# MissionSite top unreached locations

Little Sioux Adel Carter Lake Derby Weldon Lorimor Rockwell **Reaconsfield** Voodbine Holstein Redding Morrison Hull Rathbun State Mulfip Vastana Klemme Sheffield Knierim onville Brayton Holy Cross Manchester Van Horne Treynor Thurman Grimes Macedonia LocsITESCAPE: Townscape reene Ottumwa Alburnet In partnership with the: Walford St. Paul Shellsburg Lohrvil DENSITY PATTERN: Kn Corydon Runnells Blairs for Contextual Ministry of Mound Council Bluffs Oyens Prairieburg Decorah Westwood Halbur Shannon Akron Columbus Junction Linden Quimby Gillett Grove

©Copyright 2014; Intercultural Institute for/Contextual Ministrya Stockton Hawkeye Lockridge Wellman Luana Mora

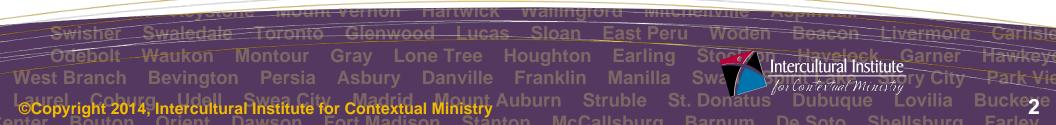
#### ESTHERVILLE, IA

Cle CENSUS TRACT: 19063970400 Ainswo REGION: Northwest raiville Lowden Maloy Lake COUNTY Emmetsted Salix New Providence Dia Oakland, Protivin, Evansdale Crystal Lake Tabor Goodell Rembrandt Randall Traer Van Intercultural Institute Schaller Aspinwall West Protectione Tree Arnolds Park Martelle Fa Daptist ittle Rock Fayette Coon Rapids onvention of



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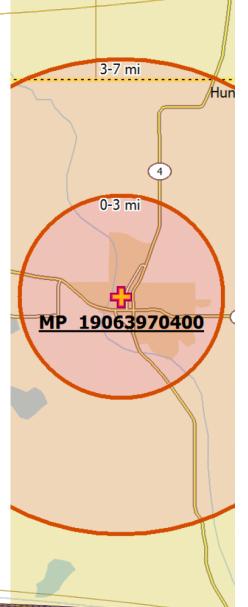
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#### Site Location Summary

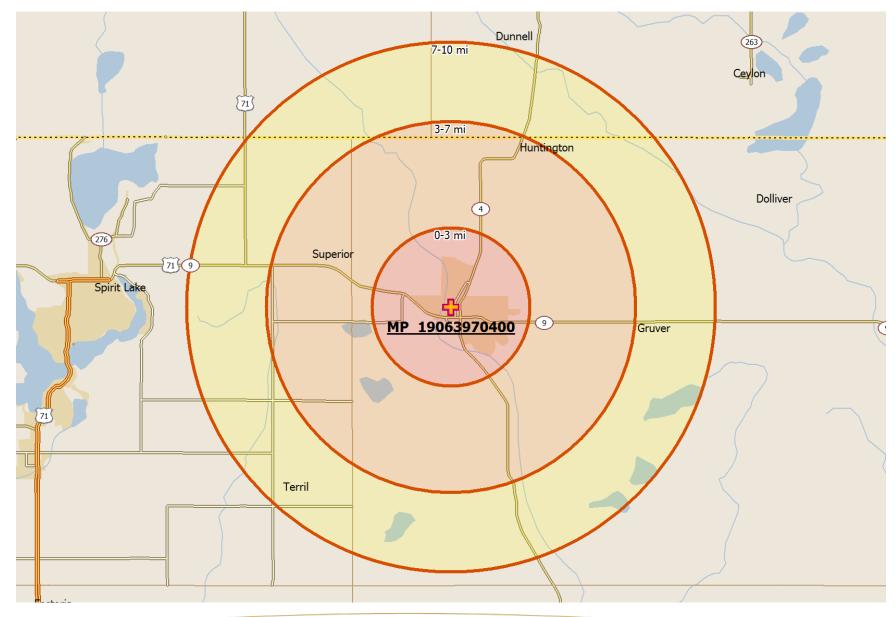
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1901	Northwest
3	County Location	19063	Emmet
4	Zipcode	51334	Emmet
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.12	Small towns adjacent to settlements
8	Sitescape Density Pattern	К	10000-2500-0



Comercy Eldridge Pleasanton Ellston Woodbine Marathon Leando Castalia Harper Sioux Rapids Arion Washington McGregor Franklin Alta Letts Sutherland Protivin Bernard Intercultural Institute Center Junction Superior Strawberry Point Duncombe Wiota Fayette Caron Intercultural Institute Decham She Decopyright 2014, Intercultural Institute for Contextual Ministry Michols Turin Hartley Polk City Leland Blakesburg

#### Site Location Summary - Map of the Site Location



Iver Low Moor <u>Blockton</u> Westside McGregor Hull Wadena Larrabee Castana Bertram Macedonia Vi Iten Henderson Grafton Durant Shambaugh Pella Hayesville Kiron <u>Intercultural Institute</u> Missouri Valla Intercultural Institute for Ackley Monmouth Tipton Rodney *Intercultural Institute* Asbury Bro Copyright 2014, Intercultural Institute for Contextual Ministry on Maloy Conway Danville Hospers Atkins Cornig Contextual Ministry Hartwick Hudson Mile Grand Junction Shelby

### 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 Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
	Codes		urbanized area.
6	IICM RUCA Values Index	55	Small town core commuting: Secondary flow 10% to 30% to a large Urban
			Cluster
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small
			urban cluster)
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Persia College Springs Gamer Muscatine Rudd Melcher-Dallas Sioux Rapids Rockwell City Oskaloos Conrad Brunsville Sageville Onawa Shueyville Sumner Red Oak Intercultural Institute Derty Pleasant Plain Mason City New Sharon Humboldt Oto Westgate Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	6,345	1,265	1,277
2010 Households	2,851	470	546
2010 Group Quarters Population	404	132	40

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	18	3	0
Language Diversity National Index	35	15	0
Foreign Born Diversity National Index	5	11	0
Ancestry Diversity National Index	53	36	0
Racial Diversity National Index	19	12	0

Dexter Arlington Yorktown Missouri Valley Ralston Churdan Hanlontown Mount Union Reinbeck Me Bertram Hillsboro Kamrar Imogene Elgin Manning Hills Randolph Lambs Grove Stanley Cantril Parnell Millville Union West Burlington Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

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

Hazleton Jefferson Decatur City Kelley Olin Marshalltown Floyd Hansell Schleswig Anthon West Lib arnum West Point Wayland Coalville Bloomfield Barnes City Carpenter Intercultural Institute Monroe Urbana Moville Fairfax Milford La Motte Bussey Kiron Gon Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Octopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	216	7.58%
Mainstay Communities	Established, Diverse Households	626	21.96%
Working Communities	Blue-collar, Working Families	1,559	54.68%
Country Communities	Rural, Agri. & Mining Families	280	9.82%
Aspiring Communities	Young Singles / Aspiring-Multihousing	63	2.21%
Urban Communities	High Density, Inner-city Neighborhoods	106	3.72%

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# 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.

st Peru Missouri Valley Mystic Garnavillo Somers Shannon City Dunlap Berkley Parnell Danville Gibe Durant Wiota Larchwood Pleasanton Villisca Oyens Hubbard Kinro Intercultural Institute Batavia Rake Varina Casey Hillsboro Keota Graettinger Promise City for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Val

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	2,813	1,856	65.96%
Unreached %	62.61%	65.09%	103.97
Religious But NOT Evangelical HH	499	360	72.15%
Religious But NOT Evangelical %	11.1%	12.62%	113.72
Spiritual But NOT Relig or Evang HH	407	339	83.17%
Spiritual But NOT Relig or Evang %	9.06%	11.88%	131.1
Not Evangelical, Not Interested HH	1,908	1,157	60.65%
Not Evangelical, Not Interested %	42.46%	40.59%	95.6



Shell Rock Dixon Buffalo Lytton Cotter Mechanicsville Holy Cross Wheatland Chester Rodman Dis Horning Sun Moorhead Portsmouth Edgewood Harvey Nemaha Ware <u>Intercultural Institute</u> La Motte Durango Readlyn Truesdale Moulton Badger Monroe Be for Contextual Ministry PCCopyright 2014, Intercultural Institute for Contextual Ministry Corporate Value Manilla Bloomfield Olds Aurelia Corning Low 110

## **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	94	59.16%
Active Evangelical Percent	3.52%	3.28%	93.26
Inactive Evangelical Households	1,522	901	59.16%
Inactive Evangelical Percent	33.88%	31.59%	93.26
# New Churches Needed	2	1	63.44%





# 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.

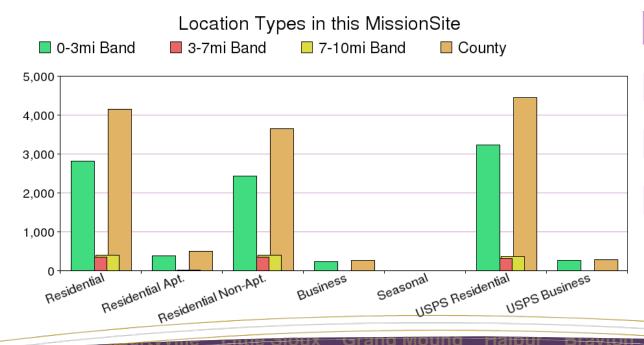
#### Issues for Your Consideration

- 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.

