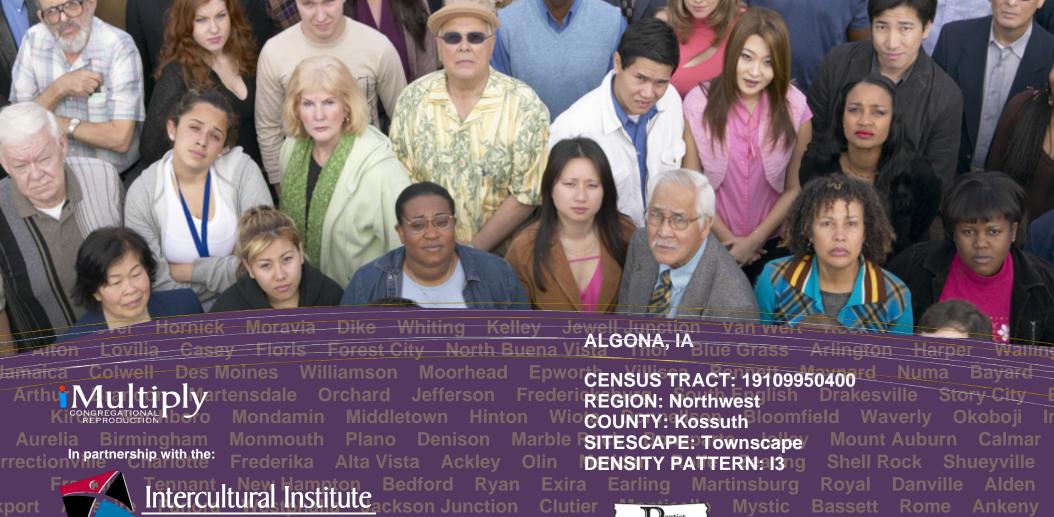
MissionSite top unreached locations



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MissionSite (TM) Table of Contents

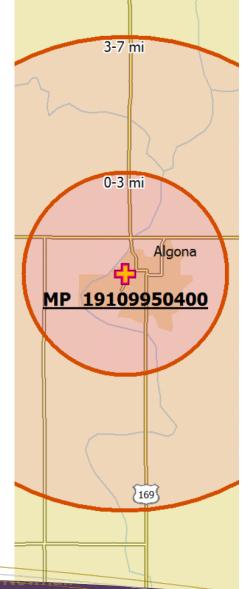
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65



Site Location Summary

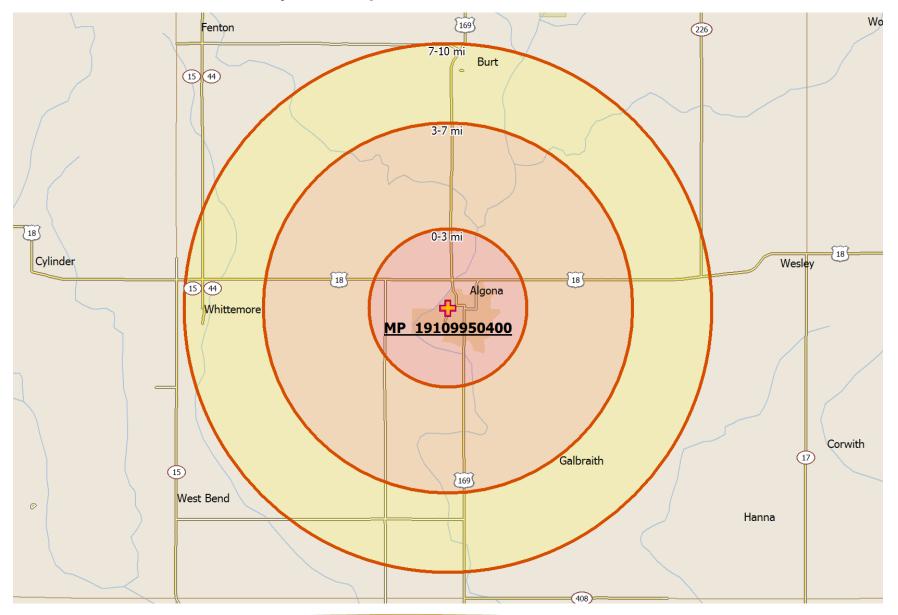
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	19109	Kossuth
4	Zipcode	50511	Kossuth
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	13	10000-2500-2500



Leaver Arthur Toronto Fraser Woodbine Doon Carson Churdan Knoxville Massena Soldier Callender Millerton Kalona Saylorville Confectual Ministry Be Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Ierton Mount Sterling Ashton Rock Rapids Postville Park View Swea City Badger North Washington C If Bouton Greenfield Schaller Carbon Fairfax Pilot Mound Olin Merrill Salix New London Grundy Center Mount Pleasant Maurice Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Merrill Salix New London Grundy Center Mount Pleasant Maurice Copyright 2014, Intercultural Institute for Contextual Ministry Merrill Salix Developer Contextual Ministry Contextual Ministry Merrill Sector Contextual Ministry Merrill Salix Developer Contextual Ministry Merrill Sector Contextual Ministry Merrill Secto

Site Location Summary - Urbanicity

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

RURAL / URBAN	CODE	EXPLANATION
Metro or Non-Metro	0	Non-Metro
Urban Influence	11	Noncore not adjacent to a metro/micro area and contains a town of 2,500 or
		more residents
Rural / Urban Continuum	7	
NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
NCES Urban Centric Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
Codes		urbanized area.
IICM RUCA Values Index	49	Small town core commuting: No additional code
ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small
		urban cluster)
Percent Commuting to Metro	0	Percent commuting from non metro to metro areas
	 Metro or Non-Metro Urban Influence Rural / Urban Continuum NCHS Rural Urban Codes NCES Urban Centric Locale Codes IICM RUCA Values Index ERS RUCA Commuting Value 	Metro or Non-Metro0Urban Influence11Rural / Urban Continuum7NCHS Rural Urban Codes6NCES Urban Centric Locale33Codes49IICM RUCA Values Index49ERS RUCA Commuting Value7

Libertyville Meservey Lakeside Walford Guttenberg Colo Danbury Park View Palo Rossie Coalville Graettinger West Chester Springville Minburn Whiting Mitchell Coleston Intercultural Institute asantville Afton Glidden Oto Woolstock Rodman Storm Lake Solon For Confertual Ministry Haverhill Smithland Underwood Oxford Fairfax 5

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	5,894	798	1,901
2010 Households	2,788	362	850
2010 Group Quarters Population	141	20	33

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	16	2	4
Language Diversity National Index	10	13	8
Foreign Born Diversity National Index	46	21	43
Ancestry Diversity National Index	25	23	16
Racial Diversity National Index	4	3	1

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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

Correctionville Grandview Logan Thor Hardy Blockton Corydon Malcom Albert City Ely Chatswer Sabuta Glenwood Sioux Center Williamsburg Beaconsfield Grand Junch Casey Harvey New Virginia Keswick Lamoni Farnhamville Preston Lockridge Numa Tama Trip 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	686	24.61%
Mainstay Communities	Established, Diverse Households	514	18.44%
Working Communities	Blue-collar, Working Families	1,238	44.4%
Country Communities	Rural, Agri. & Mining Families	221	7.93%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	130	4.66%

Havelock Strawberry Point Delphos Spencer Woodward Tipton Dickens Lisbon Norway Smithland Sele Plaine Earlville Winthrop Randolph Kellerton Algona Sigourney Intercultural Institute Pilot Mound Waterville Stacyville Aredale Saylorville Holstein Gowr Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

Issues for Your Consideration

- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
- 2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Gilbertville Ainswerth Dixon Colfax Delhi Joice Clarksville Bancroft Keota Searsbore Rodman Hinfield Britt Shelby Luana Libertyville Wayland Gravity Milton Prince Intercultural Institute Larchwood Clive McClelland Schaller Gilmore City Harris Dike Are for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

nwood Leighton Solen Correctionville Fonda Earling Keota Sigourney Clarksville Marne West Point Kensett Mechanicsville Prescott Washington Dakota City Union Bancred St Anthony Harcourt Haplet Peterson Sac City Logan Ainsworth Lovilia Pella Nevada Marcus for Contextual Ministry Correctual Ministry Fredericksburg Copyright 2014, Intercultural Institute for Contextual Ministry People Donable Stapley Thompson Elkport Farly

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	4,268	1,810	42.41%
Unreached %	61.5%	64.93%	105.58
Religious But NOT Evangelical HH	707	352	49.78%
Religious But NOT Evangelical %	10.19%	12.62%	123.9
Spiritual But NOT Relig or Evang HH	545	339	62.23%
Spiritual But NOT Relig or Evang %	7.85%	12.16%	154.9
Not Evangelical, Not Interested HH	3,017	1,119	37.11%
Not Evangelical, Not Interested %	43.47%	40.15%	92.37



