MissionSite top unreached locations

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Site Location Summary

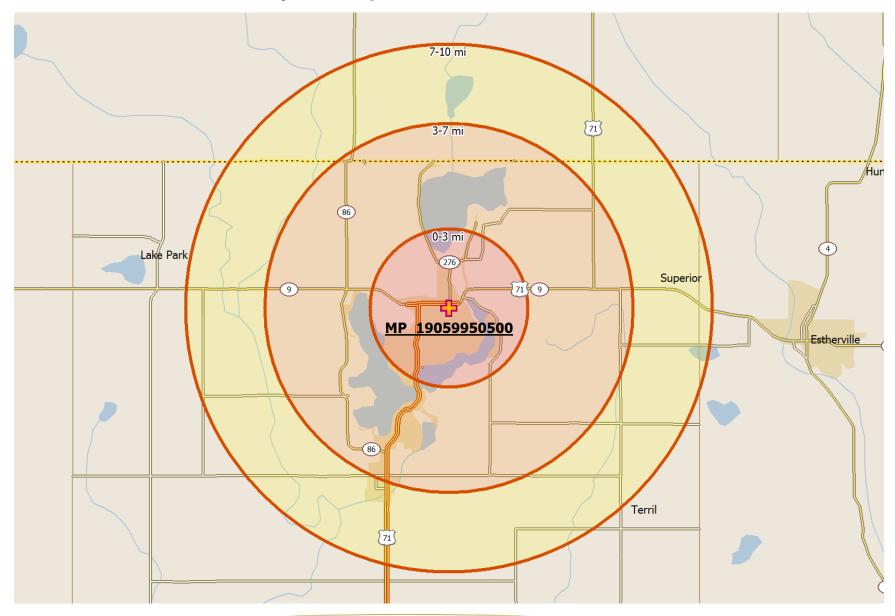
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	19059	Dickinson
4	Zipcode	51360	Dickinson
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	К	10000-10000-10000



St. Marys Conrad Review Ottosen Quimby Thornton Garden Grove Ogden Boone Blockton Meirose Ute Gruver Millville Avoca Malvern Alta Chatsworth Keosauqui Intercultural Institute Dixon West Okoboji Tipton Cumming La Porte City Arthur Larchword Intercultural Institute los Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Alexander Sheldon Dundee Tipton Ionia Guttenberg Elkhart Shannon City Mitchellville Maxwell G Bette Plaine Searsboro Dike Ida Grove Elma Eldora Batavia Valeria Intercultural Institute On Villisca Leon Camanche Adel Garden Grove Bankston Tingley W for Contestual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Of Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

RURAL / URBAN	CODE	EXPLANATION
Metro or Non-Metro	0	Non-Metro
Urban Influence	8	Micropolitan area not adjacent to a metro area
Rural / Urban Continuum	7	
NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
NCES Urban Centric Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
Codes		urbanized area.
IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999
		(large urban cluster)
Percent Commuting to Metro	0	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 Influence8Rural / Urban Continuum7NCHS Rural Urban Codes53NCES Urban Centric Locale33Codes79IICM RUCA Values Index79ERS RUCA Commuting Value4

Spirif Lake Minden Middletown Pleasant Hill Stanwood Solon Hayesville Elkport Quasqueton Lake Gr Bial Stown Rock Valley Cambridge Randolph Willey Keystone Afton Scarville New Liberty or Earling Hardy Clarksville Montezuma Humboldt Panora Cincinnati for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	7,013	5,757	2,318
2010 Households	3,389	2,969	1,060
2010 Group Quarters Population	134	19	64

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	20	8	5
Language Diversity National Index	7	2	5
Foreign Born Diversity National Index	28	39	29
Ancestry Diversity National Index	39	42	33
Racial Diversity National Index	2	4	3

ity Ocheyedan Raymond Central City Urbana Sibley Waterville Lu Verne Blakesburg Letts Huxley E Effort Belmond Defiance Corning Fredericksburg Glidden Adel America Stabula Cumberland Nodavat Red Oak Bloomfield Udell Little Rock Gilmore City Merrill Essex for Confertual Ministry McGregor Du Copyright 2014, Intercultural Institute for Contextual Ministry Ovens Diagonal Cylinder Martinsburg Sharpsburg Smi

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	1	True
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

Frement Gilbertville Rockwell Bedford Agency West Branch Maquoketa Algona Greeley Gilbert Grand Storm Lake Sandyville Kamrar Spragueville Linn Grove Sageville Sure Intercultural Institute Gradgate Humeston Dexter Kirkman Blairstown Mount Auburn Woodburg for Contextual 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	1,104	32.58%
Mainstay Communities	Established, Diverse Households	708	20.89%
Working Communities	Blue-collar, Working Families	1,139	33.61%
Country Communities	Rural, Agri. & Mining Families	198	5.84%
Aspiring Communities	Young Singles / Aspiring-Multihousing	82	2.42%
Urban Communities	High Density, Inner-city Neighborhoods	157	4.63%

New Virginia Webster City Tabor Meriden Rockwell Marble Rock Leighton Pacific Junction Bertram G Spillville Auburn Polk City Knierim Wesley Hansell Stacyville Over Betavia Evansdale Solen Gilman Cushing Alton Dumont Peosta Sabula Forest City Thornburg Intercultural Institute ocopyright 2014, Intercultural Institute for Contextual Ministry Bedored Arlington Farmersburg Okoboji Asbury Boone St. Paul Valle

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.

Otxon Nora Springs Greenfield Ellston Lanesboro Delmar Rock Rapids Ankeny De Soto Fonda Maico Manning Oakland Acres Dexter Woodbine Lake Mills Alton McCauro Intercultural Institute Vebster City Hull Milo Centralia Riverside Calamus Sidney Martelle Copyright 2014, Intercultural Institute for Contextual 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	5,430	2,280	41.98%
Unreached %	66.79%	67.26%	100.71
Religious But NOT Evangelical HH	1,149	472	41.02%
Religious But NOT Evangelical %	14.14%	13.91%	98.42
Spiritual But NOT Relig or Evang HH	958	440	45.9%
Spiritual But NOT Relig or Evang %	11.79%	12.98%	110.12
Not Evangelical, Not Interested HH	3,323	1,368	41.17%
Not Evangelical, Not Interested %	40.86%	40.37%	98.79



Williamson Sioux Rapids Stockport Meriden Rock Valley Pella Keoman Village Rathbun Russell G Linetion Clarksville Baxter Fredonia Jackson Junction Webb Alton Experiment Auburn Rutland Elk Horn Springville Northwood Robins Lake View Gilbert Collins Auburn For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Blue Grass Fertile Toropto Delbi Lost Nation Castana

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	508	208	41.04%
Active Evangelical Percent	6.25%	6.15%	98.47
Inactive Evangelical Households	2,193	900	41.05%
Inactive Evangelical Percent	26.97%	26.56%	98.48
# New Churches Needed	4	2	41.68%





Using the Spirituality Indicators

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

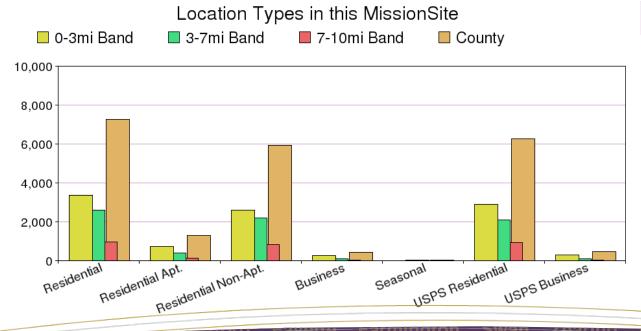
Issues for Your Consideration

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



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

	DEMOSCAPE	COUNTY	BAND	% OF CO
	1990 Population	14,909	5,821	39.04%
2010 Population 16 6/1 7 013 /2 1/%	2000 Population	16,424	6,581	40.07%
	2010 Population	16,641	7,013	42.14%

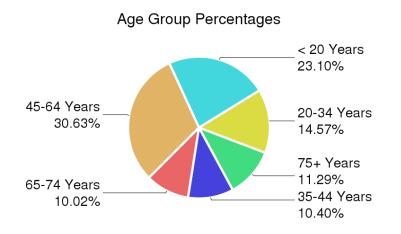


Location Type	0-3mi Band
Residential	3,361
Residential Apt.	745
Residential Non-Apt.	2,616
Business	281
Seasonal	4
USPS Residential	2,912
USPS Business	287

Centerville <u>Havesville Beacon Griswold Chelsea</u> Clarksville Ackley Postville Jolley Lake View A well Fairfax Ollie Marquette Cedar Rapids Strawberry Point Doon Down Indianola Scarville Sulfy burg Stockton Gladbrook Prairieburg West Branch Craig Sac City Gut for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual Ministry Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Ministry Confectua

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.

