
18-19 Years	3.07%	3.12%	101.63
0-5 Years	5.53%	5.69%	102.89
6-12 Years	7.85%	6.75%	85.99
13-19 Years	9.47%	9.09%	95.99
< 20 Years	22.85%	21.53%	94.22
20-34 Years	13.86%	18.2%	131.31
35-44 Years	8.45%	6.89%	81.54
45-64 Years	32.45%	29.75%	91.68
65-74 Years	9.04%	10.8%	119.47
75+ Years	13.33%	12.82%	96.17
Median Age	47	45	94.62
Median Age (Male)	45	44	96.22
Median Age (Female)	50	46	93.11

Artington Panora Spragueville Norway State Center Bassett Lone Tree Elkport Vestwood West Bur Grand River New Market Bridgewater Ogden Tabor Fort Dodge Giro Intercultural Institute Neola Durant West Liberty Centralia Red Oak St. Anthony Palmer of Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry OCOpyright 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	95.99%	95.84%	99.85
Black, African-American	0.83%	0.9%	108.6
Native American	0.31%	0.26%	86.23
Asian	0.77%	0.82%	106.13
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.11%	2.18%	103.24
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,691	3,491	
Less than 9th Grade	4.09%	3.9%	95.23
No High School Diploma	9.51%	9.08%	95.49
High School Graduate	41.26%	41.71%	101.08
Some College, no degree	23.41%	23.32%	99.61
Associate Degree	6.58%	6.82%	103.55
College Degree	10.51%	10.66%	101.37
Graduate/Prof. degree	4.63%	4.53%	97.69

Clive Martelle Libertyville Morning Sun Garber Melvin Rembrandt Arcadia Riceville Waterloo Cog Sageville Evansdale Greeley Tingley Glenwood Randalia Nashua Intercultural Institute Nick South English Gray Millersburg Anita Manning Asbury Guthrie Confectual 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	6.01%	5.03%	83.76
\$10,000 to \$19,999	15.2%	13.85%	91.11
\$20,000 to \$29,999	17.98%	16.33%	90.83
\$30,000 to \$49,999	22.73%	21.43%	94.3
\$50,000 to \$59,999	8.48%	9.65%	113.82
\$60,000 to \$69,999	6.96%	6.42%	92.29
\$70,000 to \$79,999	6.58%	7.43%	101.04
\$80,000 to \$89,999	5.51%	6.31%	104.89
\$90,000 to \$99,999	3.46%	3.68%	106.36
\$100,000 to \$249,999	4.1%	4.99%	121.62
\$125,000 to \$149,999	2.93%	4.35%	148.78
\$150,000 to \$199,999	0%	0%	0
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.04%	0.04%	98.76
Median Household	39,331	43,332	110.17
Average Household	50,852	55,747	109.63
Per Capita Household	25,728	30,307	117.8
Family/Non-Family Household			
Income			
Median Family Income	54,754	61,425	112.18
Average Family Income	59,112	64,923	109.83
Median Non-Family Income	26,046	28,151	108.08
Average Non-Family Income	28,748	32,180	111.94

Minburn Delhi Moorhead Stanwood Lone Tree Ames Inwood Kirkman Maharishi Vedic City Greeley West Okoboji Millersburg Clarinda Cedar Falls Holstein Glidden Haper Intercultural Institute 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	60.97%	60.36%	99.01
Families with Children	27.06	26.61	98.35
Families without Children	33.9	33.63	99.2
Non-Family Households			
% Non-Family Households	39.03%	39.64%	101.55
Non-Families with Children	0.38	0.34	101.55
Non-Families without	38.65	39.3	101.67
Children			
Housing Units			
Total Housing Units	2,846	2,882	101.26%
Vacant percent	7.55%	7.56%	100.13
Owned percent	65.92%	66.07%	100.22
Rented Percent	26.56%	26.41%	99.4
Households by Size			
Avg household size	1.90	1.77	93.16%
Avg family hh size	2.43	2.24	92.18%
Avg non-family hh size	1.07	1.05	98.13%
Households By Count of			
Persons			
One	923	937	101.52%
Тwo	1,180	1,260	106.78%
Three or Four	482	454	94.19%
Five+	46	13	28.26%

pe Colfax Birmingham Hedrick Scranton Winterset North Washington Dows Helrose Havesville Dyer In Grove West Chester Saylorville Bancroft Grant Postville Gowrie Wallingford Malvern Gray Wadena Washington Westfield Ossian Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	
	MILES	MILES	MILES		MILES	
Foreign Born Pop	0	82	13	Eastern Africa	0	
Northern Europe	0	7	0	Middle Africa	0	
Western Europe	0	20	5	Northern Africa	0	
Southern Europe	0	0	0	Southern Africa	0	
Eastern Europe	0	0	0	Western Africa	0	
Other Europe	0	0	0	Other Africa	0	
Eastern Asia	0	2	4	Oceania	0	
So. Central Asia	0	11	0	Caribbean	0	
SE Asia	0	11	0	Central Amer.	0	
Western Asia	0	0	0	South America	0	
Other Asia	0	0	0	North America	0	
				Born at sea	0	

Calmar Defiance Orient Marysville Rudd Craig Mitchell St. Paul Camanche Richland Liscomb Well Perry Fayette Strawberry Point Lakota Monroe Lorimor Spirit Lake Intercultural Institute Afton Milton Sioux Rapids Adair Blairstown Orleans Washta Ayrshir for Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry of Spencer Atalissa Plano Rock Rapids St. ucas Carroll Libertyville New Albin Somers Des Moine

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	0	7,768	1,333	Other Indo-Euro	0	0	0
Spanish	0	150	37	Asian/PI languages	0	0	0
Other Indo-Euro	0	89	8	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	0	2	0	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	0	78	5	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	1	Other Asian	0	0	0
A Scandinavian	0	9	2	Tagalog	0	11	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	8	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	7	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	1	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				

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Hsworth Rembrandt Hount Vernon St. Ansgar Kiron Hinton Pulaski Granon Ely Sheldon Gillett Grove Agona Turin West Chester St. Marys Moulton Wellsburg Ackley Aphron Intercultural Institute Independence Castana Pleasantville Council Bluffs Treynor Westwood (or *Contextual Ministry* laire Moravia ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