Stuart Lisbon North Buena Vista Charter Oak Floris Long Grove West Chester Alta Vista Thayer U Herson Hopkinton De Witt Dubuque Eddyville Newton Plainfield Kellogg Rolfe Numa New Albin Hornick Logan Zwingle Rome ©Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCIOWA Churches	0	0	0%
Active BCIOWA Attenders	0	0	0%
Active Evangelical Households	838	307	36.63%
Active Evangelical Percent	12.07%	11.01%	91.18
Inactive Evangelical Households	1,834	672	36.62%
Inactive Evangelical Percent	26.43%	24.10%	91.17
# New Churches Needed	3	1	40.17%





Using the Spirituality Indicators

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

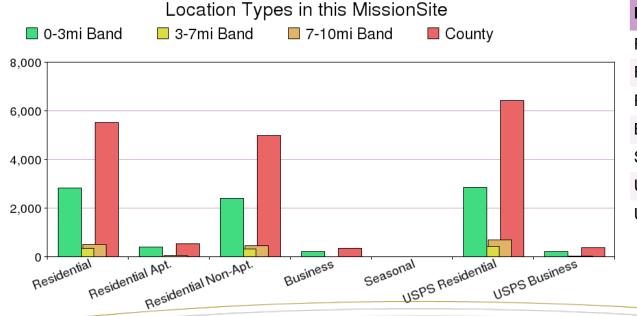
Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	18,591	6,983	37.56%
2000 Population	17,163	6,723	39.17%
2010 Population	15,004	5,894	39.28%

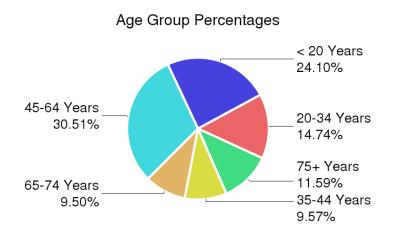


Location Type	0-3mi Band
Residential	2,816
Residential Apt.	413
Residential Non-Apt.	2,403
Business	220
Seasonal	0
USPS Residential	2,849
USPS Business	221

Melrose Iowa Falls Graettinger Lanesboro Pioneer Dallas Center Mount Auburn Charter Oak Gravit Ayrshire Kelley Floyd Leland Buffalo Center Rodman Menlo Ossid Intercultural Institute Lake Randolph Swaledale Portsmouth Malvern Struble Sidney Avoca for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Marysville Slater Lacona Westphalia Oskaloosa Wood

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

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

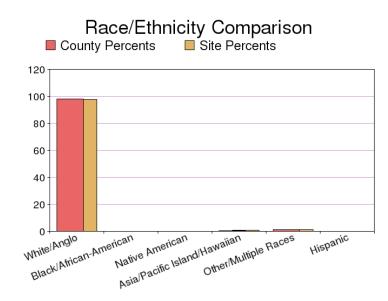


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.42%	4%	90.5
4-5 Years	2.31%	1.73%	74.89
6-8 Years	3.51%	2.95%	84.05
9-11 Years	3.67%	3.73%	101.63
12-13 Years	2.53%	2.7%	106.72
14-17 Years	5.47%	5.68%	103.84
18-19 Years	2.85%	3.31%	116.14
0-5 Years	6.73%	5.73%	85.14
6-12 Years	8.43%	7.91%	93.83
13-19 Years	9.58%	10.47%	109.29
< 20 Years	24.74%	24.11%	97.45
20-34 Years	14.04%	14.74%	104.99
35-44 Years	9.5%	9.57%	100.74
45-64 Years	30.26%	30.52%	100.86
65-74 Years	10.18%	9.5%	93.32
75+ Years	11.28%	11.59%	102.75
Median Age	46	45	98.12
Median Age (Male)	45	43	96.4
Median Age (Female)	47	47	99.58

mogene St. Anthony Millville Bevington Kelley Shueyville Red Oak Martensdale Ayrshire West Union Laurel Hawarden Muscatine Walker Iowa City Smithland Randalia (<u>Intercultural Institute</u> Monmouth Lake Mills Ossian McIntire Plover Sageville Lawler Des Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Offermation Sac City Perry Des Moines Andover

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	97.81%	97.64%	99.83
Black, African-American	0.18%	0.17%	94.28
Native American	0.19%	0.19%	96.56
Asian	0.45%	0.9%	198.41
Pacific Island, Hawaiian	0.01%	0.02%	254.56
Other/Multiple Races	1.36%	1.09%	79.86
Hispanic	0%	1.39%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	10,329	4,037	
Less than 9th Grade	6.75%	7.48%	90.2
No High School Diploma	6.15%	6.99%	88.01
High School Graduate	39.37%	33.76%	116.62
Some College, no degree	24.39%	24.57%	99.25
Associate Degree	9.34%	9.78%	95.48
College Degree	10.65%	12.86%	82.84
Graduate/Prof. degree	3.35%	4.56%	73.5

Oto Schleswig Arcadia Massena Moorland Cantril St. Paul Pacific Junction Gruver Dawson Dun Saylorville Houghton Solon Oskaloosa Bankston Coralville Council Burn Intercultural Institute South English Northwood Manning La Motte Hansell Randall Plainfield for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

A current year demographic summary of 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	7.29%	7.21%	89.99	
\$10,000 to \$19,999	13.03%	13.34%	102.43	
\$20,000 to \$29,999	12.82%	13.02%	101.53	
\$30,000 to \$49,999	25.52%	24.18%	94.73	
\$50,000 to \$59,999	9.64%	7.6%	78.88	
\$60,000 to \$69,999	8.47%	9.68%	114.3	
\$70,000 to \$79,999	5.95%	5.67%	95.23	
\$80,000 to \$89,999	4.91%	5.2%	105.85	
\$90,000 to \$99,999	3.1%	3.41%	109.99	
\$100,000 to \$124,999	4.19%	4.88%	116.34	
\$125,000 to \$149,999	2.41%	3.16%	131.17	
\$150,000 to \$199,999	2.22%	2.22%	100.22	
\$200,000 to \$249,999	0.3%	0.32%	106.68	
\$250,000 or more	0.14%	0.11%	74.68	
Median Household	42,710	46,141	108.03	
Average Household	51,238	56,340	109.96	
Per Capita Household	23,895	26,693	111.71	
Family/Non-Family Household				
Income				
Median Family Income	51,104	58,046	113.58	
Average Family Income	59,322	62,628	105.57	
Median Non-Family Income	26,452	27,478	103.88	
Average Non-Family Income	33,914	31,870	93.97	

Marcus Boone Frement Grant Lovilia Cylinder Webb Shannon City Luther Hawkeye Shambaugh Linden Dixon Woodward Hamilton What Cheer Sumner Treynor Archart Intercultural Institute o Hepburn Oelwein Anthon Lakota Indianola Durango Elkhart Hollar for Confextual 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	68.18%	65.75%	96.42
Families with Children	30.68%	30.56%	99.62
Families without Children	37.51%	35.19%	93.81
Non-Family Households			
% Non-Family Households	31.82%	34.25%	107.66
Non-Families with Children	0.24	0.25	102.5
Non-Families without Children	31.57	34	107.7
Housing Units			Index
Total Housing Units	7,609	3,015	
Vacant percent	8.79%	7.53%	85.63
Owned percent	71.14%	70.78%	99.49%
Rented Percent	20.07%	21.69%	108.09
Households by Size			Index
Avg household size	2.12	2.06	97.17
Avg family hh size	2.63	2.57	97.72
Avg non-family hh size	1.04	1.08	103.85
Households By Count of Persons			Percent
One	2,021	853	42.21%
Two	3,159	1,252	39.63%
Three or Four	1,466	590	40.25%
Five+	294	93	31.63%

Swea City Ashton Macedonia Grandview Conesville Urbandale Correctionville Panorama Park Earlville Schaller Fonda Lawton Rake Zearing Van Wert Protivin Moville Intercultural Institute on Altoona Radcliffe Garwin Hamilton Fort Madison Blakesburg Rock for Confectual Ministry of Confectual Ministry Colo Lamont Lowden Lost Nation Decatur City Pis18

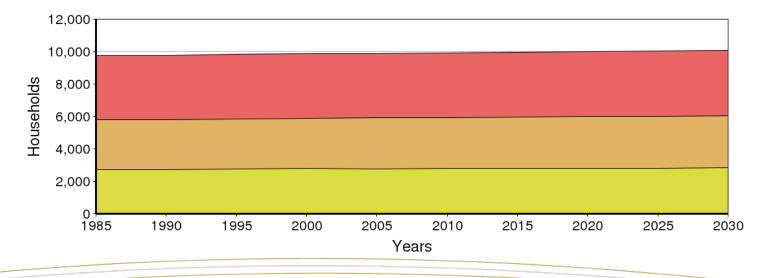
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	18,591	6,983	37.56%
2000 Population	17,163	6,723	39.17%
2010 Population	15,004	5,894	39.28%
2015 Population	14,275	5,626	39.41%