Porte City Elk Run Heights Bellevue Belle Plaine Victor Arion Duncombe Anita North English Calami Harcourt Riceville Smithland North Liberty Elk Horn Moulton Urbanda Anita North English Calami Badger Laurens Rutland Knierim Sully West Liberty Tingley Macedo (Soutestual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

EMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	11,569	7,109	61.45%
2000 Population	11,027	7,022	63.68%
2010 Population	10,192	6,345	62.25%

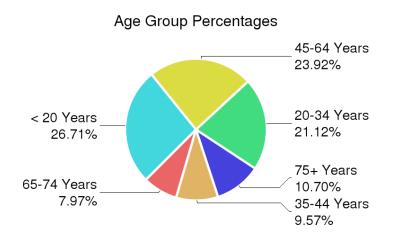


Location Type	0-3mi Band
Residential	2,816
Residential Apt.	388
Residential Non-Apt.	2,428
Business	228
Seasonal	0
USPS Residential	3,232
USPS Business	260

Wyoming Weldon Rossie McCausland Dunlap Lewis Braddyville Kensett Auburn Montrose Crystal Stanley Buffalo Gray Essex Larchwood Kimballton Gibson New Virging Intercultural Institute Sloan St. Marys Macedonia Peterson Dana Orange City Houghton Nov To Contextual Ministry Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry intercultural Institute for Contextual Ministry New Hartford Rowan Osterdock Bevington Griswold Deloit Casey

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

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

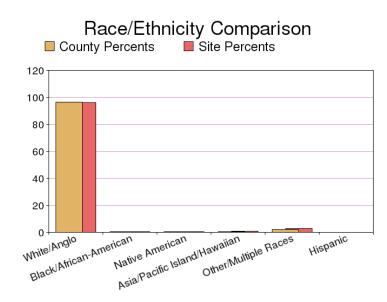


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.39%	5.88%	109.09
4-5 Years	2.57%	2.52%	98.05
6-8 Years	3.87%	3.88%	100.26
9-11 Years	3.74%	3.77%	100.8
12-13 Years	2.46%	2.21%	89.84
14-17 Years	5.69%	5.26%	92.44
18-19 Years	2.95%	3.18%	107.8
0-5 Years	7.96%	8.4%	105.53
6-12 Years	8.84%	8.76%	99.1
13-19 Years	9.87%	9.54%	96.66
< 20 Years	26.67%	26.7%	100.11
20-34 Years	19.14%	21.12%	110.34
35-44 Years	10.04%	9.57%	95.32
45-64 Years	26.03%	23.92%	91.89
65-74 Years	8.23%	7.97%	96.84
75+ Years	9.89%	10.7%	108.19
Median Age	39	40	102.8
Median Age (Male)	37	36	98.43
Median Age (Female)	42	44	104.41

Columbus City Rutland Beaconstield Victor Adair Alden Earlville Bode Corwith Carpenter Stockion McClelland Chillicothe Le Claire Brunsville Andover Greene Van Hone Charlotte Camanche Truthire Le Roy Buffalo Ladora Leando Conesville Goldfield Bancroft Mode for Contextual Ministry ke Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Hole Conserver Hole Conserver Van Wert Walford Henburn Dolliver Lockridge Hole Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	96.58%	95.87%	99.27
Black, African-American	0.4%	0.32%	78.36
Native American	0.54%	0.35%	64.25
Asian	0.58%	0.74%	127.96
Pacific Island, Hawaiian	0.02%	0.03%	160.63
Other/Multiple Races	1.88%	2.7%	143.06
Hispanic	0%	9.46%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,744	4,105	
Less than 9th Grade	6.24%	6.19%	100.89
No High School Diploma	9.96%	9.84%	101.25
High School Graduate	36.57%	36.32%	100.67
Some College, no degree	24.67%	25.8%	95.64
Associate Degree	9.25%	8.01%	115.45
College Degree	9.77%	9.7%	100.79
Graduate/Prof. degree	3.53%	4.14%	85.22

Emerson Thornton Bronson Grant Atkins Danville Plymouth Lynnville Sioux Rapids Stanwood G Dickens Winfield Charter Oak Defiance Quimby Rolfe Wellsburg Estern Intercultural Institute vansdale Stanton Swaledale Alvord Neola Hartley Shambaugh Moun Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	7.37%	7.51%	80.32
\$10,000 to \$19,999	10.64%	11.01%	103.55
\$20,000 to \$29,999	14.73%	15.96%	108.34
\$30,000 to \$49,999	26.84%	25.5%	95.02
\$50,000 to \$59,999	9.19%	8.84%	96.18
\$60,000 to \$69,999	8.34%	8.21%	98.36
\$70,000 to \$79,999	5.65%	5.79%	102.4
\$80,000 to \$89,999	4.21%	4.21%	100.08
\$90,000 to \$99,999	2.87%	2.95%	102.64
\$100,000 to \$124,999	4.76%	4.45%	93.55
\$125,000 to \$149,999	2.43%	3.02%	124.37
\$150,000 to \$199,999	1.67%	1.47%	88.27
\$200,000 to \$249,999	0.49%	0.32%	64.48
\$250,000 or more	0.82%	0.67%	80.94
Median Household	41,376	42,721	103.25
Average Household	50,529	50,646	100.23
Per Capita Household	22,926	22,966	100.17
Family/Non-Family Household			
Income			
Median Family Income	52,425	53,269	101.61
Average Family Income	59,738	58,590	98.08
Median Non-Family Income	27,826	29,225	105.03
Average Non-Family Income	33,560	30,791	91.75

Oxford Junction Grange City Winterset Waterloo Joice Marble Rock Dunlap Tabor Peterson Vin Effect Atkins Bussey Wahpeton Unionville Jamaica Clive Radcliffe <u>Intercultural Institute</u> Newhall Ca urg St. Lucas Hayesville Ames Lu Verne Epworth Wapello Mount Ver Contextual Ministry // Copyright 2014, Intercultural Institute for Contextual Ministry / Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.82%	61.94%	95.56
Families with Children	28.26%	27.96%	98.92
Families without Children	36.56%	33.99%	92.97
Non-Family Households			
% Non-Family Households	35.18%	38.06%	108.18
Non-Families with Children	0.33	0.35	105.09
Non-Families without Children	34.85	37.71	108.21
Housing Units			Index
Total Housing Units	4,964	3,082	
Vacant percent	9.47%	7.5%	79.16
Owned percent	68.23%	67.03%	98.25%
Rented Percent	22.3%	25.47%	114.21
Households by Size			Index
Avg household size	2.14	2.08	97.2
Avg family hh size	2.68	2.65	98.88
Avg non-family hh size	1.14	1.16	101.75
Households By Count of Persons			Percent
One	1,380	937	67.9%
Two	1,931	1,187	61.47%
Three or Four	992	618	62.3%
Five+	191	108	56.54%

Greenfield Whittemore Pleasanton New Providence St. Lucas Portsmouth University Heights Clive Way Hawarden Clermont Hull Mason City Jackson Junction Inwood Monday Intercultural Institute Lake View Hansell Lidderdale Henderson Murray Union Harper Garder for Contextual Ministry ar Copyright 2014, Intercultural Institute for Contextual Ministry circo Mathematical Contextual Ministry circo Mathematical Contextual Ministry

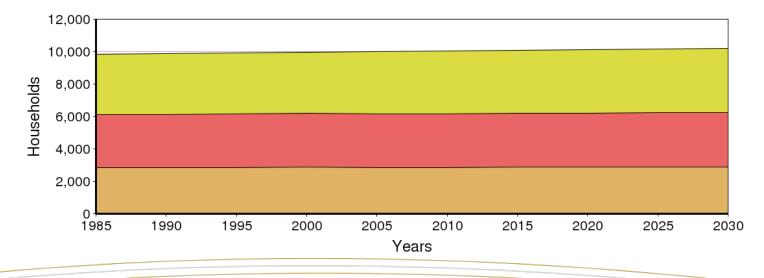
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