7-10

MILES

ANCESTRY	0-3	3-7	7-10			ANCESTRY	ANCESTRY 0-3
	MILES	MILES	MILES				MILES
Reporting ancestry	0	6,426	1,189	_		Irish	Irish 0
Arab	0	0	0			Italian	Italian 0
Armenian	0	0	0			Lithuanian	Lithuanian 0
Austrian	0	0	0		No	orwegian	orwegian 0
British	0	1	3		Polish	ı	n 0
Canadian	0	2	0		Portugue	ese	ese 0
Croatian	0	7	0		Romanian		0
Czech	0	25	3		Russian		0
Czechoslovak	0	16	0		Scandinaviar	า	n 0
Danish	0	167	47		Scotch-Irish		0
Dutch	0	142	28		Scottish		0
English	0	392	75		Slovak		0
European	0	23	7		Subsaharan Afr	rican	rican 0
Finnish	0	7	0		Swedish		0
French (not Basque)	0	88	14		Swiss		0
French Canadian	0	18	4		Ukrainian		0
German	0	2,954	552		US/American		0
Greek	0	1	1		Welsh		0
Hungarian	0	0	1		West Indian		0
Iranian	0	0	0		Yugoslavian		0
					Other		0

Rembrandt <u>Muscatine</u> Norway Keystone Hudson Brayton Waterville Sherrill Granville Lake City For Halvern Balltown Park View Bernard Pleasant Plain Dike Blairstown **Pierson Somers Luther** onrad Swaledale Carter Lake Madrid Algona Hedrick Waverly Ida Group *Intercultural Institute* Tama Colu for Contextual Ministry Gillett Grove Diagonal Armstrong Ledyard Masser 26 Copyright 2014, Intercultural Institute for Contextual Ministry Gillett Grove Diagonal Armstrong Ledyard Masser 26

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?

Le Roy Clive Lockridge Dyersville Ainsworth Linden Wesley Nora Springs Lakota Lytten Lehigh Shenandoah Alvord Runnells Superior Coulter College Springs Panamer Pella Emerson Baldwin Spring Run Heights Wapello Hastings Rock Valley Mitchellville Washta Lelan Torcontextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

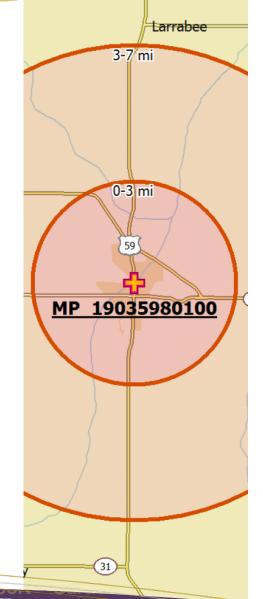
Issues for Your Consideration - continued

- 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.



Beaman West Point Melvin Baldwin Hazleton Farnhamville West Bend Pringhar Hardy Ossian H Altoona Rockwell Zwingle Preston Moulton Missouri Valley Fort Intercultural Institute y Grant Duncombe Lambs Grove Redding Rome Rock Rapids Dike Fort for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Sate Party Defiance Nichols Webster Wallingford

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	2,631	100%	1,739	100%
AFFLUENT SUBURBIA	61	2.32%	42	2.42%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	61	2.32%	42	2.42%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	235	8.93%	158	9.09%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	235	8.93%	158	9.09%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	130	4.94%	83	4.77%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	130	4.94%	83	4.77%
Mid-Market Enterprise	0	0%	0	0%

Garner Fairfield Hopkinton Millville Lakota Ferguson Sandyville Thornburg Minburn Jackson Junction inder Camanche Martinsburg Harcourt Weldon Sioux Rapids Ottosen intercultural Institute immetsburg Ridgeway Fraser Shelby Cresco Fertile Lowden Johnsto (or Contextual Ministry) iron Dolliver 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	2,631	100%	1,739	100%
BLUE COLLAR BACKBONE	703	26.72%	438	25.19%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	506	19.23%	305	17.54%
Lower Income Essentials	160	6.08%	108	6.21%
Small Town Endeavors	37	1.41%	25	1.44%
AMER. DIVERSITY	408	15.51%	299	17.19%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	283	10.76%	205	11.79%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	41	1.56%	26	1.5%
Mature America	84	3.19%	68	3.91%
METRO FRINGE	691	26.26%	474	27.26%
Steadfast Conservative	646	24.55%	443	25.47%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	45	1.71%	31	1.78%

abor Pleasanton Hamilton Hinton Davis City Millersburg Clarion Walcott Hartford Sherrill Cambridge Oakland Acres Laurens Westfield Hardy Titonka Chatsworth Thore Intercultural Institute for Earlham Keosauqua Centralia Radcliffe Conway Ackley Evansdal for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,631	100%	1,739	100%
REMOTE AMERICA	25	0.95%	15	0.86%
Hardy Rural Fam.	25	0.95%	15	0.86%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	174	6.61%	101	5.81%
Industrious Country Living	3	0.11%	2	0.12%
America's Farmland	117	4.45%	67	3.85%
Comfy Country Living	15	0.57%	9	0.52%
Small Town Connections	39	1.48%	23	1.32%
Hinterland Fam.	0	0%	0	0%

Palo Boyden Garnavillo Marathon Spillville Thompson Shenandoah De Witt Sheffield Maharishi Ve umberland Blanchard Atlantic Pulaski Shambaugh Churdan Wyoming Intercultural Institute shing New London Elkader Buffalo Agency Chatsworth Griswold Mat for Confectual 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	2,631	100%	1,739	100%
STRUGGLING SOCIETIES	108	4.1%	63	3.62%
Rugged Southern Style	108	4.1%	63	3.62%
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	96	3.65%	66	3.8%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	32	1.22%	23	1.32%
New Generation Activists	64	2.43%	43	2.47%
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%

Waterville Parnell Alburnett Doon Macksburg Agency Dickens Griswold Granger Harcourt Albert A The Clinton Glenwood Stratford Seymour Hamilton Portsmouth Clarify Intercultural Institute Danbury Low Moor Rhodes Hull Fredericksburg Davenport Kellerto for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

d Glenwood Plover Anthon Lockridge Grand River Griswold Fairbank Slater Gamer Glidden New S Switck Maurice Park View Cedar Rapids Missouri Valley Cleghorn Imogen Intercultural Institute ven Struble Harper Corwith Cedar Falls Clarion Rockwell City Maloy Vest Point Univisity Ashton Co occopyright 2014, Intercultural Institute for Contextual Ministry Corported and Corport Park Point Contextual Ministry

