MissionSite top unreached locations

oux City McIntire Olds Newell Mi MAPLETON, IA Center Junction Calmar ille Larrabee Portsi CENSUS TRACT: 19133960100 Multiply De Witt Boyden Arnolds Park Sandyville Kiron Menl **REGION: Northwest Martelle #**rcher Wes COUNTY: Monona venport SITESCAPE: Countryscape In partnership with the: McCallsbDENSITY/PATTERN: 33ntville Intercultural Institute Oakville Luana Clutier Cincinnati Owasa Rod Fort Doc aptist for Contextual Ministry e Citv nvention of Malcom Lost Nation **Orient** Humb Arion Cornina Riverside West Point Le Claire rri©Copyright 2014, Whtercultura Einstitute for contextuat Ministry Central City Vincent Sutherland Ringsted Marquette

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Site Location Summary

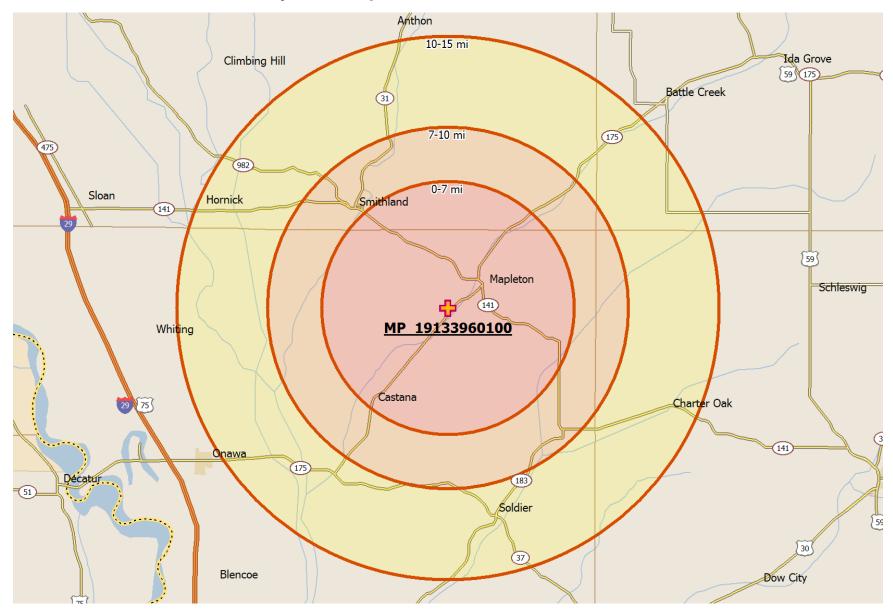
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1901	Northwest
3	County Location	19133	Monona
4	Zipcode	51034	Monona
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.22	Settlements adjacent to other settlements
8	Sitescape Density Pattern	13	2500-2500-10000



Churdan Minden Dyersville New Market Saylorville Alburnett Lu Verner Ackley Blue Gress Kamirar Floyd Conway Ricketts Audubon Guernsey Ellston Moorhead Tiff Tor Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Galt Kirkville Kinross Waverly Oxford Marengo Centralia Lamoni Garner Spragueville Lockridge Co Ward Ruthven Baxter Gray Rake Manly Rowan Granville Lacona Haukeyo Dickens Moville Callender Brunsville Ventura Eldon Palmer Coon Rapids Hardy Apli of Confectual Ministry Sully What Ch Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	10	Rural commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	20	Percent commuting from non metro to metro areas

ichols Northboro Rudd Elkport Hepburn State Center Woodbine Jolley Lake Park Hazleton Ottosen aurei Rickardsville Everly Hartley Haverhill Eldora Havelock Boxholm <u>Intercultural Institute</u> Oto Elk Rund ictor Lawler Arnolds Park Anthon Le Mars Ute Central City Strawbern Intercultural Institute Interview Interview for Confectual Ministry Montros 5 ©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	2,354	1,794	3,288
2010 Households	1,074	834	1,504
2010 Group Quarters Population	140	0	38

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	1	3	4
Language Diversity National Index	5	6	3
Foreign Born Diversity National Index	0	11	48
Ancestry Diversity National Index	36	36	38
Racial Diversity National Index	2	1	2

nt Waukee Riceville Randolph Humboldt Grundy Center Toledo Gladbrook Sigourney Rinard Linden Panorama Park Andrew Walnut Haverhill Oakland Remsen Delaware Intercultural Institute Fremont Castalia Tipton Villisca College Springs Blairsburg Hills Winder Gibson Halbur Newhall Fen6 ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Riles Dixon Harlan Gibson Halbur Newhall Fen6

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

Inderwood Albert City Clinton Estherville Glenwood Reasnor Dana Adel Dubuque Mapleton Sharpsber Harper Springville Creston Orleans Stuart State Center Grand Morry Intercultural Institute kwell Dows West Okoboji Orient Stanwood Shannon City Klemme Morrow Villiams Rockford West Des 70 Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	17	1.58%
Mainstay Communities	Established, Diverse Households	81	7.54%
Working Communities	Blue-collar, Working Families	209	19.46%
Country Communities	Rural, Agri. & Mining Families	343	31.94%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	422	39.29%

stwood Battle Creek Wayland Glenwood Chariton Waverly Portsmouth Clinton Albien Lacona Melros The Russell Brighton St. Ansgar Walford Waukee Dow City Danbury Intercultural Institute Hayesville Charter Oak Muscatine Derby Dana Marble Rock Ocheye (Sontextual 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.



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?

Westey West Union Keemah Village Bloomfield Rolfe Correctionville Edgewood Rockwell City Mingo Keekuk Norway Merrill Onslow Alta Newton Lockridge Park View Luana Gilbert Clarion Camanche Bayard Duncombe Mystic Center Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Correction Camanche Bayard Duncombe Mystic Center MicGregor Swaledale Nevada 10

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	2,663	650	24.41%
Unreached %	61.97%	60.52%	97.67
Religious But NOT Evangelical HH	447	103	23.06%
Religious But NOT Evangelical %	10.41%	9.6%	92.3
Spiritual But NOT Relig or Evang HH	361	105	29.08%
Spiritual But NOT Relig or Evang %	8.4%	9.78%	116.36
Not Evangelical, Not Interested HH	1,855	442	23.82%
Not Evangelical, Not Interested %	43.17%	41.15%	95.31



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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	564	88	15.61%
Active Evangelical Percent	13.12%	13.16%	100.31
Inactive Evangelical Households	1,071	167	15.6%
Inactive Evangelical Percent	24.92%	24.97%	100.23
# New Churches Needed	2	0	15.57%





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.



