MissionSite top unreached locations

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on Rapids Whitten Gilmore City Waverly Minburn CENSUS TRACT: 19047970400 Dura Multiplyingle Welton Lynnville Anita Mayna REGION: Northwest Moorland Lacona Univ COUNTY9 Crawfordesdale Alburnett Burt Esther Delmar In partnership with the: Smithland Geneva Orange City NoDENSITY PATTERN: I3Guttenberg Hartwick Crysta hart Danbury Gillett Grove Fostoria Thayer Carlisle Casey Alta Delta Randall Fort Dod Intercultural Institute, Dawson Solon Kelley, Gir T Waucoma Yetter Buffalo Center Onav Mono for Contextual Ministry oxholm Hamilton one Ro St. Lucas Zearing Pierson Unionville West Burling Spring Hill Kirkman Avoca Patterson Melbourne Meriden Activ cl@Copyright 2014 Intercultural Institute fort Contextual Ministry Vincent Camanche Ankeny Adair Clarinda Denison

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MissionSite (TM) Table of Contents

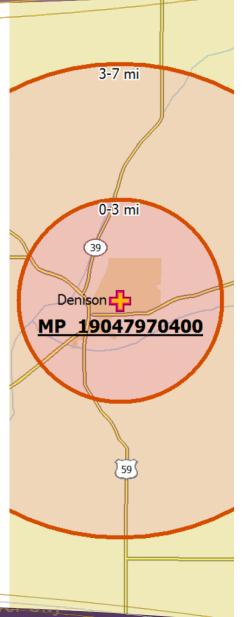
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Site Location Summary

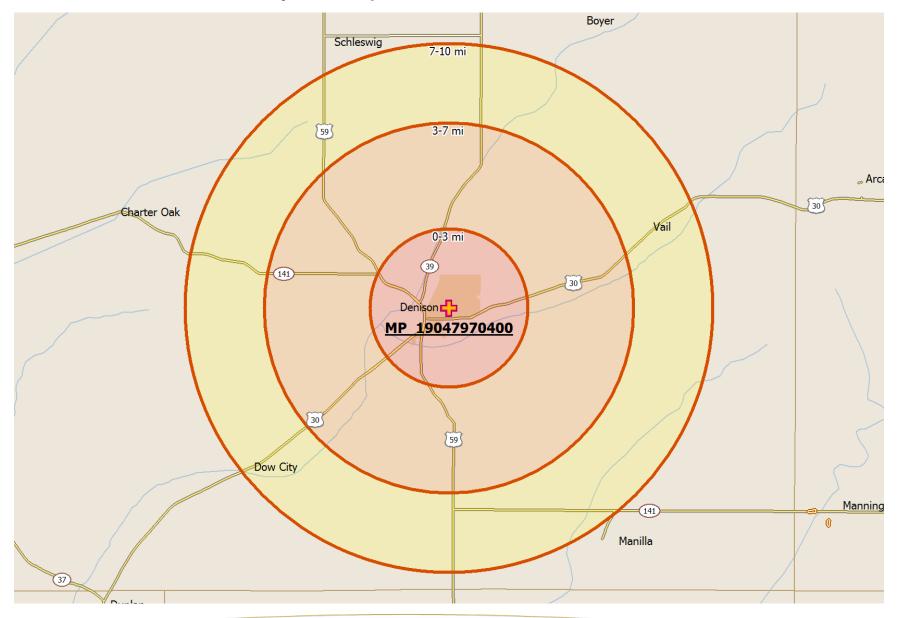
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1901	Northwest
3	County Location	19047	Crawford
4	Zipcode	51442	Crawford
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.11	Small towns outside settlements
8	Sitescape Density Pattern	13	10000-0-10000



kman Gruver <u>Coin Battle Creek Maquoketa Bloomfield Stanwood</u> Palmer Minden Bertram Fairfax Ba Lanesboro Allison Rodman Peosta Akron Farmersburg Denison <u>Intercultural Institute</u> Sutherland Gille Runnells Spirit Lake New Liberty Balltown Elkader Thompson Riverton <u>Intercultural Institute</u> Treynor Bus Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Altoona Schleswig Defiance Shellsburg Cascade Rembrandt Aredale Rowan Lakota Leando Avrshire Lorning Sun Lovilia Cumming Blakesburg Colo Albert City Sergeant Blurg Lakeside St Charles Spillvill Massena Ames Calumet Grand Mound Neola Bankston Curlew Rowan Lakota Institute Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry

Site Location Summary - Urbanicity

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

RURAL / URBAN	CODE	EXPLANATION
Metro or Non-Metro	0	Non-Metro
Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
Rural / Urban Continuum	6	
NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
NCES Urban Centric Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
Codes		urbanized area.
IICM RUCA Values Index	49	Small town core commuting: No additional code
ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small
		urban cluster)
Percent Commuting to Metro	2	Percent commuting from non metro to metro areas
	Metro or Non-Metro Urban Influence Rural / Urban Continuum NCHS Rural Urban Codes NCES Urban Centric Locale Codes IICM RUCA Values Index ERS RUCA Commuting Value	Metro or Non-Metro0Urban Influence6Rural / Urban Continuum6NCHS Rural Urban Codes33Codes33IICM RUCA Values Index49ERS RUCA Commuting Value7

Nontewn West Chester Sutherland Andrew Muscatine Moorhead Peosta Larchwood Clenwood Russell Ledyard Lidderdale Nora Springs Spirit Lake Elliott Bronson Pella Andrew Mercultural Institute Nemaha Westphalia Rudd Lambs Grove Nevada Spragueville Strub Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry De Rowan Electronia Harcock Meriden 5

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	7,631	1,197	2,329
2010 Households	2,933	470	963
2010 Group Quarters Population	555	0	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	20	0	5
Language Diversity National Index	65	0	12
Foreign Born Diversity National Index	2	0	18
Ancestry Diversity National Index	34	0	7
Racial Diversity National Index	61	0	16

Benaparte Reasner Wellman Fontanelle Pisgah Cotter Panora Lidderdale Plainfield Kingsley Garrie Braddyville Alton Princeton Central City Newell Stratford Raymond Intercultural Institute Grove St. Paul Geneva Walford Bode Tabor Atlantic Castalia Farrie for Confectual 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	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

npleten New Virginia Feton Garden Grove Hardy Grandview St. Ansgar Beaconstield West Union Buffa Blue Grass Britt Ottosen Bevington Rowley Toronto Pacific Junction Intercultural Institute ille Murray Spillville Harpers Ferry Garrison Sharpsburg Hillsboro Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	485	16.54%
Mainstay Communities	Established, Diverse Households	531	18.1%
Working Communities	Blue-collar, Working Families	1,437	48.99%
Country Communities	Rural, Agri. & Mining Families	169	5.76%
Aspiring Communities	Young Singles / Aspiring-Multihousing	77	2.63%
Urban Communities	High Density, Inner-city Neighborhoods	233	7.94%

 Ambs Grove
 Mapleton
 Fostoria
 Victor
 Hills
 Wahpeton
 Ida Grove
 Keokuk
 College Springs
 Monroe
 Vine

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 Delta
 Britt
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 ©Copyright 2014, Intercultural Institute for Contextual Ministry
 Uzerne
 Blanchard
 Alta Vista
 Derby
 Silver City
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 Braddate

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.