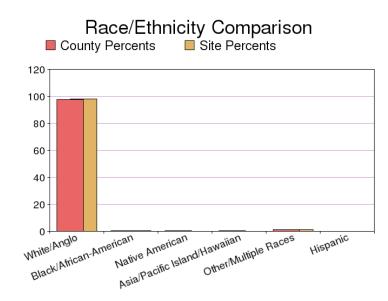


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.6%	5%	108.7
4-5 Years	2.13%	1.83%	85.92
6-8 Years	3.12%	3.24%	103.85
9-11 Years	3.14%	3.69%	117.52
12-13 Years	2.08%	2.71%	130.29
14-17 Years	4.46%	4.35%	97.53
18-19 Years	2.27%	2.27%	100
0-5 Years	6.73%	6.83%	101.49
6-12 Years	7.3%	8.27%	113.29
13-19 Years	7.77%	7.99%	102.83
< 20 Years	21.8%	23.09%	105.92
20-34 Years	15.16%	14.56%	96.04
35-44 Years	10.28%	10.39%	101.07
45-64 Years	30.42%	30.61%	100.62
65-74 Years	11.36%	10.01%	88.12
75+ Years	10.98%	11.28%	102.73
Median Age	47	46	98.6
Median Age (Male)	45	46	102.23
Median Age (Female)	49	46	93.71

Aiddletown Somers College Springs Rudd Williams Ottosen Danville Little Rock Reinbeck Adel Van A Conse Lake Fayette Drakesville Paullina Arion Colfax Saylorville Garber Intercultural Institute Lu Verne Farmington Ashton Oskaloosa Paton North Buena Vista Seconyright 2014, Intercultural Institute for Contextual Ministry Verton Calva Annua Design Vetter Peop

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	97.79%	98.15%	100.36
Black, African-American	0.26%	0.24%	91.68
Native American	0.26%	0.14%	55.18
Asian	0.36%	0.2%	55.37
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	1.32%	1.25%	95.35
Hispanic	0%	0.93%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,087	5,056	
Less than 9th Grade	3.69%	5%	73.74
No High School Diploma	6.02%	5.48%	109.94
High School Graduate	35.54%	33.62%	105.71

24.53%

16.17%

5.45%

8.6%

23.28%

9.2%

17.9%

5.52%

105.37

93.47

90.32

98.8

nkerton Holy Cross Deugherty Maxwell Chillicothe Mitchellville Mechanicsville Cumberland Cascade V Houlton Jamaica Farragut Walnut Alleman Albert City Arispe Imore Intercultural Institute Shenandoah Swan Duncombe Unionville Goodell Madrid Westfiel Intercultural Institute Harpers Ferry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Some College, no degree

Associate Degree

Graduate/Prof. degree

College Degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	4.91%	4.6%	103.39
\$10,000 to \$19,999	10.7%	11.3%	105.62
\$20,000 to \$29,999	12.08%	12.39%	102.61
\$30,000 to \$49,999	23.06%	21.86%	94.82
\$50,000 to \$59,999	9.99%	8.88%	88.94
\$60,000 to \$69,999	9.41%	8.62%	91.58
\$70,000 to \$79,999	6.99%	7.08%	101.38
\$80,000 to \$89,999	5.4%	5.55%	102.75
\$90,000 to \$99,999	3.66%	4.13%	112.72
\$100,000 to \$124,999	5.82%	6.82%	117.17
\$125,000 to \$149,999	2.85%	2.89%	101.35
\$150,000 to \$199,999	3.31%	4.31%	130.22
\$200,000 to \$249,999	0.8%	0.65%	81.2
\$250,000 or more	1.03%	0.86%	82.83
Median Household	49,236	52,690	107.02
Average Household	64,045	70,099	109.45
Per Capita Household	31,527	33,890	107.5
Family/Non-Family Household			
Income			
Median Family Income	60,271	63,006	104.54
Average Family Income	75,105	79,730	106.16
Median Non-Family Income	29,816	29,970	100.52
Average Non-Family Income	42,116	41,425	98.36

Lynnville Afton Extine Clinton Fremont Mount Ayr Montour Linden Irwin Gilbertville Martelle Hartwick Polk City Dawson Castana Danbury Coalville Magnolia Maxim Lisbon Andover Jan Leando Akron Hazleton Riceville Paullina Guthrie Center Gibson For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	66.47%	65.45%	98.46
Families with Children	26.31%	27.41%	104.2
Families without Children	40.17%	38.03%	94.69
Non-Family Households			
% Non-Family Households	33.53%	34.55%	103.06
Non-Families with Children	0.32	0.24	73.82
Non-Families without Children	33.21	34.32	103.34
Housing Units			Index
Total Housing Units	13,093	5,185	
Vacant percent	37.9%	34.66%	91.45
Owned percent	48.58%	51.21%	105.4%
Rented Percent	13.52%	14.16%	104.72
Households by Size			Index
Avg household size	2.01	2.03	101
Avg family hh size	2.48	2.52	101.61
Avg non-family hh size	1.09	1.11	101.83
Households By Count of Persons			Percent
One	2,360	1,031	43.69%
Two	4,084	1,636	40.06%
Three or Four	1,508	649	43.04%
Five+	179	73	40.78%

dward College Springs Kellerton Villisca Turin Sloan Spring Hill Farnhamville Keosaugua Coalville Fre Deflance Nora Springs Bouton Elkhart Lamont Norway Cedar Falls Intercultural Institute Benton Seymour Columbus City Hamburg Centralia Deep River Copp For Contextual Ministry av Copyright 2014, Intercultural Institute for Contextual Ministry and Contextual Ministry Danville Dow City Keswick Lost Nation Iowa City Duncom 18

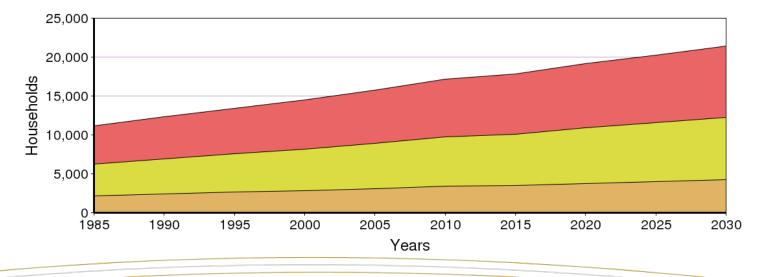
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	14,909	5,821	39.04%
2000 Population	16,424	6,581	40.07%
2010 Population	16,641	7,013	42.14%
2015 Population	16,727	7,083	42.34%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

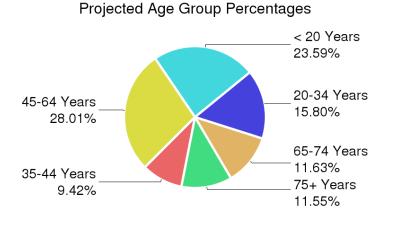
📕 0-10mi Ring



Tahpeton Renwick Winterset Britt Toledo Wesley Shannon City Swan Boxholm Kelley Delmar Char Weylle Parkersburg Elgin Rome New Providence Carroll Bondurant ambs Grove Harvey Riverdale Ogden Grand Mound Rathbun Salix Confectual Institute for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Fidon Riverside Struble Mount Avr. Masonville Keswick

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

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

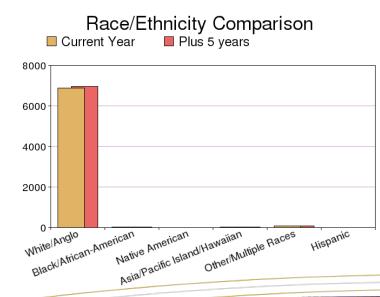


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5%	5.32%	106.4
4-5 Years	1.83%	2.1%	114.75
6-8 Years	3.24%	3.61%	111.42
9-11 Years	3.69%	3.68%	99.73
12-13 Years	2.71%	2.57%	94.83
14-17 Years	4.35%	4.11%	94.48
18-19 Years	2.27%	2.17%	95.59
0-5 Years	6.83%	7.43%	108.78
6-12 Years	8.27%	8.56%	103.51
13-19 Years	7.99%	7.6%	95.12
< 20 Years	23.09%	23.59%	102.17
20-34 Years	14.56%	15.8%	108.52
35-44 Years	10.39%	9.42%	90.66
45-64 Years	30.61%	28.01%	91.51
65-74 Years	10.01%	11.63%	116.18
75+ Years	11.28%	11.55%	102.39
Median Age	47	47	98.92
Median Age (Male)	45	47	102.83
Median Age (Female)	49	46	94.12

na Fort Atkinson Treynor Wallingford Monona Colwell Massena Lineville Armstrong Orient Blairstow Britt Cotter Gilman Rowley Keomah Village Donnellson Holland Intercultural Institute West Union Slater Creston Walford Manilla Thayer Harris New Vienno (ortextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Rome Fertile Westfield 20