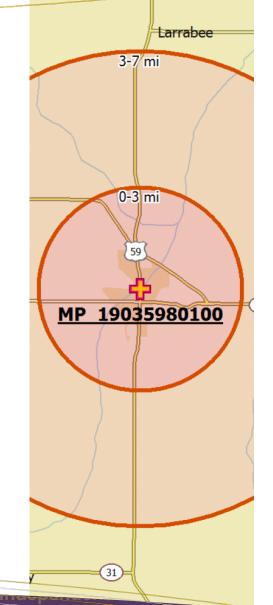
Potential Cultural Bridges

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).



Lester Arnolds Park Floris Keomah Village Dakota City Menlo Bondurant Buck Grove Edgewood Sand Reola Bridgewater Haverhill Ellsworth Tripoli Struble Swaledale Intercultural Institute Bussey Rowley Nashua Rathbun New Hartford Urbana Evansdale for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	76%	76%	75%
Use Comp. for Internet/E-mail	58%	57%	57%
Internet Use: E-Mail	45%	45%	46%
Use Comp. for Comp. Games	41%	41%	41%
Use Comp. for Word Processing	41%	41%	41%
Use Comp. for Shopping	33%	33%	34%
Use Comp. for Digital Camera	31%	31%	32%
Photo Editing			
Use Comp. for Education	30%	29%	29%
Use Comp. for Banking	29%	28%	29%
HH Owns DVD Player	26%	25%	24%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	26%	25%	24%
Use Comp. for News/Info./Data	23%	23%	24%
Service			
Internet Use: Banking	21%	21%	22%
PC-Network-HH Has One	15%	15%	15%
Use Comp. for Accounting	14%	14%	15%
Use Comp. for Filing/DB Mngmnt	14%	13%	13%
Use Comp. for Personal Financial	13%	13%	12%
Mngmnt			
Internet Use: Shopping: Gathered	12%	12%	11%
Info. for Shopping			
Internet Use: Research/ Education	12%	11%	10%
Internet Use: Shopping: Made A	11%	12%	13%
Purchase			

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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	BR
	MILES	MILES	MILES	
Listening To Music	68%	67%	66%	Any
Dining Out (Not Fast Food)	58%	58%	58%	Ger
Reading Books	54%	53%	52%	Der
Card Games	43%	43%	44%	Eye
Gardening	37%	37%	37%	Нур
Cooking for Fun	35%	34%	33%	Pre
Go To A Beach/Lake	33%	34%	34%	Bac
Board Games	32%	32%	32%	Hig
Going To	22%	22%	22%	Nor
Bars/Nightclubs/Dancing				Any
Photography	19%	19%	20%	Acio

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	71%	70%	70%
Gen./Fam. Practitioner	46%	45%	44%
Dentist	30%	29%	29%
Eye Dr.	25%	25%	25%
Hypertension/High Blood	24%	24%	23%
Pressure			
Backache	23%	23%	23%
High Cholesterol	21%	21%	20%
None Of These	19%	19%	19%
Any Arthritis	18%	18%	17%
Acid Reflux Disease (GERD)	18%	18%	17%

De Witt Wellsburg Blanchard Mount Pleasant Huxley Dunlap Hull Pella Beimond Sloan Newell Clare Lakota Winterset Kellogg Palo Evansdale Gillett Grove Hinton Ottor Intercultural Institute poro Sutherland Van Horne Colo Rockford Wall Lake Hardy Emerson for Contextual Ministry Raiston Renw De Copyright 2014, Intercultural Institute for Contextual Ministry De Copyright 2014, Intercultural Institute for Contextual Ministry De Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	26.72%	26.05%	25.35%
Live Theater	18.97%	18.33%	17.69%
Live Theater Most Often	15.92%	15.45%	14.93%
Rock/Pop Concerts Most	14.31%	13.68%	13.27%
Often			
Dance Performance	7.47%	6.79%	6.36%
Comedy Club	7.21%	7.03%	6.82%
Movies: Comedy	37.86%	36.96%	36.34%
Movies: Action/Adventure	36.58%	35.49%	35%
Movies: Fam.	19.64%	19.55%	19.71%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.51%	18.21%	17.95%
Movies: Drama	16.78%	16.07%	15.47%
Movies: Mystery	16.39%	15.23%	14.34%
MLB Baseball Reg. Season	6.32%	6.76%	6.99%
College Football Reg.	5.75%	6.05%	6.35%
Season			
NFL Football Reg. Season	4.85%	4.85%	4.8%
College Basketball Reg.	4.71%	4.74%	4.78%
Season			
Auto Racing Events	2.72%	2.81%	2.78%
Monster Truck Racing	2.45%	2.31%	2.18%



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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Walking for Exercise	41.74%	41.88%	42%	Target Sho	oting 10%	10.7%	11.1%
Swimming	31.31%	31.25%	30.96%	Backpackin	g/Hiking 9.8%	10.42%	10.78%
Freshwater Fishing	20.59%	22.1%	23.19%	Power Boat	ing 9.7%	9.88%	9.79%
Bowling	19.15%	19.91%	20.52%	Baseball	9.5%	10.15%	10.68%
Billiards/Pool	18.39%	17.74%	17.22%	Volleyball	8.31%	8.53%	8.82%
Camping Trips	16.57%	17.47%	18.24%	Aerobics	8.28%	7.78%	7.34%
Golf	15.02%	16.08%	16.81%	Football	7.45%	8.09%	8.53%
Hunting	13.84%	15.07%	16.14%	Softball	7.23%	7.7%	8.1%
Mountain/Road Biking	12.76%	13.23%	13.59%	Motorcyclin	g 7.22%	7.42%	7.56%
Weight Training	12.4%	12.43%	12.49%	Canoeing/K	ayaking 7%	7.25%	7.28%
Jogging/Running	12.3%	12.43%	12.37%	Saltwater F	ishing 6.87%	6.09%	5.45%
Using Cardio Machine	11.92%	11.39%	10.91%	Horseback	Riding 5.83%	6.62%	7.3%
Basketball	11.84%	12.71%	13.42%	Soccer	5.55%	5.59%	5.56%
Stationary Cycling	10.79%	10.48%	10.26%	Yoga	5.53%	5.23%	4.95%

d Pioneer Sanborn Alburnett Logan Larrabee Anita Coggon Collins Oxford Hawarden Unionville Hurray Palo Newhall Milford Sutherland Worthington Martinsburg Oak Acres Dixon Udell Pocaho ter Patterson Beaconsfield Calmar New Market Kelley Lawler Monon Confectual Ministry @Copyright 2014, Intercultural Institute for Contextual Ministry @Copyright 2014, Intercultural Institute for Contextual Ministry Delta Tingley Lovilla Clemons Boland Cresco State Center