Coin Lambs Grove Latimer Frederika Waukee Baldwin Osage Palmer Exline Terril Osterdock St. Ansgar College Springs Van Horne Kelley Wesley Gilbertville Intercultural Institute Cheyedan West Branch Elgin Anthon Osceola Manchester Ogden Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	4,068	1,940	47.69%
Unreached %	61.77%	66.15%	107.09
Religious But NOT Evangelical HH	693	399	57.56%
Religious But NOT Evangelical %	10.53%	13.61%	129.25
Spiritual But NOT Relig or Evang HH	499	323	64.71%
Spiritual But NOT Relig or Evang %	7.58%	11.02%	145.31
Not Evangelical, Not Interested HH	2,876	1,218	42.36%
Not Evangelical, Not Interested %	43.66%	41.53%	95.11



Springville Elgin Moravia Clare Clayton Luzerne Clarence Lucas Archer Klemme Yetter McClelland Woodbine Millerton Audubon Varina Fostoria Donnellson Sherrill <u>Intercultural Institute</u> na Quasqueton Ashton Guttenberg Hastings Sibley Radcliffe New Martin Confectual Ministry for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCIOWA Churches	0	0	0%
Active BCIOWA Attenders	0	0	0%
Active Evangelical Households	1,105	435	39.39%
Active Evangelical Percent	16.78%	14.84%	88.45
Inactive Evangelical Households	1,413	557	39.4%
Inactive Evangelical Percent	21.45%	18.98%	88.48
# New Churches Needed	3	1	44.53%





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

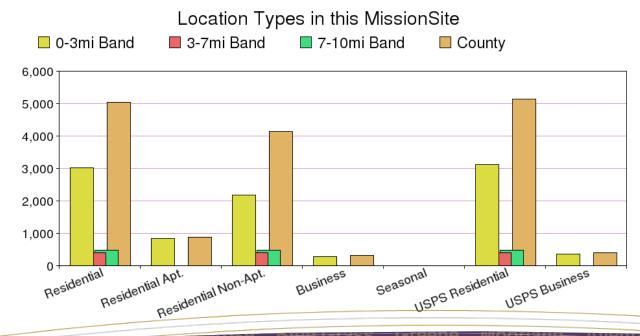
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.

New Liberty Liberty Liberty Liberty Anthon Little Row South English Call Lange Clarence Anthon Little Row Anthon Construction Clarence Anthon Little Row Anthon Construction Construction Clarence Anthon Little Row Construction Construction

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	16,775	7,147	42.61%
2000 Population	16,942	7,927	46.79%
2010 Population	16,372	7,631	46.61%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	6,397	2,765	43.22%
2000 Households	6,441	2,887	44.82%
2010 Households	6,586	2,933	44.53%

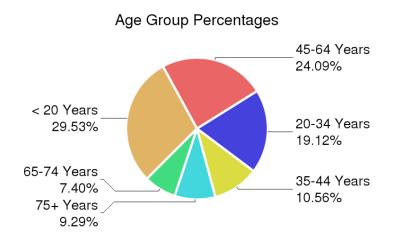


Location Type	0-3mi Band
Residential	3,012
Residential Apt.	836
Residential Non-Apt.	2,176
Business	275
Seasonal	0
USPS Residential	3,129
USPS Business	362

wholm Carlisle Delmar Saylorville Ainsworth Miles Shelby Pleasanton Huxley Pleasant Hill Titonka Alota Swan Parkersburg Granville Jefferson Cantril Eagle Grove Intercultural Institute Luzerne Beaver Marengo Adair Blockton Sioux Rapids North Was for Contextual Ministry Siccopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

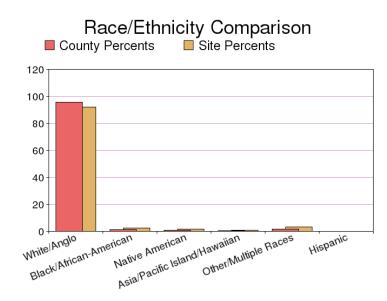


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.33%	6.12%	114.82
4-5 Years	2.83%	2.7%	95.41
6-8 Years	4.35%	4.11%	94.48
9-11 Years	4.3%	3.94%	91.63
12-13 Years	2.83%	2.59%	91.52
14-17 Years	6.1%	6.32%	103.61
18-19 Years	3.15%	3.72%	118.1
0-5 Years	8.16%	8.82%	108.09
6-12 Years	10.06%	9.36%	93.04
13-19 Years	10.66%	11.34%	106.38
< 20 Years	28.88%	29.52%	102.22
20-34 Years	15.67%	19.12%	122.02
35-44 Years	11.04%	10.56%	95.65
45-64 Years	27.43%	24.09%	87.82
65-74 Years	8.5%	7.4%	87.06
75+ Years	8.47%	9.29%	109.68
Median Age	40	37	91.14
Median Age (Male)	39	35	90.94
Median Age (Female)	42	38	89.95

wille Spittville Dunkerton Carter Lake Malvern Ledyard Klemme Rockwell Nichols Gillett Grove Morne Weilsburg Dubuque Tipton Calmar Grand River Castalia Alton Fredore Intercultural Institute II Lake Lincoln Russell Redfield St. Lucas Dexter Pisgah Van Meter Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Gilmore City Oakville Elma Marathon Volga Durant

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	95.43%	91.93%	96.33
Black, African-American	1.35%	2.58%	191.25
Native American	0.92%	1.43%	155.9
Asian	0.56%	0.92%	165.04
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	1.73%	3.17%	182.82
Hispanic	0%	42.38%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	10,509	4,658	
Less than 9th Grade	9.69%	11.55%	83.87
No High School Diploma	9.59%	11.16%	85.92
High School Graduate	43.56%	40.3%	108.11
Some College, no degree	18.73%	15.99%	117.09
Associate Degree	5.42%	4.79%	113.29
College Degree	9.65%	11.79%	81.87
Graduate/Prof. degree	3.36%	4.42%	75.95

Callender Bankston Nemaha Rockwell Wyoming Slater Ellsworth Benton Kinross Van Wert Wes Hichtire Davenport Moorhead Monroe Sheffield Bonaparte Lockrid <u>Intercultural Institute</u> Zearing Marne Jewell Junction Orleans Hampton Chillicothe Vail Shellsburg Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	6.36%	6.44%	107.17
\$10,000 to \$19,999	13.07%	12.04%	92.06
\$20,000 to \$29,999	13.19%	13.88%	105.17
\$30,000 to \$49,999	25.99%	24.31%	93.52
\$50,000 to \$59,999	10.45%	8.97%	85.84
\$60,000 to \$69,999	8.11%	9.07%	111.85
\$70,000 to \$79,999	5.92%	6.82%	115.15
\$80,000 to \$89,999	4.69%	5.59%	119.18
\$90,000 to \$99,999	3.01%	3.38%	112.27
\$100,000 to \$124,999	4.28%	4.23%	98.74
\$125,000 to \$149,999	1.66%	2.66%	160.69
\$150,000 to \$199,999	1.17%	1.74%	148.73
\$200,000 to \$249,999	0.15%	0.24%	157.18
\$250,000 or more	1.94%	0.65%	33.33
Median Household	42,777	45,396	106.12
Average Household	51,090	49,871	97.61
Per Capita Household	20,927	19,253	92
Family/Non-Family Household			
Income			
Median Family Income	51,672	58,278	112.78
Average Family Income	59,741	55,037	92.13
Median Non-Family Income	25,502	26,718	104.77
Average Non-Family Income	31,702	28,134	88.75

Swaledale Mitchell Truro Dyersville Nichols Melrose Oskaloosa Intercultural Institute and St. Ansgar Colo Braddyville Farmersburg Ralston Jamaica Tenn Confectual Ministry Maharishi Vedic City Sandyville Adain Copyright 2014, Intercultural Institute for Contextual Ministry St. Marys Worthington Rolfe Durant

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	69.15%	66.42%	96.05
Families with Children	32.45%	33.21%	102.34
Families without Children	36.7%	33.21%	90.49
Non-Family Households			
% Non-Family Households	30.85%	33.58%	108.85
Non-Families with Children	0.53	0.44	83.4
Non-Families without Children	30.32	33.14	109.29
Housing Units			Index
Total Housing Units	7,153	3,180	
Vacant percent	7.93%	7.77%	97.99
Owned percent	67.44%	61.6%	91.35%
Rented Percent	24.63%	30.63%	124.34
Households by Size			Index
Avg household size	2.39	2.41	100.84
Avg family hh size	2.88	2.93	101.74
Avg non-family hh size	1.29	1.38	106.98
Households By Count of Persons			Percent
One	1,751	821	46.89%
Two	2,628	1,110	42.24%
Three or Four	1,652	749	45.34%
Five+	555	252	45.41%

empsen Le Roy Grandview Hampton Fenton Carter Lake Hancock Fontanelle Russell Rock Valley Elg Harris Hayesville Malvern Wahpeton Belmond Imogene Estherville Intercultural Institute Arnolds Park Clayton Sibley New Vienna Pilot Mound Urbana Harvey For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