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	98.15%	98.25%	100.1
Black, African-American	0.24%	0.27%	110.66
Native American	0.14%	0.18%	128.72
Asian	0.2%	0.28%	141.45
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.25%	1%	79.88
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,056	5,069	
Less than 9th Grade	5%	4.66%	93.04
No High School Diploma	5.48%	5.09%	92.9
High School Graduate	33.62%	33.99%	101.09
Some College, no degree	23.28%	23.42%	100.59
Associate Degree	9.2%	9.49%	103.18
College Degree	17.9%	17.87%	99.85

5.52%

5.48%

99.39

Keystone <u>Convith</u> Central City Afton Rolfe Sandyville Olin Grundy Center Manchester Lamoni Libertyville Beaver Oyens Clutier Oskaloosa Turin Jolley Waukee Cantril Melrose Alburnett Norway Oxford Perry Scranton Vinton Vinton Confextual Ministry Confextual Ministry Confextual Institute for Contextual Ministry Confextual Confextual Ministry Confextual Confextual Ministry

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	4.6%	3.81%	82.7
\$10,000 to \$19,999	11.3%	10.45%	92.51
\$20,000 to \$29,999	12.39%	11.02%	88.94
\$30,000 to \$49,999	21.86%	20.11%	91.99
\$50,000 to \$59,999	8.88%	9.32%	104.91
\$60,000 to \$69,999	8.62%	9.12%	105.84
\$70,000 to \$79,999	7.08%	7.59%	97.08
\$80,000 to \$89,999	5.55%	6.34%	102.42
\$90,000 to \$99,999	4.13%	3.95%	95.59
\$100,000 to \$249,999	6.82%	7.56%	110.87
\$125,000 to \$149,999	2.89%	3.64%	125.75
\$150,000 to \$199,999	4.31%	4.52%	104.85
\$200,000 to \$249,999	0.65%	0.97%	148.79
\$250,000 or more	0.86%	1.08%	126.16
Median Household	52,690	55,754	105.82
Average Household	70,099	75,982	108.39
Per Capita Household	33,890	37,776	111.47
Family/Non-Family Household			
Income			
Median Family Income	63,006	68,401	108.56
Average Family Income	79,730	86,663	108.7
Median Non-Family Income	29,970	32,621	108.85
Average Non-Family Income	41,425	44,881	108.34

ral City Paullina <u>Steamboat Rock Lucas Geneva</u> Harris <u>Hillsboro</u> Bertram <u>Greenville</u> Sumner Meiros Lunction Danbury Pocahontas Palo Pleasant Plain Donahue Bouton <u>Intercultural Institute</u> West Union Igut Webster Plano Akron Pioneer Fayette Swaledale Carlisle Lanes (*Intercultural Institute*) of Moulton *for Contextual Ministry* ^{ri C}Copyright 2014, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	65.45%	65.34%	99.84
Families with Children	27.41	27.1	98.87
Families without Children	38.03	38.95	102.4
Non-Family Households			
% Non-Family Households	34.55%	34.66%	100.31
Non-Families with Children	0.24	0.2	100.31
Non-Families without	34.32	34.46	100.42
Children			
Housing Units			
Total Housing Units	5,185	5,398	104.11%
Vacant percent	34.66%	34.79%	100.38
Owned percent	51.21%	51.2%	100
Rented Percent	14.16%	14.01%	98.93
Households by Size			
Avg household size	2.03	1.98	97.54%
Avg family hh size	2.52	2.45	97.22%
Avg non-family hh size	1.11	1.08	97.3%
Households By Count of			
Persons			
One	1,031	1,074	104.17%
Two	1,636	1,769	108.13%
Three or Four	649	634	97.69%
Five+	73	42	57.53%

Popejoy Truro Altoona Morley Lakota Bevington Manchester Buffalo Mallard Marne Early Mick Correctionville Harcourt Blairstown Luxemburg Fonda Pella Rock For Allison Prairieburg Lisbon enter Dunkerton Wheatland Rose Hill Henderson Blencoe Onawa Rol for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	39	35	22	Eastern Africa	0	0	0
Northern Europe	7	4	2	Middle Africa	0	0	0
Western Europe	3	5	1	Northern Africa	0	0	0
Southern Europe	1	1	0	Southern Africa	0	0	0
Eastern Europe	0	0	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	2	6	6	Oceania	0	0	0
So. Central Asia	0	0	0	Caribbean	0	0	0
SE Asia	0	3	8	Central Amer.	22	8	0
Western Asia	0	0	0	South America	0	0	0
Other Asia	0	0	0	North America	4	8	5
				Born at sea	0	0	0

Adair Anamosa New Vienna Rodman Cleghorn Mount Vernon Ireton Paulina Wahpeton Fairfax H Persia Melrose Rippey Delta Smithland Popejoy Halbur Conrad Intercultural Institute Perry Mediapolis Peterson Cumming Glenwood Weldon Rathbun Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	6,317	5,185	2,700	Other Indo-Euro	0	0	
Spanish	123	5,185	43	Asian/PI languages	0	0	0
Other Indo-Euro	37	45	16	Chinese	0	5	0
language	57	45	10	Japanese	0	0	0
French (incl. Patois,	5	6	0	Korean	2	0	0
Cajun)	5	0	0	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	0	0	0
Italian	1	1	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	17	21	12	Laotian	0	0	7
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	1	0	0	Other Asian	0	0	0
A Scandinavian	1	1	0	Tagalog	0	2	0
Language	•	•	0	Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	7	2	0
Russian	5	0	1	Navajo	0	0	0
Polish	7	10	2	Other Native N.	0	0	0
Serbo-Croatian	0	6	1	American	-	-	-
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	5	2	0
Persian	0	0	0	Hebrew	2	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0	•			

St. Anthony Floris Reinbeck Soldier Dysart Wadena Rudd Lincoln Colesburg Princeton Toronto S Palo Silver-City Luxemburg Wilton Plymouth Mallard Pleasantville enandoah Badger Elgin Malcom Maurice Waukon Alden Keosauqua for Confextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry 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	A	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	5,298	4,352	2,400	I	Irish	Irish 402	Irish 402 349
Arab	1	2	0	It	Italian	Italian 31	Italian 31 51
Armenian	0	0	0	L	Lithuanian	Lithuanian 11	Lithuanian 11 0
Austrian	0	0	1	Ν	Norwegian	Norwegian 574	Norwegian 574 528
British	3	7	2	F	Polish	Polish 24	Polish 24 19
Canadian	2	11	5	F	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	1	2	F	Romanian	Romanian 0	Romanian 0 0
Czech	32	27	23	F	Russian	Russian 9	Russian 9 9
Czechoslovak	18	3	3	S	Scandinavian	Scandinavian 45	Scandinavian 45 15
Danish	167	146	68	S	Scotch-Irish	Scotch-Irish 60	Scotch-Irish 60 37
Dutch	183	164	92	S	Scottish	Scottish 41	Scottish 41 43
English	473	324	149	S	Slovak	Slovak 0	Slovak 0 0
European	9	41	33	S	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	25	1	4	S	Swedish	Swedish 173	Swedish 173 176
French (not Basque)	83	53	25	S	Swiss	Swiss 16	Swiss 16 15
French Canadian	12	20	0	L	Ukrainian	Ukrainian 1	Ukrainian 1 0
German	2,311	1,852	1,087	L	US/American	US/American 360	US/American 360 312
Greek	10	13	2	V	Welsh	Welsh 38	Welsh 38 20
Hungarian	0	0	0	V	West Indian	West Indian 1	West Indian 1 1
Iranian	0	0	0	Y	Yugoslavian	Yugoslavian 1	Yugoslavian 1 1
					Other	Other 182	Other 182 111

Larchwood Garner Fairfield West Branch St. Olaf Greenville Thayer West Bond Dysart Modale R Beacon De Soto Epworth Moulton Sigourney Gray Nemaha Newell Intercultural Institute Pleasant Hill Mason City Charles City Montour Callender Orleans Mary Joi Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

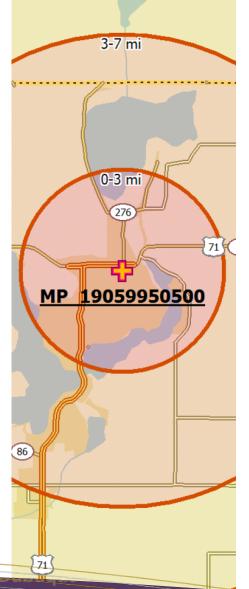
Issues for Your Consideration - continued

- 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?