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

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Tennis	5.43%	5.41%	5.35%	
Snorkeling	4.98%	5.02%	5.01%	
Jet Skiing	4.83%	5.04%	5.22%	
Roller Skating	4.74%	5.18%	5.46%	
Fly Fishing	4.72%	5.01%	5.18%	
Water Skiing	4.54%	4.73%	4.8%	
Ice Skating	4.5%	4.66%	4.79%	
Archery	4.4%	4.94%	5.3%	
Downhill & X-Country Skiing	4.23%	4.69%	4.84%	
Snowmobiling	4.09%	4.86%	5.29%	

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Auto Racing	4.09%	3.61%	3.24%
Hockey	3.78%	3.72%	3.6%
Rock Climbing	3.76%	4.02%	4.34%
Sailing	3.6%	3.52%	3.3%
Snowboarding	3.25%	3.39%	3.49%
Racquetball	3.14%	3%	2.86%
Skateboarding	2.76%	2.92%	2.99%
Martial Arts	2.65%	2.47%	2.26%
Rowing	2.59%	2.75%	2.88%
Surfing & Windsurfing	2.5%	2.6%	2.6%

Casey Sioux Rapids Allison West Branch Marengo Hopkinton Floyd Chester Gladbrook Audubon Flood Boone Eldridge Roland State Center Rembrandt Cotter Exline Logan Chester Gradbrook Oakland Acre Dakota City Breda Le Mars Waukee Le Grand Thor Marne Ely Shar Confextual Ministry New Hartford Copyright 2014, Intercultural Institute for Contextual Ministry Urbana Mystic Wayland Barnes City Guttenberg Farrao

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.

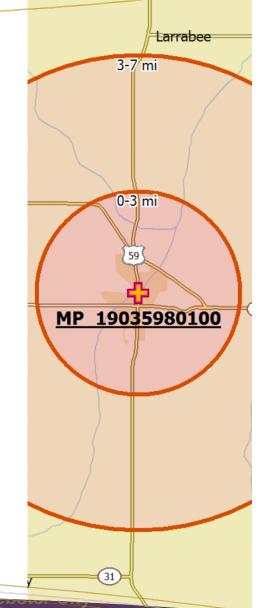
BIBLICAL BARRIERS

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.



dier Spragueville What Cheer Ridgeway Lacona Cresco Ottosen Jesup Lone Rock Rodney Greenfield Elliott Kinross Grand Mound Clermont Delaware Harper Fraser Shell Rock Clearfield Laurel Davis City Halbur Holland Riverside Work Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

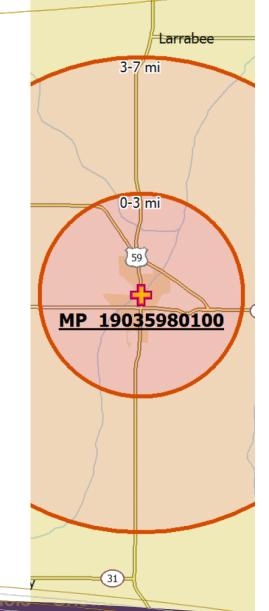
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Agency Clear Lake Quasqueton Shelby Marcus Alburnett Villisca Olin Palo Doon Barnes City Callender Auburn Winterset Geneva 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	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	50%	49%	48%	Like To Pursue Challenge/Novelty/Change	19%	18%	17%
Woman's Place Is In The Home	35%	36%	36%	Like to Stand Out In A Crowd	19%	19%	19%
Speak My Mind Even If It Upsets People	35%	34%	34%	Marijuana Should Be Legalized Rarely Sit Down to a Meal	19% 16%	18% 16%	18% 17%
Prefer To Have Few	34%	34%	33%	Together At Home			
Possessions As Possible Find It Difficult To Say No To My	34%	34%	34%	Only Work Current Job for The Money	15%	15%	15%
Kids				I Am A Workaholic	14%	15%	16%
Like To Do Unconventional Things	32%	32%	31%	We Should Strive for Equality for All	13%	12%	11%
Like Control Over People And Resources	31%	31%	30%	Happy With My Standard Of Living	11%	10%	10%
Don't Judge People/Way They Live Life	30%	29%	28%	On Whole People Get What They Deserve	9%	8%	7%
Money Is Best Measure Of Success	27%	27%	27%	Indulge My Kids With The Little Extras	8%	8%	7%
Friends More Important Than My Fam.	27%	26%	25%	Little I Can Do To Change My Life	8%	7%	7%
If Won Lottery Would Never Work Again	25%	25%	25%	More Important Do Duty Than Enjoy Life	6%	6%	5%
Too Much Sponsorship In Arts/Sports	22%	21%	21%				

Arlington Treynor Marion Pulaski West Chester Lester Sioux City Lacona West Liberty Carbon Luze Freshy Park Mechanicsville Alden Le Roy Galt Kinross Stratford Luce Intercultural Institute Traer Ocheyedan Wall Lake Keota Cleghorn Rock Valley Hopkinto for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

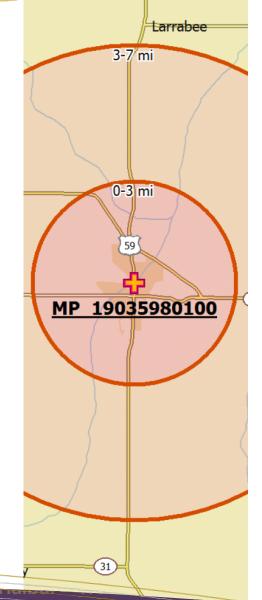
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Potential Cultural Themes

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.