	DEMOCIONE	DEMOSCAPE COUNTY	DEMOSCAPE COUNTY RING
1990 Population 11,569 7,109 61.45%	1990 Households	1990 Households 4,461	1990 Households 4,461 2,828
2000 Population 11,027 7,022 63.68%	2000 Households	2000 Households 4,450	2000 Households 4,450 2,871
2010 Population 10,192 6,345 62.25%	2010 Households	2010 Households 4,494	2010 Households 4,494 2,851
2015 Population 9,944 6,201 62.36%	2015 Households	2015 Households 4,508	2015 Households 4,508 2,863

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

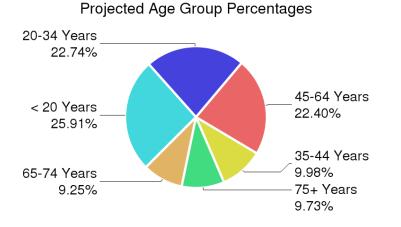
📃 0-10mi Ring



Kirkman Lone Tree Glear Lake Davis City Rowan Lester Boxholm Colfax Asbury Geneve Rodman Geneve Rodman Sloan Wesley State Center Peosta Elgin Collins Lakeside Wape Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

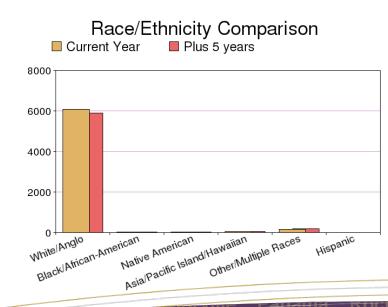


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.88%	6.14%	104.42
4-5 Years	2.52%	2.56%	101.59
6-8 Years	3.88%	4.06%	104.64
9-11 Years	3.77%	3.84%	101.86
12-13 Years	2.21%	2.27%	102.71
14-17 Years	5.26%	4.64%	88.21
18-19 Years	3.18%	2.35%	73.9
0-5 Years	8.4%	8.71%	103.69
6-12 Years	8.76%	9.1%	103.88
13-19 Years	9.54%	8.08%	84.7
< 20 Years	26.7%	25.89%	96.97
20-34 Years	21.12%	22.72%	107.58
35-44 Years	9.57%	9.97%	104.18
45-64 Years	23.92%	22.38%	93.56
65-74 Years	7.97%	9.24%	115.93
75+ Years	10.7%	9.72%	90.84
Median Age	39	38	97.94
Median Age (Male)	37	36	97.69
Median Age (Female)	42	43	102.39

Henderson West Burlington Oskaloosa Arispe Ashton Cantril West Okoboji Huxley Fairfax Granger H Hars Sabula Stuart Jolley New Liberty Ocheyedan Harcourt Garnaviller Presenter Tingley Odebolt Intercultural Institute Sia Coalville Sandyville Boxholm Worthington Toledo Coppock Gree for Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	95.87%	95.24%	99.34
Black, African-American	0.32%	0.4%	127.9
Native American	0.35%	0.39%	111.62
Asian	0.74%	0.89%	119.74
Pacific Island, Hawaiian	0.03%	0.08%	255.81
Other/Multiple Races	2.7%	3%	111.3
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,105	4,056	
Less than 9th Grade	6.19%	5.82%	94.04
No High School Diploma	9.84%	9.52%	96.7
High School Graduate	36.32%	36.83%	101.41
Some College, no degree	25.8%	25.84%	100.16
Associate Degree	8.01%	8.16%	101.82
College Degree	9.7%	9.79%	100.95
Graduate/Prof. degree	4.14%	4.04%	97.64

ockridge New Hampton Hartwick Belmond Casey Clayton East Peru Luxemburg Jelley Ackworth And Lose De Soto Wahpeton Columbus City Wall Lake Moorland Manly Lioux City Webster Harvey West Burlington Balltown Fraser Kingsley <sup>9</sup>Copyright 2014, Intercultural Institute for Contextual Ministry Whittemore Bancroft Union Alburnett Irwin Exira 21 Martella Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	7.51%	6.95%	92.6
\$10,000 to \$19,999	11.01%	10.06%	91.34
\$20,000 to \$29,999	15.96%	14.95%	93.67
\$30,000 to \$49,999	25.5%	24.28%	95.2
\$50,000 to \$59,999	8.84%	8.7%	98.4
\$60,000 to \$69,999	8.21%	8.52%	103.84
\$70,000 to \$79,999	5.79%	6.15%	97.77
\$80,000 to \$89,999	4.21%	4.54%	102.9
\$90,000 to \$99,999	2.95%	2.97%	100.77
\$100,000 to \$249,999	4.45%	5.48%	123.1
\$125,000 to \$149,999	3.02%	3.77%	125.06
\$150,000 to \$199,999	1.47%	1.89%	128.03
\$200,000 to \$249,999	0.32%	0.56%	177.03
\$250,000 or more	0.67%	0.73%	110.06
Median Household	42,721	45,500	106.5
Average Household	50,646	55,000	108.6
Per Capita Household	22,966	25,659	111.73
Family/Non-Family Household			
Income			
Median Family Income	53,269	58,540	109.9
Average Family Income	58,590	63,751	108.81
Median Non-Family Income	29,225	31,277	107.02
Average Non-Family Income	30,791	33,433	108.58

Franklin Ashton Elk Horn Grant Thayer Yetter Lambs Grove De Soto Coppock Ogden Geneva May Pleasant Hill Redding Afton Aredale Plover Blairstown Thor Ellsword Intercultural Institute for Delaware Coggon Callender Westphalia Waucoma Shueyville Jan Jor Contextual Ministry and Copyright 2014, Intercultural Institute for Contextual Ministry Stout Moravia Iowa Fails Lorimor Millville Garden C22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	61.94%	61.54%	99.36
Families with Children	27.96	27.45	98.21
Families without Children	33.99	33.71	99.17
Non-Family Households			
% Non-Family Households	38.06%	38.46%	101.05
Non-Families with Children	0.35	0.28	101.05
Non-Families without	37.71	38.18	101.25
Children			
Housing Units			
Total Housing Units	3,082	3,097	100.49%
Vacant percent	7.5%	7.56%	100.81
Owned percent	67.03%	67%	99.95
Rented Percent	25.47%	25.44%	99.9
Households by Size			
Avg household size	2.08	2.01	96.63%
Avg family hh size	2.65	2.57	96.98%
Avg non-family hh size	1.16	1.12	96.55%
Households By Count of			
Persons			
One	937	946	100.96%
Two	1,187	1,249	105.22%
Three or Four	618	597	96.6%
Five+	108	71	65.74%

Cksburg Rowley Ackworth Liscomb Prairie City Garden Grove Dysart Urbana Aspinwall Fort Madison Albia Keystone Paton McIntire Corwith Clayton Asbury Coon Rapids Clarket Plano Holy Cross Grundy Center Le Claire Villisca Van Wert Ellston Odeb Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Group Contextual Ministry Confectual Ministry Confectua

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	во	RN IN:	RN IN: 0-3	RN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	0	244	0	Eastern Afric	а	a 0	a 0 0
Northern Europe	0	4	0	Middle Africa		0	0 0
Western Europe	0	8	0	Northern Africa		0	0 0
Southern Europe	0	0	0	Southern Africa		0	0 0
Eastern Europe	0	6	0	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	0	7	0	Oceania		0	0 2
So. Central Asia	0	0	0	Caribbean	C	)	) 0
SE Asia	0	4	0	Central Amer.	0		209
Western Asia	0	0	0	South America	0		4
Other Asia	0	0	0	North America	0		0
				Born at sea	0		0

Clayton Waterville Schleswig Kimballton New Liberty Kiron Lester Ader Marine Deloit Harvey Ge Clayton Waterville Schleswig Kimballton New Liberty Kiron Lester Advis Oakville Frederika Sch Panama Calmar Kamrar Long Grove Elgin Winthrop Donnellson Iow Vachington 2014, Intercultural Institute for Contextual Ministry Dawson Shellsburg Livermore Ellsworth Stanwoo 24