Telle Plaine Laurel Dougherty Bankston Lake Park Lucas Brighton Templeton Pocahontas Elkader Free Hartford Jewell Junction Coulter Estherville Oyens Ankeny Berkley Intercultural Institute kson Junction Cambridge Melcher-Dallas Kellogg Early Vinton Winthrom Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



Cent Park View Lakota Kelley Tama Bridgewater Knoxville Fayette Monroe Walcoma Evansdale Park Center Hubbard Bancroft Nemaha Westgate Cherokee Manning Cline Intercultural Institute Carter Lake Terril Lambs Grove Coggon Plano Camanche Linn Groffer and Ministry Confertual Ministry Rowley New Vienna Manilla Hartley Leon Frederic 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	3,389	100%	2,282	100%
AFFLUENT SUBURBIA	260	7.67%	192	8.41%
America's Wealthiest	87	2.57%	70	3.07%
Dream Weavers	68	2.01%	49	2.15%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	105	3.1%	73	3.2%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	844	24.9%	571	25.02%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	788	23.25%	529	23.18%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	56	1.65%	42	1.84%
SM TWN SUCCESS	110	3.25%	71	3.11%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	7	0.21%	5	0.22%
Urban Optimists	0	0%	0	0%
Family Convenience	103	3.04%	66	2.89%
Mid-Market Enterprise	0	0%	0	0%

City Pulaski Mystic Goodell Greenville Mitchell Swaledale Guttenberg Eartham Shelby North Buena Buckeye Luana Van Meter Elk Horn Paton Plano Elliott Mitchell View Norwalk St. Marys Balltown Pacific Junction De Soto Exira Rathbun Sidney Fairfield Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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	3,389	100%	2,282	100%
BLUE COLLAR BACKBONE	579	17.08%	355	15.56%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	496	14.64%	299	13.1%
Lower Income Essentials	51	1.5%	34	1.49%
Small Town Endeavors	32	0.94%	22	0.96%
AMER. DIVERSITY	598	17.65%	419	18.36%
Ethnic Urban Mix	1	0.03%	1	0.04%
Urban Blues	0	0%	0	0%
Professional Urbanites	320	9.44%	231	10.12%
Urban Advancement	170	5.02%	115	5.04%
Amer. Great Outdoors	87	2.57%	56	2.45%
Mature America	20	0.59%	16	0.7%
METRO FRINGE	560	16.52%	384	16.83%
Steadfast Conservative	525	15.49%	360	15.78%
Moderate Conventionalists	17	0.5%	11	0.48%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	18	0.53%	13	0.57%

Davenport Terril Melcher Dallas Newton Clarinda Storm Lake De Soto Merrill St. Charles Ringsted Mark ton Norwalk Primghar Hayesville Dexter Ida Grove Delaware Bertram Intercultural Institute Oyens Castalia Mount Ayr Hudson Bancroft Greeley Center Junction for Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,389	100%	2,282	100%
REMOTE AMERICA	14	0.41%	9	0.39%
Hardy Rural Fam.	14	0.41%	9	0.39%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	82	2.42%	61	2.67%
Young Cosmopolitans	24	0.71%	19	0.83%
Minority Metro Communities	0	0%	0	0%
Stable Careers	58	1.71%	42	1.84%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	184	5.43%	118	5.17%
Industrious Country Living	108	3.19%	73	3.2%
America's Farmland	0	0%	0	0%
Comfy Country Living	35	1.03%	21	0.92%
Small Town Connections	41	1.21%	24	1.05%
Hinterland Fam.	0	0%	0	0%

enton Andrew McCallsburg Le Roy Libertyville Richland Spragueville Lynnville Hartwick Boyden Ind Avoca Mount Sterling Sheldahl Sharpsburg Lewis Latimer Milton Intercultural Institute oldier Grand River Gibson Maloy Albert City Tennant Harcourt Lone for Confectual Ministry ©Copyright 2014, Intercultural Institute for Confectual Ministry Atkins Gilbert Wyoming Humboldt Divon Hospers

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.

0-3 HH & Percent		Unreached HH & Percent	
3,389	100%	2,282	100%
65	1.92%	38	1.67%
65	1.92%	38	1.67%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
92	2.71%	64	2.8%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
41	1.21%	30	1.31%
51	1.5%	34	1.49%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	3,389 65 65 0 0 0 0 92 0 0 0 1 0 1 0 0 <	3,389100%651.92%651.92%00%00%00%00%922.71%00%00%00%1.21%511.5%00%	3,389100%2,282651.92%38651.92%3800%000%000%000%000%000%0922.71%6400%000%000%000%000%01.121%30511.5%3400%000%000%000%000%000%000%000%000%000%000%000%000%000%0

S Bronson New London Center Point Alta Vista Lanesboro Udell Keosauqua Ottosen Kellerton Blairs Hoodburn Bussey Garrison Villisca Winthrop Spirit Lake Keokuk Dwasa Dolliver Hayesville Rossie Stockton Quasqueton Colo Stout Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextua

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?

mogene Storm Lake Bancroft Postville Neola Essex Matlock Hartford Atkins Maharishi Vedic City Cal Andover North Washington Iowa Falls Lytton Derby Riverside Down Intercultural Institute Melbourne Westside Oakland Milo Panorama Park Sidney Corydon Finder Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry What Cheer Anamosa Dunkerton Redding Muscatine

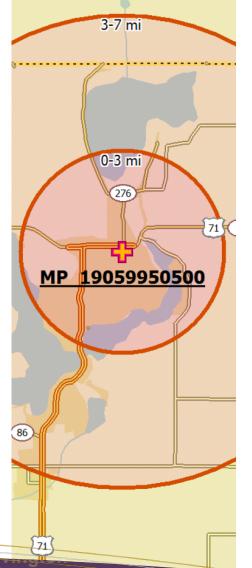
Potential Cultural Bridges

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).



Hely Cross McCallsburg Popejoy Algona Williams Rock Valley Pleasant Hill Manson Coggon Thoms The Alta Vista Spragueville Waukon Elberon Deloit Greenfield Akross Intercultural Institute Intercultural Institute Maynard Hastings Murray Cedar Falls Berkley Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	78%	78%	77%
Use Comp. for Internet/E-mail	62%	62%	62%
Internet Use: E-Mail	50%	51%	51%
Use Comp. for Word Processing	43%	44%	43%
Use Comp. for Comp. Games	41%	40%	41%
Use Comp. for Shopping	36%	36%	36%
Use Comp. for Digital Camera	34%	35%	34%
Photo Editing			
Use Comp. for Banking	31%	31%	31%
Use Comp. for Education	31%	31%	31%
Internet Use: News/ Weather	29%	29%	29%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	28%	28%	28%
Use Comp. for News/Info./Data	25%	26%	26%
Service			
Internet Use: Banking	24%	24%	24%
PC-Network-HH Has One	19%	19%	18%
Use Comp. for Personal Financial	15%	16%	16%
Mngmnt			
Use Comp. for Accounting	15%	16%	16%
Use Comp. for Filing/DB Mngmnt	14%	14%	14%
Internet Use: Shopping: Gathered	14%	13%	13%
Info. for Shopping			
Internet Use: Shopping: Made A	13%	13%	13%
Purchase			
Internet Use: Research/ Education	12%	12%	12%

View Millerton La Motte Hinton Barnum Baldwin Missouri Valley Wadena Hornick Panorama Park C Udell Malvern Melbourne Morley Delaware Chillicothe Carter Lake Chester Bellevue East Par Farmersburg Wall Lake Armstrong Swan Quimby Spragueville North for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

MILES

3-7

MILES

70%

43%

34%

25%

22%

22%

21%

19%

18%

16%

7-10

70%

43%

33%

25%

22%

22%

20%

19%

18%

16%

MILES

BRIDGES	0-3	3-7	7-10	BRIDGES	0-
	MILES	MILES	MILES		Μ
Listening To Music	68%	67%	67%	Any Ailment	7
Dining Out (Not Fast Food)	62%	62%	62%	Gen./Fam. Practitioner	4
Reading Books	57%	58%	57%	Dentist	3
Card Games	43%	43%	44%	Eye Dr.	2
Gardening	38%	39%	39%	Hypertension/High Blood	2
Go To A Beach/Lake	37%	37%	37%	Pressure	
Cooking for Fun	36%	36%	36%	Backache	2
Board Games	32%	32%	32%	High Cholesterol	2
Going To	22%	20%	20%	None Of These	1
Bars/Nightclubs/Dancing				Any Arthritis	1
Photography	21%	21%	21%	Acid Reflux Disease (GERD)	1