Allersburg Ottumwa Burt Durant Coalville Steamboat Rock Moulton Buck Grove Russell Stacyville Ga Kingsley Urbandale Kiron McCallsburg Dyersville Lakota Guttenberg Intercultural Institute ng Sioux City Cincinnati Lake View Hampton Mingo Shellsburg La Moulton for Confectual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	57%	56%	56%	Real Men Don't Cry Worried About Pollution Caused	16% 16%	16% 16%	15% 16%
You Should Seize Opportunities	56%	55%	54%	By Cars			
In Life Like To Understand About	40%	38%	37%	Looking for New Ideas To Improve Home	15%	14%	13%
Nature Important Feel Respected By My	35%	35%	34%	Try Not To Worry About The Future	14%	14%	13%
Peers	0070	0070	0470	Is An Important Part Of Who I Am	14%	14%	13%
Prefer To Have Few Possessions As Possible	34%	34%	33%	Provide My Kids With The Little Extras	10%	10%	10%
Prefer Work Part Of Team Than Alone	34%	33%	33%	Enjoy Spending Time With My Fam.	10%	9%	9%
Important To Juggle Various	31%	29%	27%	Feel Very Alone In The World	7%	7%	6%
Tasks Good At Fixing Things	29%	28%	27%	Children Should Be Allowed To Express Themselves	5%	5%	5%
Have Keen Sense Of Adventure	27%	26%	26%	Like Spending Most Time With	4%	5%	5%
People Have To Take Me As They Find Me	23%	22%	22%	Fam. Decor Particular Interest To Me	3%	3%	3%
Like To Just Enjoy Life	22%	21%	20%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	21%	20%	19%	Business			

Roland Sigourney Greeley Forest City Estherville Doon Sully Arcadia Mason City Spragueville A Danbury New London Joice Graettinger Lake View Lenox Maharish Intercultural Institute Lineville University Heights Dumont Davenport Donnellson Montezuma for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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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.

w Albin Auburn <u>Lake City</u> Elilott Pomeroy Postville Keosaugua Sheldon Elisworth Hudson Monf Samrar Alleman New Providence Alta Dumont Pulaski Kirkville rville Garrison Balltown Monmouth Aplington Aurelia Calmar Jackson Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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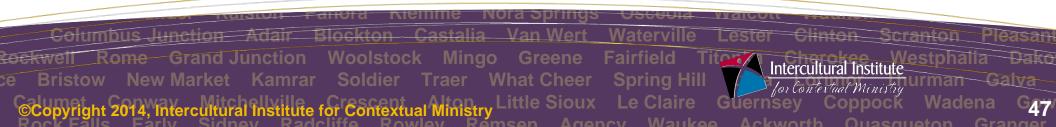
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Potential Shared Places:

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	85.29%	85.61%	85.69%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.54%	83.71%	83.83%
Houses-Visit Any			
McDonald's	54.81%	54.93%	55.1%
Burger King	34.46%	34.93%	35.33%
Applebee's	30.35%	30.19%	29.89%
Subway	28.4%	29.25%	29.75%
Taco Bell	27.3%	27.05%	26.83%
Kentucky Fried Chicken (KFC)	26.02%	26.15%	26.25%
Wendy's	25.45%	24.76%	23.92%
Arby's	24.03%	24.31%	24.34%
Dairy Queen	22.86%	24.03%	25.02%
Pizza Hut	21.92%	22.39%	23.3%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	20.29%	20%	19.68%
Red Lobster	15.37%	15.27%	15.03%
Cracker Barrel	13.89%	13.31%	12.63%
Sonic	12.72%	12.58%	12.41%
Outback Steakhouse	12.35%	11.98%	11.63%
Domino's Pizza	11.21%	10.82%	10.57%
Denny's	10.99%	10.89%	10.57%
IHOP (International House Of	10.31%	9.6%	8.96%
Pancakes)			
Chili's Grill and Bar	9.55%	8.98%	8.64%
Hardee's	9.5%	10.28%	10.76%
A and W	9.44%	9.76%	10.09%
Long John Silver's	9.03%	8.93%	8.95%

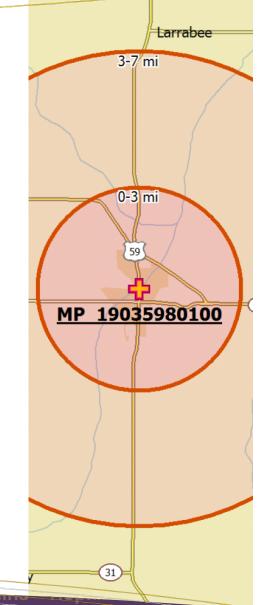


Potential Shared Projects

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!



Linn Grove Coalville Janesville Harper Dougherty Danville New Hartford Trure Princeton Hazleton F selle Geneva Atalissa Balltown Houghton Livermore Grimes Hastings Intercultural Institute Dana Clarinda Searsboro Lime Springs Rodney Oakland Danbury Por Confertual Ministry or Confertual Ministry a ©Copyright 2014, Intercultural Institute for Contextual Ministry 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	50.1%	50.38%	50.66%
Recycled products	36.16%	35.67%	35.5%
Worked as volunteer (non political)	17.8%	17.84%	17.84%
Engaged in fund raising	11.11%	11.45%	11.68%
Religious club member	7.96%	8.18%	8.29%
Wrote to elected offcl about publ bus	6.27%	6.27%	6.25%

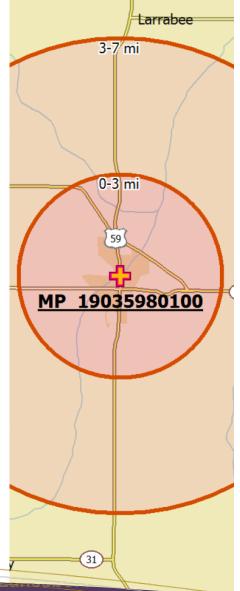
0-3	3-7	7-10
MILES	MILES	MILES
6.06%	6.4%	6.75%
5.67%	5.43%	5.27%
5.59%	5.29%	5%
5.53%	5.62%	5.76%
5.29%	5.45%	5.53%
5.11%	5.58%	6.05%
	MILES 6.06% 5.67% 5.59% 5.53% 5.29%	MILES MILES 6.06% 6.4% 5.67% 5.43% 5.59% 5.29% 5.29% 5.45%

Gilman Whittemere Hudson Perry New Liberty Ventura Rossie Bevington Calumet Estherville O Clarksville Franklin West Branch Elk Run Heights Urbandale Goldfield for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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.