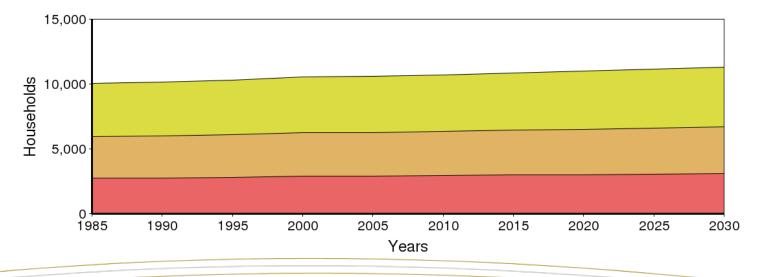
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	16,775	7,147	42.61%
2000 Population	16,942	7,927	46.79%
2010 Population	16,372	7,631	46.61%
2015 Population	16,148	7,560	46.82%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

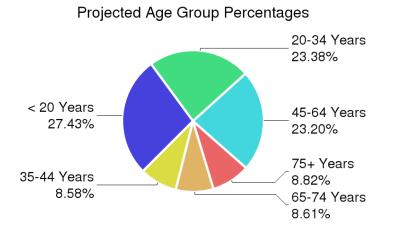
📃 0-10mi Ring



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

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

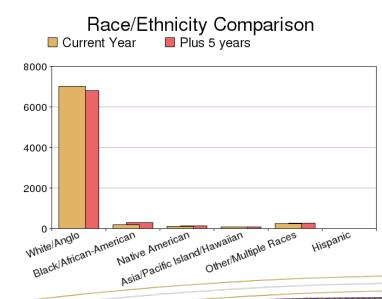


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.12%	5.28%	86.27
4-5 Years	2.7%	2.37%	87.78
6-8 Years	4.11%	3.89%	94.65
9-11 Years	3.94%	3.88%	98.48
12-13 Years	2.59%	2.76%	106.56
14-17 Years	6.32%	5.97%	94.46
18-19 Years	3.72%	3.29%	88.44
0-5 Years	8.82%	7.65%	86.73
6-12 Years	9.36%	9.17%	97.97
13-19 Years	11.34%	10.62%	93.65
< 20 Years	29.52%	27.44%	92.95
20-34 Years	19.12%	23.39%	122.33
35-44 Years	10.56%	8.58%	81.25
45-64 Years	24.09%	23.21%	96.35
65-74 Years	7.4%	8.61%	116.35
75+ Years	9.29%	8.82%	94.94
Median Age	40	36	88.68
Median Age (Male)	39	34	89.05
Median Age (Female)	42	38	90.52

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	91.93%	90.07%	97.98
Black, African-American	2.58%	3.77%	146.03
Native American	1.43%	1.81%	126.87
Asian	0.92%	0.95%	103.82
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	3.17%	3.4%	107.2
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,658	4,702	
Less than 9th Grade	11.55%	10.66%	92.25
No High School Diploma	11.16%	10.68%	95.64
High School Graduate	40.3%	40.96%	101.65
Some College, no degree	15.99%	16.25%	101.59
Associate Degree	4.79%	5.04%	105.28
College Degree	11.79%	11.95%	101.41

4.42%

4.47%

100.99

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Graduate/Prof. degree

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	6.44%	5.37%	83.4
\$10,000 to \$19,999	12.04%	11.25%	93.5
\$20,000 to \$29,999	13.88%	12.26%	88.36
\$30,000 to \$49,999	24.31%	22.98%	94.51
\$50,000 to \$59,999	8.97%	8.97%	100.02
\$60,000 to \$69,999	9.07%	9.51%	104.82
\$70,000 to \$79,999	6.82%	7.15%	101.48
\$80,000 to \$89,999	5.59%	6.18%	98.52
\$90,000 to \$99,999	3.38%	3.73%	110.46
\$100,000 to \$249,999	4.23%	5.11%	120.77
\$125,000 to \$149,999	2.66%	3.8%	142.73
\$150,000 to \$199,999	1.74%	2.05%	117.84
\$200,000 to \$249,999	0.24%	0.3%	126.67
\$250,000 or more	0.65%	0.87%	134.82
Median Household	45,396	50,324	110.86
Average Household	49,871	54,554	109.39
Per Capita Household	19,253	21,577	112.07
Family/Non-Family Household			
Income			
Median Family Income	58,278	64,198	110.16
Average Family Income	55,037	59,548	108.2
Median Non-Family Income	26,718	28,546	106.84
Average Non-Family Income	28,134	35,387	125.78

Parkersburg Bronson New Vienna Runnells Westgate Floyd Fenton Russell Northboro Central City G And Standard New Hampton Le Roy Walnut Brighton Elk Horn Douds Orange <u>Intercultural Institute</u> Red Oak Duncombe Clemons Aurora Moorhead Iowa Falls Davis ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Ankeny Prescott St Anthony Denison George Even

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	66.42%	66.31%	99.84
Families with Children	33.21	32.78	98.72
Families without Children	33.21	33.59	101.15
Non-Family Households			
% Non-Family Households	33.58%	33.69%	100.32
Non-Families with Children	0.44	0.37	100.32
Non-Families without	33.14	33.32	100.55
Children			
Housing Units			
Total Housing Units	3,180	3,228	101.51%
Vacant percent	7.77%	7.78%	100.11
Owned percent	61.6%	61.77%	100.27
Rented Percent	30.63%	30.45%	99.42
Households by Size			
Avg household size	2.41	2.35	97.51%
Avg family hh size	2.93	2.87	97.95%
Avg non-family hh size	1.38	1.34	97.1%
Households By Count of			
Persons			
One	821	841	102.44%
Тwo	1,110	1,174	105.77%
Three or Four	749	745	99.47%
Five+	252	218	86.51%

Orleans Keswick Ladora Rockford Adel Delhi Yetter Rock Falls Shelby New Market Welton La Por Renwick Millerton Pella Clemons Janesville Little Rock Crescent Intercultural Institute Dana Unionville Ames Riceville Ankeny Red Oak Redfield Walcott for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	0	935	12	Eastern Afr	rica	rica 0	ica 0 0
Northern Europe	0	0	1	Middle Africa		0	0 0
Western Europe	0	19	2	Northern Africa		0	0 8
Southern Europe	0	0	0	Southern Africa		0	0 0
Eastern Europe	0	21	0	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	0	0	1	Oceania		0	0 0
So. Central Asia	0	0	0	Caribbean		0	0 0
SE Asia	0	0	1	Central Amer.		0	0 870
Western Asia	0	0	0	South America		0	0 12
Other Asia	0	0	0	North America		0	0 5
				Born at sea		0	0 0



Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	0	5,970	2,732	Other Indo-Euro	0	5	0
Spanish	0	1,242	47	Asian/PI languages	0	0	0
Other Indo-Euro	0	66	44	Chinese	0	0	6
language	·			Japanese	0	7	0
French (incl. Patois,	0	20	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	32	44	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	13	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	5	0
Serbo-Croatian	0	9	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	8	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Northwood Mailard Primghar Stacyville Gilbertville Monmouth Montrose Buffale Center Royal King penter Elkhart Bertram Whittemore Joice Harlan Osage Wheatland Manchester Westgate Kiron Searsboro West Des Moines Mason City for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	0	6,562	2,542	Irish	Irish 0	Irish 0 518
Arab	0	0	0	Italian	Italian 0	Italian 0 59
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 25
Austrian	0	0	0	Norwegian	Norwegian 0	Norwegian 0 138
British	0	24	2	Polish	Polish 0	Polish 0 47
Canadian	0	7	0	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	17	22	Russian	Russian 0	Russian 0 7
Czechoslovak	0	7	5	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	262	61	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 11
Dutch	0	95	36	Scottish	Scottish 0	Scottish 0 30
English	0	203	96	Slovak	Slovak 0	Slovak 0 0
European	0	8	0	Subsaharan African	Subsaharan African 0	Subsaharan African 0 8
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 200
French (not Basque)	0	37	19	Swiss	Swiss 0	Swiss 0 23
French Canadian	0	13	10	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	0	2,772	1,695	US/American	US/American 0	US/American 0 649
Greek	0	0	0	Welsh	Welsh 0	Welsh 0 0
Hungarian	0	0	0	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 9
				Other	Other 0	Other 0 1,393

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Portsmouth

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

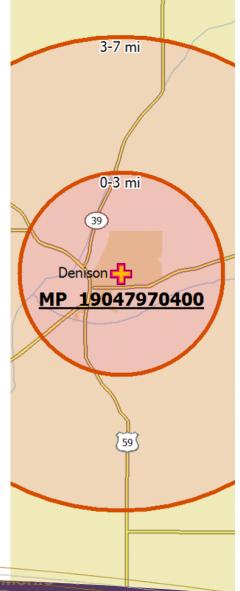
Issues for Your Consideration - continued

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



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.



