MissionSite top unreached locations

Ellston Wesley Cotter Hedrick ARMSTRONG, IA Orange City Leando Chatsworth ey Udell Okoboji Hopkinton Stanley Anamosa CENSUS TRACT: 19063970100 Multiply Springs Woodward Garden Grove Shelby Rodman REGION: Northwest CONGREGATIONAL REPRODUCTION Panora Shannon City Villisca PanorCOUNTY: Emmetwell City Greeley Dow City New Randalia North Washington Elkader Marshalltown Pocah SITESCAPE: Countryscape Ayrshire La Motte W Pilot In partnership with the: Vail Coggon Albia Kamrar DoorDENSITY PATTERN: 13 Macksburg Davis City Oth Eddyville Floyd Gowrie New Market Melvin Osage Berkley Swan Van Horne Columbus Ci Intercultural Institute Mount Sterling Universit Parke Solo Adel West Des Moines Hepbu King e Nashu Daptist for Contextual Ministryce Scarville Van Meter sor Heid (heatland vention of Wilton Benton Des Moines Hartwick Linn ew Sharon Decatur City Little Rocl t Vernon Manning yesville Ackley Bode Randolph Dickens Mechanicsville New<mark>nan</mark> Corvdon Tabor

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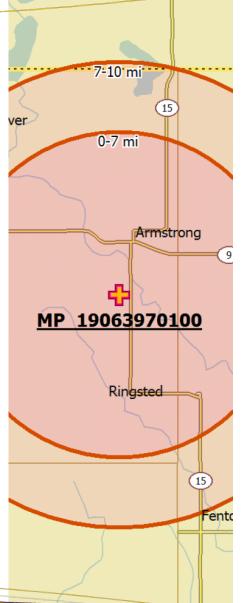
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Site Location Summary

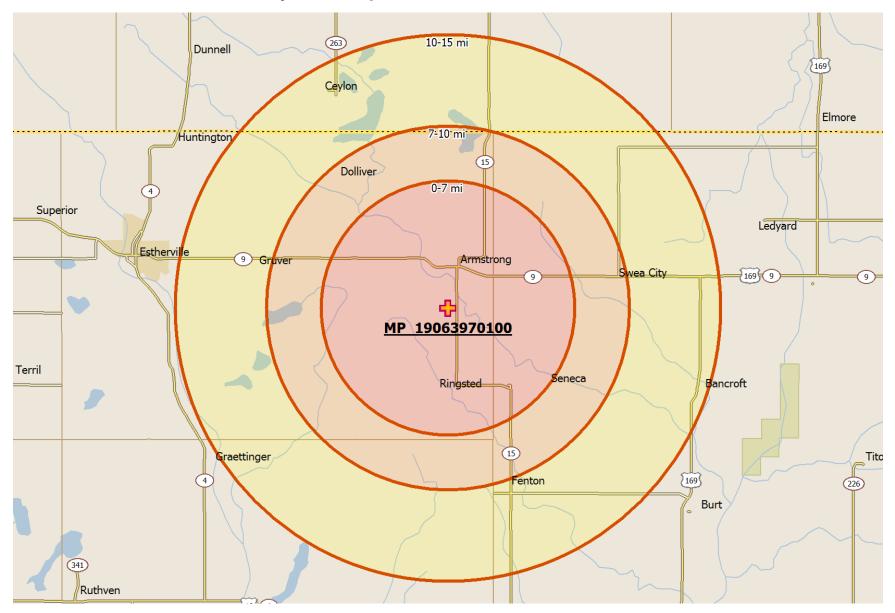
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1901	Northwest
3	County Location	19063	Emmet
4	Zipcode	50514	Emmet
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.21	Settlements outside settlements
8	Sitescape Density Pattern	13	2500-0-2500



e Kirkman Elkport Bertram Titonka Dixon Stockton Sherrill Cromwell Buckeye Sharpsburg Independent d Badger West Des Moines Geneva Dallas Center Kinross Martinsburg Intercultural Institute Cylinder Lidderdale Albert City Bagley Hazleton Moulton Garnavillo Official Ministry ff Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location

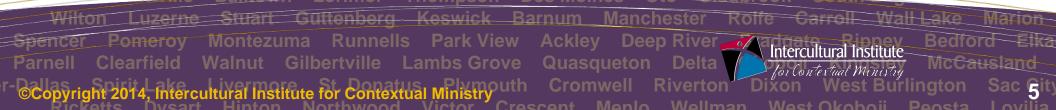


New Vienna Superior Eldora Ankeny Grant Robins Swisher Balltown Imogene Calumet Henderson Fort Atkinson Nora Springs Ferguson New Providence Woden Elgin Intercultural Institute Riverdale Spring Hill Melcher-Dallas Wellsburg Hazleton Morley Performed Intercultural Institute Confectual Ministry ©Copyright 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
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	9	Noncore adjacent to micro area and contains a town of at least 2,500 residents
3	Rural / Urban Continuum	7	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	4	Rural areas commuting: No additional code
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	1,987	1,025	4,865
2010 Households	927	462	2,192
2010 Group Quarters Population	51	13	155

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	6	0	0
Language Diversity National Index	0	0	2
Foreign Born Diversity National Index	11	0	8
Ancestry Diversity National Index	47	0	13
Racial Diversity National Index	0	0	10

Cremwell Whiting Boxholm Sheldahi Malvern Hinton Marysville Garber Spillville Guernsey Stacy Braddyville Prairieburg Kellogg Deep River Earlville Eagle Grove Fertier Intercultural Institute Vincent Albert City Fairfield Atkins Clear Lake Latimer Chatsworth for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Emmetsburg Fort Dooge Coon Rapids Mediapolis 6

Site Location Summary - County Environment

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

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

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

Lefferson Martinsburg Invin Treynor Chillicothe Huxley Muscatine Nevada Lewis Pioneer Savierville Grimes Prescott Zearing Ankeny Osceola Stout Le Roy Independent Intercultural Institute Runnells Eldora Corwith Bankston Riverside Wahpeton Long Grove for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4	0.43%
Mainstay Communities	Established, Diverse Households	62	6.69%
Working Communities	Blue-collar, Working Families	131	14.13%
Country Communities	Rural, Agri. & Mining Families	512	55.23%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2	0.22%
Urban Communities	High Density, Inner-city Neighborhoods	215	23.19%

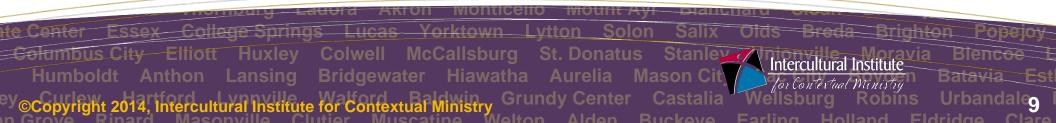
sie Benton Wheatland Hansell Urbandale Grimes Toledo New Virginia Dallas Center Pale Harper H Grass New London Struble Jefferson Bankston Farmersburg Lidder Intercultural Institute Lake Okoboji Harlan Tabor Tiffin Linden Kanawha Moville Wayland Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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.



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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	2,813	543	19.31%
Unreached %	62.61%	58.61%	93.63
Religious But NOT Evangelical HH	499	85	17.01%
Religious But NOT Evangelical %	11.1%	9.15%	82.46
Spiritual But NOT Relig or Evang HH	407	56	13.81%
Spiritual But NOT Relig or Evang %	9.06%	6.07%	66.95
Not Evangelical, Not Interested HH	1,908	403	21.12%
Not Evangelical, Not Interested %	42.46%	43.47%	102.37



e Mallard Clarinda Hartwick New Market Columbus City New Sharon De Witt Schaller Allison Rolie Princeton Peterson Milford Cedar Rapids Sanborn Morley Union Smarket Filsworth Guernsey Blue Dayton Keota Moulton Brandon Quimby St. Paul Holland Batavia 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

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	158	5	2.91%
Active Evangelical Percent	3.52%	3.87%	109.98
Inactive Evangelical Households	1,522	44	2.91%
Inactive Evangelical Percent	33.88%	37.26%	109.98
# New Churches Needed	2	0	2.65%





Using the Spirituality Indicators

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

Issues for Your Consideration

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

an Boyden Lakota Allerton Stanhope Moville Moulton Melrose Elberon Hospers Monmouth Chelse Elk Horn Oelwein Oakland Acres Superior Sheldahl Lansing Newhalt Chelse Confex Crant Paullina Swish Iniversity Heights Milo Gray Manning Smithland Arion Mitchell Plymo (Sourtextual Institute) Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Mi

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	11,569	2,459	21.26%
2000 Population	11,027	2,178	19.75%
2010 Population	10,192	1,987	19.5%