Franville Sioux Rapids Lake City Latimer Redding Melcher-Dallas Corning Hayesville West Point Point Zearing Lewis Harvey Hillsboro Lake View Mitchell Gilbertville New Hay Intercultural Institute Sutherland Berkley Masonville Popejoy Lawler Oxford Anthon Sture for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry
Lewis Harvey Hillsboro Lake view Mitchell Gilbertville New intercultura Institute
Cutherland Darklay Messenville Dension Lowley Oxford Anthen Cture Contraction State
Sutherland Berkley Masonville Popejoy Lawler Oxford Anthon Stua
©Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	29.82%	29.35%	28.76%
Live Theater	22.73%	23.99%	23.12%
Live Theater Most Often	19.11%	20.19%	19.43%
Rock/Pop Concerts Most	15.83%	14.07%	13.92%
Often			
Dance Performance	8.44%	8.71%	8.47%
Comedy Club	8.06%	7.59%	7.54%
Movies: Comedy	38.84%	37.23%	37%
Movies: Action/Adventure	37.93%	37.45%	37.15%
Movies: Romantic Comedy	20.56%	20.39%	20.06%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	18.92%	19.56%	19.08%
Movies: Fam.	18.71%	18.66%	18.75%
Movies: Mystery	16.77%	17.15%	16.69%
MLB Baseball Reg. Season	7.61%	7.57%	7.51%
College Football Reg.	6.48%	6.81%	6.77%
Season			
NFL Football Reg. Season	6.38%	6.26%	6.12%
College Basketball Reg.	4.95%	4.73%	4.69%
Season			
NBA Basketball Reg.	3.16%	3.07%	2.98%
Season			
NHL Hockey Reg. Season	2.84%	2.52%	2.46%

Delaware Luzerne Goldfield Strawberry Point Rudd Vincent Halbur Humboldt Marathon Durango Center Donnellson Alden Oakville Ely Elk Horn Westgate Aspinwall <u>Intercultural Institute</u> Hubbard Indianola Bassett Melcher-Dallas Templeton West Des Moin Confectual Ministry Bassett Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Swan Lone Tree Barnum Schaller Prairie City 38

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

7-10

MILES 10.46%

10.86% 9.67% 9.5% 9.3% 7.99% 7.8% 7.01% 7.18% 7.38% 6.77% 6.22% 6.62%

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3
	MILES	MILES	MILES		MILES
Walking for Exercise	43.61%	44.58%	44.29%	Backpacking/Hiking	10.45%
Swimming	33.66%	33.9%	33.69%	Power Boating	10.35%
Bowling	19.56%	19.58%	19.92%	Aerobics	9.92%
Freshwater Fishing	18.51%	18.5%	19.15%	Target Shooting	9.31%
Billiards/Pool	18.12%	16.85%	16.84%	Baseball	9.17%
Golf	16.19%	16.87%	16.74%	Volleyball	8%
Camping Trips	15.76%	15.64%	16.22%	Canoeing/Kayaking	7.42%
Weight Training	14.74%	15.11%	14.96%	Saltwater Fishing	7.31%
Mountain/Road Biking	14.34%	14.74%	14.7%	Football	7.3%
Using Cardio Machine	14.04%	14.12%	13.81%	Softball	7.07%
Jogging/Running	13.53%	13.67%	13.59%	Yoga	6.8%
Stationary Cycling	12.62%	13.02%	12.75%	Motorcycling	6.59%
Basketball	12.15%	12.11%	12.41%	Tennis	6.48%
Hunting	11.67%	11.45%	11.99%	Soccer	6.13%

Seymour Maynard Schleswig Marion Harcourt Boyden New Providence Gruver Panorama Park H Halcott Little Rock Charles City Sibley Chester Alta Vista Eddyville <u>Intercultural Institute</u> Davenport Aurelia Linn Grove Iowa City Parkersburg Livermore Copyright 2014, Intercultural Institute 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	BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Horseback Riding	5.51%	5.7%	5.99%	Snowmobiling	3.91%	3.96%	4.15%
Snorkeling	5.43%	5.15%	5.06%	Rock Climbing	3.91%	3.69%	3.77%
Jet Skiing	4.98%	4.65%	4.65%	Auto Racing	3.87%	3.57%	3.53%
Ice Skating	4.93%	5.19%	5.21%	Hockey	3.86%	3.49%	3.47%
Downhill & X-Country	4.92%	5.25%	5.24%	Racquetball	3.49%	3.31%	3.27%
Skiing				Snowboarding	3.46%	3.27%	3.27%
Roller Skating	4.77%	4.67%	4.82%	Martial Arts	3.17%	3.01%	2.94%
Water Skiing	4.68%	4.65%	4.68%	Rowing	2.86%	3.01%	3.02%
Fly Fishing	4.67%	4.64%	4.69%	Skateboarding	2.85%	2.89%	2.91%
Archery	4.43%	4.64%	4.82%	Surfing & Windsurfing	2.66%	2.46%	2.43%
Sailing	3.94%	4.14%	3.95%				

iser Crystal Lake Story City Holland Russell Redding Pacific Junction Dike Dyersville Solon Kanawha side Neola Winfield Burlington Ainsworth Aurelia Kirkville Hepburn Intercultural Institute VicCallsburg Thornton Shueyville Lu Verne New Vienna Maysville Craw For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural 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.

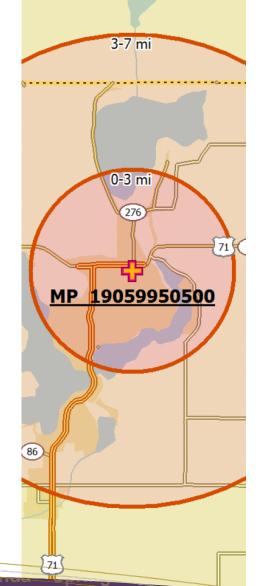
BIBLICAL BARRIERS

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.



Wapello Lime Springs St. Donatus Swan Delaware Corning Rodman Rathbun Early de Agency Var Vining Harris Low Moor Odebolt Stanton Bernard Battle Creek Correction Intercultural Institute hland Alburnett Lanesboro Aurora Cromwell Rudd Letts Sheffield For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

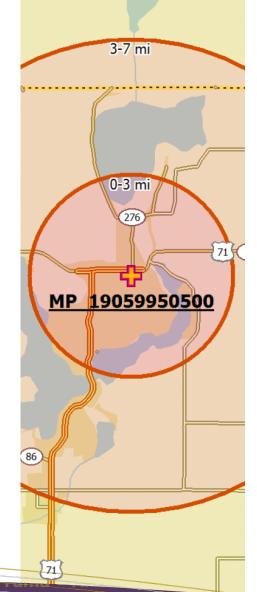
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Hiawatha Rowan Scranton Popejoy Monmouth Leighton Gowrie Arthur Delaware Delmar Millerton Fredericksburg Hinton New London Pacific Junction Conesville Janes Intercultural Institute Rembrandt Craig South English Whittemore Fraser Wiota Liscomb Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

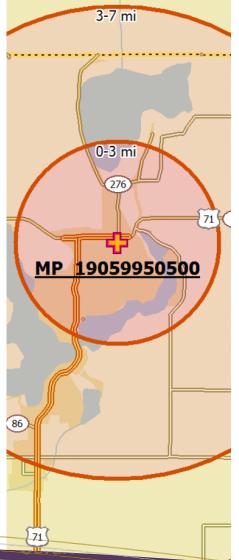
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7-′ MI
Important Continue Learning New Things	50%	50%	50%	Too Much Sponsorship In Arts/Sports	20%	19%	209
Prefer To Have Few Possessions As Possible	38%	39%	38%	Like To Pursue Challenge/Novelty/Change	20%	19%	199
Find It Difficult To Say No To My Kids	35%	36%	36%		19% 16%	19% 16%	19% 17%
Speak My Mind Even If It Upsets	34%	34%	34%	Together At Home			
People Woman's Place Is In The Home	34%	34%	34%	Only Work Current Job for The Money	15%	15%	15%
Like Control Over People And Resources	31%	31%	31%	I Am A Workaholic	14% 13%	14% 13%	14% 12%
Like To Do Unconventional	30%	30%	30%	for All			
Things Don't Judge People/Way They	30%	29%	29%	Living	12%	13%	12%
Live Life Friends More Important Than My	29%	29%	28%	On Whole People Get What They Deserve	9%	9%	9%
Fam.				Indulge My Kids With The Little	8%	8%	8%
If Won Lottery Would Never Work Again	28%	30%	30%	Extras Little I Can Do To Change My	7%	7%	7%
Money Is Best Measure Of	27%	28%	28%	Life	60/	E 9/	E0/
Success Marijuana Should Be Legalized	20%	20%	20%	More Important Do Duty Than	6%	5%	5%

Rockwell Prairie City Union Maurice Charles City Forest City Toronto Red Oak Marquette Plainfie Fort Madison Maharishi Vedic City Gilman Harpers Ferry Rome Grue Intercultural Institute Beaver Story City Bayard Atkins Sheldahl Lawton Tripoli Blairstov for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Kingsley Center Junction Humboldt Pleasant Hill Kellogg Millville Lake City Dickens Cleghorn Gil Smithland Garrison Jackson Junction Quasqueton Haverhill Rudd Robins Odebolt Kensett Dexter Moorhead Correctionville Dixon Pro for Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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.