Ionia Union Williamson Laurel Earlville New Providence Riverton Schleswig Beaconsfield Ryan Web Lateott Doon Aplington Reasnor Mondamin Manchester Laurens Miles Intercultural Institute Loyal Walker Little Rock Lansing Liscomb Lenox Rinard Dubuque Copyright 2014, Intercultural Institute for Contextual Ministry Corwith Blanchard Earlham Grandview Manson 29

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	2,933	100%	1,942	100%
AFFLUENT SUBURBIA	131	4.47%	91	4.69%
America's Wealthiest	1	0.03%	1	0.05%
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	130	4.43%	90	4.63%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	354	12.07%	238	12.26%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	354	12.07%	238	12.26%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	168	5.73%	108	5.56%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	7	0.24%	5	0.26%
Urban Optimists	0	0%	0	0%
Family Convenience	161	5.49%	103	5.3%
Mid-Market Enterprise	0	0%	0	0%

Sully Norwalk Kensett Essex Exira Cambridge Durango Kellerton Greenfield Waterloo Owasa Ke Hacksburg Pleasantville Houghton McGregor Sioux City Buck Grove Intercultural Institute Mystic Meriden Graf Somers Chillicothe Tama Millerton Lu Vern for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,933	100%	1,942	100%
BLUE COLLAR BACKBONE	581	19.81%	357	18.38%
Nuevo Hispanic Fam.	11	0.38%	8	0.41%
Working Rural Suburbia	489	16.67%	295	15.19%
Lower Income Essentials	30	1.02%	20	1.03%
Small Town Endeavors	51	1.74%	34	1.75%
AMER. DIVERSITY	363	12.38%	252	12.98%
Ethnic Urban Mix	14	0.48%	10	0.51%
Urban Blues	212	7.23%	136	7%
Professional Urbanites	58	1.98%	42	2.16%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	79	2.69%	64	3.3%
METRO FRINGE	856	29.19%	586	30.18%
Steadfast Conservative	711	24.24%	487	25.08%
Moderate Conventionalists	61	2.08%	41	2.11%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	84	2.86%	58	2.99%

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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	2,933	100%	1,942	100%
REMOTE AMERICA	14	0.48%	9	0.46%
Hardy Rural Fam.	14	0.48%	9	0.46%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	77	2.63%	52	2.68%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	4	0.14%	3	0.15%
Stable Careers	0	0%	0	0%
Aspiring Hispania	73	2.49%	49	2.52%
RURAL VILLAGES & FARMS	155	5.28%	89	4.58%
Industrious Country Living	14	0.48%	10	0.51%
America's Farmland	85	2.9%	49	2.52%
Comfy Country Living	0	0%	0	0%
Small Town Connections	42	1.43%	24	1.24%
Hinterland Fam.	14	0.48%	6	0.31%

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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	2,933	100%	1,942	100%
STRUGGLING SOCIETIES	103	3.51%	70	3.6%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	103	3.51%	70	3.6%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	130	4.43%	90	4.63%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	41	1.4%	30	1.54%
New Generation Activists	89	3.03%	60	3.09%
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%

Eldora McIntire Edgewood Wilton Grand River Rockwell Lamoni Baxter Rolfe Derby Evansdale Sui dell Hansell Inwood Mount Ayr Adel Wallingford Glenwood Epworth Intercultural Institute t. Olaf Garrison Jefferson Rockford Mystic Vincent Le Mars Volga For Confectual Ministry Corportight 2014, Intercultural Institute for Contextual Ministry Blairsburg Columbus Junction Boyden Sageville Swe 33

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?

Anamosa Springville Libertyville Center Point Shenandoah Bellevue Raymond Rodman Plover Liver Indianola Coppock Fertile New Sharon Halbur Andrew Richland Curlew Sherrill Cincinnati Hiawatha Spencer Bettendorf Nichols ©Copyright 2014, Intercultural Institute for Contextual Ministry Benderson Glidden West Liberty Rockford Le Claire

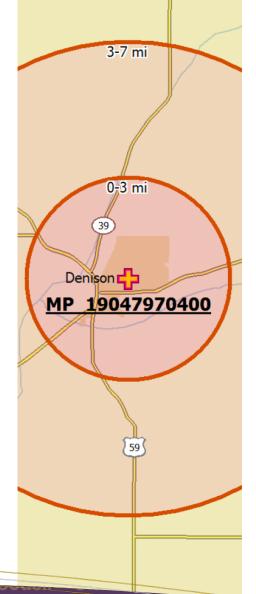
Potential Cultural Bridges

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).



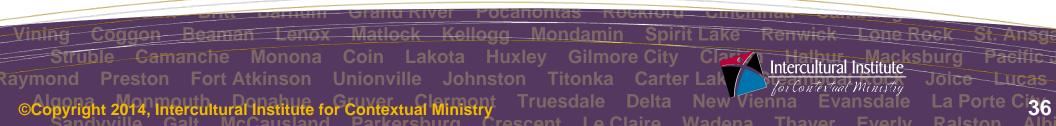
iron Mount Pleasant Havelock Menlo Northboro Columbus City Scarville Cylinder Castalia Patterson Sageville Luther Lehigh Farley Guthrie Center Oakland Westphaler Redelite Moravia Hull Sher Blakesburg Melvin Colesburg Bellevue Washington Goldfield Gravity For Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

0-3	3-7	7-10
MILES	MILES	MILES
76%	76%	75%
58%	58%	57%
46%	47%	47%
40%	40%	41%
39%	40%	40%
33%	34%	34%
32%	31%	30%
30%	31%	31%
30%	30%	30%
27%	26%	25%
	MILES 76% 58% 46% 30% 33% 32% 30% 30%	MILES MILES 76% 76% 58% 58% 46% 47% 40% 40% 39% 40% 33% 34% 30% 30%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	26%	25%	24%
Internet Use: Banking	22%	23%	23%
Use Comp. for News/Info./Data	22%	23%	24%
Service			
PC-Network-HH Has One	17%	17%	16%
Use Comp. for Filing/DB Mngmnt	14%	14%	13%
Use Comp. for Accounting	14%	15%	15%
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%
HH Owns Video/Webcam	11%	10%	9%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	68%	67%	66%
Dining Out (Not Fast Food)	55%	56%	56%
Reading Books	52%	51%	50%
Card Games	42%	43%	44%
Cooking for Fun	35%	34%	33%
Gardening	35%	35%	36%
Go To A Beach/Lake	34%	34%	34%
Board Games	32%	32%	32%
Going To	21%	22%	21%
Bars/Nightclubs/Dancing			
Photography	19%	20%	20%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	43%	43%	42%
Dentist	28%	27%	27%
Backache	22%	22%	22%
Eye Dr.	22%	22%	22%
Hypertension/High Blood	21%	21%	21%
Pressure			
None Of These	21%	21%	21%
High Cholesterol	19%	19%	19%
Acid Reflux Disease (GERD)	16%	16%	16%
Any Arthritis	16%	16%	16%



The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	26.42%	25.84%	24.89%
Live Theater	17.4%	17.04%	16.36%
Rock/Pop Concerts Most	15.29%	14.79%	13.91%
Often			
Live Theater Most Often	14.44%	14.18%	13.65%
Comedy Club	8.29%	7.95%	7.39%
Dance Performance	7.66%	7.21%	6.42%
Movies: Comedy	37.96%	37.38%	36.43%
Movies: Action/Adventure	37.49%	36.93%	35.79%
Movies: Fam.	19.57%	19.76%	19.79%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.36%	18.12%	17.71%
Movies: Drama	16.44%	15.87%	15.08%
Movies: Mystery	15.84%	15.05%	13.93%
MLB Baseball Reg. Season	6.19%	6.47%	6.79%
NFL Football Reg. Season	5.14%	5.08%	4.93%
College Football Reg.	5.05%	5.5%	5.99%
Season			
College Basketball Reg.	4.35%	4.48%	4.6%
Season			
NBA Basketball Reg.	2.88%	2.79%	2.62%
Season			
Auto Racing Events	2.75%	2.72%	2.74%