0-7mi Band

693

36

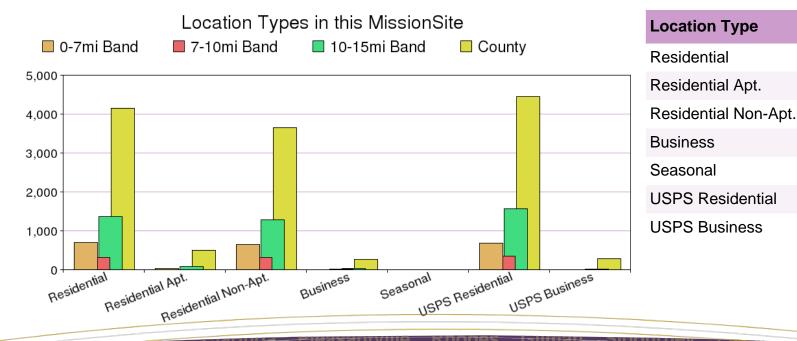
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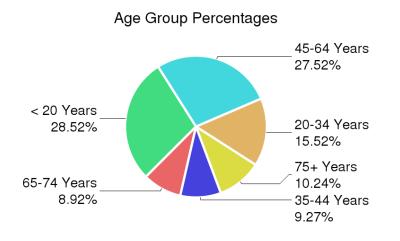
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ingham Tiffin <u>Hilton Fort Dodge Kingsley Burt Harper Center Point</u> Elkport Peterson Coulter Alter and Lovilia Waverly Gray Somers West Okoboji Alta Wellsburg <u>Intercultural Institute</u> Cerrest Union Keosauqua Iowa Falls Fostoria Anamosa Onslow Delphos Thornt Intercultural Institute Confectual Ministry Truro Hartwick What Cheer Orange City Stanwood 14

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

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

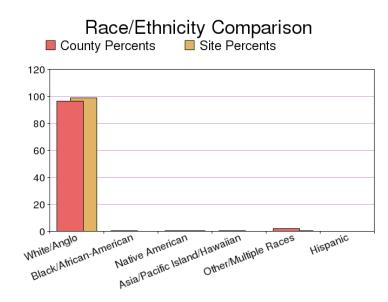


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.39%	6.19%	114.84
4-5 Years	2.57%	1.56%	60.7
6-8 Years	3.87%	3.02%	78.04
9-11 Years	3.74%	5.39%	144.12
12-13 Years	2.46%	2.01%	81.71
14-17 Years	5.69%	6.34%	111.42
18-19 Years	2.95%	3.98%	134.92
0-5 Years	7.96%	7.75%	97.36
6-12 Years	8.84%	9.41%	106.45
13-19 Years	9.87%	11.32%	114.69
< 20 Years	26.67%	28.48%	106.79
20-34 Years	19.14%	15.5%	80.98
35-44 Years	10.04%	9.26%	92.23
45-64 Years	26.03%	27.48%	105.57
65-74 Years	8.23%	8.91%	108.26
75+ Years	9.89%	10.22%	103.34
Median Age	39	39	99.44
Median Age (Male)	37	41	110.26
Median Age (Female)	42	40	95.47

Denison Pleasanten Goodell Cotter Peterson Arnolds Park Schleswig Blue Grass Swisher Lineville Postoria Boxholm Maysville Martinsburg Danbury Denver Cumber Intercultural Institute Ianly Barnes City Oyens Grinnell Roland Halbur Keswick Lone Rock for Confectual Menistry Coopyright 2014, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	96.58%	98.94%	102.45
Black, African-American	0.4%	0.15%	37.53
Native American	0.54%	0.4%	74.61
Asian	0.58%	0.2%	34.78
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	1.88%	0.25%	13.36
Hispanic	0%	0.5%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,744	1,326	
Less than 9th Grade	6.24%	6.49%	96.25
No High School Diploma	9.96%	7.32%	136.21
High School Graduate	36.57%	40.27%	90.8
Some College, no degree	24.67%	24.96%	98.84
Associate Degree	9.25%	9.95%	92.95
College Degree	9.77%	9.2%	106.21
Graduate/Prof. degree	3.53%	1.81%	194.98

Fenton Oxford Junction Cincinnati Burt Hayesville Williamson Monona Fayette Maxwell Klemme Ex dinden Lehigh Clarinda Iowa Falls Manson Wadena Maurice Spraguevic Rodman Mystic Mason City gate Peosta Norway Bedford Rudd Dayton Albion Cascade Swan for Contextual Ministry Fremont Mo Copyright 2014, Intercultural Institute for Contextual Ministry Fort Atkinson Ainsworth Calumet Charter Oak Gilm 16

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	7.37%	7.44%	79.64
\$10,000 to \$19,999	10.64%	12.62%	118.66
\$20,000 to \$29,999	14.73%	13.48%	91.54
\$30,000 to \$49,999	26.84%	28.37%	105.72
\$50,000 to \$59,999	9.19%	8.74%	95.08
\$60,000 to \$69,999	8.34%	8.85%	106.01
\$70,000 to \$79,999	5.65%	5.07%	89.71
\$80,000 to \$89,999	4.21%	4.42%	105.17
\$90,000 to \$99,999	2.87%	2.27%	78.92
\$100,000 to \$124,999	4.76%	4.21%	88.35
\$125,000 to \$149,999	2.43%	1.94%	80.06
\$150,000 to \$199,999	1.67%	2.05%	122.81
\$200,000 to \$249,999	0.49%	0.43%	88.14
\$250,000 or more	0.82%	0%	0
Median Household	41,376	45,363	109.64
Average Household	50,529	51,803	102.52
Per Capita Household	22,926	24,168	105.42
Family/Non-Family Household			
Income			
Median Family Income	52,425	56,998	108.72
Average Family Income	59,738	54,565	91.34
Median Non-Family Income	27,826	26,049	93.61
Average Non-Family Income	33,560	14,906	44.42

Grand Nemaha Goose Lake Sully Millville Persia Manly Oxford Jewell Junction Panora Buffalo Pulaski Smithland Westwood Rockford Williamson Buffalo (or 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.82%	66.24%	102.18
Families with Children	28.26%	27.83%	98.48
Families without Children	36.56%	38.4%	105.04
Non-Family Households			
% Non-Family Households	35.18%	33.76%	95.98
Non-Families with Children	0.33	0.32	96.96
Non-Families without Children	34.85	33.44	95.97
Housing Units			Index
Total Housing Units	4,964	1,024	
Vacant percent	9.47%	9.57%	101.08
Owned percent	68.23%	74.51%	109.2%
Rented Percent	22.3%	16.02%	71.82
Households by Size			Index
Avg household size	2.14	2.09	97.66
Avg family hh size	2.68	2.60	97.01
Avg non-family hh size	1.14	1.09	95.61
Households By Count of Persons			Percent
One	1,380	302	21.88%
Two	1,931	422	21.85%
Three or Four	992	172	17.34%
Five+	191	31	16.23%

West Union Lytton Stanton Scranton Mingo Story City Promise City Joice Swea City Norwalk Has meston Bussey Spragueville Cincinnati Audubon Bayard Buck Grove Intercultural Institute Rowan Belmond Adair Shannon City Birmingham Spirit Lake Fredo Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Co

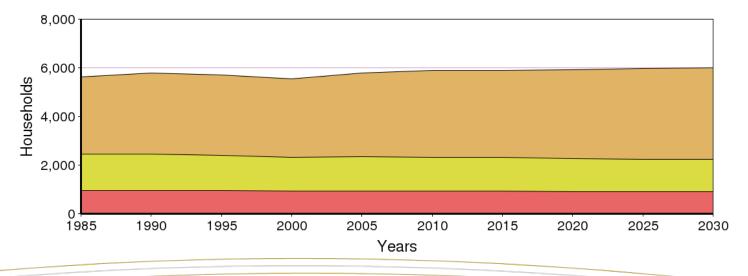
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	11,569	2,459	21.26%
2000 Population	11,027	2,178	19.75%
2010 Population	10,192	1,987	19.5%
2015 Population	9,944	1,926	19.37%

Household Change from 1985 to 2030

📕 0-7mi Ring 👘 🔲 0-10mi Ring

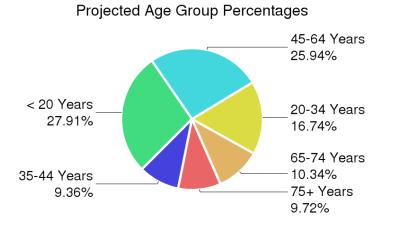
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Shelby Grundy Center Moville Morley Dayton Casey Leon Shell Rock Museatine Eldora Osceola Lisbon Moulton Centerville Dubuque Kalona Yale Le Grand Rock Intercultural Institute Davis City Kelley Osage Dow City Buck Grove Middletown Haver for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Stanbone Sabula Curley Doppellson Hansell Plan