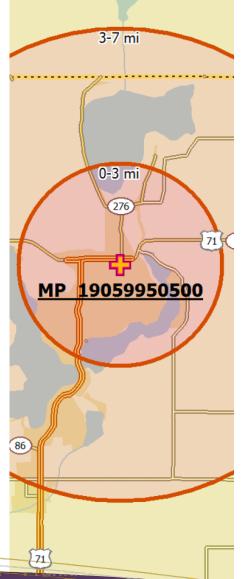
	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILE
Important To Respect Customs And Beliefs	61%	62%	61%	Worried About Pollution Caused By Cars	17%	17%	17%
You Should Seize Opportunities In Life	57%	58%	58%	Real Men Don't Cry Is An Important Part Of Who I Am	16% 15%	16% 15%	16% 15%
Like To Understand About Nature	40%	39%	38%	Looking for New Ideas To Improve Home	15%	14%	14%
Prefer To Have Few Possessions As Possible	38%	39%	38%	Try Not To Worry About The Future	15%	14%	14%
Important Feel Respected By My Peers	35%	35%	35%	Enjoy Spending Time With My Fam.	10%	10%	10%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Provide My Kids With The Little Extras	9%	9%	9%
Important To Juggle Various Tasks	30%	29%	29%	Feel Very Alone In The World Children Should Be Allowed To	6% 5%	6% 5%	6% 5%
Good At Fixing Things	28%	27%	27%	Express Themselves	570	J /0	J /0
Have Keen Sense Of Adventure	28%	28%	27%	Like Spending Most Time With	4%	4%	5%
Like To Just Enjoy Life People Have To Take Me As	24% 24%	24% 24%	24% 24%	Fam. Decor Particular Interest To Me	3%	4%	3%
They Find Me Consider Myself Interested In The Arts	19%	19%	18%	Would Like To Set Up Own Business	3%	3%	3%

ett Blockton Lamont Schaller Sioux Center St. Ansgar Pulaski Bradgate Menle Nevell Alvord New Lenox Garden Grove Scarville Jolley Redfield Delaware Guthrie Center Intercultural Institute Doon Corwith Grundy Center Arthur Orient Smithland Waverly West for Confectual Ministry for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Deion

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.

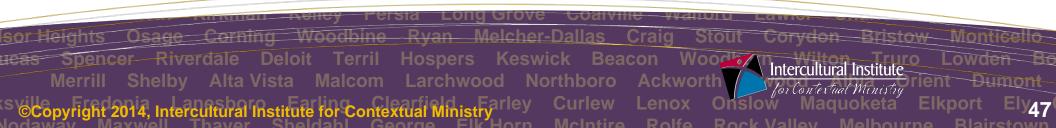


Elkhart Monona Shell Rock Malvern Panama Calumet Colesburg Van Horne Harris Ute Center P and Kirkville Nashua Alden Rudd Hull Hamburg Rippey Alexander Intercultural Institute ndolph Webster City Randall Fairfax Kirkman Oskaloosa Larrabee With Contextual Ministry Contextual Ministry Correction Decorrection 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		0-3	0-3 3-7
	MILES	MILES	MILES		MILE	S	S MILES
Fast Food/Drive-In	84.09%	83.32%	83.68%	Dairy Queen	19.2%	6	6 18.83%
Restaurant-Visit Any				Red Lobster	15.59%	6	% 15.7%
Fam. Restaurants/Steak	84.05%	84.1%	84.07%	Cracker Barrel	14.71%	ó	<i>ы</i> 14.78%
Houses-Visit Any				Outback Steakhouse	14.7%		14.84%
McDonald's	53.97%	54.11%	54.39%	IHOP (International House Of	11.93%		12.23%
Burger King	33.24%	33.22%	33.85%	Pancakes)			
Applebee's	30.56%	29.32%	29.27%	Chili's Grill and Bar	11.65%		11.38%
Subway	28.56%	28.51%	28.91%	Sonic	11.45%)	10.93%
Wendy's	27.45%	26.98%	26.8%	Domino's Pizza	11.14%	,	10.59%
Taco Bell	27.11%	26.16%	26.44%	Denny's	11.12%		11.38%
Kentucky Fried Chicken (KFC)	25.25%	24.18%	24.61%	Starbucks	11.01%		11.05%
Arby's	23.07%	21.83%	22.24%	TGI Friday's	10.82%		10.15%
Olive Garden	21.39%	21.18%	20.93%	Dunkin' Donuts	10.11%		10.09%
Pizza Hut	20.57%	20.02%	20.66%				

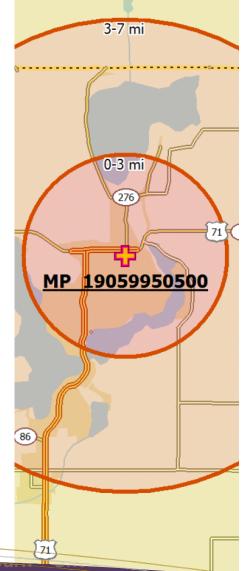


Potential Shared Projects

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!



Hillsboro Deliance Inwood Holy Cross New Hartford Klemme Swisher Randall Sanborn Udell Ida Grov Laukee Epworth Bradgate Matlock Pisgah Patterson Chelsea Ainswort <u>Intercultural Institute</u> Pilot Mound Orchard Thompson Winthrop Braddyville Bettendorf Anita Rowley Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry (Copyright 2014, Intercultural Institute for Contextual Ministry (Copyright 2014, Intercultural Institute for Contextual Ministry) (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	51.64%	51.89%	51.79%
Recycled products	39.48%	40.32%	39.88%
Worked as volunteer (non political)	19.42%	19.46%	19.2%
Engaged in fund raising	11.96%	11.8%	11.81%
Religious club member	8.14%	7.99%	7.92%
Wrote to elected offcl about publ bus	6.96%	7.06%	6.95%

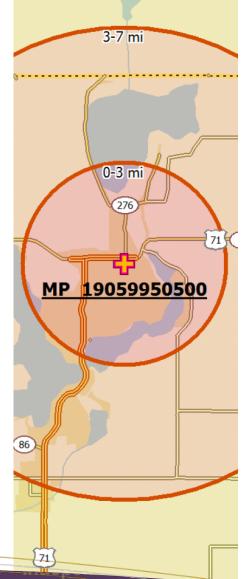
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	6.28%	6.29%	6.17%
newspaper			
Charitable Organization	6.08%	6.41%	6.47%
Union member	5.75%	5.77%	5.82%
Took active part in local civic	5.72%	5.79%	5.79%
issue			
Fraternal order member	5.69%	5.41%	5.29%
Addressed a public meeting	5.27%	5.66%	5.71%

Pilot Hound Washington Patterson Breda East Peru Holy Cross Traer Westwood Webster Maurice G eron Buck Grove Vincent Arthur Davenport Manson Kalona Clio Vin Intercultural Institute Knierim Galt Earlville Mondamin Iowa City Brayton Newton Shelb Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Russell Otho Othumwa Nashua Dedham Bockwell City

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.