Residential Non-Apt.

Business

Residential Apt.

1,000

Residential

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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OI
1990 Population	10,034	2,709	27%	1990 Households	4,098	1,097	26.7
2000 Population	10,020	2,680	26.75%	2000 Households	4,211	1,086	25.79
2010 Population	8,764	2,354	26.86%	2010 Households	4,298	1,074	24.99
	nSite	Location Ty	/pe	0-7mi E			
🔲 0-7mi Banc	l 🗌 7-10n	ni Band	🗖 10-15mi Bar	d 🔲 County	Residential		910
5,000					Residential .	Apt.	94
4,000					Residential	Non-Apt.	816
2 000							
3 000					Business		60
3,000					Business Seasonal		60 0

Urlington Pacifie Junction Sheldon Charles City Epworth Salem Marble Rock Luxemburg Hartford St. Millersburg Winfield Weldon Dickens Deloit Wayland Parkersburg Intercultural Institute wood Columbus Junction Ryan South English Leon Blockton Popejoy For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

USPS Residential

Seasonal

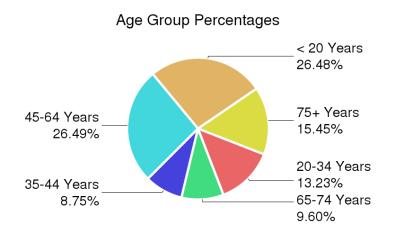
USPS Business

USPS Business

82

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

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

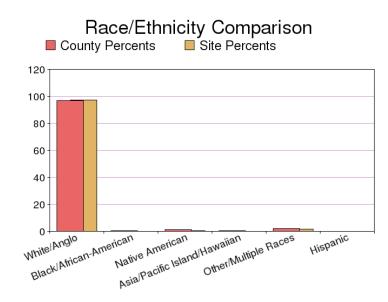


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.3%	4.84%	112.56
4-5 Years	2.23%	1.23%	55.16
6-8 Years	3.41%	2.97%	87.1
9-11 Years	3.47%	5.01%	144.38
12-13 Years	2.35%	2.46%	104.68
14-17 Years	5%	5.69%	113.8
18-19 Years	2.54%	4.16%	163.78
0-5 Years	6.53%	6.07%	92.96
6-12 Years	8.06%	9.13%	113.28
13-19 Years	8.72%	11.17%	128.1
< 20 Years	23.31%	26.37%	113.13
20-34 Years	13.2%	13.17%	99.77
35-44 Years	9.64%	8.71%	90.35
45-64 Years	29.97%	26.38%	88.02
65-74 Years	11.22%	9.56%	85.2
75+ Years	12.67%	15.38%	121.39
Median Age	48	39	82.6
Median Age (Male)	46	36	78.04
Median Age (Female)	50	42	83.46

Schleswig Marquette Dolliver Sutherland Arlington Gilmore City Rock Fails Rembrandt Paton Walks Durango Wellsburg Melvin Hospers Cotter Columbus Junction Arcader Sidney Mount Sterling Recky Morrison Runnells Vinton Jackson Junction Batavia Ridgeway Saylor Guitextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	96.67%	97.37%	100.72
Black, African-American	0.21%	0.17%	82.73
Native American	1.04%	0.55%	53.19
Asian	0.19%	0.13%	65.7
Pacific Island, Hawaiian	0.05%	0%	0
Other/Multiple Races	1.85%	1.78%	96.52
Hispanic	0%	0.68%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,255	1,602	
Less than 9th Grade	7.48%	9.74%	76.83
No High School Diploma	9.21%	11.17%	82.41
High School Graduate	43.39%	38.39%	113.02
Some College, no degree	20.45%	20.91%	97.78
Associate Degree	5.61%	6.62%	84.81

10.68%

3.18%

8.3%

4.87%

128.64

65.34

Smithland Buckeye New Liberty Randall Milton Duncombe Shellsburg Decatur City Grandview Marion Semons Iowa-Falls Frederika Janesville Lone Rock Waukon Aurelia Meridia Intercultural Institute Dallas Center Clarence Lambs Grove Columbus City Ottumwa Mount Ster for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Birmingham Pocabontas Ferguson What Cheer Ames Luana Sharpsburg Dunkerton Rowley Calt

College Degree

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.52%	11.36%	131.95
\$10,000 to \$19,999	15.26%	16.85%	110.42
\$20,000 to \$29,999	12.19%	12.76%	104.63
\$30,000 to \$49,999	23.87%	22.53%	94.39
\$50,000 to \$59,999	10.8%	10.89%	100.91
\$60,000 to \$69,999	8.38%	7.91%	94.49
\$70,000 to \$79,999	5.82%	4.84%	83.24
\$80,000 to \$89,999	4.4%	3.26%	74.11
\$90,000 to \$99,999	2.75%	2.05%	74.61
\$100,000 to \$124,999	3.65%	2.05%	56.08
\$125,000 to \$149,999	1.72%	1.3%	75.71
\$150,000 to \$199,999	1.3%	2.14%	164.36
\$200,000 to \$249,999	0.35%	0.65%	186.75
\$250,000 or more	1%	0.84%	83.76
Median Household	41,427	41,356	99.83
Average Household	50,618	46,379	91.63
Per Capita Household	25,136	21,170	84.22
Family/Non-Family Household			
Income			
Median Family Income	51,435	51,930	100.96
Average Family Income	60,457	49,854	82.46
Median Non-Family Income	23,823	23,121	97.05
Average Non-Family Income	32,764	15,879	48.46