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	0	7,907	0	Other Indo-Euro	0	0	0
Spanish	0	469	0	Asian/PI languages	0	0	0
Other Indo-Euro	0	55	0	Chinese	0	4	0
language				Japanese	0	6	0
French (incl. Patois,	0	8	0	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	0	25	0	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	10	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	7	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	7	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	12	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

ndyville <u>Ringsted Goose Lake West Point Stockton Hardy</u> Bellevue Whiting Winterset U tine Millville Earlville Raymond Oakland Marion Lawton Westfieler Intercultural Institute Peosta Ottosen Mount Vernon Carroll Conrad Ocheyedan Audubc For Contextual Ministry pyright 2014, Intercultural Institute for Contextual Ministry

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# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
eporting ancestry	0	7,003	0	Irish		0	0 461
Arab	0	3	0	Italian		0	0 52
Armenian	0	0	0	Lithuanian		0	0 6
Austrian	0	15	0	Norwegian		0	0 1,477
British	0	8	0	Polish		0	0 39
Canadian	0	0	0	Portuguese		0	0 0
Croatian	0	0	0	Romanian		0	0 0
Czech	0	38	0	Russian		0	0 5
Czechoslovak	0	24	0	Scandinavian		0	0 31
Danish	0	290	0	Scotch-Irish		0	0 102
Dutch	0	242	0	Scottish		0	0 64
English	0	298	0	Slovak		0	0 0
European	0	9	0	Subsaharan African		0	0 11
Finnish	0	7	0	Swedish		0	0 244
French (not Basque)	0	102	0	Swiss		0	0 17
French Canadian	0	13	0	Ukrainian	C	)	0
German	0	2,541	0	US/American	0		337
Greek	0	0	0	Welsh	0		0
Hungarian	0	0	0	West Indian	(	)	0
Iranian	0	0	0	Yugoslavian		0	0 0
				Other	0		568

Waucoma Dunlap Hazieton Atlantic Cedar Falls Tiffin Sanborn Arispe Emmetsburg Williams Lu Va Dana Hartford Dunkerton Pulaski Baldwin Denison North Buena Vista Intercultural Institute Elkport Polk City Britt Stacyville Mediapolis Grinnell Latimer Delawa Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

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## Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

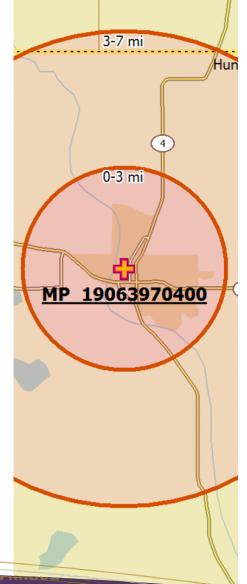
#### Issues for Your Consideration - continued

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



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

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



Pomerov Rowley New Hartford Otho Clarence Crystal Lake Waverly Eina Kingsley Rendalia Shele and Radcliffe Riverton Riverdale Everly Park View Fayette New Virginia Intercultural Institute Netwein Waterloo Albia Onawa Northwood Maquoketa Miles Blue Gras Intercultural Institute Winterset Crav Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,851	100%	1,857	100%
AFFLUENT SUBURBIA	101	3.54%	71	3.82%
America's Wealthiest	0	0%	0	0%
Dream Weavers	25	0.88%	18	0.97%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	76	2.67%	53	2.85%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	115	4.03%	77	4.15%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	115	4.03%	77	4.15%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	361	12.66%	230	12.39%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	361	12.66%	230	12.39%
Mid-Market Enterprise	0	0%	0	0%

enter Cherokee Mallard Ackworth Barnes City Gowrie Hedrick Ayrshire Lenox Arcadia Farmington Melvin Sherrill Badger Dawson Maloy Donnellson Corning Swisher Intercultural Institute by Oxford Lamont Nichols Weldon Spillville Blue Grass Hancock For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Ecopyright 2014, Intercultural Institute for Contextual Ministry Fredericksburg Stout Shell Rock Davis City Patterson

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,851	100%	1,857	100%
BLUE COLLAR BACKBONE	756	26.52%	470	25.31%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	573	20.1%	346	18.63%
Lower Income Essentials	78	2.74%	53	2.85%
Small Town Endeavors	105	3.68%	71	3.82%
AMER. DIVERSITY	265	9.29%	187	10.07%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	112	3.93%	72	3.88%
Professional Urbanites	98	3.44%	71	3.82%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	55	1.93%	44	2.37%
METRO FRINGE	803	28.17%	550	29.62%
Steadfast Conservative	711	24.94%	487	26.23%
Moderate Conventionalists	14	0.49%	9	0.48%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	78	2.74%	54	2.91%

Wheatland Vincent Dow City Mount Union West Okoboji Wadena Clutier Camanche Lansing Central Numa Lu Verne Luxemburg Little Sioux McIntire Kingsley Rome Intercultural Institute or Jolley Boone Kiron Goose Lake Oakland Acres Cresco Aredale Confectual Ministry Keokuk Gan Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Keokuk Gan

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,851	100%	1,857	100%
REMOTE AMERICA	15	0.53%	9	0.48%
Hardy Rural Fam.	15	0.53%	9	0.48%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	63	2.21%	46	2.48%
Young Cosmopolitans	20	0.7%	16	0.86%
Minority Metro Communities	13	0.46%	10	0.54%
Stable Careers	0	0%	0	0%
Aspiring Hispania	30	1.05%	20	1.08%
RURAL VILLAGES & FARMS	265	9.29%	154	8.29%
Industrious Country Living	17	0.6%	12	0.65%
America's Farmland	94	3.3%	54	2.91%
Comfy Country Living	77	2.7%	47	2.53%
Small Town Connections	57	2%	33	1.78%
Hinterland Fam.	20	0.7%	8	0.43%

Tebb Adair Lester Muscatine New Vienna Williamsburg Dysart Mount Union Epworth Carter Lake Bell Chatsworth Cambridge Craig Monona Washington Lone Rock Mauric Intercultural Institute Rock Lu Verne Whitten Allerton Montour Peterson Rodman Monm for Contextual Ministry Correctual Ministry Pleasanton Bedford Dolliver Marion Springville Un32 Copyright 2014, Intercultural Institute for Contextual Ministry Record Castalia Larrabee Toledo Cresco Clarksville

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,851	100%	1,857	100%
STRUGGLING SOCIETIES	102	3.58%	60	3.23%
Rugged Southern Style	102	3.58%	60	3.23%
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	0.14%	3	0.16%
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	0.14%	3	0.16%
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%

Iniversity Park Hedrick Swan Carpenter Deloit Alexander Ossian Earlville Missouri Valley North Buena Gutier Luther Liscomb Plano Gillett Grove Parnell Cleghorn Correction Intercultural Institute for Contextual Ministry Contextual Ministry Alta Wadena Leon Toledo Carroll Story City Ga33 Cheer Door Action Contextual Ministry C

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Brenson Chelsea Blairstown Rodman Newell Morley Baxter Dakota City Iowa Falls Thurman Mile Hon Sidney Plymouth Chatsworth Worthington Graf Sharpsburg Stapper Intercultural Institute Paullina Varina Goldfield Waucoma Elberon Ackley Madrid Edgew Processille Norway Osceola 34 Construction of the statute for Contextual Ministry Construction of the statute for Contextual Ministry

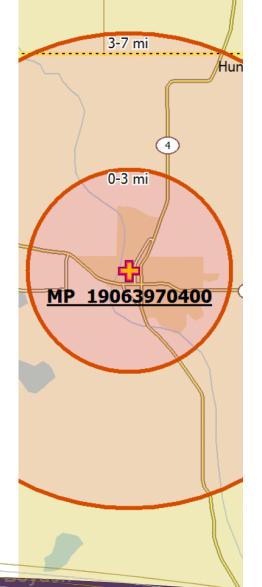
#### **Potential Cultural Bridges**

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



e Stanhope Lest Nation Conesville Gilman Jackson Junction Knierim Danbury Defiance Keystone Ar watha Shellsburg Remsen Letts Derby Exline Mystic Carlisle Ottumer Intercultural Institute Durango Battle Creek Castana Graettinger Colwell Renwick Rutland Confectual Ministry Avoca Leando Is Copyright 2014, Intercultural Institute for Contextual Ministry

### **Potential Cultural Bridges**

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	78%	77%	76%
Use Comp. for Internet/E-mail	60%	59%	59%
Internet Use: E-Mail	46%	47%	47%
Use Comp. for Comp. Games	42%	42%	42%
Use Comp. for Word Processing	41%	41%	42%
Use Comp. for Shopping	34%	35%	35%
Use Comp. for Education	31%	31%	31%
Use Comp. for Digital Camera	31%	32%	32%
Photo Editing			
Use Comp. for Banking	30%	30%	30%
Internet Use: News/ Weather	27%	26%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	27%	27%	26%
Internet Use: Banking	22%	22%	23%
Use Comp. for News/Info./Data	22%	23%	24%
Service			
PC-Network-HH Has One	16%	16%	16%
Use Comp. for Accounting	14%	15%	16%
Use Comp. for Filing/DB Mngmnt	14%	14%	14%
Use Comp. for Personal Financial	13%	13%	13%
Mngmnt			
Internet Use: Shopping: Gathered	12%	12%	12%
Info. for Shopping			
Internet Use: Research/ Education	11%	11%	11%
Internet Use: Shopping: Made A	11%	12%	13%
Purchase			