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

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

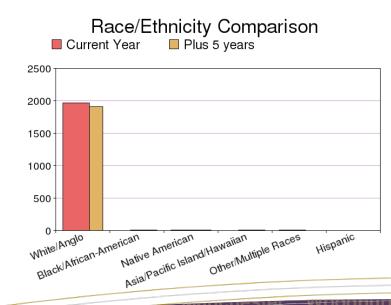


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.19%	6.33%	102.26
4-5 Years	1.56%	1.61%	103.21
6-8 Years	3.02%	3.06%	101.32
9-11 Years	5.39%	5.71%	105.94
12-13 Years	2.01%	2.08%	103.48
14-17 Years	6.34%	5.61%	88.49
18-19 Years	3.98%	3.48%	87.44
0-5 Years	7.75%	7.94%	102.45
6-12 Years	9.41%	9.76%	103.72
13-19 Years	11.32%	10.18%	89.93
< 20 Years	28.48%	27.88%	97.89
20-34 Years	15.5%	16.72%	107.87
35-44 Years	9.26%	9.35%	100.97
45-64 Years	27.48%	25.91%	94.29
65-74 Years	8.91%	10.33%	115.94
75+ Years	10.22%	9.71%	95.01
Median Age	39	39	100.05
Median Age (Male)	37	41	110.45
Median Age (Female)	42	40	96.56

Mystic Auburn Moravia Hepburn Riceville Wiota Templeton Sharpsburg Pacific Junction Melrose Kensett Dow City Dubuque Thornburg Nora Springs Peterson Brunsver Intercultural Institute Gilbertville Little Rock Ogden Dysart Denver West Bend Geneva True for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	98.94%	99.01%	100.07
Black, African-American	0.15%	0.26%	171.95
Native American	0.4%	0.36%	90.27
Asian	0.2%	0.26%	128.96
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	0.25%	0.1%	41.27
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,326	1,296	
Less than 9th Grade	6.49%	5.32%	82.09
No High School Diploma	7.32%	7.33%	100.21
High School Graduate	40.27%	40.51%	100.59
Some College, no degree	24.96%	25.39%	101.7
Associate Degree	9.95%	9.8%	98.44
College Degree	9.2%	9.65%	104.83
Graduate/Prof. degree	1.81%	2.01%	110.84

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	7.44%	6.9%	92.65
\$10,000 to \$19,999	12.62%	11.64%	92.21
\$20,000 to \$29,999	13.48%	12.82%	95.1
\$30,000 to \$49,999	28.37%	27.16%	95.71
\$50,000 to \$59,999	8.74%	8.08%	92.49
\$60,000 to \$69,999	8.85%	9.48%	107.2
\$70,000 to \$79,999	5.07%	6.68%	112.64
\$80,000 to \$89,999	4.42%	4.31%	102.33
\$90,000 to \$99,999	2.27%	2.69%	118.92
\$100,000 to \$249,999	4.21%	3.66%	87.09
\$125,000 to \$149,999	1.94%	1.72%	88.79
\$150,000 to \$199,999	2.05%	2.8%	136.69
\$200,000 to \$249,999	0.43%	0.75%	174.81
\$250,000 or more	0%	0.32%	0
Median Household	45,363	50,450	111.21
Average Household	51,803	56,576	109.21
Per Capita Household	24,168	27,260	112.79
Family/Non-Family Household			
Income			
Median Family Income	56,998	63,885	112.08
Average Family Income	54,565	59,236	108.56
Median Non-Family Income	26,049	29,035	111.46
Average Non-Family Income	14,906	16,570	111.16

Spring Hill Rose Hill Jefferson Reinbeck Stanton Owasa Stratford Coppock Hinton Wesley Luzerne son Junction Denison Willey Martensdale Clarion Baldwin Scranton Mar Hinton Hopkinton H Brighton Jolley Barnes City Ferguson Robins Iowa Falls Ionia North Confectual Ministry Marenge Keek ©Copyright 2014, Intercultural Institute for Contextual Ministry Mallard West Burlington St. Ansgar Waukon Fran 22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	66.24%	65.73%	99.24
Families with Children	27.83	27.48	98.73
Families without Children	38.4	37.93	98.77
Non-Family Households			
% Non-Family Households	33.76%	34.27%	101.49
Non-Families with Children	0.32	0.32	101.49
Non-Families without	33.44	33.94	101.5
Children			
Housing Units			
Total Housing Units	1,024	1,025	100.1%
Vacant percent	9.57%	9.56%	99.9
Owned percent	74.51%	74.44%	99.9
Rented Percent	16.02%	16.1%	100.51
Households by Size			
Avg household size	2.09	2.02	96.65%
Avg family hh size	2.60	2.50	96.15%
Avg non-family hh size	1.09	1.08	99.08%
Households By Count of			
Persons			
One	302	299	99.01%
Two	422	440	104.27%
Three or Four	172	167	97.09%
Five+	31	21	67.74%

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Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15		BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES			MILES	MILES	MILES
Foreign Born Pop	6	0	24	-	Eastern Africa	0	0	0
Northern Europe	2	0	4		Middle Africa	0	0	0
Western Europe	4	0	8		Northern Africa	0	0	0
Southern Europe	0	0	2		Southern Africa	0	0	0
Eastern Europe	0	0	4		Western Africa	0	0	0
Other Europe	0	0	0		Other Africa	0	0	0
Eastern Asia	0	0	0		Oceania	0	0	3
So. Central Asia	0	0	0		Caribbean	0	0	0
SE Asia	0	0	0		Central Amer.	0	0	3
Western Asia	0	0	0		South America	0	0	0
Other Asia	0	0	0		North America	0	0	0
					Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only		0		Other Indo-Euro	0	0	0
English only Spanish	1,961 10	0	7,037 81		0	-	-
Other Indo-Euro	5	0	60	Asian/PI languages Chinese		0	0
	5	0	60		0	-	0
language	4	0	4	Japanese	0	0	6
French (incl. Patois,	1	0	1	Korean	0	0	0
Cajun)	0	0	0	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	<u>_</u>	<u> </u>	•
Italian	0	0	8	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	2	0	36	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	4	Other Asian	0	0	0
A Scandinavian	2	0	5	Tagalog	0	0	0
Language				Other Pacific Is	0	0	2
Greek	0	0	0	Other languages	0	0	7
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	7
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	6	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0			-	-

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Pierson Liscomb Wahpeton Ida Grove Minburn Fredericksburg Cromweit Pilet Mound Knoxville Person Hand Vedic City Montrose Danbury Essex Garner Martensdale Henderson Intercultural Institute on Panama Creston Buffalo Mapleton Conesville Waverly Carpenter Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Buge Grass Braddate Churdan Codar Falls Graettinger Mount Auburn Barnes City Norwalk Bandolob

Ancestry Summary

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

7-10

MILES

10-15

MILES 440

1,026

ANCESTRY	0-7	7-10	10-15	4	ANCESTRY
	MILES	MILES	MILES		
Reporting ancestry	1,722	0	5,935	h	rish
Arab	0	0	3	lt	talian
Armenian	0	0	0	L	ithuanian
Austrian	0	0	0	Ν	lorwegian
British	0	0	3	F	Polish
Canadian	0	0	0	P	ortuguese
Croatian	0	0	0	F	Romanian
Czech	6	0	31	R	lussian
Czechoslovak	2	0	20	S	Scandinavian
Danish	201	0	335	S	Scotch-Irish
Dutch	25	0	86		Scottish
English	59	0	230		Slovak
European	13	0	24	ļ	Subsaharan African
Finnish	2	0	3	ç	Swedish
French (not Basque)	34	0	71	ç	Swiss
French Canadian	2	0	14	ι	Jkrainian
German	630	0	2,706	ι	JS/American
Greek	0	0	0	١	Welsh
Hungarian	0	0	0		West Indian
Iranian	0	0	0		Yugoslavian
				(Other

Neola Zearing Oakland Swan Griswold Clarksville Marble Rock Yorktown Luxemburg Mechanics Coburg Beaver Guthrie Center George Redding Maxwell Seymour Intercultural Institute Klemme Van Horne Lewis Walker Hastings Steamboat Rock Oaklan Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Delphos Woodburn Floyd Mystic Ollie Central City

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?