Household Change from 1985 to 2030

🔲 0-3mi Ring 👘 🔲 0-7mi Ring

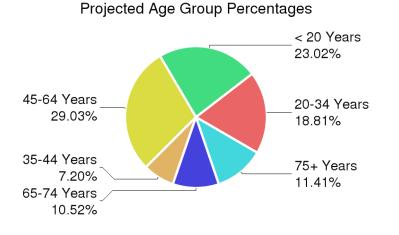
📕 0-10mi Ring



Storm Lake McCausiand Whitten Manchester Ankeny Zwingle Ralston Grand River Garrison Beving Oxford Junction Hardy Pacific Junction Clarence Bloomfield Graeting Kiron Drakesville Ackley Brooklyn Slater Middletown Collins Wyoming Ossian Luana Maharish Lord Junction Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

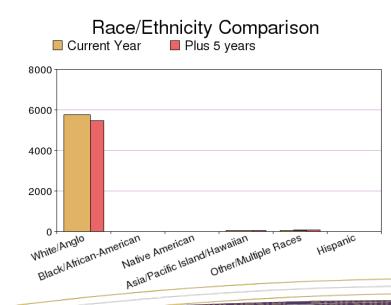


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4%	4.19%	104.75
4-5 Years	1.73%	1.71%	98.84
6-8 Years	2.95%	2.97%	100.68
9-11 Years	3.73%	3.47%	93.03
12-13 Years	2.7%	2.56%	94.81
14-17 Years	5.68%	5.12%	90.14
18-19 Years	3.31%	3%	90.63
0-5 Years	5.73%	5.9%	102.97
6-12 Years	7.91%	7.68%	97.09
13-19 Years	10.47%	9.44%	90.16
< 20 Years	24.11%	23.02%	95.48
20-34 Years	14.74%	18.81%	127.61
35-44 Years	9.57%	7.2%	75.24
45-64 Years	30.52%	29.03%	95.12
65-74 Years	9.5%	10.52%	110.74
75+ Years	11.59%	11.41%	98.45
Median Age	46	46	98.51
Median Age (Male)	45	43	96.29
Median Age (Female)	47	46	97.07

pringville Defiance Ringsted Hiawatha Stanton Tama Protivin Pomeroy What Cheer Chelsea Mondan teld Thompson Colesburg Buckeye Aurelia New Market Vinton Bagley Intercultural Institute andoah Clinton Pocahontas Le Claire Jesup Rossie Camanche West for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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	97.64%	97.35%	99.7
Black, African-American	0.17%	0.16%	94.29
Native American	0.19%	0.23%	123.81
Asian	0.9%	1.01%	112.67
Pacific Island, Hawaiian	0.02%	0.02%	104.76
Other/Multiple Races	1.09%	1.21%	111.31
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,037	3,876	
Less than 9th Grade	7.48%	7.07%	94.5
No High School Diploma	6.99%	6.63%	94.92
High School Graduate	33.76%	34.08%	100.94
Some College, no degree	24.57%	24.79%	100.9
Associate Degree	9.78%	10.01%	102.31
College Degree	12.86%	12.85%	99.94
Graduate/Prof. degree	4.56%	4.57%	100.19

Aurlington Redding Bloomfield Breda Garner Inwood Hamilton Keomah Village Cumberland Sigourney Sherrill Fertile McCausland Pacific Junction Melvin Riverside Venture Intercultural Institute of Otho Churdan Calmar Arlington Van Meter St. Marys Ruthven Ren Jon Confectual Ministry Confectual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	7.21%	6.3%	87.44
\$10,000 to \$19,999	13.34%	12.57%	94.22
\$20,000 to \$29,999	13.02%	12.36%	94.91
\$30,000 to \$49,999	24.18%	22.74%	94.08
\$50,000 to \$59,999	7.6%	7.84%	103.15
\$60,000 to \$69,999	9.68%	10.1%	104.29
\$70,000 to \$79,999	5.67%	5.95%	104.91
\$80,000 to \$89,999	5.2%	5.19%	93.66
\$90,000 to \$99,999	3.41%	3.72%	109.32
\$100,000 to \$249,999	4.88%	6.16%	126.29
\$125,000 to \$149,999	3.16%	3.69%	116.88
\$150,000 to \$199,999	2.22%	2.65%	119.18
\$200,000 to \$249,999	0.32%	0.25%	77.67
\$250,000 or more	0.11%	0.21%	199.71
Median Household	46,141	49,609	107.52
Average Household	56,340	60,670	107.69
Per Capita Household	26,693	30,155	112.97
Family/Non-Family Household			
Income			
Median Family Income	58,046	62,887	108.34
Average Family Income	62,628	66,988	106.96
Median Non-Family Income	27,478	29,617	107.78
Average Non-Family Income	31,870	33,805	106.07

Audubon Stanley Houghton Anthon Rathbun Prairie City Neola Whitten Saylorville Merrill Storm Labor Ackworth Moorland De Witt Garden Grove Deloit Chester Diagon <u>Intercultural Institute</u> ice Sheldahl Ayrshire Altoona Elk Horn Eldon Danbury Cotter Cedar *for Contextual Ministry* ©Copyright 2014, Intercultural Institute for Contextual Ministry Westside Arlington Waterloo Gowrie Lake Mills Nor 22 wa City Beacon Montour, Beyington Hard

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	65.75%	65.65%	99.86
Families with Children	30.56	30.19	98.8
Families without Children	35.19	35.14	99.86
Non-Family Households			
% Non-Family Households	34.25%	34.35%	100.27
Non-Families with Children	0.25	0.25	100.27
Non-Families without	34	34.1	100.28
Children			
Housing Units			
Total Housing Units	3,015	3,030	100.5%
Vacant percent	7.53%	7.85%	104.33
Owned percent	70.78%	70.63%	99.78
Rented Percent	21.69%	21.52%	99.2
Households by Size			
Avg household size	2.06	1.97	95.63%
Avg family hh size	2.57	2.43	94.55%
Avg non-family hh size	1.08	1.08	100%
Households By Count of			
Persons			
One	853	862	101.06%
Тwo	1,252	1,337	106.79%
Three or Four	590	548	92.88%
Five+	93	44	47.31%

Dunkerton La Motte Dawson Strawberry Point Epworth Breda Emerson Ventura Hillsboro Boxholm F Shelby Ridgeway Garrison Northboro Guthrie Center Riceville Orchard Ministry Intercultural Institute New Providence Harlan Farley Danbury Worthington Brighton Turin for Confectual Ministry New Albin 23 ©Copyright 2014, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	0	122	11	Eastern Africa	0	0	0
Northern Europe	0	8	1	Middle Africa	0	0	0
Western Europe	0	9	3	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	0	3	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	15	1	Oceania	0	0	0
So. Central Asia	0	14	0	Caribbean	0	0	0
SE Asia	0	5	1	Central Amer.	0	43	2
Western Asia	0	0	0	South America	0	19	0
Other Asia	0	0	0	North America	0	6	3
				Born at sea	0	0	0

oni Dysart Benton Dedham New Vienna Mechanicsville Yale Toledo Struble Williamson Sloan Star Craig Centralia Chariton Cresco Royal Chillicothe Quimby Dubuque Mittor Sidney Indianota Rowa Portsmouth Dawson Primghar West Des Moines Cedar Falls Fraser VorContextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	0	7,940	2,361	Other Indo-Euro	0	0	0
Spanish	0	156	39	Asian/PI languages	0	0	0
Other Indo-Euro	0	95	7	Chinese	0	0	0
	0	95	1	Japanese	0	0	1
language French (incl. Patois,	0	3	0	Korean	0	0	0
	0	3	0	Mon-Khmer,	0	0	0
Cajun) French Creole	0	0	0	Cambodian	0	0	0
Italian	0	0	0		0	0	0
	0	0	0	Miao, Hmong Thai	0	0	0
Portuguese							
German	0	76	6	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	11	0
A Scandinavian	0	0	1	Tagalog	0	5	0
Language				Other Pacific Is	0	0	2
Greek	0	0	0	Other languages	0	6	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	2	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	14	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	6	0
Urdu	0	0	0	·			

Greenville West Burlington Dows Clinton Zwingle Hedrick McCausland Lockridge Alnsworth Hills H Crawfordsville Clarinda Massena Red Oak Alexander Dundee Deep Intercultural Institute sart Columbus Junction Hillsboro Grandview Fort Dodge Ireton Saler Intercultural Institute Jackson Jun Coopyright 2014, Intercultural Institute for Contextual Ministry Ogden Glenwood Mericen Vining Fremont Monona 25

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	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Reporting ancestry	0	7,007	2,030	Irish	0	457	144
Arab	0	0	0	Italian	0	57	9
Armenian	0	0	0	Lithuanian	0	0	0
Austrian	0	9	2	Norwegian	0	568	170
British	0	23	0	Polish	0	84	7
Canadian	0	0	0	Portuguese	0	0	0
Croatian	0	4	0	Romanian	0	0	0
Czech	0	18	8	Russian	0	0	4
Czechoslovak	0	14	5	Scandinavian	0	7	3
Danish	0	185	45	Scotch-Irish	0	55	19
Dutch	0	90	15	Scottish	0	90	21
English	0	333	89	Slovak	0	0	3
European	0	21	14	Subsaharan African	0	0	0
Finnish	0	0	4	Swedish	0	174	43
French (not Basque)	0	91	28	Swiss	0	34	7
French Canadian	0	12	6	Ukrainian	0	0	0
German	0	3,798	1,192	US/American	0	496	101
Greek	0	14	0	Welsh	0	0	6
Hungarian	0	7	0	West Indian	0	0	0
Iranian	0	0	0	Yugoslavian	0	0	0
				Other	0	367	85