Albert City Ida Grove Maynard Minden Fremont Perry Farnhamville Gibertville Dana Marcus Whitten Hatlock Arcadia Eldora Coalville Fayette Orange City Redding Based Paten Templeton Blanchar Franklin Jolley Hubbard Kamrar Masonville Neola Randolph Parnell Contextual Ministry Bradgate Ville Copyright 2014, Intercultural Institute for Contextual Ministry Castana Bettendorf Carter La 36

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	69%	68%	67%
Dining Out (Not Fast Food)	58%	58%	58%
Reading Books	53%	53%	52%
Card Games	43%	44%	44%
Gardening	37%	38%	38%
Cooking for Fun	35%	35%	34%
Board Games	34%	34%	33%
Go To A Beach/Lake	33%	34%	34%
Going To	22%	22%	21%
Bars/Nightclubs/Dancing			
Photography	20%	20%	20%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	70%	69%	69%
Gen./Fam. Practitioner	46%	45%	45%
Dentist	29%	29%	28%
Backache	23%	23%	23%
Hypertension/High Blood	23%	22%	22%
Pressure			
Eye Dr.	23%	23%	23%
High Cholesterol	20%	20%	20%
None Of These	20%	20%	20%
Acid Reflux Disease (GERD)	18%	18%	17%
Overweight (30 Pounds Or More)	17%	17%	17%

McIntire Van Horne Minburn Barnes City Plainfield Winthrop Stanley Roland Grand River Earling St Chillicothe Milo Andover Park View Clio Tingley Keomah Village Bar Intercultural Institute of Ridgeway Rodman Early Ames Ricketts Marshalltown Long Grove Confectual Ministry St Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.6%	25.22%	24.98%
Live Theater	17.42%	17.39%	17.36%
Live Theater Most Often	14.85%	14.8%	14.76%
Rock/Pop Concerts Most	14.5%	14.04%	13.74%
Often			
Comedy Club	7.47%	7.22%	7.1%
Dance Performance	7.31%	6.98%	6.75%
Movies: Comedy	38.86%	38.13%	37.54%
Movies: Action/Adventure	37.74%	37.15%	36.74%
Movies: Fam.	19.81%	19.89%	19.95%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	17.97%	17.86%	17.82%
Movies: Drama	16.1%	15.77%	15.49%
Movies: Mystery	15.49%	14.95%	14.44%
MLB Baseball Reg. Season	6.4%	6.65%	6.86%
College Football Reg.	5.93%	6.25%	6.5%
Season			
College Basketball Reg.	5.29%	5.27%	5.25%
Season			
NFL Football Reg. Season	5.13%	5.11%	5.09%
Auto Racing Events	2.89%	2.84%	2.79%
NBA Basketball Reg.	2.78%	2.71%	2.68%
Season			

M Garner Sully Arian Ayrshire Hubbard Clio Belmond Manson Elk Horn Arlington Randalia Gilma Swisher Mingo Oxford Junction Sherrill Melcher-Dallas Buckeye Denver West Okoboji Bagley Ralston Walnut Belle Plaine Spillville Joi Contextual Ministry Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Valking for Exercise	40.74%	41.29%	41.63%		Stationary Cycling	Stationary Cycling 10.71%	Stationary Cycling 10.71% 10.62%
Swimming	31.86%	31.7%	31.69%	E	Backpacking/Hiking	Backpacking/Hiking 10.32%	Backpacking/Hiking 10.32% 10.61%
Freshwater Fishing	21.91%	22.67%	23.33%	Ba	aseball	aseball 9.83%	aseball 9.83% 10.18%
Bowling	20.15%	20.61%	21.04%	Pov	ver Boating	ver Boating 8.89%	ver Boating 8.89% 9.05%
Billiards/Pool	19.28%	18.61%	18.11%	Volle	eyball	eyball 8.56%	eyball 8.56% 8.73%
Camping Trips	17.69%	18.21%	18.74%	Aero	obics	obics 8.54%	obics 8.54% 8.18%
Hunting	15.45%	16.13%	16.75%	Foo	otball	otball 7.87%	otball 7.87% 8.14%
Golf	14.27%	15.23%	15.91%	Mo	torcycling	torcycling 7.49%	torcycling 7.49% 7.56%
Weight Training	13.29%	13.32%	13.49%	Saltwa	ater Fishing	ater Fishing 7.43%	ater Fishing 7.43% 6.79%
Jogging/Running	13.08%	12.99%	12.99%	Softball		7.38%	7.38% 7.73%
Basketball	13.07%	13.49%	13.9%	Canoeing/	'Kayaking	/Kayaking 7.1%	/Kayaking 7.1% 7.16%
Mountain/Road Biking	12.71%	13.2%	13.63%	Horseback	Riding	Riding 6.73%	Riding 6.73% 7.21%
Using Cardio Machine	12.09%	11.73%	11.52%	Soccer		6%	6% 5.92%
Target Shooting	11%	11.24%	11.52%	Tennis		5.92%	5.92% 5.83%

Hawkeye Williamson Keota Tama Mitchellville Dyersville Des Moines Alleman Corwith Malcom We Alburnett Woodward Mason City Luzerne Millville Le Roy Moville <u>Intercultural Institute</u> Linden Vining Deloit Harpers Ferry Rolfe New Market Fraser Rembrandt Alvord Stou Golor Contextual Ministry Contextual Institute for Contextual Ministry Contextual Ministry Rolfe New Market Praser Rembrandt Alvord Stou Contextual Ministry Contextual Ministry Rolfe New Market Praser Rembrandt Alvord Stou Contextual Ministry Contextual Ministry Contextual Ministry Rolfe New Market Praser Rembrandt Alvord Stou Contextual Ministry Contextual Ministry Rolfe Ashton Portsmouth Latimer Correctionville 39

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

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Yoga	5.7%	5.46%	5.31%	
Archery	5.25%	5.46%	5.71%	
Roller Skating	5.13%	5.32%	5.52%	
Snorkeling	5.1%	5.05%	5.05%	
Fly Fishing	4.97%	5.06%	5.17%	
Ice Skating	4.89%	5%	5.12%	
Jet Skiing	4.88%	5.02%	5.14%	
Water Skiing	4.64%	4.72%	4.83%	
Auto Racing	4.5%	4.11%	3.84%	
Downhill & X-Country	4.38%	4.52%	4.71%	
Skiing				

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowmobiling	4.18%	4.57%	4.92%
Rock Climbing	3.92%	4.15%	4.36%
Hockey	3.89%	3.74%	3.63%
Racquetball	3.34%	3.14%	3.01%
Snowboarding	3.26%	3.32%	3.42%
Sailing	3.26%	3.14%	3.05%
Martial Arts	3.06%	2.8%	2.65%
Skateboarding	2.94%	2.99%	3.08%
Surfing & Windsurfing	2.64%	2.59%	2.59%
Rowing	2.39%	2.55%	2.71%

Armstrong De Witt Fruitland Walker Elma Coggon Norway Aurelia Hawkeye Woolstock Perry Sable West Chester Riverton Arthur Baldwin Mechanicsville Dedham Tiffin Intercultural Institute urdan Afton Somers Melbourne New London Defiance Keota Hills Son Contextual Ministry to Contextual Ministry the Copyright 2014, Intercultural Institute for Contextual Ministry (intercultural Institute for Contextual Ministry)

#### Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

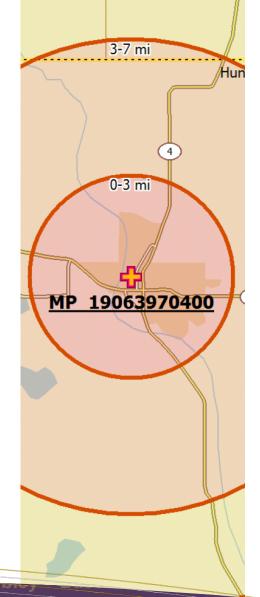
#### **BIBLICAL BARRIERS**

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

#### ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring t oan ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.



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#### 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.