Tipton Franklin Van Meter Stanwood Gilmore City State Center Reinbeck Dedham Spring Hill De Porter and Wound Templeton Reversion Contextual Ministry of the State Center Reinbeck Dedham Spring Hill De Porter and Parkersburg Akron Independence Olin Laurens Charlotte Keosard Intercultural Institute of Swan Enter State Center Reinbeck Dedham Spring Hill De Porter and Parkersburg Akron Independence Olin Laurens Charlotte Keosard Intercultural Institute of Marcus Swan Enter State Center Reinbeck Dedham Spring Hill De Porter and Parkersburg Akron Independence Olin Laurens Charlotte Keosard Intercultural Institute of Millersburg Winfield Hamilton Oyens St. Lucas Sheffield Postville Hawkeye Toto Contextual Ministry Otor Marcus Reporter Van Horse Pella Copport Van Donahue Mallard Rodney P27

Using the Demographic Indicators

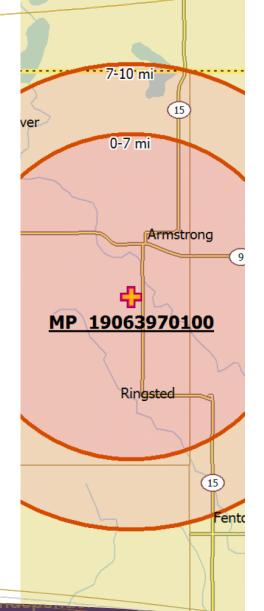
Issues for Your Consideration - continued

- 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?

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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.



Beacon Odebolt Pella Carbon Boone Scarville West Okoboji Sac City Ledyard Lone Tree Radciffe The Garber Rock Valley Delmar Oakland Acres Lamont Manly Charter Intercultural Institute De Witt Meservey Smithland Mason City Bussey Renwick Nevada Manual Ministry Confertual Ministry Source Contextual Ministry Source Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	927	100%	541	100%
AFFLUENT SUBURBIA	4	0.43%	2	0.37%
America's Wealthiest	0	0%	0	0%
Dream Weavers	2	0.22%	1	0.18%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	2	0.22%	1	0.18%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	15	1.62%	10	1.85%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	15	1.62%	10	1.85%
Mid-Market Enterprise	0	0%	0	0%

on Carliste Coin Plymouth Lynnville Clemons Le Grand Magnolia Hawarden George Granville Ainste Liscomb Belmond Dows Winfield Massena Stacyville Ashton Start Intercultural Institute ndo Dana Harlan Bode Dexter Readlyn Pocahontas Garber Urbana 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 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	927	100%	541	100%
BLUE COLLAR BACKBONE	2	0.22%	1	0.18%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	2	0.22%	1	0.18%
AMER. DIVERSITY	47	5.07%	32	5.91%
Ethnic Urban Mix	37	3.99%	26	4.81%
Urban Blues	0	0%	0	0%
Professional Urbanites	2	0.22%	1	0.18%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	8	0.86%	5	0.92%
Mature America	0	0%	0	0%
METRO FRINGE	129	13.92%	88	16.27%
Steadfast Conservative	129	13.92%	88	16.27%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Stuart Manning Royal Ocheyedan Huxley Parkersburg Hayesville Vining Raymond Rhodes Grant Fra Corydon Richland Renwick Westphalia Sergeant Bluff Brunsville Inwood Arthur Conway Sanborn Stout Leland Holy Cross Lester Corpyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	927	100%	541	100%
REMOTE AMERICA	8	0.86%	5	0.92%
Hardy Rural Fam.	1	0.11%	1	0.18%
Rural Southern Living	0	0%	0	0%
Coal & Crops	7	0.76%	4	0.74%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2	0.22%	1	0.18%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	2	0.22%	1	0.18%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	504	54.37%	276	51.02%
Industrious Country Living	13	1.4%	9	1.66%
America's Farmland	410	44.23%	234	43.25%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	81	8.74%	33	6.1%

tio Corwith Murray Millersburg Dixon Manly Dickens Hills Greenfield Hubbard Grant West Liberty Cincinnati Van Wert State Center Exira Anthon Aplington Gilman Algona Aurelia Floyd Joice Madrid Tingley Indianola Earlville Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	927	100%	541	100%
STRUGGLING SOCIETIES	211	22.76%	123	22.74%
Rugged Southern Style	211	22.76%	123	22.74%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	4	0.43%	3	0.55%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	4	0.43%	3	0.55%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

gton Blakesburg lowa City Wahpeton Scranton Morley Rome Frederika Hancock Colfax Sloux Rapids Henandoah Mediapolis Centralia Palo Bronson Panama Carroll Convert Active Corwith Chelsea Ha Bloomfield Dundee Delaware Bridgewater Whitten St. Lucas Lidd Contextual Ministry Clive Mount A ©Copyright 2014, Intercultural Institute for Contextual Ministry Ocopyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

oford Armstrong <u>Douds Dyersville Oyens Eldon Doon Oelwein</u> Bridgewater Ladora Bancroft Centra Herood Lambs Grove Charles City Dedham Allerton Redfield Van Horne <u>Intercultural Institute</u> Kinross Brist Colo Brandon Remsen Thayer Grand Mound Laurens Stockport Des <u>Intercultural Institute</u> hittemore Shar Contextual Ministry McClelland Goodell Windsor Heights Hamburg Lisco 34 Viota Fairfact Alden Scarville Bondurant Oak

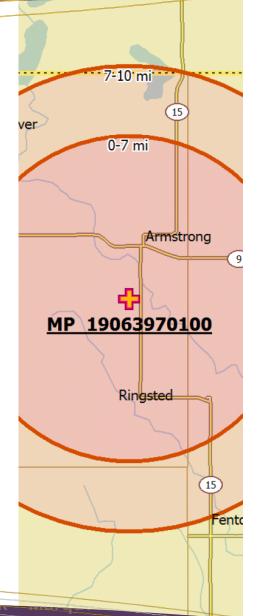
Potential Cultural Bridges

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).



Luana Montezuma Doon McGregor Truro Blakesburg Blanchard Manchester Riceville Swaledale F Magnolia Grafton Lanesboro Matlock Popejoy Le Grand New Albin Intercultural Institute IcCausland Lytton Vincent Casey Elkport Center Point Ames St. Anthon Intercultural Institute Confectual Ministry Aredale Ministry Caecopyright 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 - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
PC-HH Own	71%	71%	72%
Use Comp. for Internet/E-mail	53%	54%	55%
Internet Use: E-Mail	44%	45%	46%
Use Comp. for Comp. Games	40%	41%	42%
Use Comp. for Word	38%	39%	40%
Processing			
Use Comp. for Shopping	34%	35%	35%
Use Comp. for Digital Camera	31%	32%	32%
Photo Editing			
Use Comp. for Banking	26%	28%	28%
Use Comp. for Education	26%	26%	27%
Use Comp. for News/Info./Data	22%	24%	25%
Service			

nd Ledyard Beaman Elberon Baldwin Sidney Burlington Oyens Ottosen La Porte City Brooklyn San Truro Livermore Gowrie Truesdale Lake City Randall Varina Hose Intercultural Institute wis Hartford Braddyville Armstrong Swisher Webster City Hamilton Porte City Confectual Ministry Anamosa Blair Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Monona Coin Indianola Sioux Rapids Andrew Wes Geopyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	64%	64%	64%
Dining Out (Not Fast Food)	55%	55%	56%
Reading Books	48%	47%	48%
Card Games	44%	46%	45%
Gardening	37%	38%	38%
Go To A Beach/Lake	34%	34%	34%
Board Games	31%	31%	32%
Cooking for Fun	30%	30%	30%
Going To	21%	21%	21%
Bars/Nightclubs/Dancing			
Photography	19%	20%	20%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	41%	41%	42%
Dentist	24%	24%	25%
Eye Dr.	23%	23%	24%
Hypertension/High Blood	22%	21%	22%
Pressure			
Backache	22%	22%	22%
None Of These	20%	20%	20%
High Cholesterol	18%	18%	19%
Any Arthritis	16%	16%	16%
Overweight (30 Pounds Or	16%	17%	17%
More)			

arpsburg Monona Adair Stockton Worthington Peterson Yale Thor Ocheyedan Scarville Varina Paci-Martelle Gray Coulter Red Oak Ainsworth Rock Falls Toledo Prove City Thompson Alta Vista n Rake Laurens Fraser McCallsburg Lu Verne Woodward Dougherty For Contextual Ministry Gladbrook Be Copyright 2014, Intercultural Institute for Contextual Ministry Boope Rinard Grand Mound Lacona Kensett Ledvard