Bronson Dubuque Early Rockwell City Donnellson Derby Kamrar Lakeside Owasa Cumberland th Buena Vista Perry Charter Oak New Hartford Onawa Klemme Protiving Bedford Garber Mitchell Cla tolstein Fruitland Scarville Goldfield Massena Eddyville Mystic Deloit for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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	40.13%	40.65%	41.06%	Baseball	10.73%	11.11%	11.57%
Swimming	31.5%	31.3%	31.05%	Backpacking/Hiking	10.43%	10.77%	11.24%
Bowling	20.64%	21.17%	21.73%	Target Shooting	10%	10.46%	11.18%
Billiards/Pool	19.93%	19.27%	18.32%	Volleyball	9.64%	9.78%	9.82%
Freshwater Fishing	19.9%	21.15%	23.09%	Aerobics	9.1%	8.61%	7.87%
Camping Trips	17.25%	18.01%	19.09%	Football	8.78%	9.07%	9.48%
Weight Training	14.11%	14.05%	13.67%	Power Boating	8.67%	8.75%	8.95%
Basketball	13.74%	14.24%	14.84%	Softball	7.76%	8.11%	8.49%
Golf	13.64%	14.69%	15.89%	Saltwater Fishing	7.73%	6.96%	6%
Hunting	13.43%	14.64%	16.34%	Soccer	7.42%	7.15%	6.73%
Jogging/Running	13.29%	13.16%	12.92%	Canoeing/Kayaking	7.26%	7.29%	7.38%
Using Cardio Machine	12.71%	12.19%	11.32%	Motorcycling	7.18%	7.36%	7.56%
Mountain/Road Biking	12.49%	12.97%	13.47%	Horseback Riding	6.54%	7.17%	7.96%
Stationary Cycling	11.04%	10.81%	10.38%	Yoga	6.28%	5.89%	5.32%

Doon Smithland Maquoketa Ackworth Dunkerton Alta Vista Stanley Duniap Earlham Woodward Ma De Witt Lu Verne Sidney Yale Missouri Valley Batavia Crescent Intercultural Institute Superior Central City Emmetsburg Albia Waukee Curlew Plymouth For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Tennis	6.08%	5.95%	5.74%
Roller Skating	5.39%	5.63%	5.91%
Snorkeling	5.15%	5.13%	5.09%
Ice Skating	5.06%	5.15%	5.17%
Jet Skiing	5.02%	5.2%	5.39%
Fly Fishing	4.91%	5.08%	5.36%
Archery	4.86%	5.19%	5.66%
Water Skiing	4.83%	4.88%	4.99%
Auto Racing	4.58%	4.15%	3.58%
Downhill & X-Country Skiing	4.47%	4.61%	4.85%
-			

0-3	3-7	7-10
MILES	MILES	MILES
4.19%	4.48%	4.71%
4.17%	4%	3.79%
3.96%	4.45%	5.13%
3.85%	3.59%	3.23%
3.59%	3.67%	3.7%
3.49%	3.19%	2.83%
3.3%	3.12%	2.98%
3.3%	3.31%	3.35%
2.9%	2.86%	2.81%
2.76%	2.88%	3%
	MILES 4.19% 4.17% 3.96% 3.85% 3.59% 3.49% 3.3% 3.3% 2.9%	MILESMILES4.19%4.48%4.17%4%3.96%4.45%3.85%3.59%3.59%3.67%3.49%3.19%3.3%3.12%3.3%2.86%

Delliver Clayton Polk City Oyens Drakesville Afton Charter Oak Ferguson Nemana Raymond Monited Afton Charter Oak Ferguson Nemana Raymond Monited Afton Ossian Bagley Masonville Marengo Schaller Redding Cedar Falls Sheldon Mount Auburn Miles Dixon Delhi Haverhill Governation Contextual Institute for Contextual Ministry Atkins Salem Martelle Sumner Brandon Wiot40

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.

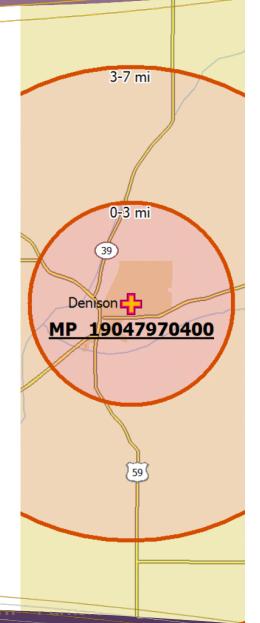
BIBLICAL BARRIERS

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.



Elkport Drakesville Farley Shell Rock Hancock Mason City New London Garwin Hastings Lidderdale Royal Oyens Conesville Audubon Columbus City Dawson Ottosen Intercultural Institute te Clarksville Decorah Mediapolis Crescent Cumberland Slater Sagev for Confextual Ministry Confextual Ministry Bridgewater Alta Vista Quasqueton Muscatine Media 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.

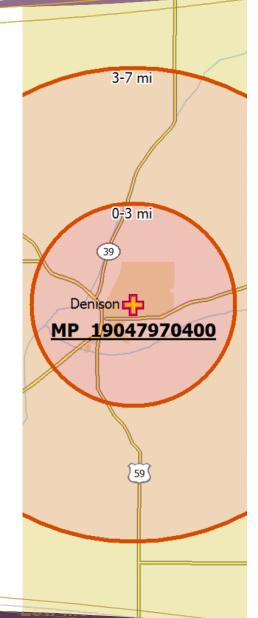
CULTURAL BARRIERS OF ACCEPTANCE

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.



tate Center Weldon New London Lynnville Maurice Ainsworth Farragut Council Bluffs Calumet Carpen agle Grove Kellerton Stanley Doon Donahue Mallard Manning St. Chart Fairbank Gilmore City Broth Rhodes Ledyard Riverdale Cumming Hudson Andover Gilbert On GorConfectual Institute for Confectual Ministry riccopyright 2014, Intercultural Institute for Contextual Ministry 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.

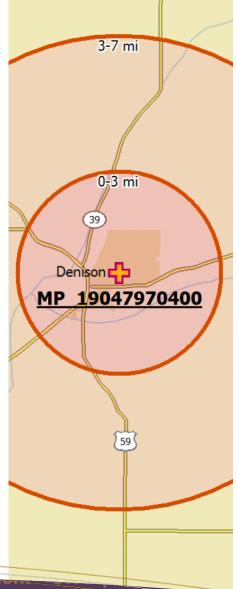
BARRIERS	0-3	3-7	7-10		BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Important Continue Learning New Things	50%	49%	48%	-	Like to Stand Out In A Crowd Like To Pursue	20% 20%	20% 19%	19% 17%
Woman's Place Is In The Home	36%	36%	37%		Challenge/Novelty/Change			
Prefer To Have Few	34%	34%	32%		Marijuana Should Be Legalized	20%	19%	18%
Possessions As Possible					Rarely Sit Down to a Meal	17%	17%	17%
Speak My Mind Even If It Upsets	34%	34%	34%		Together At Home			
People					I Am A Workaholic	17%	17%	17%
Find It Difficult To Say No To My Kids	34%	34%	34%		Only Work Current Job for The Money	15%	15%	15%
Like Control Over People And Resources	33%	32%	31%		We Should Strive for Equality for All	14%	13%	11%
Like To Do Unconventional Things	31%	31%	31%		Happy With My Standard Of Living	11%	11%	10%
Don't Judge People/Way They Live Life	30%	29%	28%		On Whole People Get What They Deserve	9%	8%	8%
Friends More Important Than My Fam.	27%	26%	24%		Indulge My Kids With The Little Extras	9%	8%	8%
Money Is Best Measure Of Success	27%	27%	27%		Little I Can Do To Change My Life	8%	8%	7%
If Won Lottery Would Never Work Again	24%	25%	25%		More Important Do Duty Than Enjoy Life	7%	6%	5%
Too Much Sponsorship In Arts/Sports	23%	23%	22%					