Milton Daketa City Central City Irwin Danville Buckeye Cleghorn Milerton Ely Ledvard Ollie Ge Contextual Walker Nevada Silver City Olds Owasa Mason City West Des Intercultural Institute head Wyoming Pella Kelley Montrose Frederika Melrose Sageville Stocopyright 2014, Intercultural Institute for Contextual Ministry Stocopyright 2014, Intercultural Institute for Contextual Ministry Have been contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	16.45%	15.62%	14.82%
Children's Books	12.25%	12.26%	12.21%
Mystery	12.21%	11.99%	11.69%
Cookbooks	10.71%	10.73%	10.69%
Religious (not Bibles)	8.63%	8.54%	8.63%
Biography	6.68%	5.98%	5.44%
History	6.67%	6.38%	6.17%
Romance	6.45%	6.42%	6.36%
Personal/Business Self-help	5.78%	5.67%	5.61%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	68.67%	66.79%	65.26%
Gen. Editorial	45.08%	43.99%	43.2%
Womens	39.2%	38.13%	37.4%
Service	35.33%	34.7%	34.21%
Mens	17.78%	17.1%	16.64%
Business/Finance	15.17%	14.31%	13.7%
Mature Market	14.56%	14.37%	14.05%
Fishing/Hunting	14.31%	15.43%	16.37%
Sports	14.3%	13.45%	12.78%

Tumbeldt Coburg Newton Hartford Adair Imogene Bondurant Coin Van Wert Fraser State Center Ay Bevington Libertyville Silver City Keota Lowden Arion Randalia Charter Coose Lake Williamsen Grundy Center Granville Protivin Drakesville Le Mars Redding Strawb Golden Toronto Sully Gilbertville 51 De Copyright 2014, Intercultural Institute for Contextual Ministry Coopyright 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	59.89%	59.78%	59.67%
Classified	35.49%	36.03%	36.39%
Editorial Page	34.92%	35.02%	35.07%
Sport	34.75%	35.03%	35.11%
Comics	30.94%	31.14%	31.05%
Business/Finance	30.02%	29.51%	29.03%
Food/Cooking	26.9%	26.59%	26.34%
Movie Listings & Reviews	25.37%	24.06%	23.08%
TV/Radio Listings	24.95%	24.21%	23.45%
Home/Gardening	22.67%	22.48%	22.37%
Travel	19.39%	18.8%	18.3%
Science/Technology	18.76%	18.08%	17.4%
Fashion	13.84%	13.7%	13.65%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	26.31%	29.37%	31.75%
Adult Contemporary	19.83%	19.41%	19.21%
CHR Contemp Hit Radio	16.65%	15.65%	14.94%
Rock	12.53%	12.17%	11.88%
Oldies	11.9%	12.15%	12.42%
News/Talk	11.71%	11.41%	11.15%
Classic Rock	11.4%	11.56%	11.82%
Alternative	8.01%	7.03%	6.26%
Urban Contemporary	6.65%	5.93%	5.34%
Religious	6.18%	6.2%	6.16%
Variety	6.14%	6.35%	6.59%
Soft Contemporary	5.23%	4.71%	4.3%
All News	4.44%	4.1%	3.87%
Classic Hits	4.26%	3.92%	3.61%
All Talk	4.07%	3.71%	3.45%
Adult Standards	3.65%	3.33%	3.07%
Sports	3.43%	3.16%	2.97%
Classical	3%	2.78%	2.62%

mer Knoxville <u>Hechanicsville</u> <u>Hedrick</u> Patterson Pleasanton Jewell Junction Hayesville Correctionville Persia Scranton Sheldon Goodell Bagley Ashton Britt Hastings Later Intercultural Institute Marne Bennett North Buena Vista Norway Blue Grass Gowrie Linde for Contextual Ministry ¹⁹ Copyright 2014, Intercultural Institute for Contextual Ministry Maurice Grimes Waucoma Rudd Modale Rippey 52

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	60.55%	61.81%	62.77%		USA Network	USA Network 25.26%	USA Network 25.26% 24.58%
Satellite Dish	55.53%	55.26%	55.53%		Nick At Nite	Nick At Nite 24.84%	Nick At Nite 24.84% 26.15%
Soapnet	49.48%	48.76%	48.39%		BET (Black Entertainment	BET (Black Entertainment 24.58%	BET (Black Entertainment 24.58% 24.66%
Other Video-On-Demand	44.97%	45.51%	46.07%		TV)	TV)	TV)
Sci-Fi Channel	35.2%	37.25%	38.97%		TV Info From Newspapers	TV Info From Newspapers 24.57%	TV Info From Newspapers 24.57% 24.86%
Adult Pay Per View TV	34.12%	33.97%	33.94%		TCM (Turner Classic	TCM (Turner Classic 23.78%	TCM (Turner Classic 23.78% 23.73%
MSNBC	32.83%	34.1%	35.05%		Movies)	Movies)	Movies)
Comedy Central	32.41%	30.7%	29.1%		ABC Fam.	ABC Fam. 23.07%	ABC Fam. 23.07% 21.88%
Adult Swim	27.53%	29.57%	31.19%		Hallmark Channel	Hallmark Channel 22.6%	Hallmark Channel 22.6% 23.52%
TV Info From Sunday TV	27.53%	27.14%	26.92%		The Golf Channel	The Golf Channel 21.6%	The Golf Channel 21.6% 21.17%
Magazine					TV Info From Monthly Cable	TV Info From Monthly Cable 21.1%	TV Info From Monthly Cable 21.1% 20.91%
Nickelodeon	27.04%	29.21%	30.97%		Guide	Guide	Guide
Subscribe Digital Cable	25.99%	27.48%	28.87%		ESPN Classic	ESPN Classic 20.76%	ESPN Classic 20.76% 19.43%
					TV Info From Other	TV Info From Other 19.89%	TV Info From Other 19.89% 20.06%



ESPN2

19.67%

19.73%

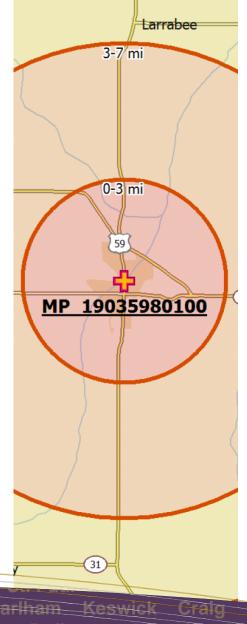
19.7%

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.