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.47%	63.97%	99.22
Families with Children	27.85%	28.49%	102.3
Families without Children	36.62%	35.47%	96.87
Non-Family Households			
% Non-Family Households	35.53%	36.03%	101.42
Non-Families with Children	0.28	0.09	33.35
Non-Families without Children	35.25	35.94	101.96
Housing Units			Index
Total Housing Units	4,783	1,189	
Vacant percent	10.14%	9.67%	95.38
Owned percent	68.45%	72.16%	105.42%
Rented Percent	21.41%	18.25%	85.25
Households by Size			Index
Avg household size	1.99	2.06	103.52
Avg family hh size	2.49	2.60	104.42
Avg non-family hh size	1.07	1.11	103.74
Households By Count of Persons			Percent
One	1,350	365	27.04%
Two	2,029	469	23.11%
Three or Four	836	202	24.16%
Five+	83	38	45.78%

Bevington Centralia Oskaloosa Sutherland Elkader Melbourne Lockridge Riceville Line Springs West D Taser George Monmouth Mitchell Fremont St. Paul McClelland Keystor Reinbock Balltown Dow City Archer Panama Agency Preston Gilmore City Martinsburg Schaller for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Minis

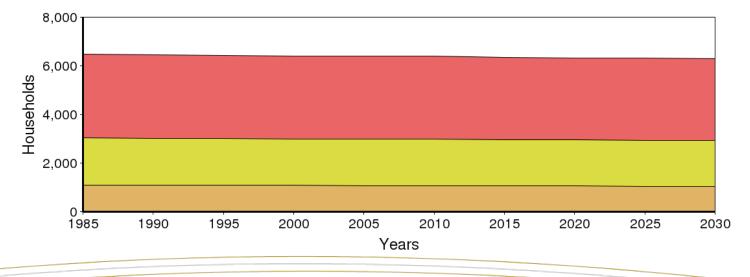
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	10,034	2,709	27%
2000 Population	10,020	2,680	26.75%
2010 Population	8,764	2,354	26.86%
2015 Population	8,194	2,238	27.31%

Household Change from 1985 to 2030

🔲 0-7mi Ring 👘 🔲 0-10mi Ring

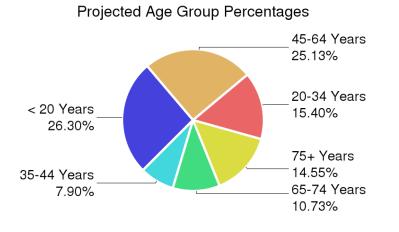
📕 0-15mi Ring



es Osterdock Irwin Stockton Gladbrook Shellsburg Bancroft Hillsboro Richland Bevington Houghte Gakland Plymouth Allison Larrabee Agency Woodward Nichols Lerge Intercultural Institute McClelland Lineville Sully Doon Gilbert Swea City Dows North Log Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Report Quasqueton Cumberland Welton Lucas Inder 19 Manual Contextual Ministry Report Report Report Report Report Stock Contextual Ministry Report Page 19 Contextual Ministry Report Report Report Report Report Report Report Report Report Reports Contextual Ministry Report Reports Contextual Ministry Report Reports Contextual Ministry Reports Contextual Ministry Report Reports Contextual Ministry Report Reports Contextual Ministry Reports Contextual Mi

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

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

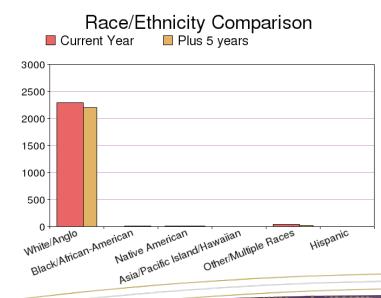


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.84%	5.54%	114.46
4-5 Years	1.23%	1.34%	108.94
6-8 Years	2.97%	2.59%	87.21
9-11 Years	5.01%	4.69%	93.61
12-13 Years	2.46%	2.41%	97.97
14-17 Years	5.69%	6.08%	106.85
18-19 Years	4.16%	3.53%	84.86
0-5 Years	6.07%	6.88%	113.34
6-12 Years	9.13%	8.22%	90.03
13-19 Years	11.17%	11.08%	99.19
< 20 Years	26.37%	26.18%	99.28
20-34 Years	13.17%	15.33%	116.4
35-44 Years	8.71%	7.86%	90.24
45-64 Years	26.38%	25.02%	94.84
65-74 Years	9.56%	10.68%	111.72
75+ Years	15.38%	14.48%	94.15
Median Age	48	37	77.57
Median Age (Male)	46	35	76.84
Median Age (Female)	50	39	78.66

ston Honona Orleans Rembrandt Manson Lockridge Panora North Buena Vista Royal St. Ansgar Will Drakesville Le Roy Primghar Hopkinton Arnolds Park St. Charles Ver Intercultural Institute Perry Lincoln Peosta Farmington Larchwood Mount Union Kamra Lucas Little Sioux Pulaski Le20 ©Copyright 2014, Intercultural Institute for Contextual Ministry Pandalia Hudson Collins Princeton Invood Montezuma

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	97.37%	98.17%	100.82
Black, African-American	0.17%	0.36%	210.37
Native American	0.55%	0.54%	97.09
Asian	0.13%	0.18%	140.24
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.78%	0.71%	40.07
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,602	1,509	
Less than 9th Grade	9.74%	9.21%	94.59
No High School Diploma	11.17%	10.4%	93.12
High School Graduate	38.39%	39.56%	103.06
Some College, no degree	20.91%	21.21%	101.41

6.62%

8.3%

4.87%

6.96%

7.75%

4.9%

105.16

93.39

100.72

Durant Rudd Fraser Toronto Ida Grove Fort Dodge Templeton Lake View Marcus Ceneva Fonda P Harys Ackworth Delphos Independence Cincinnati Merrill Galva Charies Intercultural Institute farris Mechanicsville Rockwell Urbana Farmington Odebolt Burlington Forder Intercultural Institute Stratford M Confertual Ministry Emmetsbur 21 Confertual Institute for Contextual Ministry