Richland Manly Castalia Carter Lake Dunkerton Rock Rapids Weldon Hepburn Maynard Benton G Lenox Pleasanton Hubbard Blue Grass Ottumwa Galt Thompson Intercultural Institute Onawa Ea Ventura Agency Kirkville Floris Evansdale Pleasant Hill Maquoke for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Rock Falls Bonaparte Osceola Shannon City Spring Hill Belmond Davis City Beaver West Branch Truro Muscatine Thor Randolph Woden Williams Meriden Indiana <u>Intercultural Institute</u> ougherty Blairstown Calumet Pella Eldon Mondamin Bridgewater Montesting <u>Intercultural Institute</u> Sabula Tru ocopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

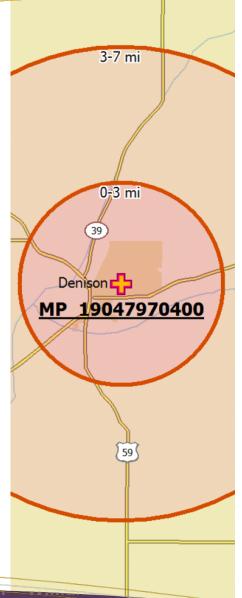
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILE
Important To Respect Customs And Beliefs	56%	56%	56%	Looking for New Ideas To Improve Home	17%	15%	14%
You Should Seize Opportunities In Life	56%	55%	54%	Worried About Pollution Caused By Cars	16%	16%	16%
Like To Understand About	39%	37%	36%	Real Men Don't Cry	16%	16%	15%
Nature				Is An Important Part Of Who I Am	15%	14%	13%
Important Feel Respected By My Peers	35%	35%	34%	Try Not To Worry About The Future	14%	14%	13%
Prefer To Have Few Possessions As Possible	34%	34%	32%	Provide My Kids With The Little Extras	11%	11%	11%
Prefer Work Part Of Team Than Alone	33%	32%	32%	Enjoy Spending Time With My Fam.	11%	10%	10%
Important To Juggle Various	31%	29%	27%	Feel Very Alone In The World	6%	6%	6%
Tasks				Children Should Be Allowed To	5%	5%	5%
Good At Fixing Things	30%	29%	27%	Express Themselves			
Have Keen Sense Of Adventure	26%	26%	25%	Like Spending Most Time With	5%	5%	5%
Like To Just Enjoy Life	23%	21%	20%	Fam.			
People Have To Take Me As	22%	22%	22%	Decor Particular Interest To Me	3%	3%	3%
They Find Me				Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	21%	20%	19%	Business			

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Barnum Gilbert Overts Palmer Winfield Plano Gray Epworth Mount Auburn Andrew Clare Mooria Frand River New Hartford Bankston Lakota Ladora Sidney Clarence Intercultural Institute enox Kellerton Arion Luzerne Woolstock Lake View State Center Charles Contextual Ministry Ri Copyright 2014, Intercultural Institute for Contextual Ministry Hompick 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



ki Le Claire Delphos Gruver Franklin Fort Dodge Traer Spillville Martelle Meservey Scranton Lockri Hontrose Sherrill Milo Latimer Alton Lacona Centralia Floris Paton Intercultural Institute Marathon Colwell Grant Hamburg Salem Westside Guttenberg Weld For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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	PLACE
	MILES	MILES	MILES	
Fast Food/Drive-In	86.03%	86.21%	86.5%	Olive Garden
Restaurant-Visit Any				Red Lobster
Fam. Restaurants/Steak	81.75%	82.38%	83.01%	Domino's Pizza
Houses-Visit Any				Sonic
McDonald's	54.98%	55.22%	55.42%	Cracker Barrel
Burger King	35.72%	36.03%	36.44%	Outback Steakhor
Applebee's	28.63%	28.68%	28.66%	Denny's
Subway	28.47%	29.08%	29.92%	IHOP (Internation
Taco Bell	28.06%	27.93%	27.58%	Pancakes)
Kentucky Fried Chicken (KFC)	27.29%	27.27%	27.34%	Chili's Grill and Ba
Wendy's	25.63%	24.83%	23.92%	TGI Friday's
Pizza Hut	23.82%	24.57%	25.19%	Starbucks
Arby's	23.21%	23.51%	23.88%	Golden Corral
Dairy Queen	20.76%	22.14%	23.9%	

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	18.42%	18.43%	18.37%
Red Lobster	14.99%	14.82%	14.66%
Domino's Pizza	13.89%	13.31%	12.44%
Sonic	13.45%	13.18%	13.16%
Cracker Barrel	12.89%	12.41%	11.96%
Outback Steakhouse	11.75%	11.48%	11.02%
Denny's	11.65%	11.28%	10.83%
IHOP (International House Of	11.22%	10.46%	9.38%
Pancakes)			
Chili's Grill and Bar	10.66%	10.22%	9.44%
TGI Friday's	9.69%	9.07%	8.14%
Starbucks	9.67%	9.37%	8.87%
Golden Corral	9.33%	9%	8.62%

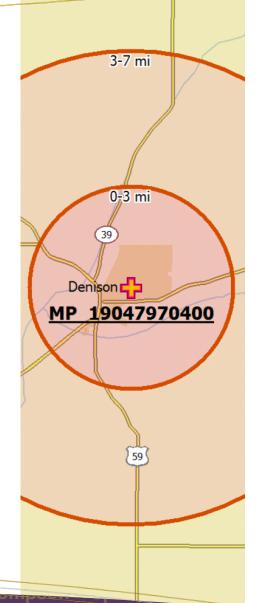
Jamaica Sanborn North Buena Vista Monroe New London Callender Shambaugh Meriden Guthrie G Lati Rinard Coalville Ida Grove West Burlington Coppock Van Wert Urber Life Gotteria Onawa Reinbect esville Bankston Lansing Clinton Hartley Luzerne Parnell Braddyville Gottertual Ministry ar Copyright 2014, Intercultural Institute for Contextual Ministry ar Copyright 2014, Intercultural Institute for Contextual Ministry ar Copyright 2014, Intercultural Institute for Contextual Ministry

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!



han McCausland Webb Prescott Russell Boone Clarksville Dunkerton Renwick Truesdale Pleasant Ha Redney Williamsburg Dysart Waucoma Hampton Pilot Mound Mondam Intercultural Institute Pleasant Plain Carbon Webster Bellevue Duncombe Sac City Richla of Confertual Ministry VI Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 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	46.41%	47.35%	48.1%
Recycled products	34.37%	34.58%	34.24%
Worked as volunteer (non political)	16.8%	17.02%	17.12%
Engaged in fund raising	10.57%	10.94%	11.36%
Religious club member	7.39%	7.58%	7.9%
Wrote to elected offcl about publ bus	5.78%	5.85%	5.89%

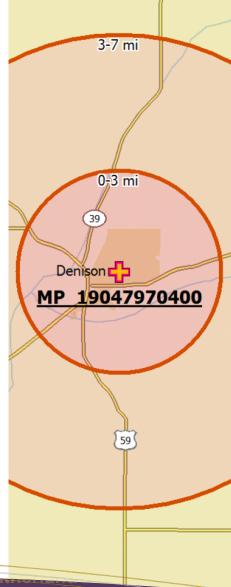
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.56%	5.43%	5.18%
newspaper			
Charitable Organization	5.44%	5.9%	6.38%
Union member	5.19%	5.4%	5.58%
Fraternal order member	5.07%	4.87%	4.57%
Took active part in local civic	4.87%	5.02%	5.2%
issue			
Addressed a public meeting	4.61%	5.18%	5.81%



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.