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

BRIDGES	0-7	7-10	10-15	BRIDGES		0-7	0-7 7-10
	MILES	MILES	MILES		M	LES	LES MILES
Concert	22.58%	22.29%	22.84%	Movies: Romantic Comedy	16	.53%	.53% 16.49%
Live Theater	14.58%	14.44%	14.8%	Movies: Drama	13.	52%	52% 12.98%
Live Theater Most Often	12.31%	12.19%	12.51%	Movies: Mystery	11.02	2%	2% 10.54%
Rock/Pop Concerts Most	11.11%	11.12%	11.48%	MLB Baseball Reg.	7.51%		7.77%
Often				Season			
Country Concerts Most	7.22%	6.93%	7.04%	College Football Reg.	6.47%		7.08%
Often				Season			
Comedy Club	6.09%	5.89%	6.14%	Rodeo	5.25%		5.81%
Movies: Comedy	33.4%	33.32%	33.87%	NFL Football Reg. Season	4.35%		4.39%
Movies: Action/Adventure	31.12%	31.55%	32.32%	College Basketball Reg.	4.34%		4.68%
Movies: Fam.	18.81%	19.5%	19.54%	Season			
				Auto Racing Events	3.16%		2.97%

Wolfing Aurena Luxenburg Family Havesville Wyoning Aurena Luxenburg Family Fami

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

BRIDGES	0-7	7-10	10-15		BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	40.56%	41.59%	41.88%		Weight Training	Weight Training 11.84%	Weight Training 11.84% 12.18%
Swimming	31.12%	30.57%	30.59%		Football	Football 10.43%	Football 10.43% 10.62%
Freshwater Fishing	27.83%	28.52%	27.87%		Power Boating	Power Boating 9.95%	Power Boating 9.95% 9.77%
Bowling	22.4%	23.05%	22.7%		Volleyball	Volleyball 9.32%	Volleyball 9.32% 9.68%
Camping Trips	21.33%	21.81%	21.41%		Softball	Softball 9.17%	Softball 9.17% 9.57%
Hunting	19.54%	20.6%	20.05%		Horseback Riding	Horseback Riding 9.16%	Horseback Riding 9.16% 9.84%
Golf	17.64%	18.92%	18.72%		Stationary Cycling	Stationary Cycling 9.1%	Stationary Cycling 9.1% 9.03%
Basketball	15.86%	16.36%	15.87%		Using Cardio	Using Cardio 8.91%	Using Cardio 8.91% 8.66%
Billiards/Pool	15.85%	15.42%	15.7%		Machine	Machine	Machine
Mountain/Road Biking	13.95%	14.6%	14.62%		Canoeing/Kayaking	Canoeing/Kayaking 8.07%	Canoeing/Kayaking 8.07% 7.85%
Target Shooting	13.59%	13.59%	13.21%		Motorcycling	Motorcycling 7.7%	Motorcycling 7.7% 7.98%
Baseball	12.67%	12.97%	12.63%		Snowmobiling	Snowmobiling 7.08%	Snowmobiling 7.08% 7.33%
Jogging/Running	12.5%	12.39%	12.54%		Archery	Archery 7.02%	Archery 7.02% 7.1%
Backpacking/Hiking	12.42%	12.6%	12.49%		Roller Skating	Roller Skating 6.27%	Roller Skating 6.27% 6.59%

Coppock Ankeny Carlisle Windsor Heights Tama Evansdale Ocheyedan Keota Ricketts Gruver Plove Vert Arthur Quasqueton Clemons Brunsville Frederika Shelby West Book Intercultural Institute Harlan Pleasantville Baldwin Millerton Low Moor Mechanicsville Contextual Ministry Boyden Titon Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Fly Fishing

6.13%

6.16%

6.05%

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

MILES MILES MILES Downhill & X-Country 5.96% 5.85% 5.85% Skiing 5.82% 5.59% 5.63%	
Skiing Soccer 5.82% 5.59% 5.63%	
Aerobics 5.73% 5.48% 5.78%	
Jet Skiing 5.48% 5.75% 5.69%	
Water Skiing 5.42% 5.36% 5.28%	
Tennis 5.39% 5.2% 5.23%	
Snorkeling 5.06% 5% 5.03%	
Ice Skating 4.87% 5.09% 5.12%	
Rock Climbing 4.49% 5.05% 5.02%	
Yoga 4.17% 3.82% 3.98%	

0-7	7-10	10-15
MILES	MILES	MILES
3.97%	3.18%	3.43%
3.51%	3.29%	3.34%
3.48%	3.66%	3.66%
3.39%	3.38%	3.31%
3.15%	2.79%	2.85%
3.09%	3.25%	3.22%
2.72%	2.66%	2.67%
2.64%	2.34%	2.4%
2.3%	1.94%	2.18%
2.16%	1.78%	1.87%
	MILES 3.97% 3.51% 3.48% 3.39% 3.15% 3.09% 2.72% 2.64% 2.3%	MILESMILES3.97%3.18%3.51%3.29%3.48%3.66%3.39%3.38%3.15%2.79%3.09%3.25%2.72%2.66%2.64%2.34%2.3%1.94%

bhard Fort Atkinson Persia Deloit St. Ansgar Rome Coulter Galva Graf Orange City Gruver Bevington Rock Kirkville Plover Calumet Blockton Sanborn Asbury Salem Montalia Saylorville Oxford St. Son Treynor Rippey Wayland Osterdock Paton Middletown Story City for Confectual Ministry St. Copyright 2014, Intercultural Institute for Contextual Ministry St. Contextual Ministry St. Copyright 2014, Intercultural Institute for Contextual Ministry St. Copyright

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.

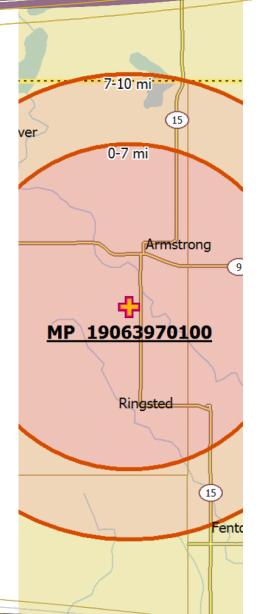
BIBLICAL BARRIERS

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.



bin Gilbertville Maysville West Branch Ackley Armstrong Stanton Rinard Calamus Martelle Mingo B Hitton Postville Lucas Havelock Lynnville Waterville Northboro Ger Bandolph Mondamin Lear er Stockport Boone Collins Jewell Junction Kiron Imogene Albion for Confectual Ministry Chester Carb Copyright 2014, Intercultural Institute for Contextual Ministry Wintercut Dakota City Paulina Hamilton Hawarden 41

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

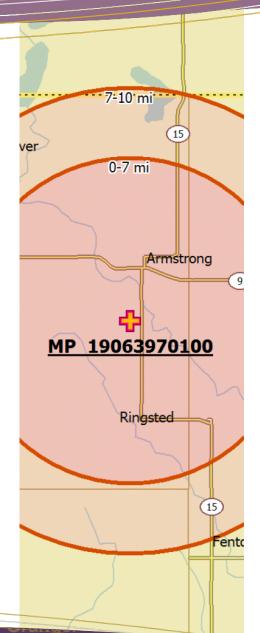
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



ng Helland Hawarden Dunlap Randall Moville Valeria Hornick Sloan Farmington Aurelia Bassett M Rome Ackworth Promise City Lovilia Cedar Rapids Bankston Bettender Intercultural Institute almer Patterson Batavia Plainfield Keosauqua Hubbard Millerton Yalvo 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-7	7-10	10-15	BARRIERS	0-7	7-10	10-
	MILES	MILES	MILES		MILES	MILES	MIL
Important Continue Learning	47%	46%	46%	Like to Stand Out In A Crowd	19%	19%	19%
New Things				Rarely Sit Down to a Meal	18%	18%	18%
Woman's Place Is In The Home	37%	38%	38%	Together At Home			
Find It Difficult To Say No To	36%	35%	35%	I Am A Workaholic	18%	18%	18%
My Kids				Marijuana Should Be Legalized	17%	15%	16%
Speak My Mind Even If It Upsets People	34%	34%	34%	Like To Pursue Challenge/Novelty/Change	16%	15%	15%
Like Control Over People And Resources	31%	29%	29%	Only Work Current Job for The Money	16%	16%	16%
Like To Do Unconventional Things	30%	30%	30%	We Should Strive for Equality for All	9%	8%	8%
Prefer To Have Few Possessions As Possible	29%	29%	29%	Happy With My Standard Of Living	8%	8%	8%
Money Is Best Measure Of Success	28%	28%	28%	Indulge My Kids With The Little Extras	8%	7%	7%
Don't Judge People/Way They Live Life	24%	24%	24%	On Whole People Get What They Deserve	7%	6%	6%
If Won Lottery Would Never Work Again	24%	24%	25%	Very Happy With My Life As It Is	6%	6%	6%
Friends More Important Than My Fam.	22%	21%	22%	Little I Can Do To Change My Life	6%	6%	6%
Too Much Sponsorship In Arts/Sports	21%	20%	20%				

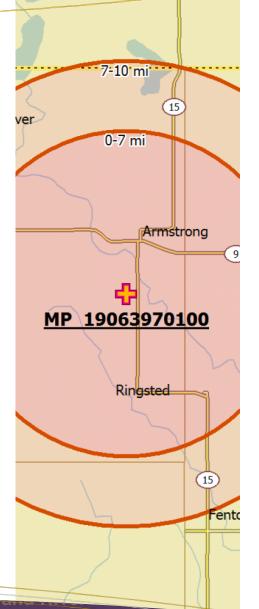
sage woden Brayton Fredericksburg

Rose Hill Lewis Boone Danville Kellogg Dedham Mount Sterling Elkport St. Ansgar Sageville Aurora Grand Mound Arnolds Park Lawler Lamoni West Burlington Atalissa Pro Intercultural Institute Intercultural Institute way Gravity Hancock Oelwein Lockridge Carlisle Terril Mallard Volge for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Revended Oakland Sibley Le Claire Toronto Washington Mount Pleasant Buffalo Center Swan Aplin

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.