Augh Woodbine Luther Guthrie Center Alburnett Mingo Ely Protivin Benton Onslew Holland Pisgah Vining Wellsburg Whitten Rippey Hartley Clearfield Whittemore Orac Lity Cushing Rock Falls C Stockport Popejoy Quasqueton Hamilton Beaver Reinbeck Bettendor Gutertual Institute City Arthur Convey Shell Rock Adel Galva Knierim Kinross 26 Copyright 2014, Intercultural Institute for Contextual Ministry

FOSTOria

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

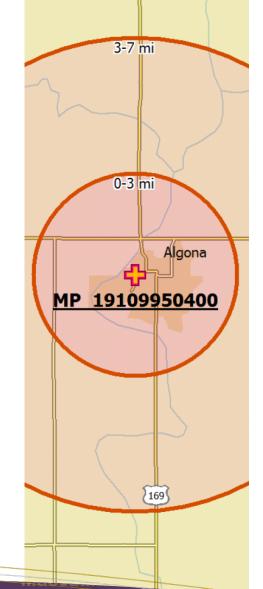
Issues for Your Consideration - continued

- 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?

Newell Orleans Belmond Holland Luxemburg Schaller Mapleton Odebolt Morning Sun Protivin Hanks And Pleasanton Arcadia Holstein Boxholm Steamboat Rock Dawson Charlotte Cleghorn Early Stockton Wahpeton Castana Keosauqua Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



Johnston Prescott Woolstock Atlantic Lime Springs Milton Storm Lake Ricketts University Park Bass Deep River Hancock Sigourney Clarence Collins Dunlap Jewell Juncie Intercultural Institute Thornburg Dike Willey West Point West Chester Osterdock Rock Face for Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 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	2,788	100%	1,812	100%
AFFLUENT SUBURBIA	202	7.25%	140	7.73%
America's Wealthiest	0	0%	0	0%
Dream Weavers	34	1.22%	24	1.32%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	168	6.03%	116	6.4%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	484	17.36%	325	17.94%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	484	17.36%	325	17.94%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	352	12.63%	226	12.47%
2nd City Homebodies	14	0.5%	10	0.55%
Prime Middle America	44	1.58%	29	1.6%
Urban Optimists	0	0%	0	0%
Family Convenience	294	10.55%	187	10.32%
Mid-Market Enterprise	0	0%	0	0%

h Ressie Carter Lake Galva Villisca Winthrop Cumming Bondurant Norway Webster Palmer Hanion Ther Atalissa Missouri Valley Decorah Rowley Thompson Keokuk There in Plainfield St. Olaf Maxie ioux Center Thor Albia Lovilia Waucoma Weldon Pleasant Plain Maque Intercultural Institute VeCopyright 2014, Intercultural Institute for Contextual Ministry Corpyright 2014, Intercultural Institute for Contextual Ministry Corpyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,788	100%	1,812	100%
BLUE COLLAR BACKBONE	717	25.72%	436	24.06%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	664	23.82%	400	22.08%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	53	1.9%	36	1.99%
AMER. DIVERSITY	162	5.81%	115	6.35%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	107	3.84%	77	4.25%
Urban Advancement	47	1.69%	32	1.77%
Amer. Great Outdoors	6	0.22%	4	0.22%
Mature America	2	0.07%	2	0.11%
METRO FRINGE	521	18.69%	357	19.7%
Steadfast Conservative	502	18.01%	344	18.98%
Moderate Conventionalists	2	0.07%	1	0.06%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	17	0.61%	12	0.66%

me Everly Forest City Anthon Nodaway Royal Plano Diagonal Lester Webb Shueyville Frederika The Westphalia Orange City Greene Ashton Chatsworth Hartley Uder <u>Intercultural Institute</u> Ida Grove Emerson Lambs Grove Lime Springs West Des Moines Heck Intercultural Institute of Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,788	100%	1,812	100%
REMOTE AMERICA	58	2.08%	35	1.93%
Hardy Rural Fam.	33	1.18%	20	1.1%
Rural Southern Living	25	0.9%	15	0.83%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	163	5.85%	96	5.3%
Industrious Country Living	17	0.61%	12	0.66%
America's Farmland	126	4.52%	72	3.97%
Comfy Country Living	0	0%	0	0%
Small Town Connections	20	0.72%	12	0.66%
Hinterland Fam.	0	0%	0	0%

Hardy Yale Trure Guttenberg McCausland South English Melbourne Pisgah Moorhead Durant B Remsen Luzerne Emerson St. Charles Ralston Paullina Spring Hill Intercultural Institute way Fostoria Lorimor State Center Gowrie Lytton Zearing New Mark for Confectual Ministry Copyright 2014, Intercultural Institute for Confectual Ministry Copyright 2014, Intercultural Institute for Confectual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,788	100%	1,812	100%
STRUGGLING SOCIETIES	72	2.58%	42	2.32%
Rugged Southern Style	72	2.58%	42	2.32%
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	58	2.08%	40	2.21%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	11	0.39%	7	0.39%
Af. Amer. Neighborhoods	18	0.65%	13	0.72%
Urban Diversity	0	0%	0	0%
New Generation Activists	29	1.04%	20	1.1%
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%

He Mount Union Melrose Neola Luana New Albin St. Olaf Bennett Adair Stacyville Aredale Elliott Grafton Galva McCallsburg Kellerton Gravity Saylorville Chariton Intercultural Institute Clare Allison Rembrandt Wilton Cambridge Meriden West Point Oakviv Dana Coppock Low Moor 133 Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Minge Ayrshire Renarick Latimer West Point New Hartford Lorimor Chillicothe Sibley Alleman Coralisher Thornton Lester Doon Adair De Soto Lowden Marathon Frederick Intercultural Institute or New Providence Delhi Yale Numa Yorktown Westphalia Winfield ©Copyright 2014, Intercultural Institute for Contextual Ministry Belle Plaine Douds Sioux Rapids

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).



Brayton Smithland Livermore Roland Wyoming Woolstock Hartwick Coalville Macedonia Ridgeway Rudo Little Sioux Blencoe Aspinwall South English Lambs Grove Cranter Intercultural Institute Manly Fertile Washington Calmar Riverton McGregor Asbury De Andover Park View Laurens 35 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	80%	80%	78%
Use Comp. for Internet/E-mail	63%	63%	62%
Internet Use: E-Mail	50%	50%	49%
Use Comp. for Word Processing	44%	45%	43%
Use Comp. for Comp. Games	44%	44%	44%
Use Comp. for Shopping	36%	37%	36%
Use Comp. for Digital Camera	34%	35%	34%
Photo Editing			
Use Comp. for Education	33%	33%	32%
Use Comp. for Banking	32%	33%	32%
HH Owns DVD Player	29%	29%	28%

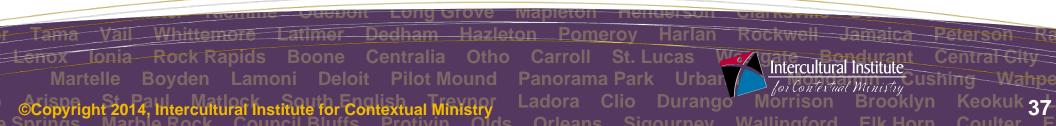
BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	29%	29%	27%
Internet Use: Banking	24%	25%	24%
Use Comp. for News/Info./Data	24%	25%	25%
Service			
PC-Network-HH Has One	19%	19%	18%
Use Comp. for Accounting	17%	17%	17%
Use Comp. for Filing/DB Mngmnt	15%	15%	14%
Use Comp. for Personal Financial	14%	14%	13%
Mngmnt			
Internet Use: Shopping: Gathered	13%	13%	13%
Info. for Shopping			
Internet Use: Shopping: Made A	12%	13%	13%
Purchase			
Internet Use: Research/ Education	11%	11%	11%

Hillsboro Humboldt Creston Adair Rodman Shueyville Milton Hanlontown Osage Centralia Wilton Gatva Stanley Ashton Olin Beaver Batavia Marshalltown Toronto Intercultural Institute Ocheyedan Kingsley Fremont Modale Millersburg Carlisle St. Ansgo Intercultural Institute Confectual Ministry Liberty Clio Janesville Ute Fairbank Lake Mills N36 Marather Other Contextual Ministry Otherway Comwell, West Des Moines, Oxford Junction R