Bradgate Rake Weldon Anthon Ralston Reinbeck Lamont Le Grand Ringsted Dexter Lenox Neol a Junction Cumming Balltown Minden Alta St. Ansgar Wiota Meriden Alta Donnellson Sabula Wat Somers Brooklyn Kirkville Grand River Atalissa Lidderdale Waverly Divertual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry North Washington Gilbert Aurora Chariton New Al50

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	15.62%	14.93%	14.02%
Children's Books	12.29%	12.28%	12.26%
Mystery	11.41%	11.24%	11%
Cookbooks	10.35%	10.4%	10.41%
Religious (not Bibles)	8.5%	8.64%	8.73%
Biography	6.51%	5.99%	5.24%
History	6.51%	6.31%	6%
Romance	6.28%	6.23%	6.22%
Personal/Business Self-help	6.06%	5.99%	5.8%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.57%	65.51%	63.52%
Gen. Editorial	44.16%	43.56%	42.52%
Womens	39.19%	38.49%	37.39%
Service	34.3%	34.05%	33.58%
Mens	18.06%	17.6%	16.83%
Business/Finance	14.4%	13.97%	13.11%
Automotive	14.39%	14.16%	13.84%
Sports	14.26%	13.63%	12.68%
Fishing/Hunting	13.49%	14.59%	16.11%

Humeston Prescett Gibson Griswold St. Lucas Eldon Buffalo Castalia Vining Polk City St. Anthe Unit Sterling Kellerton Nichols Linn Grove Manilla Valeria West Chester Intercultural Institute Muscatine Cotter Goldfield Riceville Merrill Montrose Stuart Humbo (on Contextual Ministry Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Comparison City Russell Riverdale Salix South English Par51

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	56.41%	56.86%	57.26%
Classified	34.84%	35.33%	36.15%
Sport	32.4%	32.88%	33.39%
Editorial Page	31.9%	32.43%	33.04%
Comics	29.08%	29.31%	29.62%
Business/Finance	27.79%	27.72%	27.25%
Food/Cooking	25.22%	25.25%	25.08%
Movie Listings & Reviews	25.11%	24.25%	22.8%
TV/Radio Listings	23.79%	23.22%	22.41%
Home/Gardening	21.55%	21.66%	21.56%
Travel	18.24%	17.95%	17.29%
Science/Technology	17.74%	17.25%	16.52%
Fashion	13.4%	13.43%	13.37%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	24.23%	27.03%	30.98%
CHR Contemp Hit Radio	18.56%	17.57%	16.17%
Adult Contemporary	18.54%	18.57%	18.38%
Rock	12.66%	12.43%	11.93%
Oldies	11.96%	12.29%	12.51%
News/Talk	11.56%	11.43%	10.95%
Classic Rock	11%	11.39%	11.71%
Urban Contemporary	9.15%	8.19%	6.99%
Alternative	8.3%	7.52%	6.35%
Variety	7.99%	7.97%	7.78%
Hispanic	6.34%	5.94%	5.31%
Religious	6.18%	6.17%	6.2%
Soft Contemporary	5.44%	5%	4.34%
Classic Hits	4.23%	3.92%	3.53%
All News	4.16%	3.97%	3.58%
Sports	3.53%	3.34%	3.01%
All Talk	3.23%	3.1%	2.88%
Classical	3.03%	2.88%	2.58%



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

3-7

MILES

26.61%

25.22%

24.04%

24.26%

23.51%

23.94%

21.93%

21.92%

20.54%

18.08%

19.21%

19.06%

18.9%

7-10

MILES

27.94%

25.58%

23.47%

24.41%

23.44%

24.85%

20.41%

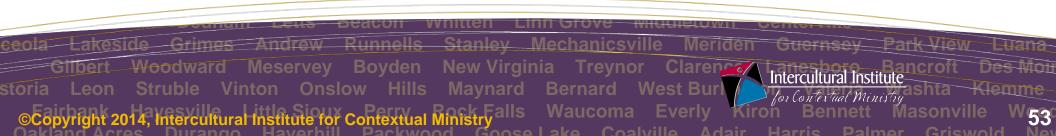
21.65%

19.86%

16.64% 19.51%

19.25%

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV	0-3
	MILES	MILES	MILES		MILES
Fox News Channel	60.34%	61.47%	62.84%	Nick At Nite	25.41
Satellite Dish	56.73%	56.99%	57.06%	TV Info From Newspapers	24.8%
Soapnet	50.12%	49.75%	48.95%	USA Network	24.31
Other Video-On-Demand	43.55%	44.31%	45.36%	BET (Black Entertainment	24%
Sci-Fi Channel	35.52%	37.33%	39.51%	TV)	
Adult Pay Per View TV	34.14%	34.26%	34.35%	TCM (Turner Classic	23.56
MSNBC	32.6%	33.65%	35%	Movies)	
Comedy Central	29.32%	28.09%	26.26%	Hallmark Channel	23.07
TV Info From Sunday TV	27.96%	27.72%	27.29%	ABC Fam.	22.86
Magazine				TV Info From Monthly Cable	22.03
Subscribe Digital Cable	27.45%	28.72%	30.07%	Guide	
Nickelodeon	27.07%	28.93%	31.34%	The Golf Channel	20.99
Adult Swim	26.27%	28.23%	30.47%	ESPN Classic	19.03
				TV Info From Other	18.96



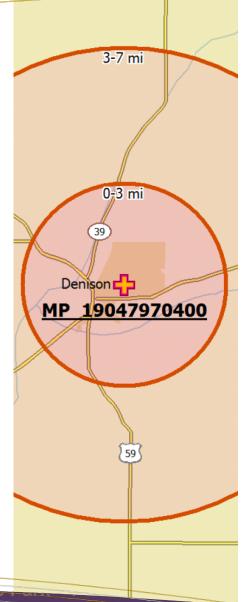
Lifetime

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.



Mount Avr Sully Boyden Braddyville Castana Livermore Adel Bode Lehigh Archer Sumner Oche Asbury Bertram Steamboat Rock Panora Eagle Grove Shannon City North English Boxholm Plover Keokuk Udell Postville Drakesville Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.88%	17.45%	16.87%
Medium Users (4-6)	10.3%	9.91%	9.25%
Light Users (1-3)	21.55%	21.23%	20.76%
Quintiles (20%)			
Newspaper I (Heavy)	1.37%	1.44%	1.51%
Newspaper II	1.63%	1.67%	1.65%
Newspaper III	1.88%	1.92%	1.96%
Newspaper IV	0.68%	0.71%	0.73%
Newspaper V (Light)	1.34%	1.42%	1.48%

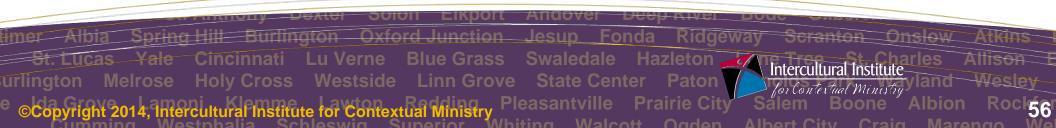
MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.31%	18.65%	18.95%
Magazines II	8.02%	8.02%	7.92%
Magazines III	9.34%	9.68%	10.1%
Magazines IV	10.92%	11.05%	11.06%
Magazines V (Light)	0.47%	0.54%	0.59%
Outdoor I (Heavy)	6.68%	6.24%	5.66%
Outdoor II	2.97%	2.6%	2.16%
Outdoor III	3.2%	3.18%	3.14%
Outdoor IV	18.34%	17.78%	17.19%
Outdoor V (Light)	26.59%	26.62%	26.64%
Yellow Pages I	15.56%	15.11%	14.5%
(Heavy)			
Yellow Pages II	5.39%	4.97%	4.51%
Yellow Pages III	4.79%	4.57%	4.26%
Yellow Pages IV	24.13%	23.48%	22.84%
Yellow Pages V (Light)	3.18%	2.91%	2.6%

Clearfield Jackson Junction Hamburg Stanley Dayton Marathon Oxford Kellogg Earlyille Baldwin De Fremont Garrison Urbana Russell Ralston McCausland Hartwick Leler Carlisle Cedar Falls West P Inwood Ryan Struble Masonville Melvin Treynor Clarence Kirkman (a) Contextual Institute Sheffield Way Copyright 2014, Intercultural Institute for Contextual Ministry Beaconsfield La Porte City Low Moor New London 55