Associate Degree

Graduate/Prof. degree

College Degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	11.36%	9.71%	85.46
\$10,000 to \$19,999	16.85%	17.72%	105.14
\$20,000 to \$29,999	12.76%	10.84%	84.97
\$30,000 to \$49,999	22.53%	22.43%	99.55
\$50,000 to \$59,999	10.89%	10.65%	97.76
\$60,000 to \$69,999	7.91%	7.63%	96.46
\$70,000 to \$79,999	4.84%	4.81%	103.17
\$80,000 to \$89,999	3.26%	3.77%	115.69
\$90,000 to \$99,999	2.05%	1.89%	92.02
\$100,000 to \$249,999	2.05%	2.92%	142.64
\$125,000 to \$149,999	1.3%	1.79%	137.38
\$150,000 to \$199,999	2.14%	2.92%	136.43
\$200,000 to \$249,999	0.65%	0.57%	86.76
\$250,000 or more	0.84%	1.04%	123.72
Median Household	41,356	43,435	105.03
Average Household	46,379	50,314	108.48
Per Capita Household	21,170	23,865	112.73
Family/Non-Family Household			
Income			
Median Family Income	51,930	56,158	108.14
Average Family Income	49,854	54,243	108.8
Median Non-Family Income	23,121	24,028	103.92
Average Non-Family Income	15,879	16,253	102.36

ation South English Peosta Martensdale Montrose Wadena Luxemburg Worthington Earling Lincoln A Hepburn Riceville Thor Preston Earlham Mount Vernon Beacon Intercultural Institute Lawler Dixon North Liberty Blockton Cedar Rapids Pulaski Tabor Lido Intercultural Institute Confectual Ministry De Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Coop Rapids Eldora College Springs Odebolt Mason

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	63.97%	63.43%	99.16
Families with Children	28.49	27.99	98.25
Families without Children	35.47	34.59	97.51
Non-Family Households			
% Non-Family Households	36.03%	36.57%	101.49
Non-Families with Children	0.09	0.09	101.49
Non-Families without	35.94	36.48	101.49
Children			
Housing Units			
Total Housing Units	1,189	1,173	98.65%
Vacant percent	9.67%	9.46%	97.84
Owned percent	72.16%	72.46%	100.42
Rented Percent	18.25%	18.16%	99.5
Households by Size			
Avg household size	2.06	1.97	95.63%
Avg family hh size	2.60	2.47	95%
Avg non-family hh size	1.11	1.11	100%
Households By Count of			
Persons			
One	365	355	97.26%
Two	469	479	102.13%
Three or Four	202	197	97.52%
Five+	38	30	78.95%

Deep River Wapello Oakland Acres Marble Rock Lakeside Urbana Maloy Sac City Struble Masser Boyden Ellston La Porte City Montour Shueyville Fredericksburg Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15	BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	1	29	12	Eastern Africa	0	0	0
Northern Europe	1	4	3	Middle Africa	0	0	0
Western Europe	0	3	3	Northern Africa	0	1	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	0	0	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	2	0	Oceania	0	0	0
So. Central Asia	0	0	0	Caribbean	0	0	0
SE Asia	0	9	1	Central Amer.	0	6	5
Western Asia	0	0	0	South America	0	3	0
Other Asia	0	0	0	North America	0	1	0
				Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	1,856	3,091	2,677	Other Indo-Euro	0	0	0
Spanish	31	51	52	Asian/PI languages	0	0	0
Other Indo-Euro	3	14	42	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	0	0	10	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	2	10	26	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	1	Other Asian	0	0	0
A Scandinavian	1	1	1	Tagalog	2	1	2
Language				Other Pacific Is	0	0	0
Greek	0	1	0	Other languages	0	5	7
Russian	0	0	0	Navajo	0	0	0
Polish	0	2	3	Other Native N.	0	3	7
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	1	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	2	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Joice La Porte City Chillicothe

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Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15	ANCESTRY		0-7
	MILES	MILES	MILES			MILES
Reporting ancestry	1,503	2,627	2,374	Irish		176
vrab	0	1	0	Italian		10
rmenian	0	0	0	Lithuanian		0
ustrian	3	5	1	Norwegian		64
tish	7	4	1	Polish		5
nadian	0	2	0	Portuguese		0
patian	0	0	0	Romanian		0
ech	3	20	11	Russian		0
echoslovak	3	4	2	Scandinavian		2
anish	119	127	74	Scotch-Irish		22
tch	23	45	31	Scottish		14
glish	143	212	159	Slovak		0
ropean	1	15	11	Subsaharan African	١	0
nish	0	0	3	Swedish		23
ench (not Basque)	29	53	24	Swiss		7
ench Canadian	15	24	11	Ukrainian		0
erman	679	1,140	1,327	US/American		110
reek	0	2	0	Welsh		5
ungarian	0	0	1	West Indian		0
anian	0	0	0	Yugoslavian		0
				Other		40

Alta Vista Palmer Colo Nichols Albert City Kirkville Waukon Dayton Diagonal Bedford Lake Lake Randolph Blencoe Badger Winfield Marne Riverside Cedar Row Bettendorf Rutland Iowa Aurora Stanton Middletown McGregor Corydon Fairbank Farmingto Contextual Ministry de Copyright 2014, Intercultural Institute for Contextual Ministry de Copyright 2014, Intercultural Institute for Contextual Ministry Madrid Lockridge Fostoria Lucas Corping Fairfield

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

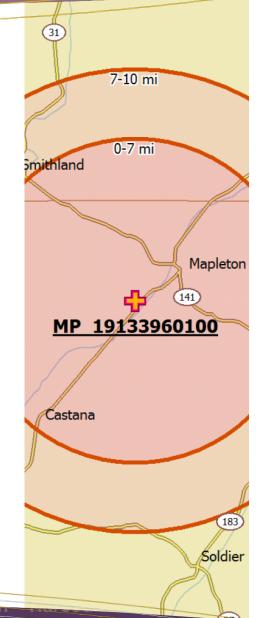
Issues for Your Consideration - continued

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

Lu-Verne Owasa Manson Elkader Westgate Lambs Grove Lawler Rock Valley Sibley Otho Rossie Hitchell Silver City Rock Rapids Hayesville Guthrie Center New Vienna (Intercultural Institute Alden Moravia Milford Coon Rapids Lockridge Maynard Corning Oa (ontextual Ministry for Contextual Ministry 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.