Bennett Dexter Farragut Columbus City Brayton Plymouth Ely Paton Earlhan Keswick Craig E Adair Lanesboro Brighton Welton Iowa City Kinross Waterloo <u>Intercultural Institute</u> Osceola Gra Manchester Ralston Packwood Manning Stuart Lone Tree Arthur ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.64%	18.14%	17.59%
Medium Users (4-6)	10.33%	9.7%	9.29%
Light Users (1-3)	21.61%	21.19%	20.82%
Quintiles (20%)			
Newspaper I (Heavy)	1%	1.14%	1.27%
Newspaper II	1.66%	1.63%	1.66%
Newspaper III	1.8%	1.86%	1.86%
Newspaper IV	0.56%	0.58%	0.64%
Newspaper V (Light)	1.47%	1.44%	1.51%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.57%	17.88%	18.28%
Magazines II	7.2%	7.17%	7.24%
Magazines III	8.83%	9.27%	9.66%
Magazines IV	10.24%	10.24%	10.43%
Magazines V (Light)	0.32%	0.4%	0.47%
Outdoor I (Heavy)	5.55%	5.36%	5.09%
Outdoor II	2.3%	2.02%	1.76%
Outdoor III	2.8%	2.89%	2.92%
Outdoor IV	18.59%	17.84%	17.26%
Outdoor V (Light)	28.36%	28.14%	27.94%
Yellow Pages I	15.59%	14.95%	14.55%
(Heavy)			
Yellow Pages II	4.79%	4.58%	4.28%
Yellow Pages III	3.8%	3.69%	3.62%
Yellow Pages IV	24.3%	23.49%	22.91%
Yellow Pages V (Light)	2.72%	2.55%	2.37%

Lidderdate Sigourney George Jamaica Plymouth Evansdale Lake View Milton Coppock Mount Pleasar Sharon Blue Grass Delta Rolfe Dow City Malcom Elkhart Frederika Grant Britt Primghar on Osterdock Eddyville Elliott Sutherland Oto Rowley Pleasant Hill Intercultural Institute b Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Elkader Guttenberg Ames Rossie Aspinwall, Williams

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	ME	DIUM	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILE
Radio Drive Time Quntiles				TV F	Prime Time Quntiles (fifths /			
(fifths / 20%)				20%	b)			
Drive Time I & II (Heavy)	2.96%	3.37%	3.5%	Prim	ne Time I & II (Heavy)	4.24%	4.37%	4.37
Drive Time III (Medium)	0.41%	0.4%	0.36%	Prim	ne Time III (Medium)	1.91%	2.04%	2.16
Radio IV & V (Light)	2.35%	2.43%	2.62%	Prim	ne Time IV & V (Light)	6.57%	5.91%	5.68
Radio Media Quntiles (fifths /				TV E	Early/Late Fringe Quntiles			
20%)				(fifth	ns / 20%)			
Radio I & II (Heavy)	7.58%	7.53%	7.57%	Frin	ge I & II (Heavy)	43.54%	42.37%	41.3
Radio III (Medium)	4.2%	4.32%	4.52%	Frin	ge III (Medium)	59.48%	59.22%	59.2
Radio IV & V (Light)	2.34%	2.45%	2.62%	Frin	ge IV (Light)	59.71%	57.98%	56.7
Cable TV Quntiles (fifths /				TV /	All Day Quntiles (fifths /			
20%)				20%	(a)			
Cable I & II (Heavy)	10.43%	10.84%	11.25%	All E	Day I & II (Heavy)	13.61%	13.07%	12.4
Cable III (Medium)	3.61%	3.42%	3.22%	All E	Day III (Medium)	25.41%	24.74%	24.1
Cable IV & V (Light)	33.21%	33.99%	34.77%	All E	Day IV (Light)	11.84%	11.06%	10.2

Artelle Ashton <u>Corvean</u> Vestfield Irwin Maxwell Rake Galva Pilot Mound Shueyville Bellevue Alden Cambridge Hanlontown Brandon Braddyville Corwith Aurelia Halbur Red Oak North Liberty Lineville Okoboji Nemaha Arispe Bloomfield Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.55%	10.66%	10.72%
6:00am - 10:00am	14.84%	14.25%	13.62%
10:00am - 3:00pm	5.15%	4.51%	4.03%
3:00pm - 7:00pm	14.25%	14.29%	14.35%
7:00pm - Midnight	13.46%	13.33%	13.37%
Midnight - 6:00am	5.3%	5.33%	5.31%
Weekend Radio			
Listeners			
Dayparts [summary]	12.77%	13.13%	13.5%
6:00am - 10:00am	2.99%	2.72%	2.47%
10:00am-3:00pm	4.99%	4.6%	4.25%
3:00pm - 7:00pm	6.06%	6.18%	6.17%
7:00pm - Midnight	7.25%	6.81%	6.39%
Midnight - 6:00am	10.07%	9.08%	8.26%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.66%	7.81%	7.96%
Saturday: 8:00-11:00pm	8.68%	8.21%	7.97%
Sunday: 7:00-11:00pm	9.22%	9.78%	10.43%
9:00am-1:00pm	24.84%	26.15%	27.28%
9:00am-4:00pm	29.43%	30.53%	31.46%
4:00pm-7:00pm	26%	25.97%	26.18%
11:00pm-1:00am	39.77%	40.51%	41.11%
AVG Prime time Mon-Sun	1.91%	1.84%	1.86%