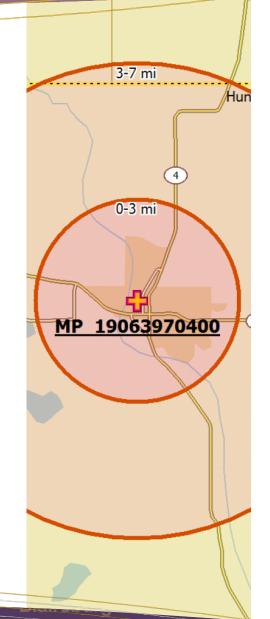
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Aurora Carbon Brunsville Graf Bussey Silver City Rockwell Sioux City Menle Mount Avr Lenox The Davis City Neola Goldfield Panorama Park Rock Rapids Walker Delta Intercultural Institute Dickens Mason City Dow City Nichols Greenville Cotter Renwick for Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES			3-7 MILES	7-10 MILE
Important Continue Learning	50%	49%	49%		20%	20%	20%
New Things	5070	4370	4370		18%	18%	17%
Woman's Place Is In The Home	37%	37%	37%		18%	17%	17%
Find It Difficult To Say No To My	35%	35%	35%	Challenge/Novelty/Change			
Kids				Rarely Sit Down to a Meal	17%	17%	17%
Speak My Mind Even If It Upsets	34%	34%	34%	Together At Home			
People					15%	16%	16%
Prefer To Have Few Possessions As Possible	32%	32%	32%	Only Work Current Job for The Money	15%	15%	15%
Like To Do Unconventional Things	31%	31%	31%	We Should Strive for Equality	13%	12%	12%
Like Control Over People And Resources	31%	31%	30%	Happy With My Standard Of	10%	10%	10%
Don't Judge People/Way They Live Life	29%	28%	28%		9%	8%	8%
Money Is Best Measure Of Success	27%	27%	27%		8%	8%	8%
Friends More Important Than My Fam.	26%	25%	24%	Little I Can Do To Change My 8 Life	8%	7%	7%
If Won Lottery Would Never Work Again	24%	24%	25%	More Important Do Duty Than 6 Enjoy Life	6%	5%	5%
Too Much Sponsorship In Arts/Sports	22%	22%	21%				

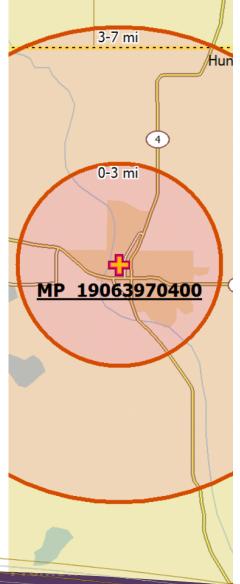
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Lamon Cedar Fails Solon Harris Dayton Johnston Bloomfield Pella Cedar Rapids Stacyville La Newell Panama St. Olaf Orange City Morning Sun Cambridge Strand Urbandale Tama Pacific L Ix Elkhart Onawa Pomeroy Clarence Bertram Lockridge Wadena Lyv Tor Contextual Ministry in Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Mediapolis Ely Coppock Lakeside Orient Prairie City Cumming <u>Intercultural Institute</u> Varina Cleghorn Coburg Thornburg Union Maynard Elkhart Move <u>for Contextual Ministry</u> ©Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs	58%	58%	58%	Real Men Don't Cry	16%	16%	15%
And Beliefs				Worried About Pollution Caused	16%	16%	16%
You Should Seize Opportunities	56%	55%	55%	By Cars			
In Life				Looking for New Ideas To Improve	9 15%	14%	14%
Like To Understand About	39%	38%	37%	Home			
Nature				Is An Important Part Of Who I Am	15%	14%	13%
Important Feel Respected By My	35%	35%	35%	Try Not To Worry About The	14%	13%	13%
Peers				Future			
Prefer Work Part Of Team Than	33%	33%	32%	Provide My Kids With The Little	10%	10%	10%
Alone				Extras			
Prefer To Have Few	32%	32%	32%	Enjoy Spending Time With My	10%	9%	9%
Possessions As Possible				Fam.			
Important To Juggle Various	31%	29%	28%	Feel Very Alone In The World	6%	6%	6%
Tasks				Children Should Be Allowed To	5%	4%	4%
Good At Fixing Things	30%	29%	28%	Express Themselves			
Have Keen Sense Of Adventure	27%	26%	26%	Like Spending Most Time With	4%	5%	5%
People Have To Take Me As	23%	23%	23%	Fam.			
They Find Me				Decor Particular Interest To Me	3%	3%	3%
Consider Myself Interested In	21%	21%	20%	Would Like To Set Up Own	3%	3%	3%
The Arts				Business			
Like To Just Enjoy Life	21%	20%	20%				

Craig Arcadia Moravia Oto Rhodes Belle Plaine Middletown Havelock Alexander Berkley West Un The Alleman Sioux Center Everly Keswick Fertile Bussey Marysville Fixeder Templeton Brunsville Bronson Allerton Eldridge Norwalk Hastings Riceville Floyd Wiota for Confectual 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.

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## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	86.75%	86.65%	86.56%
Restaurant-Visit Any Fam. Restaurants/Steak Houses-Visit Any	83.7%	84.02%	84.18%
McDonald's	55.9%	55.96%	55.95%
Burger King	35.1%	35.34%	35.56%
Applebee's	30.55%	30.32%	30.05%
Subway	29.8%	30.08%	30.38%
Taco Bell	29.04%	28.62%	28.32%
Kentucky Fried Chicken (KFC)	28.55%	28.15%	27.93%
Arby's	26.33%	26.08%	25.88%
Wendy's	25.65%	24.99%	24.54%
Pizza Hut	23.98%	24.43%	24.77%
Dairy Queen	23.41%	24.15%	24.65%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19.54%	19.49%	19.37%
Red Lobster	15.37%	15.21%	15.02%
Cracker Barrel	14.96%	14.36%	13.89%
Sonic	14.57%	14.06%	13.68%
Domino's Pizza	12.4%	11.94%	11.58%
Outback Steakhouse	11.58%	11.47%	11.35%
Denny's	10.67%	10.46%	10.28%
IHOP (International House Of	10.57%	10.03%	9.59%
Pancakes)			
Hardee's	10.46%	10.71%	10.94%
Chili's Grill and Bar	10.28%	9.97%	9.75%
A and W	10.04%	10.18%	10.26%
Golden Corral	9.56%	9.19%	8.96%

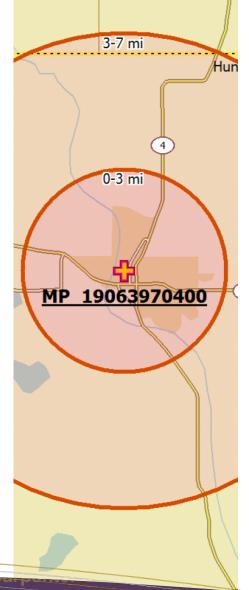


#### **Potential Shared Projects**

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!



tire Clear Lake Hornick University Heights Boyden Rockwell City Remorand Ventura Orchard Calamus State Harris Lamont Pleasant Hill West Chester What Cheer Soldier Confectual Institute gan Mediapolit In Whittemore Wheatland Frederika Fraser Marble Rock Tennant Bron for Confectual Ministry Patterson W Copyright 2014, Intercultural Institute for Contextual Ministry De Soto Newton Meriden Burlington Hartford M48

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	48.51%	49.2%	49.69%
Recycled products	34.65%	35.01%	35.25%
Worked as volunteer (non political)	17.49%	17.67%	17.81%
Engaged in fund raising	11.22%	11.45%	11.68%
Religious club member	7.99%	8.08%	8.16%
Wrote to elected offcl about publ bus	6.13%	6.18%	6.23%

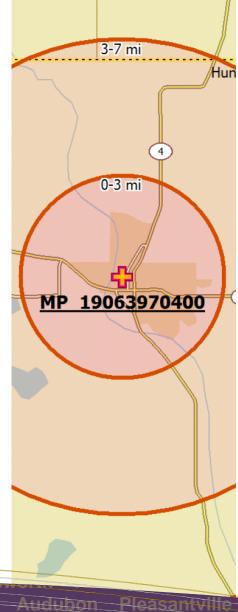
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	5.94%	6.29%	6.56%
Wrote to editor of mag or	5.63%	5.54%	5.47%
newspaper			
Union member	5.49%	5.65%	5.8%
Fraternal order member	5.37%	5.15%	4.97%
Took active part in local civic	5.07%	5.19%	5.3%
issue			
Addressed a public meeting	4.97%	5.44%	5.81%