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	70%	69%	68%
Dining Out (Not Fast Food)	60%	60%	59%
Reading Books	55%	54%	53%
Card Games	45%	45%	45%
Gardening	38%	39%	38%
Cooking for Fun	36%	36%	35%
Go To A Beach/Lake	36%	36%	36%
Board Games	35%	35%	35%
Going To	24%	24%	23%
Bars/Nightclubs/Dancing			
Photography	21%	21%	21%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	70%	69%	69%
Gen./Fam. Practitioner	46%	45%	45%
Dentist	30%	30%	29%
Hypertension/High Blood	23%	23%	22%
Pressure			
Eye Dr.	23%	23%	23%
Backache	22%	22%	22%
High Cholesterol	21%	21%	20%
None Of These	20%	20%	20%
Acid Reflux Disease (GERD)	18%	18%	18%
Overweight (30 Pounds Or More)	17%	17%	17%



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			BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES				MILES	MILES MILES
Concert	28.11%	27.96%	26.93%	-	I	Movies: Fam.	Movies: Fam. 20.08%	Movies: Fam. 20.08% 20.27%
Live Theater	19.26%	19.27%	18.36%		Μ	ovies: Drama	ovies: Drama 16.86%	ovies: Drama 16.86% 16.68%
Live Theater Most Often	16.1%	16.12%	15.4%		Movie	es: Mystery	es: Mystery 15.98%	es: Mystery 15.98% 15.51%
Rock/Pop Concerts Most	15.97%	15.79%	14.9%		MLB Ba	seball Reg. Season	seball Reg. Season 7.36%	seball Reg. Season 7.36% 7.63%
Often					College F	ootball Reg.	ootball Reg. 6.08%	ootball Reg. 6.08% 6.39%
Comedy Club	7.99%	7.86%	7.58%		Season			
Country Concerts Most	7.49%	7.41%	7.31%		NFL Football	Reg. Season	Reg. Season 5.83%	Reg. Season 5.83% 5.89%
Often					College Baskett	ball Reg.	ball Reg. 5.56%	ball Reg. 5.56% 5.58%
Movies: Comedy	40.31%	39.93%	38.63%		Season			
Movies: Action/Adventure	38.71%	38.45%	37.15%		Auto Racing Ever	nts	nts 3.14%	nts 3.14% 3.13%
Movies: Romantic Comedy	20.09%	19.99%	19.2%		NBA Basketball Re	eg.	eg. 3.14%	eg. 3.14% 3.22%
					Season			



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
Walking for Exercise	42.38%	42.64%	42.42%	Т	arget Shooting	arget Shooting 11.06%	arget Shooting 11.06% 11.26%
Swimming	33.89%	33.92%	33.39%	Ba	ckpacking/Hiking	ckpacking/Hiking 10.94%	ckpacking/Hiking 10.94% 11.14%
Freshwater Fishing	22.51%	22.89%	23.68%	Powe	er Boating	er Boating 10.11%	er Boating 10.11% 10.13%
Bowling	20.74%	21.16%	21.55%	Baseball		9.21%	9.21% 9.56%
Billiards/Pool	20.12%	19.73%	19.03%	Aerobics		8.81%	8.81% 8.61%
Camping Trips	18.12%	18.52%	19.1%	Volleyball		8.8%	8.8% 8.92%
Golf	16.15%	16.68%	17%	Motorcycling		7.76%	7.76% 7.81%
Hunting	15.74%	16.05%	16.63%	Football		7.75%	7.75% 8.01%
Weight Training	14.24%	14.5%	14.17%	Saltwater Fishing		7.62%	7.62% 7.23%
Mountain/Road Biking	14.18%	14.48%	14.46%	Softball		7.51%	7.51% 7.73%
Jogging/Running	13.22%	13.33%	13.27%	Canoeing/Kayaking		7.51%	7.51% 7.56%
Basketball	13.07%	13.47%	13.9%	Horseback Riding		6.76%	6.76% 7.03%
Using Cardio Machine	12.96%	12.84%	12.19%	Yoga		5.9%	5.9% 5.82%
Stationary Cycling	11.13%	11.13%	10.81%	Soccer		5.86%	5.86% 5.87%

Fonda Onawa Moorland Fontanelle Ely Dows Greene Birmingham Essex Monona West Okoboji S ans Dolliver Walcott Long Grove Williams Hartwick Wellsburg Diagon Intercultural Institute arsburg Lu Verne Bronson Peosta Osceola Marne Hastings Halbur Vol Gutextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Tennis	5.76%	5.81%	5.73%	
Snorkeling	5.63%	5.62%	5.48%	
Jet Skiing	5.46%	5.56%	5.56%	
Roller Skating	5.23%	5.41%	5.7%	
Archery	5.11%	5.27%	5.64%	
Fly Fishing	5.04%	5.11%	5.33%	
Water Skiing	4.99%	5.04%	5.09%	
Ice Skating	4.87%	4.96%	5.04%	
Downhill & X-Country	4.63%	4.8%	5.05%	
Skiing				
Auto Racing	4.42%	4.16%	3.81%	

0-3	3-7	7-10
MILES	MILES	MILES
4.28%	4.52%	5.05%
4.23%	4.36%	4.46%
3.88%	3.76%	3.69%
3.56%	3.48%	3.4%
3.32%	3.39%	3.46%
3.29%	3.19%	3.09%
2.91%	2.8%	2.69%
2.89%	2.93%	3.01%
2.76%	2.75%	2.76%
2.62%	2.71%	2.8%
	MILES 4.28% 4.23% 3.88% 3.56% 3.32% 3.29% 2.91% 2.89% 2.76%	MILESMILES4.28%4.52%4.23%4.36%3.88%3.76%3.56%3.48%3.32%3.39%3.29%3.19%2.91%2.8%2.89%2.93%2.76%2.75%

Atlantic Rhodes Clarion Latimer Kelley Farmington Chelsea Fostoria Mount Pleasant Salix Pana Clarinda Pleasant Plain Soldier Panora Gibson Hampton South Epara Intercultural Institute inty Evansdale Earlville Clare Oxford Junction Van Horne Rutland Col Joi Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Davender Converse Manuae State Center Converse Converse Converse 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.

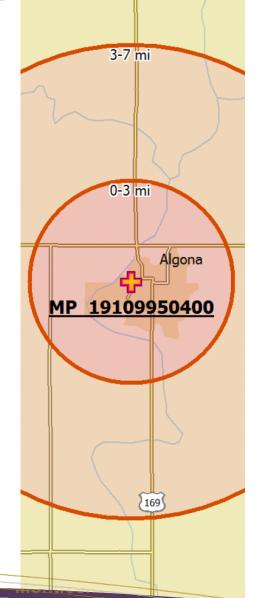
BIBLICAL BARRIERS

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.



Luxemburg Ogden Ventura Crant Blue Grass Iowa Falls McClelland Buffalo Albert City Woolstock B Hapleton Des Moines Unionville Coon Rapids Frederika Dawson Graver Intercultural Institute Bevington Madrid Baldwin Martelle Carpenter Klemme Hudson Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

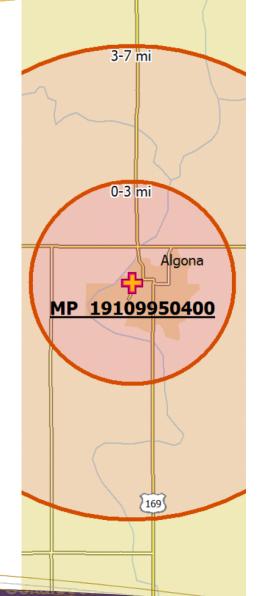
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



heldon Ottumwa West Okoboji Manilla Farmersburg Elberon Clarksville Donnellson Blairsburg Milo L en Hamilton University Heights Strawberry Point Seymour Harper Van Son Bornard Brayton Dawson ew Liberty Lacona Elk Run Heights Laurel Elgin Cantril Glenwood Mi Jor Contextual Institute of Contextual Ministry Paullina Coppock Udel Webster Superior Adel Large

Potential Cultural Barriers:

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

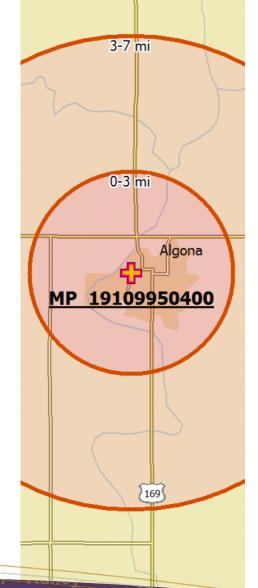
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	50%	50%	49%	Like to Stand Out In A Crowd	19%	19%	19%
New Things				Marijuana Should Be Legalized	19%	18%	18%
Find It Difficult To Say No To My Kids	37%	37%	36%	Like To Pursue Challenge/Novelty/Change	18%	17%	17%
Woman's Place Is In The Home	35%	36%	36%	Rarely Sit Down to a Meal	17%	17%	17%
Prefer To Have Few	35%	34%	33%	Together At Home			
Possessions As Possible				I Am A Workaholic	15%	16%	16%
Speak My Mind Even If It Upsets People	33%	33%	33%	Only Work Current Job for The Money	15%	15%	15%
Don't Judge People/Way They Live Life	31%	30%	29%	We Should Strive for Equality for All	13%	12%	12%
Like To Do Unconventional Things	30%	30%	30%	Happy With My Standard Of Living	11%	10%	10%
Like Control Over People And Resources	30%	29%	29%	On Whole People Get What They Deserve	8%	8%	8%
Money Is Best Measure Of Success	27%	27%	27%	Indulge My Kids With The Little Extras	8%	7%	7%
Friends More Important Than My Fam.	26%	25%	25%	Little I Can Do To Change My Life	7%	7%	7%
If Won Lottery Would Never Work Again	25%	25%	25%	More Important Do Duty Than Enjoy Life	6%	5%	5%
Too Much Sponsorship In Arts/Sports	21%	20%	20%				

rairie City Woodbine Inwood Sergeant Bluff Walnut Graettinger Winthrop Ottumwa Wayland Waterville Cedar Falls Fairbank Missouri Valley Peosta Delaware Algona Mount Provide Minburn Estherville Ha ader Plover Lambs Grove Wesley Pleasant Hill Grimes Templeton Estherville for Contextual Ministry ^UCopyright 2014, Intercultural Institute for Contextual Ministry aynard Panorama Park Calumet Redfield Walker Sha3

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.