Dayton Wall Lake Wapello Titonka Farmington Ainsworth Webb Pleasanton Conesville Elberon Me Ledyard Le Claire Clemons Waterloo Linden Malvern Ida Grove Caro Sigur Rapids Urbana Jac sville Graettinger Manning Ricketts New Hartford Davis City Williamsb For Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual 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	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.14%	16.83%	16.58%	Sat: 7-10am	Sat: 7-10am 18.22%	Sat: 7-10am 18.22% 17.95%
7-9am	19.67%	19.73%	19.7%	Sat: 10am-1pm	Sat: 10am-1pm 6.18%	Sat: 10am-1pm 6.18% 6.11%
9am-12noon	20.69%	22.11%	23.24%	Sat: 1-4pm	Sat: 1-4pm 22.91%	Sat: 1-4pm 22.91% 22.36%
12noon-4pm	8.74%	8.43%	8.22%	Sat: 4-6pm	Sat: 4-6pm 5.09%	Sat: 4-6pm 5.09% 5.2%
4-6pm	42.63%	43.52%	44.36%	Sat: 6-7pm	Sat: 6-7pm 1.61%	Sat: 6-7pm 1.61% 1.66%
6-7pm	20.35%	21.48%	22.81%	Sat: 7-8pm	Sat: 7-8pm 0.72%	Sat: 7-8pm 0.72% 0.74%
7-7:30pm	0.8%	0.82%	0.86%	Sat: 8-11pm	Sat: 8-11pm 8.68%	Sat: 8-11pm 8.68% 8.21%
7:30-8pm	9.14%	8.93%	8.73%	Sat: 11pm-1am	Sat: 11pm-1am 4.21%	Sat: 11pm-1am 4.21% 3.95%
8-11pm	7.66%	7.81%	7.96%	Sat: 1am-7pm	Sat: 1am-7pm 25.26%	Sat: 1am-7pm 25.26% 24.58%
11pm-12am	32.83%	34.1%	35.05%	Sun: 7-10am	Sun: 7-10am 1.57%	Sun: 7-10am 1.57% 1.64%
11pm-1am	39.77%	40.51%	41.11%	Sun: 10am-1pm	Sun: 10am-1pm 6.91%	Sun: 10am-1pm 6.91% 7.47%
1-6am	32.5%	31.68%	31.33%	Sun: 1-4pm	Sun: 1-4pm 5.26%	Sun: 1-4pm 5.26% 5%
				Sun: 4-7pm	Sun: 4-7pm 12.57%	Sun: 4-7pm 12.57% 12.87%
				Sun: 7-11pm	Sun: 7-11pm 9.22%	Sun: 7-11pm 9.22% 9.78%
				Sun: 11pm-1am	Sun: 11pm-1am 3.94%	Sun: 11pm-1am 3.94% 3.99%
				Sun: 1-7am	Sun: 1-7am 19.59%	Sun: 1-7am 19.59% 20.27%

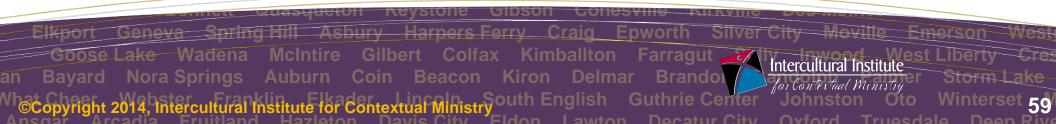
Velhi Lineville Struble Rake Alvord Pulaski Pleasantville Wellman Wesley Klemme Rome Waukon Tarles Packwood Rembrandt Soldier Sageville Muscatine Hamburg Leve Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

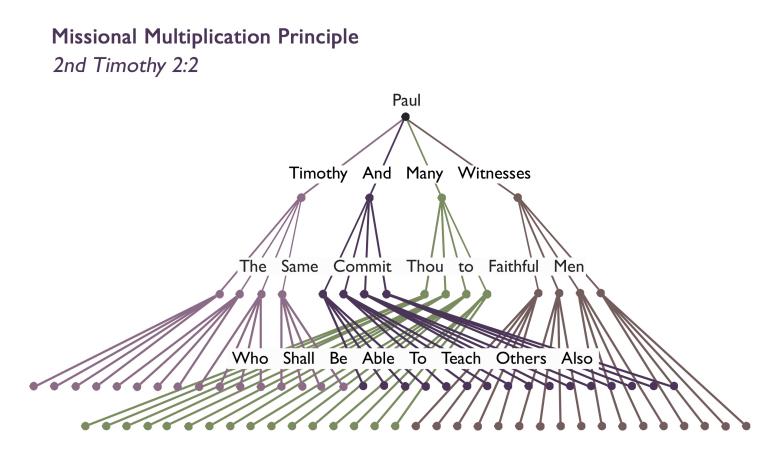
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

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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.



Nichols Sergeant Bluff Hopkinton Creston De Witt Osterdock Lynnville Lone Tree Hudson Mount Ster arnhamville Bussey Floyd Decatur City Colfax Irwin Buffalo Tennant Intercultural Institute Coppock Winthrop Patterson Crescent Waterloo Hawkeye Arispe Copyright 2014, Intercultural Institute for Contextual Ministry Gladbrook Pella Miles Remsen Rickardsville Neola 61

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.



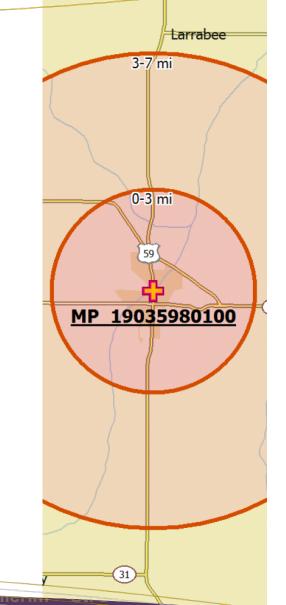


Your MissionSite and the Missional Suite

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



Moulton Anthon Leando Macedonia Elk Horn Aurora Fredonia New Virginia Columbus Junction Los Benton Ireton Ottumwa Baxter Hawarden Maxwell Orchard Spin Intercultural Institute Wall Minburn Andover Jesup Lakota Macksburg Andrew Vincent Jon Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Bouton Ida Grove Kimbaliton Remsen Northwood 63

Notes and Sources

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

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CONTACT US:

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