Webb Carpenter Oakland Sutherland Salem Ames Grafton Waucoma Oskaloosa Lake View Tiffit Centre Bluffs Northwood Iowa Falls Woolstock Cascade Dayton Bridger Intercultural Institute Nartensdale Lamoni Jolley Minden Everly Ruthven Keomah Village Pice for Confertual Ministry on Leighton Copyright 2014, Intercultural Institute for Contextual Ministry Elk Run Heights Bankston Colesburg Arcadia Sac

Potential Cultural Themes:

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

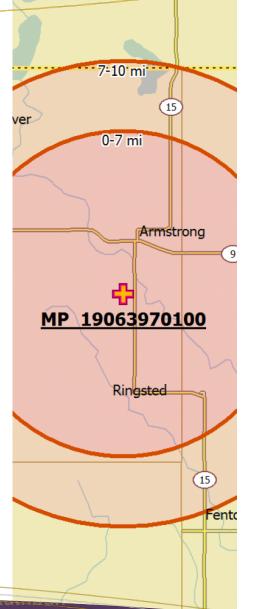
THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	55%	55%	55%	Worried About Pollution Caused By Cars	15%	16%	16%
You Should Seize Opportunities	51%	50%	51%	Is An Important Part Of Who I Am	14%	13%	12%
In Life				Real Men Don't Cry	14%	13%	14%
Important Feel Respected By My Peers	33%	33%	33%	Provide My Kids With The Little Extras	11%	11%	11%
Prefer Work Part Of Team Than Alone	32%	31%	31%	Looking for New Ideas To Improve Home	11%	10%	10%
Like To Understand About Nature	32%	31%	32%	Try Not To Worry About The Future	11%	10%	11%
Prefer To Have Few Possessions As Possible	29%	29%	29%	Enjoy Spending Time With My Fam.	10%	8%	8%
Important To Juggle Various Tasks	25%	23%	23%	Like Spending Most Time With Fam.	7%	6%	6%
Have Keen Sense Of Adventure	24%	23%	24%	Feel Very Alone In The World	6%	6%	6%
Good At Fixing Things	24%	23%	24%	Children Should Be Allowed To	5%	4%	4%
People Have To Take Me As	20%	20%	20%	Express Themselves			
They Find Me				Would Like To Set Up Own	4%	4%	3%
Consider Myself Interested In	19%	17%	18%	Business			
The Arts				Decor Particular Interest To Me	3%	3%	3%
Like To Just Enjoy Life	19%	17%	17%				

tter manina Oto Scal

Truro Ionia Houghton Farley Rose Hill Larrabee Calmar University Heights Farmington Panama ell Preston Frederika Coulter Derby Okoboji Quimby Anthon Millersbord Intercultural Institute Iand Grand River Sabula Moville Stockton Bevington Hull Ryan New Jor Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



Badger Bildgewater Fort Atkinson Rowley Lakeside New Liberty Hayesville Albert City St. Donatus M Line Springs West Union Beaman Macedonia Fonda Robins Dallas Intercultural Institute Dexter Dawson Woden Coralville Centralia Vining Ayrshire Steambor For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	86.92%	86.98%	86.97%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.14%	84.03%	84.21%
Houses-Visit Any			
McDonald's	55.38%	55.72%	55.75%
Burger King	37.73%	37.71%	37.23%
Subway	32.11%	32.4%	32.07%
Applebee's	28.95%	28.94%	29.14%
Kentucky Fried Chicken (KFC)	28.02%	27.68%	27.46%
Dairy Queen	26.95%	28.5%	28.39%
Taco Bell	25.94%	26.08%	26.55%
Arby's	24.44%	24.82%	25.08%
Pizza Hut	23.81%	25.53%	25.54%
Wendy's	23.54%	22.08%	22.06%

0-7	7-10	10-15
MILES	MILES	MILES
18.22%	18.26%	18.42%
15.11%	14.64%	14.65%
14.22%	14%	13.55%
13.62%	12.95%	12.92%
12.1%	11.08%	11.18%
10.47%	9.88%	10.16%
10.26%	11.02%	11.23%
9.95%	9.67%	9.89%
9.95%	9.74%	9.8%
9.9%	9.58%	9.58%
8.04%	7.55%	7.63%
7.65%	8.16%	7.93%
	MILES 18.22% 15.11% 14.22% 13.62% 12.1% 10.47% 9.95% 9.95% 9.9% 8.04%	MILESMILES18.22%18.26%15.11%14.64%14.22%14%13.62%12.95%12.1%11.08%10.47%9.88%10.26%11.02%9.95%9.67%9.95%9.74%9.9%9.58%8.04%7.55%

r Coppock Rockwell City Stratford Ayrshire Radcliffe Moulton Riverside Westgate Murray Brooklyn Dumont Martelle Clio Grandview Sac City Keomah Village Pleasantviller Intercultural Institute Peterson Randall Eagle Grove Ireton Oelwein Barnum Kingsley Courfectual Ministry Clarion Moo Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



Keswick Graettinger Bondurant Waterville Ringsted Rossie Lincoln Kimbaliton Stanwood Bode His Exten Monticello Goose Lake Paton Deep River Arispe Hamburg Lehier Intercultural Institute st Okoboji Buck Grove Martensdale Gilmore City Spring Hill Palo Stant for Confectual Ministry Confectual Ministry Columbus J48

Potential Shared Projects

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

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	48.39%	49.89%	50.32%
Recycled products	31.43%	32.57%	33.24%
Worked as volunteer (non political)	16.52%	17.05%	17.24%
Engaged in fund raising	12.07%	12.48%	12.43%
Religious club member	8.72%	8.81%	8.72%
Charitable Organization	6.99%	7.6%	7.57%

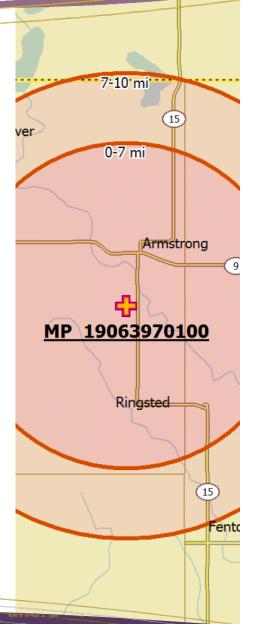
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Church Board	6.83%	7.39%	7.13%
Addressed a public meeting	6.47%	7.26%	7.16%
Wrote to elected offcl about publ bus	5.76%	5.91%	6.02%
Union member	5.7%	6.01%	5.99%
Took active part in local civic issue	5.62%	5.76%	5.83%
Wrote to editor of mag or newspaper	4.38%	4.39%	4.52%

Centerville Boxhelm Rickardsville Osage Ruthven Tabor Nemaha Fort Dodge Pocahontas Clemons B Council Bluffs Cumberland Charter Oak Wesley New Albin Burt Bernard Intercultural Institute City Emmetsburg St. Ansgar Knierim Deloit Patterson Slater Wiota Confectual Ministry Confectual Ministry Nevada St. Charles Montezuma Cherokee Marathon 49 Copyright 2014, Intercultural Institute for Contextual Ministry Nevada St. Charles Montezuma Cherokee Marathon 49

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.