Schleswig Granger Fort Dodge Osceola Fonda Superior Brighton Coburg Spring Hill Robins Off New Albin Oakland West Burlington Maharishi Vedic City Ayrshire Shell of Fruitland Victor Arion E Ining Thornburg Grant Shelby Oyens Little Sioux Keystone Hedrick for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

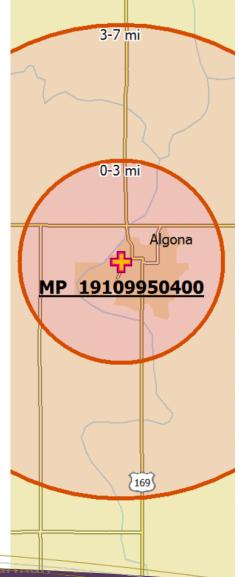
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	61%	61%	60%	Worried About Pollution Caused By Cars	17%	17%	17%
You Should Seize Opportunities In Life	56%	55%	55%	Real Men Don't Cry Looking for New Ideas To Improve	15% 15%	15% 14%	14% 13%
Like To Understand About Nature	40%	39%	37%	Home Is An Important Part Of Who I Am	14%	14%	14%
Important Feel Respected By My Peers	35%	35%	35%	Try Not To Worry About The Future	14%	14%	13%
Prefer To Have Few Possessions As Possible	35%	34%	33%	Enjoy Spending Time With My Fam.	10%	10%	9%
Prefer Work Part Of Team Than Alone	33%	32%	32%	Provide My Kids With The Little Extras	9%	9%	9%
Important To Juggle Various Tasks	29%	28%	27%	Feel Very Alone In The World Children Should Be Allowed To	6% 4%	6% 4%	6% 4%
Good At Fixing Things Have Keen Sense Of Adventure	29% 27%	28% 26%	27% 26%	Express Themselves Like Spending Most Time With	4%	4%	5%
People Have To Take Me As They Find Me	23%	23%	22%	Fam. Decor Particular Interest To Me	3%	3%	3%
Like To Just Enjoy Life Consider Myself Interested In	21% 20%	20% 20%	20% 19%	Would Like To Set Up Own Business	3%	3%	3%
The Arts							

sena Oskaloosa Minburn Thor Rutland Peterson Tennant Manchester Plano Baltown Ames Melvin Topoli Humeston Diagonal Clermont Hawarden Knoxville Gibson Intercultural Institute Denison Whiting Princeton Bassett Calumet Kirkville Delhi Alta Vis Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



o Marysville West Chester Churdan Richland Atlantic Woodburn Pierson Ledyard Silver City Clinton Guthrie Center Sutherland Elk Run Heights Alden Williamsburg Hiaway Ackley Orleans Bronson rlisle Sharpsburg Pleasant Plain Wapello Correctionville Woodbine Hun Gottertual Ministry East Peru Per Copyright 2014, Intercultural Institute for Contextual Ministry Lu Verne Shell Rock Ked Oak Anamosa Westphalia 46

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.

estaurant-Visit Any84.89%85.06%84.87%am. Restaurants/Steak84.89%85.06%84.87%buses-Visit Any55.93%56.06%56.14%cDonald's55.93%56.06%56.14%arger King33.66%34.02%34.94%oplebee's32.09%31.96%31.53%ubway29.58%30.06%30.61%aco Bell28.05%27.9%27.91%entucky Fried Chicken (KFC)27.57%27.68%endy's26.61%26.3%25.77%by's26.38%26.29%26.19%zza Hut23.55%23.85%24.06%	PLACE	0-3	3-7	7-10
estaurant-Visit Any84.89%85.06%84.87%am. Restaurants/Steak84.89%85.06%84.87%buses-Visit Any55.93%56.06%56.14%cDonald's55.93%56.06%56.14%arger King33.66%34.02%34.94%oplebee's32.09%31.96%31.53%ubway29.58%30.06%30.61%aco Bell28.05%27.9%27.91%entucky Fried Chicken (KFC)27.57%27.68%endy's26.61%26.3%25.77%by's26.38%26.29%26.19%zza Hut23.55%23.85%24.06%		MILES	MILES	MILES
am. Restaurants/Steak buses-Visit Any84.89%85.06%84.87%cDonald's55.93%56.06%56.14%aurger King33.66%34.02%34.94%oplebee's32.09%31.96%31.53%abway29.58%30.06%30.61%aco Bell28.05%27.9%27.91%entucky Fried Chicken (KFC)27.57%27.68%endy's26.61%26.3%25.77%by's26.38%26.29%26.19%zza Hut23.55%23.85%24.06%	Fast Food/Drive-In	86.55%	86.58%	86.72%
Duses-Visit Any55.93%56.06%56.14%arger King33.66%34.02%34.94%oplebee's32.09%31.96%31.53%abway29.58%30.06%30.61%aco Bell28.05%27.9%27.91%entucky Fried Chicken (KFC)27.57%27.68%endy's26.61%26.3%25.77%by's26.38%26.29%26.19%zza Hut23.55%23.85%24.06%		84 89%	85 06%	84 87%
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ubway29.58%30.06%30.61%aco Bell28.05%27.9%27.91%entucky Fried Chicken (KFC)27.57%27.5%27.68%endy's26.61%26.3%25.77%by's26.38%26.29%26.19%zza Hut23.55%23.85%24.06%	Burger King	33.66%	34.02%	34.94%
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entucky Fried Chicken (KFC)27.57%27.5%27.68%endy's26.61%26.3%25.77%by's26.38%26.29%26.19%zza Hut23.55%23.85%24.06%	Subway	29.58%	30.06%	30.61%
Yendy's26.61%26.3%25.77%by's26.38%26.29%26.19%zza Hut23.55%23.85%24.06%	Taco Bell	28.05%	27.9%	27.91%
by's26.38%26.29%26.19%zza Hut23.55%23.85%24.06%	Kentucky Fried Chicken (KFC)	27.57%	27.5%	27.68%
zza Hut 23.55% 23.85% 24.06%	Wendy's	26.61%	26.3%	25.77%
	Arby's	26.38%	26.29%	26.19%
airy Queen 22.33% 22.89% 23.92%	Pizza Hut	23.55%	23.85%	24.06%
	Dairy Queen	22.33%	22.89%	23.92%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	20.13%	20.16%	19.89%
Red Lobster	14.88%	14.83%	14.99%
Cracker Barrel	14.53%	14.25%	13.84%
Outback Steakhouse	13.21%	13.1%	12.46%
Sonic	12.77%	12.7%	12.79%
Domino's Pizza	11.41%	11.29%	11.17%
IHOP (International House Of	10.66%	10.37%	9.82%
Pancakes)			
Chili's Grill and Bar	10.6%	10.59%	9.96%
TGI Friday's	10.14%	9.91%	9.18%
Starbucks	10.1%	10.23%	9.71%
A and W	10%	10.01%	10.23%
Denny's	9.65%	9.65%	9.97%

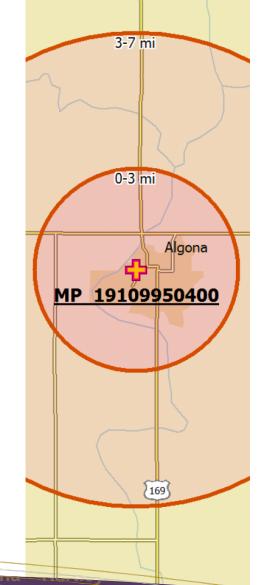


Potential Shared Projects

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!



harpsburg Robins Geose Lake Ottumwa Walcott Plymouth Riceville West Bend Wieta Rinard Grawie Summer Walker Farley Le Mars Dows Winthrop Lineville Zwingle Intercultural Institute Gradgate Schaller Fairbank Shambaugh Altoona Rockwell Mount Aubur (Soutextual Ministry) Ile Line Grove Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	51.34%	51.7%	51.39%
Recycled products	37.82%	38%	37.04%
Worked as volunteer (non political)	19.17%	19.3%	18.86%
Engaged in fund raising	12.2%	12.41%	12.39%
Religious club member	8.43%	8.48%	8.47%
Wrote to elected offcl about publ bus	6.72%	6.75%	6.58%