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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,074	100%	651	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	17	1.58%	11	1.69%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	17	1.58%	11	1.69%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	17	1.58%	11	1.69%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	17	1.58%	11	1.69%
Mid-Market Enterprise	0	0%	0	0%

Mediapolis Van Meter Lamoni Lucas Forest City Perry Remsen Des Moines Aredate Albion Guerns Bradgate Farnhamville Martelle Nemaha Wellman Solon Plover Contextual Institute Yetter Ogden Earlham Rudd Morrison Gilman Varina Centerville Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,074	100%	651	100%
BLUE COLLAR BACKBONE	4	0.37%	2	0.31%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	4	0.37%	2	0.31%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	64	5.96%	46	7.07%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	26	2.42%	19	2.92%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	22	2.05%	14	2.15%
Mature America	16	1.49%	13	2%
METRO FRINGE	205	19.09%	141	21.66%
Steadfast Conservative	198	18.44%	136	20.89%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	7	0.65%	5	0.77%

Greenfield Pacific Junction Bronson Lambs Grove Allison Gilman Wyoming Alburnett Dolliver Vail Chaig Manchester Panorama Park Cedar Falls Wiota Maurice Martensdard Fstherville Lineville Eldera hart Mondamin Lowden Welton Marengo Linn Grove Tripoli Graf Charles Contextual Ministry Se Copyright 2014, Intercultural Institute for Contextual Ministry Clarksville Centerville Crescent Dedham Lamoni Kar

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,074	100%	651	100%
REMOTE AMERICA	18	1.68%	11	1.69%
Hardy Rural Fam.	8	0.74%	5	0.77%
Rural Southern Living	0	0%	0	0%
Coal & Crops	10	0.93%	6	0.92%
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	325	30.26%	182	27.96%
Industrious Country Living	3	0.28%	2	0.31%
America's Farmland	294	27.37%	168	25.81%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	28	2.61%	12	1.84%

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,074	100%	651	100%
STRUGGLING SOCIETIES	422	39.29%	247	37.94%
Rugged Southern Style	422	39.29%	247	37.94%
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	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
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%

North Washington Patterson Leon Ralston Birmingham Hull Carpenter Lewis Fort Madison Fort Deg and Vernon Numa Marion Grand Mound Dundee Grimes Mechanicsville <u>Intercultural Institute</u> ille Craig New Vienna Moulton McGregor Melcher-Dallas Willey Fairf <u>Intercultural Institute</u> Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual

Identifying Focus Groups in this Location

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

Issues for Your Consideration

Greelev

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- 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?

Prairie Citv

Ministry

Ministry

Clemons

Oskaloosa

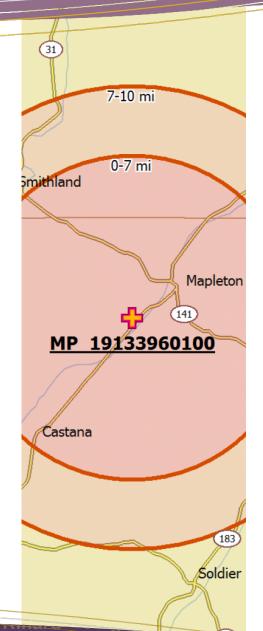
Potential Cultural Bridges

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).



Keystone Ruthven St. Charles Dunkerton Crystal Lake New Providence Bennett Henderson Willey S Wyoming Linn Grove Turin St. Lucas Gruver Le Mars Auburn <u>Intercultural Institute</u> Elkport Coalville anton Calmar Bellevue Rock Rapids Pilot Mound Olds Gilmore City for Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	72%	72%	71%	Use Comp. for News/Info./Data	20%	23%	24%
Use Comp. for Internet/E-mail	51%	53%	53%	 Service			
Internet Use: E-Mail	43%	44%	45%	HH Owns DVD Player	19%	20%	20%
Use Comp. for Comp. Games	38%	40%	41%	Internet Use: Banking	18%	21%	21%
Use Comp. for Word	37%	39%	39%	Use Comp. for Accounting	13%	16%	16%
Processing				PC-Network-HH Has One	13%	13%	13%
Use Comp. for Shopping	32%	34%	34%	Use Comp. for Personal	11%	10%	10%
Use Comp. for Digital Camera	29%	31%	32%	Financial Mngmnt			
Photo Editing				Internet Use: Shopping: Made	10%	14%	14%
Use Comp. for Education	24%	25%	25%	A Purchase			
Use Comp. for Banking	23%	26%	26%	Use Comp. for Filing/DB	10%	11%	11%
Internet Use: News/ Weather	22%	20%	20%	Mngmnt			
				Internet Use: Travel	9%	9%	9%

Radcliffe Sibley La Porte City Urbandale Coralville Marathon Knierim Central City Ochevedan Elk Auburn Hartford Altoona Blakesburg Russell Grundy Center Osage Intercultural Institute Larrabee Gladbrook Dayton East Peru Melrose Marengo Shannon City For Contextual Ministry Difectopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Reservations

HH Owns Video/Webcam

8%

7%

7%

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	64%	63%	63%
Dining Out (Not Fast Food)	55%	55%	55%
Reading Books	50%	48%	48%
Card Games	42%	45%	45%
Gardening	38%	38%	38%
Go To A Beach/Lake	32%	33%	34%
Cooking for Fun	31%	30%	30%
Board Games	30%	31%	31%
Going To	21%	21%	21%
Bars/Nightclubs/Dancing			
Photography	17%	19%	19%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	71%	69%	69%
Gen./Fam. Practitioner	43%	42%	42%
Hypertension/High Blood	26%	23%	23%
Pressure			
Dentist	25%	25%	25%
Eye Dr.	25%	24%	24%
Backache	22%	22%	22%
High Cholesterol	19%	19%	19%
Any Arthritis	18%	16%	16%
None Of These	17%	19%	19%
Overweight (30 Pounds Or More)	16%	17%	17%