Ouasqueton Derby Muscatine Holland Orchard Stanley Hospers Hiawatha West Bend Vail Oakville West Branch Larchwood Hawkeye Birmingham Gladbrook Lynnviller Intercultural Institute Windsor Heights Onawa Lisbon Adel Arthur Guthrie Center Marcy for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	12.34%	11.61%	12.01%
Children's Books	12.04%	12.06%	12.01%
Mystery	10.67%	10.46%	10.59%
Cookbooks	10.32%	10.41%	10.48%
Religious (not Bibles)	8.08%	8.5%	8.53%
Romance	6.29%	6.18%	6.03%
History	5.37%	5.2%	5.29%
Personal/Business	4.98%	5.07%	5.11%
Self-help			
Supermarket	4.18%	4.34%	4.48%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	57.71%	57.57%	59.09%
Gen. Editorial	39.25%	39.16%	39.91%
Womens	34.05%	33.82%	34.36%
Service	31.84%	31.84%	32.41%
Fishing/Hunting	19.57%	20.39%	19.93%
Mens	14.65%	14.49%	14.97%
Automotive	13.12%	12.86%	13%
Mature Market	12.3%	12.34%	12.65%
Parenthood	11.6%	11.19%	11.17%

Colwell Seymour Lockridge Strawberry Point Rolfe Vincent Graf Buck Grove De Witt Walnut St. And Eldridge Olds Monona Kensett Berkley Ainsworth Pocahontas Find Intercultural Institute head Evansdale Cascade Rose Hill Orient Houghton Preston Oxford For Oxford Directual Ministry Contextual Ministry Brooklyn Malvern Glac Copyright 2014, Intercultural Institute for Contextual Ministry Converse City Walkon Date

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	57.71%	58.34%	58.55%
Classified	38.77%	38.84%	38.5%
Sport	34.57%	35.09%	35.28%
Editorial Page	34.23%	34.76%	34.92%
Comics	30.88%	30.93%	31.06%
Business/Finance	25.25%	25.72%	26.35%
Food/Cooking	24.08%	24.44%	24.85%
TV/Radio Listings	20.84%	20.3%	20.83%
Home/Gardening	20.73%	21.14%	21.55%
Movie Listings & Reviews	18.47%	18.27%	19.15%
Travel	15.15%	15.28%	15.75%
Science/Technology	14.98%	14.6%	15.13%
Fashion	12.81%	13.02%	13.14%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	39.82%	41.94%	40.68%
Adult Contemporary	17.03%	17.48%	17.97%
CHR Contemp Hit Radio	13.36%	12.46%	12.78%
Oldies	12.24%	12.88%	12.95%
Classic Rock	11.38%	12.13%	12.21%
Rock	10.49%	10.47%	10.81%
News/Talk	8.62%	9.06%	9.58%
Variety	6.77%	7.07%	6.93%
Religious	6.13%	6.13%	6.09%
Urban Contemporary	4.26%	3.49%	3.53%
Alternative	3.69%	3.03%	3.45%
Classic Hits	2.84%	2.51%	2.71%
Soft Contemporary	2.7%	2.4%	2.6%
Hispanic	2.69%	2.83%	2.96%
All News	2.6%	2.51%	2.77%
All Talk	2.19%	2.16%	2.26%
Adult Standards	1.85%	1.78%	1.92%
Sports	1.81%	1.83%	2.07%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-7	7-10	10-15	MULTIMEDIA: TV	MULTIMEDIA: TV 0-7	MULTIMEDIA: TV 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Fox News Channel	65.99%	66.8%	66.24%	TV Info From Newspapers	TV Info From Newspapers 25.69%	TV Info From Newspapers 25.69% 26.33%
Satellite Dish	54.69%	55.76%	55.75%	TV Info From Sunday TV	TV Info From Sunday TV 25.32%	TV Info From Sunday TV 25.32% 25.45%
Other	47.52%	48.14%	47.85%	Magazine	Magazine	Magazine
Video-On-Demand				BET (Black Entertainment	BET (Black Entertainment 24%	BET (Black Entertainment 24% 24.56%
Soapnet	45.5%	45.86%	46.09%	TV)	TV)	TV)
Sci-Fi Channel	43.59%	45.43%	44.75%	TCM (Turner Classic	TCM (Turner Classic 23.33%	TCM (Turner Classic 23.33% 23.23%
MSNBC	38.18%	39.02%	38.65%	Movies)	Movies)	Movies)
Nickelodeon	36.76%	38.22%	37.22%	Comedy Central	Comedy Central 22.46%	Comedy Central 22.46% 21.55%
Adult Swim	33.98%	36.31%	35.95%	Encore	Encore 22.26%	Encore 22.26% 24.33%
Adult Pay Per View TV	33.38%	33.68%	33.53%	The Science Channel	The Science Channel 21.49%	The Science Channel 21.49% 23.37%
				USA Network	USA Network 21.35%	USA Network 21.35% 21.48%
Subscribe Digital	30.79%	32.78%	32.35%	TV Info From Monthly Cable	TV Info From Monthly Cable 20.5%	TV Info From Monthly Cable 20.5% 20.6%
Cable				Guide	Guide	Guide
Nick At Nite	29.61%	31.18%	30.82%	Lifetime	Lifetime 20.25%	Lifetime 20.25% 20.15%
Hallmark Channel	25.91%	27.03%	26.62%	TV Info From Other	TV Info From Other 19.97%	TV Info From Other 19.97% 20.32%
				Video-On-Demand Movies	Video-On-Demand Movies 18.94%	Video-On-Demand Movies 18.94% 20.21%

Villisca Manly Coggon Sumner Fremont Fort Dodge Tennant Newton Davenport Cedar Rapids Mar Gra Kirkville Kirkman Sanborn Moorland Ionia Everly Hills Monticeller Enter Atlantic Barnes City by Rolfe Guthrie Center Bennett Masonville Anita Nemaha North Bue for Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

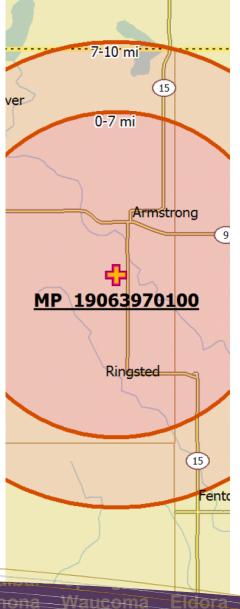
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Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



Gowrie Rake Somers Hayesville Barnes City Redfield Aspinwall Buffalo Monona Waucoma Eldora Bysart Dallas Center Rome Victor Milton Coalville Moorhead Coultan Intercultural Institute y Craig Calamus Roland Mason City Wellman Castana Geneva Population Contextual Ministry th Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Soldier Goose Lake Rund Fenton Clermont St. Don 54 Contextual Ministry Soldier Badeliffe Rathburn Dickens Truesdale Spirit Lake

Potential Print Media Usage:

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

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	16.17%	15.56%	15.8%
Medium Users (4-6)	7.23%	7.11%	7.39%
Light Users (1-3)	19.35%	19.24%	19.4%
Quintiles (20%)			
Newspaper I (Heavy)	1.59%	1.7%	1.65%
Newspaper II	1.33%	1.5%	1.55%
Newspaper III	2.12%	2.11%	2.03%
Newspaper IV	0.77%	0.82%	0.79%
Newspaper V (Light)	1.26%	1.46%	1.45%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.96%	19.56%	19.42%
Magazines II	7.2%	7.38%	7.31%
Magazines III	10.89%	11.25%	10.95%
Magazines IV	10.2%	10.71%	10.74%
Magazines V (Light)	0.47%	0.62%	0.59%
Outdoor I (Heavy)	4.79%	4.29%	4.48%
Outdoor II	1.55%	1.11%	1.13%
Outdoor III	3.24%	3.19%	3.2%
Outdoor IV	15.8%	15.25%	15.44%
Outdoor V (Light)	26.31%	26.49%	26.82%
Yellow Pages I	12.73%	12.49%	12.82%
(Heavy)			
Yellow Pages II	4.08%	3.52%	3.61%
Yellow Pages III	3.75%	3.52%	3.49%
Yellow Pages IV	21.83%	21.02%	21.37%
Yellow Pages V	2.28%	1.91%	2.04%
(Light)			

Lytton Knoxville Willey Westwood Carroll Calmar Sheldahl Diagonal Lenox Hawatha Bettendorf Wadkon Fenton Dysart Boone Swisher Pomeroy Cumming Moravia Intercultural Institute Eddyville Centralia Ricketts Schaller Kiron Altoona Patterson Tiffin Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Bairfield Deloit Lamont West Burlington Parkersburg