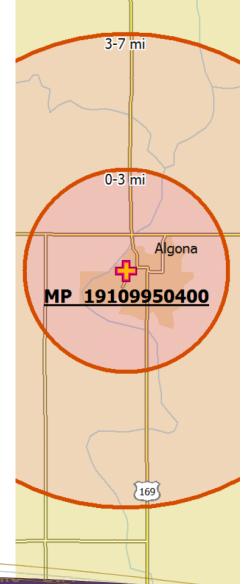
0-3	3-7	7-10
MILES	MILES	MILES
6.23%	6.47%	6.63%
6.08%	6.03%	5.75%
5.91%	6%	5.99%
5.72%	5.53%	5.25%
5.37%	5.44%	5.52%
5.33%	5.67%	5.89%
	MILES 6.23% 6.08% 5.91% 5.72% 5.37%	MILES MILES 6.23% 6.47% 6.08% 6.03% 5.91% 6% 5.72% 5.53% 5.37% 5.44%

Fonda George La Hoffe Milton Buck Grove Yetter Stockport What Cheer Westwood Graf Lytton Herset Cushing West Okoboji Thornton Stout Sageville Spirit Lake Brown Intercultural Institute Manilla Lawton Sabula Des Moines Afton Mount Vernon Keomah Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Winterset Dument Caburg Dickens Linden Buffalo Center Delhi Caimar Line Springs Baldwin Asburg The City New Providence Garnavillo Shellsburg Oxford Sloan Clio Son Line Harlan Chariton Gibson r Rapids Conrad Mechanicsville Toledo Washington Rock Rapids Marn Chariton Contextual Ministry Confectual Ministry © Copyright 2014, Intercultural Institute for Contextual Ministry Decomposition Contextual

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	17.05%	16.76%	15.84%
Children's Books	13.12%	13.18%	12.9%
Mystery	12.27%	12.22%	11.9%
Cookbooks	11.29%	11.3%	11.13%
Religious (not Bibles)	9.06%	9.08%	8.92%
Biography	6.87%	6.59%	5.94%
Romance	6.72%	6.72%	6.56%
Personal/Business	6.53%	6.56%	6.26%
Self-help			
History	6.49%	6.48%	6.26%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	70.33%	69.62%	67.74%
Gen. Editorial	45.18%	44.86%	43.88%
Womens	40.16%	39.76%	38.67%
Service	36.93%	36.73%	35.87%
Mens	17.83%	17.57%	17.12%
Business/Finance	16.6%	16.45%	15.21%
Fishing/Hunting	14.51%	14.96%	15.94%
Sports	14.37%	14.12%	13.51%
Automotive	13.99%	13.81%	13.74%

ose Lake Jolley <u>Manson Lakeside Everly Rockford Ringsted Marcus Curley Millersburg</u> Oskaloosa Wasa Montrose Winfield Coppock Hopkinton De Witt Birmingham Color Intercultural Institute fe Panama Earlham Yorktown New Liberty Patterson Lohrville Beaco for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	60.99%	60.89%	60.27%
Classified	36.22%	36.24%	36.73%
Editorial Page	35.72%	35.72%	35.49%
Sport	34.98%	35.15%	35.2%
Comics	31.27%	31.18%	31.21%
Business/Finance	31.13%	31.11%	30.13%
Food/Cooking	27.63%	27.47%	26.91%
Movie Listings & Reviews	26.36%	25.91%	24.68%
TV/Radio Listings	24.91%	24.54%	23.9%
Home/Gardening	24.15%	24.13%	23.6%
Travel	20.26%	20.17%	19.3%
Science/Technology	19.99%	19.7%	18.84%
Fashion	14.6%	14.55%	14.19%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	27.18%	28.34%	30.66%
Adult Contemporary	20.83%	20.68%	20.1%
CHR Contemp Hit Radio	16.48%	16.06%	15.56%
Rock	13.72%	13.59%	13.25%
News/Talk	13.37%	13.4%	12.66%
Oldies	12.44%	12.62%	12.68%
Classic Rock	12.29%	12.48%	12.41%
Alternative	8.87%	8.48%	7.59%
Variety	6.81%	6.93%	6.88%
Religious	6.75%	6.73%	6.57%
Urban Contemporary	6.65%	6.29%	5.81%
Soft Contemporary	6.19%	6.01%	5.32%
All News	4.82%	4.73%	4.25%
Classic Hits	4.65%	4.49%	4.18%
Sports	4%	3.94%	3.56%
All Talk	3.72%	3.7%	3.41%
Classical	3.28%	3.24%	2.94%
Adult Standards	3.12%	3.01%	2.8%

e City Grand Mound Sergeant Bluff McCausland Rolfe Des Moines Numa Danbury Calmar Rake Carp ton Bettendorf Woodburn Stacyville Lorimor Anthon Chester Glenwood Intercultural Institute Dunkerton Kalona Lime Springs Atalissa Dexter Yetter Welton Cotte Tor Confectual Ministry Structure Contextual Ministry Sibley Fonda Wahpeton Rockford Kamrar State Cer52

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	61.4%	62.31%	63.19%		Subscribe Digital Cable	Subscribe Digital Cable 26.98%	Subscribe Digital Cable 26.98% 27.87%
Satellite Dish	59.38%	59.5%	58.47%		TV Info From Newspapers	TV Info From Newspapers 25.91%	TV Info From Newspapers 25.91% 26.18%
Soapnet	50.11%	49.99%	49.23%		USA Network	USA Network 25.83%	USA Network 25.83% 25.62%
Other Video-On-Demand	44.13%	44.33%	44.65%		BET (Black Entertainment	BET (Black Entertainment 24.81%	BET (Black Entertainment 24.81% 24.93%
Adult Pay Per View TV	36.18%	36.11%	35.43%		TV)	TV)	TV)
Sci-Fi Channel	35.59%	36.85%	38.41%		TCM (Turner Classic	TCM (Turner Classic 24.24%	TCM (Turner Classic 24.24% 24.31%
MSNBC	33.69%	34.48%	35.27%		Movies)	Movies)	Movies)
Comedy Central	33.14%	32.45%	30.49%		ABC Fam.	ABC Fam. 24.01%	ABC Fam. 24.01% 23.6%
Adult Swim	29.02%	30.07%	31.15%		Hallmark Channel	Hallmark Channel 23.81%	Hallmark Channel 23.81% 24.59%
Nickelodeon	28.58%	29.72%	31.15%		The Golf Channel	The Golf Channel 22.77%	The Golf Channel 22.77% 22.73%
TV Info From Sunday TV	27.77%	27.77%	27.26%		TV Info From Monthly Cable	TV Info From Monthly Cable 22.53%	TV Info From Monthly Cable 22.53% 22.58%
Magazine					Guide	Guide	Guide
Nick At Nite	27.21%	27.84%	28.37%		ESPN Classic	ESPN Classic 21.42%	ESPN Classic 21.42% 20.92%
					ESPN2	ESPN2 20.43%	ESPN2 20.43% 20.53%

hariton Crawfordsville Wallingford Pulaski Shell Rock Hayesville Davis City Marion Alexander Cushing Tripoli Manson Breda Rolfe Luzerne Schaller Maysville Wall Lake Contextual Institute New Vienna Clearfield Agency Cambridge Little Rock Lytton Ack for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Encore

20.81%

19.28%

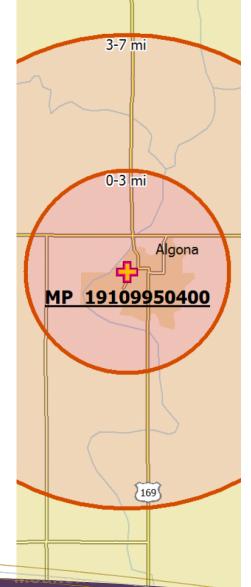
20.32%

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.