Cumberland Gruver Klemme Cedar Falls Miles West Liberty New Virginia Badger Le Grand Shell Rock ency Creston Luzerne Delmar Lytton Havelock Melcher-Dallas Rinard Intercultural Institute effield Rock Valley Arlington McCausland Elliott Lucas Delaware Pacifor Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Maloy Hamilton Contextual Ministry Conte

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

BRIDGES	0-7	7-10	10-15		BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Concert	23.7%	22.9%	22.73%		Movies: Romantic Comedy	Movies: Romantic Comedy 16.53%	Movies: Romantic Comedy 16.53% 16.55%
Live Theater	15.4%	14.92%	14.73%		Movies: Drama	Movies: Drama 14%	Movies: Drama 14% 13.27%
Live Theater Most Often	13.31%	12.79%	12.65%		Movies: Mystery	Movies: Mystery 11.76%	Movies: Mystery 11.76% 11.04%
Rock/Pop Concerts Most	10.27%	10.59%	10.55%		MLB Baseball Reg.	MLB Baseball Reg. 7.7%	MLB Baseball Reg. 7.7% 7.85%
Often					Season	Season	Season
Country Concerts Most	8.59%	7.76%	7.75%		College Football Reg.	College Football Reg. 5.92%	College Football Reg. 5.92% 6.75%
Often					Season	Season	Season
Comedy Club	6.51%	6.08%	6.03%		Rodeo	Rodeo 5.16%	Rodeo 5.16% 5.75%
Movies: Comedy	33.07%	33.12%	33.07%		NFL Football Reg. Season	NFL Football Reg. Season 4.36%	NFL Football Reg. Season 4.36% 4.43%
Movies: Action/Adventure	29.9%	30.96%	31%		College Basketball Reg.	College Basketball Reg. 4.31%	College Basketball Reg. 4.31% 4.65%
Movies: Fam.	17.84%	18.96%	19.27%		Season	Season	Season
					Auto Racing Events	Auto Racing Events 3.51%	Auto Racing Events 3.51% 3.16%

Corydon McGregor Stanwood Dana Wadena Durango De Soto Weilsburg Dayton Woodbine Bondy Norway Douds Chester Holland Plymouth Royal Hartford St. Olare Intercultural Institute Martinsburg Clemons Earling Riverton Bradgate Dallas Center Hull Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Wayland Castana Duplan Holy Cross Kelley Bodney

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

BRIDGES	0-7	7-10	10-15	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	40.63%	41.65%	41.95%	Power Boating	Power Boating 11.45%	Power Boating 11.45% 10.66%
Swimming	31.09%	30.45%	30.34%	Weight Training	Weight Training 10.7%	Weight Training 10.7% 11.52%
Freshwater Fishing	26.69%	27.82%	28.27%	Football	Football 9.8%	Football 9.8% 10.25%
Bowling	20.95%	22.13%	22.43%	Using Cardio Machine	Using Cardio Machine 9.18%	Using Cardio Machine 9.18% 8.82%
Camping Trips	19.51%	20.68%	20.92%	Stationary Cycling	Stationary Cycling 8.98%	Stationary Cycling 8.98% 9.03%
Golf	17.65%	19.02%	19.52%	Canoeing/Kayaking	Canoeing/Kayaking 8.75%	Canoeing/Kayaking 8.75% 8.23%
Hunting	17.43%	19.45%	20.02%	Softball	Softball 8.66%	Softball 8.66% 9.29%
Billiards/Pool	15.49%	15.11%	15.02%	Volleyball	Volleyball 8.19%	Volleyball 8.19% 9.09%
Basketball	14.2%	15.45%	15.73%	Horseback Riding	Horseback Riding 8.06%	Horseback Riding 8.06% 9.25%
Mountain/Road Biking	13.47%	14.39%	14.61%	Motorcycling	Motorcycling 7.7%	Motorcycling 7.7% 7.97%
Target Shooting	13.39%	13.34%	13.51%	Snowmobiling	Snowmobiling 7.54%	Snowmobiling 7.54% 7.58%
Jogging/Running	13.1%	12.66%	12.68%	Downhill & X-Country	Downhill & X-Country 6.68%	Downhill & X-Country 6.68% 6.23%
Backpacking/Hiking	12.29%	12.49%	12.64%	Skiing	Skiing	Skiing
Baseball	11.91%	12.51%	12.74%	Archery	Archery 6.48%	Archery 6.48% 6.73%



Roller Skating

6.51%

6.18%

6.66%

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Fly Fishing	6.12%	6.13%	6.19%
Soccer	5.78%	5.61%	5.54%
Aerobics	5.78%	5.55%	5.34%
Water Skiing	5.43%	5.35%	5.37%
Tennis	5.14%	5.07%	4.98%
Jet Skiing	5.02%	5.54%	5.65%
Snorkeling	4.94%	4.97%	5%
Ice Skating	4.58%	4.96%	5.03%
Yoga	4.34%	3.95%	3.76%
Saltwater Fishing	4.06%	3.27%	2.91%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Sailing	4.06%	3.33%	3.22%
Rock Climbing	3.79%	4.69%	4.88%
Hockey	3.62%	3.37%	3.29%
Snowboarding	3.3%	3.59%	3.67%
Skateboarding	3.24%	3.34%	3.33%
Surfing & Windsurfing	2.97%	2.84%	2.84%
Rowing	2.81%	3.15%	3.2%
Racquetball	2.77%	2.46%	2.32%
Auto Racing	2.59%	2.09%	1.95%
Martial Arts	2.11%	1.77%	1.62%

Williamsburg Granger Rowley Corning Fairbank Hills Marquette Lorimor Corwith Williams Ringsted Reasnor Clive Bonaparte Parkersburg Lowden Ryan Greeley Toron Intercultural Institute Cambridge Galva Diagonal Bussey Columbus City Bradgate Cincinna Intercultural Institute for Contestual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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.