Long Grove Underwood Meservey Gowrie Slater Atkins Beacon Pomeroy Rome Evansdale Booke Elma Buckeye Udell Plover Sioux Center McIntire Missouri Valley Open Intercultural Institute or Corwith Council Bluffs Lake Park Adair Schleswig Toledo Dayton Confectual Ministry Confectual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry Battle Creek Elberon Westphalia Livermore Charter Octave Contextual Ministry Contextual Mini

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	18.7%	18.94%	18.31%
Children's Books	13.5%	13.49%	13.28%
Mystery	13.11%	13.48%	13.19%
Cookbooks	11.67%	11.42%	11.31%
Religious (not Bibles)	8.64%	8.61%	8.62%
Biography	7.68%	7.68%	7.34%
History	7.34%	7.88%	7.72%
Personal/Business	7.05%	7.14%	6.98%
Self-help			
Romance	6.82%	6.8%	6.67%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	71.63%	71.05%	70.43%
Gen. Editorial	46.89%	47.49%	47.05%
Womens	40.48%	40.07%	39.71%
Service	37.07%	37.34%	37%
Business/Finance	18.73%	19.13%	18.35%
Mens	18.39%	17.92%	17.88%
Sports	15.76%	15.67%	15.42%
Mature Market	14.82%	15.22%	15.01%
Automotive	13.66%	13.61%	13.78%

Unionville Rudd Geneva Cherokee Waukon Nodaway Libertyville Sigourney Maysville Chester Oa addyville Pacific Junction Smithland New Market Floris Melvin West Boy Contextual Institute Conesville Derby Epworth McClelland Nora Springs Onawa University for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	60.42%	60.11%	59.84%
Editorial Page	34.79%	34.71%	34.67%
Sport	34.49%	34.83%	34.86%
Classified	33.36%	32.34%	32.93%
Business/Finance	32.79%	33.46%	32.83%
Comics	30.41%	30.03%	30.05%
Food/Cooking	28.08%	28.07%	27.8%
Movie Listings & Reviews	27.15%	26.82%	26.46%
TV/Radio Listings	25.49%	25.6%	25.38%
Home/Gardening	23.68%	23.67%	23.57%
Travel	21.34%	21.77%	21.33%
Science/Technology	20.42%	20.08%	19.72%
Fashion	14.91%	14.83%	14.63%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	22.11%	22.59%	23.86%
Adult Contemporary	20.55%	20.49%	20.3%
CHR Contemp Hit Radio	17.33%	16.98%	16.89%
News/Talk	14.49%	14.2%	13.84%
Rock	13.32%	12.78%	12.82%
Oldies	12.55%	12.48%	12.51%
Classic Rock	12.15%	11.94%	11.93%
Alternative	10.5%	10.16%	9.78%
Variety	7.52%	7.42%	7.33%
Urban Contemporary	7.45%	6.95%	6.78%
Religious	6.62%	6.52%	6.43%
Soft Contemporary	6.48%	6.09%	5.82%
All News	6.25%	6.84%	6.45%
All Talk	4.8%	5.65%	5.34%
Sports	4.58%	4.52%	4.31%
Classic Hits	4.44%	4%	3.95%
Classical	4.21%	4.33%	4.14%
Jazz	3.75%	3.92%	3.67%

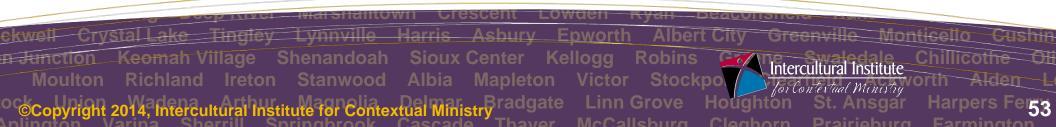
ar Glenwood Geose Lake Cylinder Schleswig Patterson Lost Nation Radcliffe Jamaica Delphos Ayrsh Fildgewater Randall Cotter Lansing Woodward Letts Carter Lake Fores Intercultural Institute of the Calumet Clarion Owasa Fonda Northwood Corwin for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	62.32%	64.26%	64.49%
Satellite Dish	55.43%	53.63%	53.85%
Soapnet	51.68%	51.69%	51.29%
Other Video-On-Demand	42.59%	43.18%	43.36%
Comedy Central	37.36%	38.17%	36.69%
Adult Pay Per View TV	36.17%	36.71%	36.34%
Sci-Fi Channel	34.69%	35.97%	36.71%
MSNBC	33.03%	33.32%	33.74%
TV Info From Sunday TV	29.31%	29.92%	29.54%
Magazine			
Adult Swim	28.03%	28.3%	28.7%
USA Network	27.21%	27.61%	27.17%
Subscribe Digital Cable	27.06%	27.63%	27.99%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Nickelodeon	26.84%	27.27%	28.05%
ABC Fam.	26.01%	25.75%	24.95%
TCM (Turner Classic	25.61%	25.57%	25.37%
Movies)			
TV Info From Newspapers	25.33%	25.57%	25.67%
ESPN Classic	25.23%	25.92%	24.67%
BET (Black Entertainment	25.15%	25.34%	25.32%
TV)			
The Golf Channel	24.61%	25.4%	24.84%
Nick At Nite	24.51%	24.75%	25.14%
Hallmark Channel	23.97%	24.8%	24.83%
ESPN2	23.34%	24.03%	23.53%
TV Info From Monthly Cable	22.6%	22.68%	22.62%
Guide			
ESPN News	20.38%	21.66%	20.72%

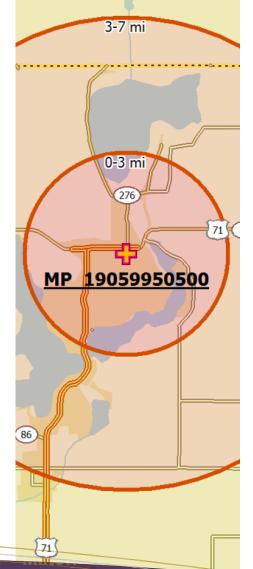


Communication Media Usage

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.



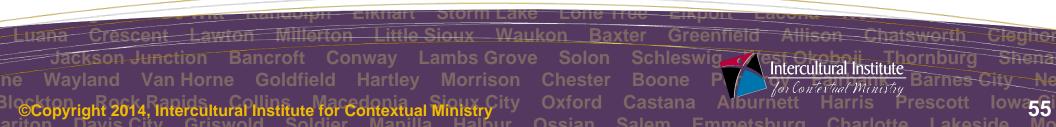
Buffalo Oelwein Albion Toledo Dayton Afton Lake City Clutier Intercultural Institute Lynnville Holta Grant Carter Lake Hazleton Palo Seymour Waterville Sheldahl Brig for Contextual Ministry Contextual Ministry Oto Keswig Copyright 2014, Intercultural Institute for Contextual Ministry Harris Nora Springs Humboldt Varina Doop Rome

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+)	21.13%	21.26%	20.79%
Medium Users (4-6)	11.43%	11.67%	11.37%
Light Users (1-3)	21.65%	21.18%	21.02%
Quintiles (20%)			
Newspaper I (Heavy)	1.1%	1.1%	1.19%
Newspaper II	1.53%	1.35%	1.39%
Newspaper III	1.89%	2.08%	2.08%
Newspaper IV	0.45%	0.44%	0.49%
Newspaper V (Light)	1.19%	1.19%	1.2%

0-3	3-7	7-10
MILES	MILES	MILES
16.51%	16.78%	17.11%
7.1%	7.21%	7.35%
8.45%	8.38%	8.55%
9.2%	9.52%	9.74%
0.38%	0.29%	0.29%
6.15%	6.23%	6.14%
2.36%	2.25%	2.21%
2.72%	2.65%	2.73%
17.24%	16.72%	16.61%
28.21%	28.51%	28.28%
14.6%	14.15%	14.11%
5.85%	5.77%	5.57%
4.16%	3.82%	3.88%
22.3%	21.72%	21.72%
2.84%	2.63%	2.63%
	MILES 16.51% 7.1% 8.45% 9.2% 0.38% 6.15% 2.36% 2.72% 17.24% 28.21% 14.6% 5.85% 4.16% 22.3%	MILES MILES 16.51% 16.78% 7.1% 7.21% 8.45% 8.38% 9.2% 9.52% 0.38% 0.29% 6.15% 6.23% 2.36% 2.25% 17.24% 16.72% 28.21% 28.51% 14.6% 5.77% 4.16% 3.82% 22.3% 21.72%