Oakland Leon Geneva Searsboro Galva New Sharon Mondamin Floris Brooklyn Wyoming Elber Hernors Ferry Kalona Ro Fredericksburg Clear Lake Windsor Heights Mitchell Fraser Hornick ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Wyoming Elber Mondamin Floris Brooklyn Wyoming Elber Intercultural Institute Intercultural Institute for Contextual Ministry Wyoming Elber Wyoming Elber Mondamin Floris Brooklyn Wyoming Elber Intercultural Institute Intercultural Institute for Contextual Ministry Intercultural Institute for Contextual Ministry Wyoming Elber Ministry Intercultural Institute for Contextual Ministry Intercultural Institute for Contextual Ministry Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to begin shaping targeted messages to your intended audience.



apolis George <u>Cumberland</u> Springbrook Hamburg Milford Lohrville Alexander Audubon Pleasantville Delmar Dana Ossian Lynnville Hinton Anita Conrad Runnells Norver Intercultural Institute Houghton Plover Hornick Silver City Numa Hanlontown Kellerton For Contextual 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	15.56%	15.1%	14.74%
Children's Books	12.29%	12.3%	12.34%
Mystery	11.42%	11.35%	11.26%
Cookbooks	10.47%	10.51%	10.55%
Religious (not Bibles)	8.66%	8.74%	8.81%
Romance	6.33%	6.3%	6.3%
History	6.19%	6.14%	6.09%
Biography	6.1%	5.74%	5.47%
Personal/Business Self-help	5.8%	5.81%	5.83%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	67.51%	66.56%	65.77%
Gen. Editorial	44.08%	43.68%	43.39%
Womens	39.2%	38.59%	38.11%
Service	35.27%	35.04%	34.86%
Mens	17.58%	17.19%	16.88%
Fishing/Hunting	15.2%	15.89%	16.44%
Automotive	14.29%	14.08%	13.91%
<b>Business/Finance</b>	14.05%	13.88%	13.76%
Sports	13.63%	13.22%	12.88%

hep Geneva Paullina Braddyville Stratford Le Grand Cambridge Central City Farmersburg Anita Mas Priver Charles City Lucas Hardy Stanwood Steamboat Rock Rudd Earlham Dexter St. Paul Ryan Weldon Sageville Fort Atkinson Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Randall Carter Lake Arispe Oskaloosa Washington

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	58.79%	58.95%	59%
Classified	36.71%	36.75%	36.82%
Editorial Page	34.12%	34.34%	34.48%
Sport	34.08%	34.36%	34.49%
Comics	30.65%	30.64%	30.55%
Business/Finance	28.32%	28.4%	28.39%
Food/Cooking	25.96%	25.96%	25.92%
Movie Listings & Reviews	24.89%	24.2%	23.65%
TV/Radio Listings	24.49%	23.94%	23.49%
Home/Gardening	22.71%	22.69%	22.65%
Travel	18.52%	18.35%	18.19%
Science/Technology	18.13%	17.72%	17.38%
Fashion	13.53%	13.54%	13.53%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	28.25%	30.05%	31.49%
Adult Contemporary	19.48%	19.45%	19.39%
CHR Contemp Hit Radio	16.96%	16.24%	15.7%
Rock	13.19%	12.88%	12.63%
Oldies	11.62%	11.94%	12.2%
Classic Rock	11.49%	11.77%	12.02%
News/Talk	11.26%	11.24%	11.27%
Alternative	7.45%	6.94%	6.54%
Urban Contemporary	7.18%	6.53%	6.05%
Variety	6.42%	6.57%	6.73%
Religious	6.21%	6.24%	6.23%
Soft Contemporary	5.27%	4.9%	4.63%
Classic Hits	4.33%	4.03%	3.79%
All News	3.89%	3.83%	3.82%
Sports	3.39%	3.26%	3.19%
Hispanic	3.23%	3.21%	3.16%
All Talk	3.13%	3.18%	3.15%
Adult Standards	2.89%	2.83%	2.73%



### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTI	MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	60.82%	61.92%	62.88%	Nick At	Nick At Nite	Nick At Nite 25.81%	Nick At Nite 25.81% 26.74%
Satellite Dish	57.68%	57.64%	57.72%	TV Info	TV Info From Newspapers	TV Info From Newspapers 25.51%	TV Info From Newspapers 25.51% 25.81%
Soapnet	50.01%	49.75%	49.54%	USA N	USA Network	USA Network 24.95%	USA Network 24.95% 24.78%
Other Video-On-Demand	44.13%	44.72%	45.06%	TCM (	TCM (Turner Classic	TCM (Turner Classic 23.73%	TCM (Turner Classic 23.73% 23.78%
Sci-Fi Channel	35.82%	37.37%	38.68%	Movies	Movies)	Movies)	Movies)
MSNBC	33.78%	34.54%	35.26%	BET (E	BET (Black Entertainment	BET (Black Entertainment 23.57%	BET (Black Entertainment 23.57% 23.91%
Adult Pay Per View TV	33.62%	33.98%	34.16%	TV)	TV)	TV)	TV)
Comedy Central	29.31%	28.66%	28.02%	Hallma	Hallmark Channel	Hallmark Channel 22.88%	Hallmark Channel 22.88% 23.75%
Nickelodeon	28.54%	29.92%	31.16%	TV Info	TV Info From Monthly Cable	TV Info From Monthly Cable 22.06%	TV Info From Monthly Cable 22.06% 22%
TV Info From Sunday TV	27.88%	27.84%	27.81%	Guide	Guide	Guide	Guide
Magazine				ABC F	ABC Fam.	ABC Fam. 21.77%	ABC Fam. 21.77% 21.21%
Adult Swim	27.07%	28.65%	29.92%	The Go	The Golf Channel	The Golf Channel 21.09%	The Golf Channel 21.09% 20.85%
Subscribe Digital Cable	25.99%	27.28%	28.28%	TV Info	TV Info From Other	TV Info From Other 19.28%	TV Info From Other 19.28% 19.5%
				Lifetim	Lifetime	Lifetime 18.56%	Lifetime 18.56% 18.8%



**ESPN** Classic

18.54%

18.12%

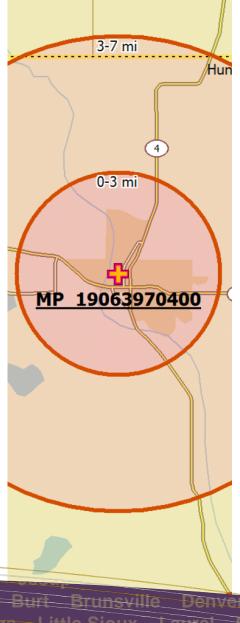
17.73%

#### **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.



Fruitland University Heights Atlantic Northwood Exira Readlyn Madrid Terril Burt Brunsville Denver Conrad Maxwell Iowa City Bancroft Toledo Swea City Coggon North Intercultural Institute Jueville Ida Grove Jackson Junction Clare Williamson Nodaway Beaco Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 54

## Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.06%	17.77%	17.59%
Medium Users (4-6)	10.04%	9.78%	9.57%
Light Users (1-3)	21.66%	21.35%	21.04%
Quintiles (20%)			
Newspaper I (Heavy)	1.02%	1.13%	1.23%
Newspaper II	1.73%	1.73%	1.72%
Newspaper III	2.21%	2.2%	2.19%
Newspaper IV	0.7%	0.72%	0.74%
Newspaper V (Light)	1.56%	1.59%	1.61%

	3-7	7-10
MILES	MILES	MILES
18.29%	18.54%	18.79%
7.58%	7.62%	7.69%
9.53%	9.78%	10.05%
10.36%	10.49%	10.59%
0.18%	0.26%	0.33%
5.48%	5.23%	5.03%
2.38%	2.12%	1.93%
2.83%	2.84%	2.85%
18.36%	17.82%	17.4%
27.75%	27.7%	27.57%
14.99%	14.59%	14.27%
4.7%	4.45%	4.27%
3.93%	3.81%	3.76%
24.3%	23.6%	23.06%
2.43%	2.26%	2.14%
	18.29% 7.58% 9.53% 10.36% 0.18% 5.48% 2.38% 2.83% 18.36% 27.75% 14.99% 4.7% 3.93% 24.3%	18.29%18.54%7.58%7.62%9.53%9.78%10.36%10.49%0.18%0.26%5.48%5.23%2.38%2.12%2.83%2.84%18.36%17.82%27.75%27.7%14.99%14.59%4.7%4.45%3.93%3.81%24.3%23.6%



## Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM		0-3
	MILES	MILES	MILES		MILE	S
Radio Drive Time Quntiles				TV Prime Time Quntiles	(fifths /	
(fifths / 20%)				20%)		
Drive Time I & II (Heavy)	3.11%	3.22%	3.33%	Prime Time I & II (Heavy	y) 4.19%	
Drive Time III (Medium)	0.58%	0.52%	0.47%	Prime Time III (Medium)	1.91%	
Radio IV & V (Light)	2.15%	2.33%	2.48%	Prime Time IV & V (Ligh	nt) 7.83%	
Radio Media Quntiles (fifths /				TV Early/Late Fringe Qu	Intiles	
20%)				(fifths / 20%)		
Radio I & II (Heavy)	7.47%	7.52%	7.61%	Fringe I & II (Heavy)	41.77%	
Radio III (Medium)	4.69%	4.85%	5.01%	Fringe III (Medium)	59.72%	
Radio IV & V (Light)	2.9%	3%	3.09%	Fringe IV (Light)	60.17%	
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifth	าร /	
20%)				20%)		
Cable I & II (Heavy)	10.98%	11.31%	11.69%	All Day I & II (Heavy)	12.95%	
Cable III (Medium)	3.99%	3.75%	3.59%	All Day III (Medium)	25.84%	
Cable IV & V (Light)	31.71%	32.68%	33.33%	All Day IV (Light)	11.34%	



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.57%	9.84%	10.06%
6:00am - 10:00am	13.71%	13.42%	13.18%
10:00am - 3:00pm	4.49%	4.2%	3.98%
3:00pm - 7:00pm	13.86%	13.95%	14.02%
7:00pm - Midnight	12%	12.34%	12.57%
Midnight - 6:00am	4.22%	4.4%	4.51%
Weekend Radio			
Listeners			
Dayparts [summary]	12.85%	13.2%	13.56%
6:00am - 10:00am	2.43%	2.35%	2.3%
10:00am-3:00pm	4.35%	4.21%	4.12%
3:00pm - 7:00pm	5.71%	5.77%	5.83%
7:00pm - Midnight	7.01%	6.72%	6.52%
Midnight - 6:00am	9.21%	8.66%	8.23%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.07%	8.16%	8.29%
Saturday: 8:00-11:00pm	9.06%	8.78%	8.62%
Sunday: 7:00-11:00pm	8.55%	9.25%	9.84%
9:00am-1:00pm	25.81%	26.74%	27.59%
9:00am-4:00pm	30.63%	31.33%	32%
4:00pm-7:00pm	25.39%	25.83%	26.2%
11:00pm-1:00am	41.3%	41.7%	42.12%
AVG Prime time	2.09%	2.09%	2.1%
Mon-Sun			

Malvern Jefferson Storm Lake Bonaparte Searsboro Fairfax West Liberty Rome Ionia Plano Newhall Creston Mapleton Decorah Keota Hospers Tennant Garden Grove Virg Intercultural Institute quette Nora Springs Ridgeway Bedford Sharpsburg Valeria Guernsey For Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Rock Rapids Woden Low Moor Morley McInter Sharpsburg Rock Rapids

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10		<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				-	Weekend	Weekend	Weekend
6-7am	16.67%	16.51%	16.39%		Sat: 7-10am	Sat: 7-10am 17.68%	Sat: 7-10am 17.68% 17.89%
7-9am	18.01%	18.37%	18.68%		Sat: 10am-1pm	Sat: 10am-1pm 6.91%	Sat: 10am-1pm 6.91% 6.83%
9am-12noon	21.75%	22.69%	23.53%		Sat: 1-4pm	Sat: 1-4pm 23.21%	Sat: 1-4pm 23.21% 22.98%
12noon-4pm	8.88%	8.64%	8.48%		Sat: 4-6pm	Sat: 4-6pm 5.65%	Sat: 4-6pm 5.65% 5.73%
4-6pm	42.71%	43.73%	44.66%		Sat: 6-7pm	Sat: 6-7pm 1.49%	Sat: 6-7pm 1.49% 1.57%
6-7pm	21%	22.1%	22.99%		Sat: 7-8pm	Sat: 7-8pm 0.71%	Sat: 7-8pm 0.71% 0.75%
7-7:30pm	0.9%	0.93%	0.97%		Sat: 8-11pm	Sat: 8-11pm 9.06%	Sat: 8-11pm 9.06% 8.78%
7:30-8pm	9.86%	9.55%	9.36%		Sat: 11pm-1am	Sat: 11pm-1am 3.82%	Sat: 11pm-1am 3.82% 3.77%
8-11pm	8.07%	8.16%	8.29%		Sat: 1am-7pm	Sat: 1am-7pm 24.95%	Sat: 1am-7pm 24.95% 24.78%
11pm-12am	33.78%	34.54%	35.26%		Sun: 7-10am	Sun: 7-10am 1.65%	Sun: 7-10am 1.65% 1.69%
11pm-1am	41.3%	41.7%	42.12%		Sun: 10am-1pm	Sun: 10am-1pm 6.9%	Sun: 10am-1pm 6.9% 7.4%
1-6am	29.68%	29.98%	30.14%		Sun: 1-4pm	Sun: 1-4pm 5.12%	Sun: 1-4pm 5.12% 5.03%
					Sun: 4-7pm	Sun: 4-7pm 13.15%	Sun: 4-7pm 13.15% 13.52%
					Sun: 7-11pm	Sun: 7-11pm 8.55%	Sun: 7-11pm 8.55% 9.25%
					Sun: 11pm-1am	Sun: 11pm-1am 4.1%	Sun: 11pm-1am 4.1% 4.16%
					Sun: 1-7am	Sun: 1-7am 19.75%	Sun: 1-7am 19.75% 20.47%

Ferguson Center Junction Beaconsfield Manchester Salix Farmington Remsen Laurens Marne Carter independence Sidney Elk Horn Yorktown Lakeside Callender Done Intercultural Institute Dayton Williamsburg Durango Central City Urbandale Riverside For Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



# Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

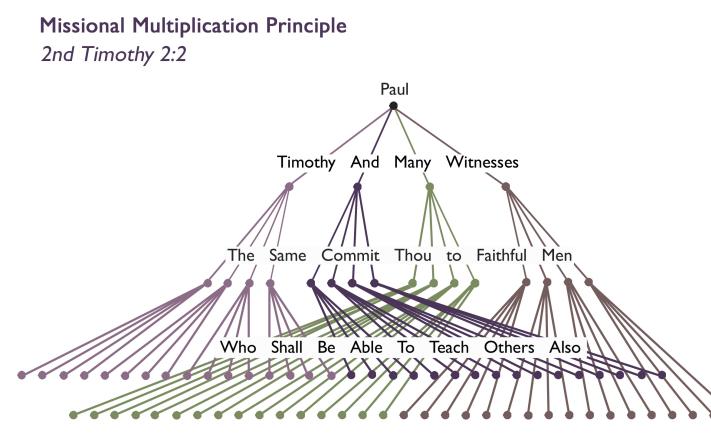
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Olaf Hanlontown Hepkinton Stanton Lamont Coulter Waukon Gladbrook Montrose Waukee Cantri Cedar Rapids La Motte Onslow Agency Grundy Center Deep River Intercultural Institute Newell Aurora Lowden Fredonia New Hampton La Porte City New Got Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Rhodes Seymour List 60

## **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.



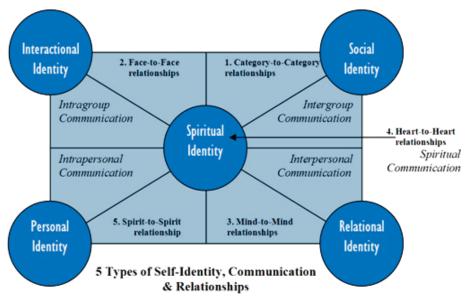


## **Establishing Redemptive Relationships**

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.



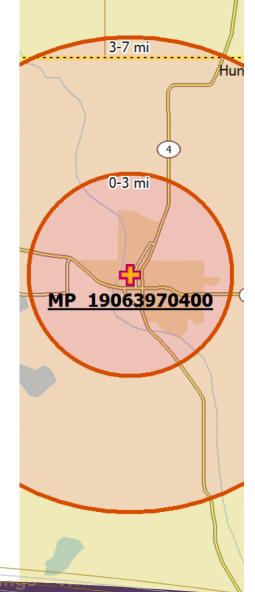


#### Your MissionSite and the Missional Suite

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



Mallard Joice Hartwick Neola Atlantic Lidderdale Ankeny Lovilia Woodburn Albien Laurel Carse Cellins Cedar Rapids Sheldon Bode Kingsley Dubuque Independence Intercultural Institute Icott Dumont Wheatland Spragueville Dunlap Calumet Van Horne Bur JorConfectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Marathon

## Notes and Sources

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





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#### CONTACT US:

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