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.99%	3.13%	3.41%	Prime Time I & II (Heavy)	3.71%	3.75%	3.93%
Drive Time III (Medium)	0.65%	0.57%	0.51%	Prime Time III (Medium)	1.84%	1.99%	2.14%
Radio IV & V (Light)	2.19%	2.41%	2.63%	Prime Time IV & V (Light)	8.21%	7.71%	6.9%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.31%	8.27%	8.15%	Fringe I & II (Heavy)	40.2%	39.56%	38.94
Radio III (Medium)	4.45%	4.65%	4.78%	Fringe III (Medium)	57.98%	58.2%	58.5%
Radio IV & V (Light)	3.24%	3.33%	3.34%	Fringe IV (Light)	58.14%	57.15%	55.85
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.25%	12.48%	12.63%	All Day I & II (Heavy)	13.22%	12.58%	12.01
Cable III (Medium)	4.01%	3.76%	3.51%	All Day III (Medium)	25.98%	25.34%	24.68
Cable IV & V (Light)	32.32%	33.24%	34.31%	All Day IV (Light)	12.7%	11.75%	10.69



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]	10.36%	10.44%	10.49%
6:00am - 10:00am	14.03%	13.44%	12.61%
10:00am - 3:00pm	5.17%	4.67%	3.94%
3:00pm - 7:00pm	14.43%	14.49%	14.55%
7:00pm - Midnight	12.91%	13.04%	12.96%
Midnight - 6:00am	5%	5%	4.97%
Weekend Radio			
Listeners			
Dayparts [summary]	13.49%	13.8%	14.02%
6:00am - 10:00am	2.91%	2.69%	2.34%
10:00am-3:00pm	4.76%	4.43%	3.93%
3:00pm - 7:00pm	6.16%	6.15%	6.13%
7:00pm - Midnight	7.63%	7.19%	6.59%
Midnight - 6:00am	9.81%	8.97%	7.82%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.62%	7.81%	7.91%
Saturday: 8:00-11:00pm	8.5%	8.3%	7.94%
Sunday: 7:00-11:00pm	8.54%	9.33%	10.19%
9:00am-1:00pm	25.41%	26.61%	27.94%
9:00am-4:00pm	29.96%	30.97%	32.06%
4:00pm-7:00pm	27.12%	27.23%	27.03%
11:00pm-1:00am	40.38%	40.96%	41.6%
AVG Prime time	2.58%	2.5%	2.33%
Mon-Sun			

ora Pomeroy Lost Nation

Minburn Sutherland Anthon Sioux Rapids St. Olaf Rockwell City Davenport Ringsled Stuart Lockrid geley Hanlontown Walcott Clear Lake Westfield Harper Park View Coart Intercultural Institute Hull Floyd Earlham Dunkerton Cresco Cylinder Council Bluffs Little Confectual Ministry Pocopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Proceedings of the second and Property States and States and

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	17.82%	17.47%	16.88%	Sat: 7-10am	Sat: 7-10am 18.17%	Sat: 7-10am 18.17% 18.26%
7-9am	18.52%	18.63%	18.61%	Sat: 10am-1pm	Sat: 10am-1pm 7.11%	Sat: 10am-1pm 7.11% 6.99%
9am-12noon	20.84%	22.13%	23.57%	Sat: 1-4pm	Sat: 1-4pm 23.42%	Sat: 1-4pm 23.42% 23.12%
12noon-4pm	9.12%	8.84%	8.49%	Sat: 4-6pm	Sat: 4-6pm 5.61%	Sat: 4-6pm 5.61% 5.67%
4-6pm	43.86%	44.65%	45.23%	Sat: 6-7pm	Sat: 6-7pm 1.72%	Sat: 6-7pm 1.72% 1.76%
6-7pm	20.09%	21.54%	23.13%	Sat: 7-8pm	Sat: 7-8pm 1.09%	Sat: 7-8pm 1.09% 1.08%
7-7:30pm	1.34%	1.3%	1.22%	Sat: 8-11pm	Sat: 8-11pm 8.5%	Sat: 8-11pm 8.5% 8.3%
7:30-8pm	10.06%	9.7%	9.24%	Sat: 11pm-1am	Sat: 11pm-1am 4.1%	Sat: 11pm-1am 4.1% 3.97%
8-11pm	7.62%	7.81%	7.91%	Sat: 1am-7pm	Sat: 1am-7pm 24.31%	Sat: 1am-7pm 24.31% 24.04%
11pm-12am	32.6%	33.65%	35%	Sun: 7-10am	Sun: 7-10am 2.05%	Sun: 7-10am 2.05% 2.05%
11pm-1am	40.38%	40.96%	41.6%	Sun: 10am-1pm	Sun: 10am-1pm 6.45%	Sun: 10am-1pm 6.45% 7.14%
1-6am	31%	30.87%	30.22%	Sun: 1-4pm	Sun: 1-4pm 5.25%	Sun: 1-4pm 5.25% 5.1%
				Sun: 4-7pm	Sun: 4-7pm 12.32%	Sun: 4-7pm 12.32% 12.89%
				Sun: 7-11pm	Sun: 7-11pm 8.54%	Sun: 7-11pm 8.54% 9.33%
				Sun: 11pm-1am	Sun: 11pm-1am 4.52%	Sun: 11pm-1am 4.52% 4.57%
				 Sun: 1-7am	Sun: 1-7am 19.35%	Sun: 1-7am 19.35% 20.29%

West Chester New Hartford Halbur Avoca Ionia Bloomfield Pocahontas Coryclon Glenwood Galva St. Anthony Ashton Lohrville Lytton Titonka Belle Plaine Cotter Ministry Low Moor Hancock Frederika Danbury Leighton Fonda Lake Mills For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



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

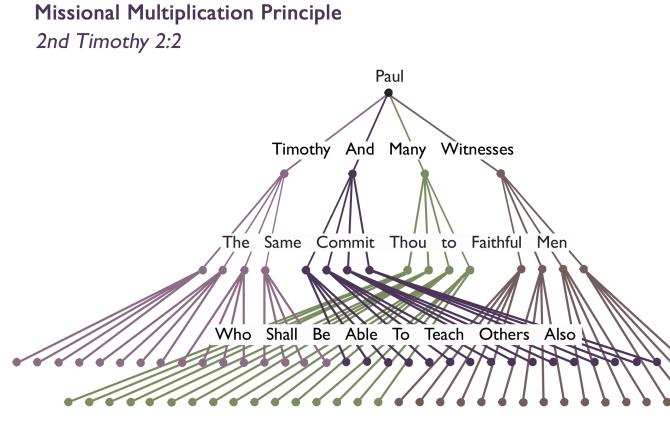
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

orth Buena Vista Cascade Mitchell Manning West Bend Muscatine Libertyville Carpenter Goodell New Plano Webb Fremont Kimballton Rose Hill Albert City Wellman Souther dish Lehrville Sioux City Ha rabee Nemaha Ireton Thayer Malvern Bondurant Oxford Junction Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



osen Colesburg Sharpsburg Boxholm Swaledale Panama Muscatine Clermont Westside Carlisle Mon tes Corwith Waukon Swan Galva Casey Greene Thornton Oxford Property Intercultural Institute of Contextual Institute for Contextual Ministry of Griswold Ely Garrison Steamboat Rock Rutland 61 Bocopyright 2014, Intercultural Institute for Contextual Ministry Ref Griswold Ely Garrison Steamboat Rock Rutland 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.



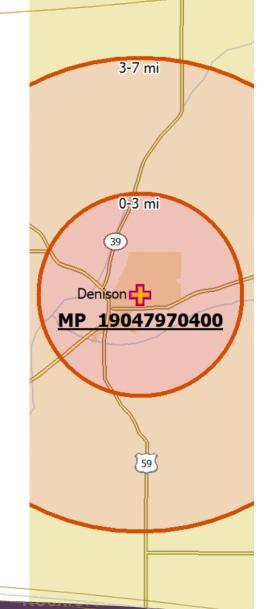


Your MissionSite and the Missional Suite

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



Ionia Hudsen Rowan Williamson Ayrshire Maharishi Vedic City Villisca Defiance Ringsted Arion Ames Albert City Archer New London Ida Grove Nodaway Davis City Intercultural Institute Danbury Beacon Greene Alexander Cumming Charlotte Blockton Confectual Ministry Churdan Anthon Exline Arnolds Park Wilton Nort 63 Copyright 2014, Intercultural Institute for Contextual Ministry

Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
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