Potential Multimedia Usage

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

JM 0-7 7-10 10-15	MEDIUM	MEDIUM 0-7	MEDIUM 0-7 7-10
MILES MILES MILES	1	MILES	MILES MILES
	TV Prime Time Quntiles (fifths	·	-
/ 20%)	/ 20%)	/ 20%)	/ 20%)
Time I & II (Heavy) 4.79% 4.63% 4.5%	Prime Time I & II (Heavy)	Prime Time I & II (Heavy) 4.91%	Prime Time I & II (Heavy) 4.91% 4.69%
Time III (Medium) 0.61% 0.44% 0.41%	Prime Time III (Medium)	Prime Time III (Medium) 2.28%	Prime Time III (Medium) 2.28% 2.49%
IV & V (Light) 2.72% 3.07% 2.98%	Prime Time IV & V (Light)	Prime Time IV & V (Light) 4.52%	Prime Time IV & V (Light) 4.52% 4.33%
Media Quntiles (fifths /	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
	(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
I & II (Heavy) 7.56% 7.69% 7.71%	Fringe I & II (Heavy)	Fringe I & II (Heavy) 38.26%	Fringe I & II (Heavy) 38.26% 37.34%
III (Medium) 4.71% 5.06% 4.96%	Fringe III (Medium) 5	Fringe III (Medium) 58.36%	Fringe III (Medium) 58.36% 58.83%
IV & V (Light) 2.59% 2.98% 2.96%	Fringe IV (Light) 5	Fringe IV (Light) 52.66%	Fringe IV (Light) 52.66% 51.87%
TV Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
	20%)	20%)	20%)
I & II (Heavy) 12.1% 12.6% 12.43%	All Day I & II (Heavy)	All Day I & II (Heavy) 12.15%	All Day I & II (Heavy) 12.15% 11.05%
I & II (Heavy) 12.1% 12.6% 12.43% III (Medium) 3.12% 2.79% 2.86%	• • • • •		

Danville Kamrar Wahpeton Decorah St. Paul Keota Mitchellville Ackley Arispe Spirit Lake North Hount Vernon Steamboat Rock Jolley Walford Independence Fertile Intercultural Institute ux Rapids Bayard Reinbeck Clare Royal New Albin Harris Jamaica Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.46%	10.59%	10.56%
6:00am - 10:00am	11.32%	10.77%	11.09%
10:00am - 3:00pm	2.19%	1.86%	2.03%
3:00pm - 7:00pm	14.39%	14.58%	14.41%
7:00pm - Midnight	11.21%	12.01%	12.18%
Midnight - 6:00am	4.93%	4.97%	4.91%
Weekend Radio			
Listeners			
Dayparts [summary]	13.79%	14.4%	14.21%
6:00am - 10:00am	1.35%	1.25%	1.44%
10:00am-3:00pm	2.73%	2.53%	2.8%
3:00pm - 7:00pm	6.31%	6.25%	6.18%
7:00pm - Midnight	4.98%	4.7%	4.88%
Midnight - 6:00am	5.02%	4.47%	4.93%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.79%	8.13%	8.22%
Saturday:	6.24%	6.46%	6.68%
8:00-11:00pm			
Sunday: 7:00-11:00pm	11.21%	12.23%	12.12%
9:00am-1:00pm	29.61%	31.18%	30.82%
9:00am-4:00pm	33.16%	34.6%	34.38%
4:00pm-7:00pm	25.15%	25.89%	25.77%
11:00pm-1:00am	42.86%	43.48%	43.32%
AVG Prime time	1.57%	1.68%	1.72%
Mon-Sun			

awton Jackson Junction Grandview Lytton Ellsworth West Okoboji Earling Granville Riverside Eddyvil Randall Lake Park Webb Boyden Harpers Ferry Keota Hull Ashter Princeton Walford Carbon Davis City Royal Kensett Deep River Orleans Coulter Woden Schaller for Contextual Ministry Contextual Ministry Unionville Parnell Garwin Asbury Grimes Randali 57

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	14.71%	14.85%	15.31%		Sat: 7-10am	Sat: 7-10am 16.01%	Sat: 7-10am 16.01% 16.8%
7-9am	18.85%	18.92%	19.05%		Sat: 10am-1pm	Sat: 10am-1pm 5.72%	Sat: 10am-1pm 5.72% 5.8%
9am-12noon	25.59%	27.2%	26.88%		Sat: 1-4pm	Sat: 1-4pm 20.52%	Sat: 1-4pm 20.52% 20.54%
12noon-4pm	7.57%	7.4%	7.5%		Sat: 4-6pm	Sat: 4-6pm 5.38%	Sat: 4-6pm 5.38% 5.56%
4-6pm	45.24%	46.52%	46.07%		Sat: 6-7pm	Sat: 6-7pm 1.59%	Sat: 6-7pm 1.59% 1.7%
6-7pm	24.94%	26.87%	26.35%		Sat: 7-8pm	Sat: 7-8pm 0.61%	Sat: 7-8pm 0.61% 0.72%
7-7:30pm	0.9%	0.92%	0.85%		Sat: 8-11pm	Sat: 8-11pm 6.24%	Sat: 8-11pm 6.24% 6.46%
7:30-8pm	8.7%	8.2%	8.24%		Sat: 11pm-1am	Sat: 11pm-1am 2.97%	Sat: 11pm-1am 2.97% 2.97%
8-11pm	7.79%	8.13%	8.22%		Sat: 1am-7pm	Sat: 1am-7pm 21.35%	Sat: 1am-7pm 21.35% 21.48%
11pm-12am	38.18%	39.02%	38.65%		Sun: 7-10am	Sun: 7-10am 1.99%	Sun: 7-10am 1.99% 1.97%
11pm-1am	42.86%	43.48%	43.32%		Sun: 10am-1pm	Sun: 10am-1pm 8.9%	Sun: 10am-1pm 8.9% 9.76%
1-6am	27.27%	28%	28.51%		Sun: 1-4pm	Sun: 1-4pm 4.3%	Sun: 1-4pm 4.3% 4.17%
					Sun: 4-7pm	Sun: 4-7pm 13.51%	Sun: 4-7pm 13.51% 14.44%
					Sun: 7-11pm	Sun: 7-11pm 11.21%	Sun: 7-11pm 11.21% 12.23%
					Sun: 11pm-1am	Sun: 11pm-1am 3.9%	Sun: 11pm-1am 3.9% 4.2%
					Sun: 1-7am	Sun: 1-7am 21.56%	Sun: 1-7am 21.56% 23.03%

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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.

Unionville Mount Pleasant McIntire Greene Albert City Sioux Center Van Meter Burlington Minden G West Point Bertram Mystic Neola Alta Vista Searsboro Hartley Norwalk Rock Valley Low Moor Laurens Lisbon Halbur Van Horne Copyright 2014, Intercultural Institute for Contextual Ministry glish West Okoboji Granville Storm Lake Waterloo 59

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

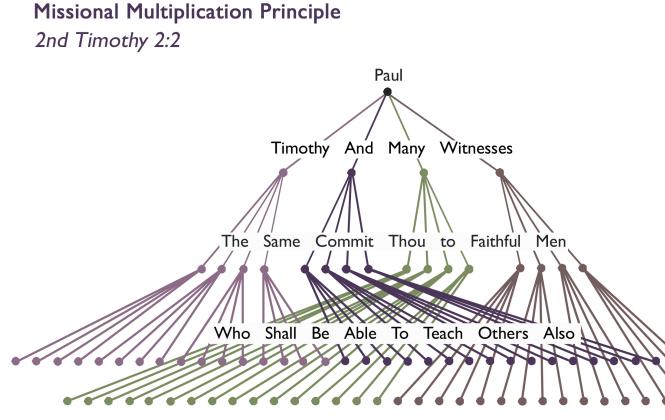
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



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.



Dougherty Fertile Holy Cross Gowrie Orange City Bevington Marquette Royal Manson Persia Birn Patterson Delphos Wheatland Cantril Bonaparte Merrill Glidden Carpor Intercultural Institute St. Donatus Carlisle Auburn Beaconsfield Urbandale Hospers Panama Confertual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 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.



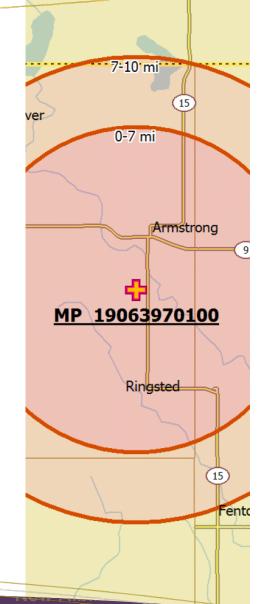


Your MissionSite and the Missional Suite

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:

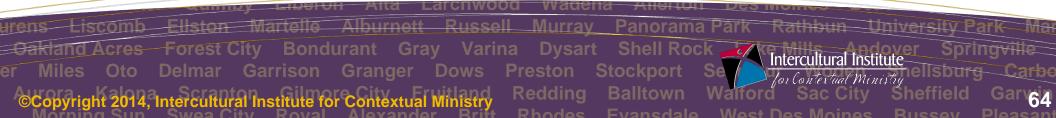
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



Birmingham Struble Aplington Goodell Bertram New Virginia Murray Parnell Council Bluffs West d Crescent Irwin Rodman Hopkinton Northboro Gray Allerton Pulasion Intercultural Institute ake View Dunlap Bennett Buck Grove Templeton Galt Pleasantville Son Contextual Ministry Beaver Atkin Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Notes and Sources

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