New Liberty Geneva Lester Spring Hill Lansing Britt Fayette Oxford Keystone Rockwell Farage Rembrandt Sioux Rapids Washington Eddyville Spirit Lake Middle Intercultural Institute Ankeny Ringsted Bettendorf Zearing Murray Lake City New Albin For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.8%	19.66%	18.95%
Medium Users (4-6)	10.6%	10.44%	9.85%
Light Users (1-3)	22.1%	21.84%	21.34%
Quintiles (20%)			
Newspaper I (Heavy)	0.99%	1.06%	1.19%
Newspaper II	1.78%	1.77%	1.7%
Newspaper III	2.01%	2.02%	2.1%
Newspaper IV	0.65%	0.66%	0.67%
Newspaper V (Light)	1.27%	1.3%	1.33%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.22%	17.53%	17.98%
Magazines II	7.3%	7.33%	7.4%
Magazines III	8.8%	9.02%	9.43%
Magazines IV	9.82%	10.02%	10.25%
Magazines V (Light)	0.37%	0.42%	0.43%
Outdoor I (Heavy)	5.28%	5.12%	5.05%
Outdoor II	2.35%	2.21%	2.03%
Outdoor III	2.77%	2.78%	2.9%
Outdoor IV	17.72%	17.28%	16.79%
Outdoor V (Light)	27.75%	27.58%	27.34%
Yellow Pages I	13.77%	13.62%	13.45%
(Heavy)			
Yellow Pages II	4.91%	4.72%	4.5%
Yellow Pages III	3.82%	3.77%	3.7%
Yellow Pages IV	22.58%	22.13%	21.93%
Yellow Pages V (Light)	1.99%	1.92%	1.96%

Cumming Hospers Vinton Masonville Coburg Pleasant Hill Colfax Spencer Sheldahl Grafton Castal Fairbank Postville Muscatine Westwood Lohrville Aspinwall Jesup Intercultural Institute Jurant Thompson Casey Little Sioux Bancroft Dumont Lincoln Ryan Jor Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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 MEI	DIUM
MILES MILES MILES	
Radio Drive Time Quntiles TV Prime Tir	me Quntiles (fifths /
(fifths / 20%) 20%)	
Drive Time I & II (Heavy) 2.83% 2.93% 3.31% Prime Time I & II (Heavy)	Heavy)
Drive Time III (Medium) 0.43% 0.41% 0.43% Prime Time III (Mediu	ım)
Radio IV & V (Light) 1.89% 2.04% 2.25% Prime Time IV & V (Lig	jht)
Radio Media Quntiles (fifths / TV Early/Late Fringe Q	untiles
20%) (fifths / 20%)	
Radio I & II (Heavy) 7.41% 7.5% 7.56% Fringe I & II (Heavy)	
Radio III (Medium)4.42%4.56%4.7%Fringe III (Medium)	
Radio IV & V (Light) 2.59% 2.69% 2.76% Fringe IV (Light)	
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths	s /
20%) 20%)	
Cable I & II (Heavy) 11.73% 12.15% 12.22% All Day I & II (Heavy)	
Cable III (Medium)3.7%3.64%3.49%All Day III (Medium)	
Cable IV & V (Light) 31.26% 31.77% 32.58% All Day IV (Light)	



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.81%	10.92%	10.83%
6:00am - 10:00am	15.06%	14.87%	14.14%
10:00am - 3:00pm	5.12%	4.82%	4.27%
3:00pm - 7:00pm	14.24%	14.25%	14.21%
7:00pm - Midnight	13.78%	13.81%	13.28%
Midnight - 6:00am	4.79%	4.83%	4.8%
Weekend Radio			
Listeners			
Dayparts [summary]	13.65%	13.92%	13.98%
6:00am - 10:00am	3.3%	3.19%	2.85%
10:00am-3:00pm	4.96%	4.8%	4.36%
3:00pm - 7:00pm	6.35%	6.4%	6.37%
7:00pm - Midnight	7.88%	7.71%	7.17%
Midnight - 6:00am	10.49%	9.99%	8.96%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.11%	9.25%	8.98%
Saturday: 8:00-11:00pm	9.57%	9.37%	8.74%
Sunday: 7:00-11:00pm	9.27%	9.76%	10.11%
9:00am-1:00pm	27.21%	27.84%	28.37%
9:00am-4:00pm	32.67%	33.09%	33.24%
4:00pm-7:00pm	27.51%	27.85%	27.43%
11:00pm-1:00am	40.7%	41.28%	41.71%
AVG Prime time	2.21%	2.22%	2.09%
Mon-Sun			

Martensdale Lenox Lisbon Norway Low Moor Modale Hinton Ainsworth Stockport Lake Park Came Windsor Heights Leland Iowa Falls Leighton Oelwein Bernard McGree Derby Salix Hillsboro Con Milo Bode Saylorville Dunlap Lost Nation Minburn Shenandoah Confectual Ministry Stuart St. 57 Copyright 2014, Intercultural Institute for Contextual Ministry Kirkman Salem Bridgewater Davis City Stuart St. 57

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	18.22%	18.08%	17.44%	Sat: 7-10am	Sat: 7-10am 19.05%	Sat: 7-10am 19.05% 19.15%
7-9am	20.43%	20.53%	20.2%	Sat: 10am-1pm	Sat: 10am-1pm 7.1%	Sat: 10am-1pm 7.1% 7.09%
9am-12noon	22.68%	23.38%	24.08%	Sat: 1-4pm	Sat: 1-4pm 23.58%	Sat: 1-4pm 23.58% 23.51%
12noon-4pm	9.99%	9.7%	9.16%	Sat: 4-6pm	Sat: 4-6pm 6.04%	Sat: 4-6pm 6.04% 6.09%
4-6pm	45.37%	46.32%	46.12%	Sat: 6-7pm	Sat: 6-7pm 1.97%	Sat: 6-7pm 1.97% 2%
6-7pm	21.96%	22.6%	23.19%	Sat: 7-8pm	Sat: 7-8pm 1.08%	Sat: 7-8pm 1.08% 1.11%
7-7:30pm	0.99%	1.01%	0.97%	Sat: 8-11pm	Sat: 8-11pm 9.57%	Sat: 8-11pm 9.57% 9.37%
7:30-8pm	9.05%	9.03%	9%	Sat: 11pm-1am	Sat: 11pm-1am 4.19%	Sat: 11pm-1am 4.19% 4.13%
8-11pm	9.11%	9.25%	8.98%	Sat: 1am-7pm	Sat: 1am-7pm 25.83%	Sat: 1am-7pm 25.83% 25.62%
11pm-12am	33.69%	34.48%	35.27%	Sun: 7-10am	Sun: 7-10am 1.83%	Sun: 7-10am 1.83% 1.85%
11pm-1am	40.7%	41.28%	41.71%	Sun: 10am-1pm	Sun: 10am-1pm 7.35%	Sun: 10am-1pm 7.35% 7.69%
1-6am	32.95%	32.84%	31.81%	Sun: 1-4pm	Sun: 1-4pm 5.43%	Sun: 1-4pm 5.43% 5.42%
				Sun: 4-7pm	Sun: 4-7pm 13.27%	Sun: 4-7pm 13.27% 13.69%
				Sun: 7-11pm	Sun: 7-11pm 9.27%	Sun: 7-11pm 9.27% 9.76%
				Sun: 11pm-1am	Sun: 11pm-1am 4.45%	Sun: 11pm-1am 4.45% 4.53%
				Sun: 1-7am	Sun: 1-7am 20.25%	Sun: 1-7am 20.25% 20.97%

ama Park New Vienna New Sharon Volga Ellsworth Menlo Solon Carlisle Carson Colesburg Truesda Blencoe Cedar Rapids Low Moor Odebolt Lowden Epworth Gray Hurson Intercultural Institute Madrid Boxholm New Hampton Dexter Tama Toledo Tiffin Auburn for Contextual Ministry Courter Carn Copyright 2014, Intercultural Institute for Contextual Ministry Courter Daverly Rinard Leando Leon Milo Ottosen Sandyvil 58 Crant Stanton Schlaswig West Union Welton Haverbill Packwood Decatur City. What Cheer Ocheveda

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

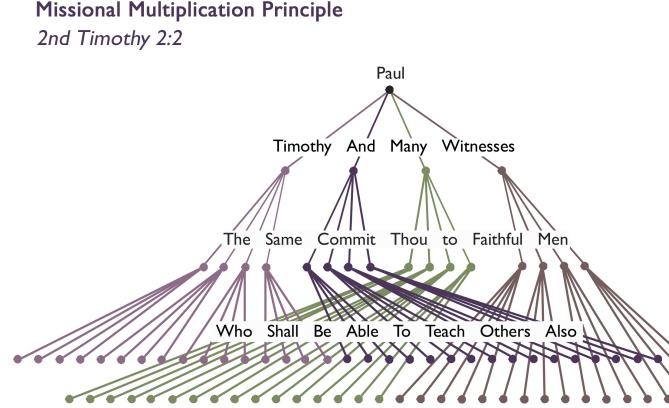
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

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Biblical Missional Multiplication

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

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



Stanton St. Marys West Liberty Blencoe Sioux City Humboldt Havelock Washta Fremont Burlington Eagle Grove Kamrar Barnum Corwith Cushing Millerton Somers Intercultural Institute The Eldon Atkins Murray Luther Cromwell Role for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Burlington Clarksville Arnolds Park Minburn Farnbamville Bouto

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.



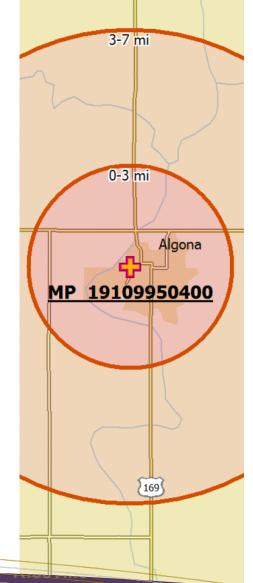


Your MissionSite and the Missional Suite

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



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Notes and Sources

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





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