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
	MILES	MILES	MILES		MILES	MILES	Μ
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	1		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.68%	2.94%	3.06%	Prime Time I & II (Heavy)	3.56%	3.52%	3.
Drive Time III (Medium)	0.37%	0.43%	0.45%	Prime Time III (Medium)	1.96%	2.14%	2.
Radio IV & V (Light)	1.87%	2%	2.11%	Prime Time IV & V (Light)	6.43%	5.75%	5.
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.09%	7.08%	7.2%	Fringe I & II (Heavy)	43.12%	42.94%	42
Radio III (Medium)	4.11%	4.54%	4.64%	Fringe III (Medium)	56.84%	55.71%	55
Radio IV & V (Light)	2.52%	2.54%	2.64%	Fringe IV (Light)	57.39%	56.25%	56
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	11.83%	11.74%	11.8%	All Day I & II (Heavy)	12.69%	12.39%	12
Cable III (Medium)	3.47%	3.48%	3.48%	All Day III (Medium)	24.86%	24.08%	24
Cable IV & V (Light)	32.24%	33.77%	33.97%	All Day IV (Light)	12.78%	11.61%	11



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.92%	12.22%	12.14%
6:00am - 10:00am	17.06%	17.62%	16.95%
10:00am - 3:00pm	6.19%	6.36%	6%
3:00pm - 7:00pm	13.69%	13.39%	13.38%
7:00pm - Midnight	14.87%	15.03%	14.63%
Midnight - 6:00am	5.88%	6.21%	6.02%
Weekend Radio			
Listeners			
Dayparts [summary]	13.34%	13.14%	13.27%
6:00am - 10:00am	4.16%	4.29%	4.08%
10:00am-3:00pm	6.12%	6.52%	6.2%
3:00pm - 7:00pm	6.39%	6.23%	6.22%
7:00pm - Midnight	8.14%	8%	7.77%
Midnight - 6:00am	11.89%	11.8%	11.23%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.74%	8.29%	8.27%
Saturday: 8:00-11:00pm	8.97%	8.26%	8.1%
Sunday: 7:00-11:00pm	9.24%	9.38%	9.6%
9:00am-1:00pm	24.51%	24.75%	25.14%
9:00am-4:00pm	29.14%	28.95%	29.21%
4:00pm-7:00pm	28.67%	29.51%	29.23%
11:00pm-1:00am	40.11%	40.65%	41%
AVG Prime time	2.19%	2.25%	2.24%
Mon-Sun			

Holstein Oxford Junction Slater Gruver Melvin Woodbine Carpenter Sheffield Le Mars Onawa The Albert City Letts Ionia Palmer Fredericksburg Stratford Braddyville West Des Moines Tingley Gilman Milford Drakesville Tama Panama Copyright 2014, Intercultural Institute for Contextual Ministry Parkersburg Amelds Park Williams Johnston Humboldt Leland Washta Monticello Bayard Superior

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	18.64%	17.92%	17.59%	Sat: 7-10am	Sat: 7-10am 19.69%	Sat: 7-10am 19.69% 19.7%
7-9am	23.34%	24.03%	23.53%	Sat: 10am-1pm	Sat: 10am-1pm 7.19%	Sat: 10am-1pm 7.19% 7.14%
9am-12noon	20.33%	20.78%	21.18%	Sat: 1-4pm	Sat: 1-4pm 24.63%	Sat: 1-4pm 24.63% 24.26%
12noon-4pm	8.81%	8.17%	8.04%	Sat: 4-6pm	Sat: 4-6pm 6.33%	Sat: 4-6pm 6.33% 6.45%
4-6pm	47.08%	47.96%	47.6%	Sat: 6-7pm	Sat: 6-7pm 2.12%	Sat: 6-7pm 2.12% 2.03%
6-7pm	19.56%	19.79%	20.26%	Sat: 7-8pm	Sat: 7-8pm 1.08%	Sat: 7-8pm 1.08% 0.97%
7-7:30pm	1.21%	1.24%	1.22%	Sat: 8-11pm	Sat: 8-11pm 8.97%	Sat: 8-11pm 8.97% 8.26%
7:30-8pm	9.14%	9.36%	9.39%	Sat: 11pm-1am	Sat: 11pm-1am 4.67%	Sat: 11pm-1am 4.67% 4.75%
8-11pm	8.74%	8.29%	8.27%	Sat: 1am-7pm	Sat: 1am-7pm 27.21%	Sat: 1am-7pm 27.21% 27.61%
11pm-12am	33.03%	33.32%	33.74%	Sun: 7-10am	Sun: 7-10am 1.94%	Sun: 7-10am 1.94% 1.82%
11pm-1am	40.11%	40.65%	41%	Sun: 10am-1pm	Sun: 10am-1pm 6.59%	Sun: 10am-1pm 6.59% 6.41%
1-6am	34.51%	35.26%	34.61%	Sun: 1-4pm	Sun: 1-4pm 5.68%	Sun: 1-4pm 5.68% 5.5%
				Sun: 4-7pm	Sun: 4-7pm 12.29%	Sun: 4-7pm 12.29% 12.1%
				Sun: 7-11pm	Sun: 7-11pm 9.24%	Sun: 7-11pm 9.24% 9.38%
				Sun: 11pm-1an	Sun: 11pm-1am 3.96%	Sun: 11pm-1am 3.96% 3.77%
				Sun: 1-7am	Sun: 1-7am 19.62%	Sun: 1-7am 19.62% 19.3%

ore City Lovilia Every Wall Lake Fostoria Melcher-Dallas Wellsburg Stanley Mason City Strawberry Poli Hiat Cheer Kensett Liscomb Greenfield Luther Marysville Kanawha Dar Hitercultural Institute ton Clarinda Delaware Sloan Thurman Solon Anamosa Leon Urban Confectual Ministry Confectual 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

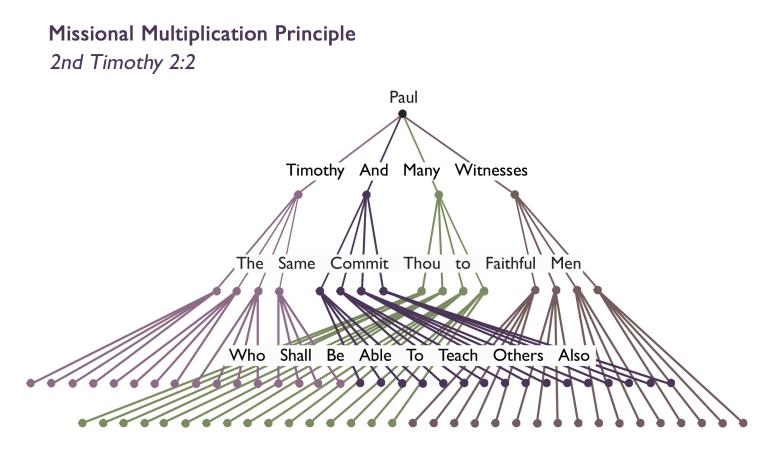
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Cascade Lost Nation Washta Parkersburg Alta Vista Alden Alvord Fairbank Titenka Harper Logan SharpSburg Williams Owasa Ryan Moravia Griswold Leland Wheatland Checkborn Rowan New Hampe Bankston Camanche Low Moor Oskaloosa Pleasant Plain Muscatine 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.



Mapleton New Vienna Mount Sterling Redding Onawa Luxemburg Sigourney Le Claire Ledyard Hum Here Bronson Sergeant Bluff Marathon Osage Walnut Jesup Rock Fair Intercultural Institute ia Rowley Varina Orchard Orleans Fairbank Rodman Blairstown Ber Gotextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

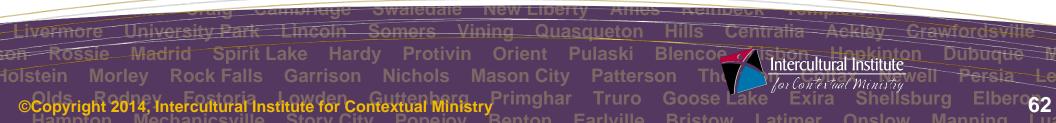
Establishing Redemptive Relationships

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

Communication Steps

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



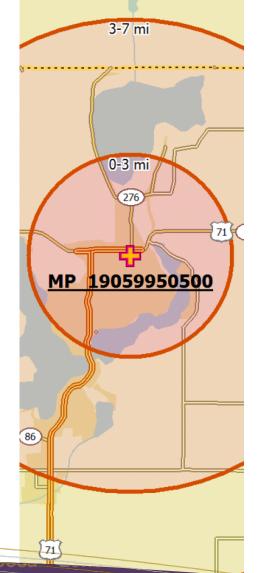


Your MissionSite and the Missional Suite

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

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

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



wha Walnut Delhi Silver City Oyens Springville West Point Agency Melcher-Dallas Norwalk Remsen Fiftin Marengo Callender Rinard Andrew Bronson Riverside Gold Intercultural Institute Milton Sioux City New Albin Farmington Mount Vernon Ionia Leight for Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Conf

Notes and Sources

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





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