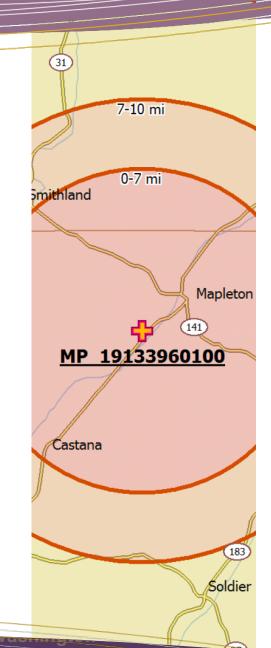
BIBLICAL BARRIERS

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.



Elk Run Heights Montezuma Scarville Terril Derby Rickardsville Grand Mound Dews Luxemburg And England Stanhope Lovilia Beaver Valeria Sheldahl Wyoming Bonap Intercultural Institute Jamaica Sidney Fredonia Eldora Kinross Aurora Sumner Dolliver Confectual Ministry Albia Hanlontown Marble Rock Welton Hull Paton 41

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



nton Grundy Center Lehigh Britt Janesville Grand River Worthington Grandview Meservey Boyden Di Helvin Gilmore City Durant Pocahontas Wiota Blanchard Smithland Carroll Park View Thornburg Swaledale Havelock Crawfordsville for Confectual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-7	7-10	10-15	BARRIERS	0-7	7-10	10-1
	MILES	MILES	MILES		MILES	MILES	MIL
Important Continue Learning	49%	47%	46%	Like to Stand Out In A Crowd	20%	19%	19%
New Things				Marijuana Should Be Legalized	19%	17%	16%
Woman's Place Is In The Home	36%	37%	38%	Like To Pursue	19%	16%	15%
Speak My Mind Even If It	35%	34%	34%	Challenge/Novelty/Change			
Upsets People				Rarely Sit Down to a Meal	18%	18%	18%
Find It Difficult To Say No To	34%	35%	34%	Together At Home			
My Kids				I Am A Workaholic	18%	18%	18%
Like Control Over People And Resources	32%	30%	29%	Only Work Current Job for The Money	17%	17%	17%
Prefer To Have Few Possessions As Possible	31%	30%	29%	We Should Strive for Equality for All	10%	9%	8%
Like To Do Unconventional Things	30%	30%	30%	Happy With My Standard Of Living	9%	8%	8%
Money Is Best Measure Of Success	29%	28%	28%	Indulge My Kids With The Little Extras	9%	7%	7%
Don't Judge People/Way They Live Life	25%	24%	24%	On Whole People Get What They Deserve	8%	6%	6%
Friends More Important Than My Fam.	24%	22%	22%	Very Happy With My Life As It	5%	6%	6%
If Won Lottery Would Never Work Again	23%	24%	24%	Little I Can Do To Change My Life	5%	6%	5%
Too Much Sponsorship In Arts/Sports	21%	20%	20%				

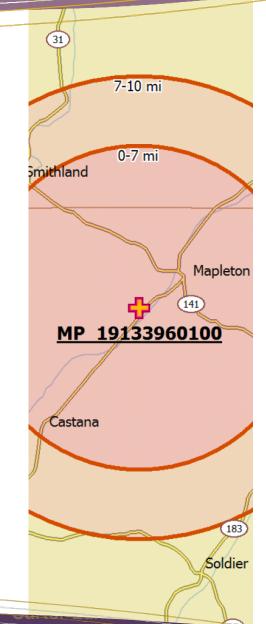
weicher-Dallas Blakesburg L

Lenex Carbon Honmouth Carson Boxholm Montour Jackson Junction Riceville Silver City Delphos and Hospers Gibson Early Conway Houghton Lake Mills Ackley Haves Intercultural Institute Aspinwall Traer Struble Lidderdale Danbury Luxemburg Westgate for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Spirit Lake Paton Pulaski Linden Little Sioux Elkader Milton Hartwick Gilmore City Lanesboro Ferguse tavelock Woodburn Harper Iowa Falls Center Junction Rolfe Hiawatha rth Washington Altoona Grand Junction Plymouth Scarville Stanhope Sa Copyright 2014, Intercultural Institute for Contextual Ministry Sa 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-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs	55%	55%	55%	Is An Important Part Of Who I Am	15%	13%	12%
And Beliefs				Real Men Don't Cry	15%	14%	13%
You Should Seize Opportunities In Life	53%	51%	51%	Worried About Pollution Caused By Cars	13%	15%	15%
Prefer Work Part Of Team Than Alone	35%	33%	32%	Try Not To Worry About The Future	12%	11%	11%
Like To Understand About Nature	34%	32%	32%	Provide My Kids With The Little Extras	12%	11%	11%
Important Feel Respected By My Peers	34%	33%	33%	Looking for New Ideas To Improve Home	12%	10%	9%
Prefer To Have Few Possessions As Possible	31%	30%	29%	Enjoy Spending Time With My Fam.	9%	8%	8%
Important To Juggle Various Tasks	27%	24%	23%	Like Spending Most Time With Fam.	7%	7%	7%
Have Keen Sense Of Adventure	26%	24%	24%	Feel Very Alone In The World	7%	6%	6%
Good At Fixing Things	25%	24%	23%	Children Should Be Allowed To	5%	5%	4%
Consider Myself Interested In The Arts	22%	19%	18%	Express Themselves Would Like To Set Up Own	4%	4%	3%
Like To Just Enjoy Life	21%	18%	18%	Business	.,.	.,.	• • •
People Have To Take Me As They Find Me	19%	20%	20%	Decor Particular Interest To Me	4%	3%	3%

dence Bristow Chillicothe Shuevville Luzerne Schlavia Kirk

ota Plover Reasnor North English Anamosa yright 2014, Intercultural Institute for Contextual Ministry Dows Greene Mo atimer Weldon Ne

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45

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.



rkley Williams <u>Center Hunction</u> Clarence Malvern Shelby Decorah Lu Verne Hillsboro Manning Websie Hoodbine Akron Donahue Storm Lake Primghar Garner Hampton <u>Intercultural Institute</u> Rodney Balltown Modale Orchard Newell Ferguson Melrose Gran Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Processor Humboldt West Burlington Van Meter Laurel Boy

Potential Shared Places:

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

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	86.49%	86.69%	86.81%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.35%	83.69%	84.01%
Houses-Visit Any			
McDonald's	54.88%	55.41%	55.6%
Burger King	36.23%	36.75%	36.8%
Subway	31.99%	32.23%	32.5%
Applebee's	30.02%	29.45%	29.58%
Dairy Queen	27.06%	28.49%	29.24%
Kentucky Fried Chicken (KFC)	26.9%	27.08%	27.02%
Taco Bell	25.78%	25.96%	26.08%
Arby's	25.44%	25.26%	25.54%
Wendy's	24.08%	22.26%	21.72%
Pizza Hut	20.6%	23.82%	24.27%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Olive Garden	18.9%	18.64%	18.61%
Red Lobster	16.32%	15.3%	15.12%
Hardee's	14.02%	13.77%	13.82%
Sonic	13.48%	12.84%	12.62%
Cracker Barrel	13.03%	11.53%	11.16%
Denny's	12.11%	10.86%	10.61%
Outback Steakhouse	10.43%	10.13%	9.94%
A and W	10.17%	11%	11.25%
Domino's Pizza	9.61%	9.5%	9.34%
Long John Silver's	9.24%	9.27%	9.07%
IHOP (International House Of	7.91%	6.97%	6.59%
Pancakes)			
Perkins	7.82%	8.25%	8.48%
,	7.82%	8.25%	8.48%

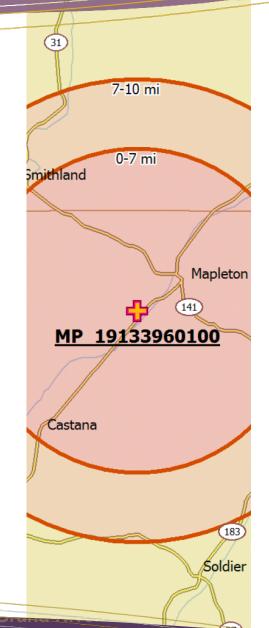
Maharishi Vedic City Hamilton North English Knierim Macksburg Griswold Sanborn Hartford Wyomin Hartinsburg Terril Ely Danbury Hampton Franklin Preston McClellard Danville Farly Diagonal Fra Wallingford Brunsville Villisca Bevington Cambridge Marion Primgton Contextual Ministry If Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



Chester Parnell Jamaica Walker Sergeant Bluff Bonaparte Atalissa Boone Montrose McCausland Co Melbourne Rowan Maxwell Strawberry Point Alton Knierim Grant Intercultural Institute Mitchell Danbury Castalia Rhodes Griswold Alleman Clinton Titon Intercultural Institute Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	48.41%	49.96%	50.34%
Recycled products	30.87%	32.35%	32.54%
Worked as volunteer (non political)	16.59%	17.13%	17.28%
Engaged in fund raising	11.71%	12.26%	12.4%
Religious club member	8.87%	8.9%	9%
Charitable Organization	6.47%	7.31%	7.54%

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Church Board	6.22%	7.08%	7.32%
Took active part in local civic	6.01%	5.98%	6.04%
issue			
Wrote to elected offcl about publ bus	5.87%	5.98%	6.03%
Addressed a public meeting	5.86%	6.99%	7.27%
Union member	5.3%	5.76%	5.89%
Veterans club member	4.64%	4.45%	4.47%

nger Iowa Falls Lone Rock Peosta Radcliffe Sharpsburg Weldon Buck Grove Blencoe Gruver Moorhe dericksburg Perry Luxemburg West Des Moines Westgate Mechanicsville Infercultural Institute Yale Palo Davenport Collins Galva Ocheyedan McIntire West Brook for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Barnum West Union Garden Grove Ledward Ida Grove Camanch

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.



rika Polk City St. Paul Fairfax Lu Verne Elliott Alton New Providence North English Deloit Blue Grass Halcott Protivin Coggon Estherville Sloan Lucas Belmond Matlock Intercultural Institute Blencoe Moorhead Superior Oto Fremont New Sharon Norway Jolle Intercultural Institute Bradgete Coi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	13.48%	12.28%	11.97%
Children's Books	11.81%	11.9%	11.93%
Mystery	11.58%	10.99%	10.86%
Cookbooks	10.41%	10.45%	10.48%
Religious (not Bibles)	7.06%	8%	8.09%
Romance	6.09%	6.09%	6.06%
History	5.39%	5.19%	5.09%
Personal/Business	4.64%	4.88%	4.88%
Self-help			
Supermarket	4.34%	4.47%	4.47%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	59.12%	58.43%	57.96%
Gen. Editorial	39.42%	39.43%	39.07%
Womens	33.6%	33.7%	33.44%
Service	32.2%	32.04%	31.93%
Fishing/Hunting	18.75%	19.86%	20.26%
Mens	14.77%	14.57%	14.39%
Mature Market	13.96%	13.39%	13.24%
Automotive	12.54%	12.47%	12.3%
Parenthood	11.73%	11.21%	11.08%

Arcadia Agency Masenville Iowa City La Motte Hillsboro Rockford Houghton Delmar Lynnville North Lefer-Dallas Unionville Forest City Hull Garber Hubbard Melvin Elkhart Intercultural Institute Illicothe Rickardsville Balltown Bankston Ankeny Sidney Tipton Benry (or Certertual Ministry 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	57.96%	58.48%	58.69%
Classified	38.52%	38.52%	38.74%
Sport	35.74%	35.69%	35.86%
Editorial Page	34.41%	34.91%	35.1%
Comics	32.71%	31.86%	31.96%
Business/Finance	26.42%	26.45%	26.44%
Food/Cooking	24.83%	24.95%	24.94%
TV/Radio Listings	22.22%	21.1%	20.74%
Home/Gardening	20.88%	21.23%	21.28%
Movie Listings & Reviews	18.87%	18.51%	18.17%
Science/Technology	16.4%	15.33%	15.13%
Travel	15.76%	15.7%	15.56%
Fashion	12.44%	12.83%	12.83%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	38.1%	40.84%	42.01%
Adult Contemporary	17.13%	17.54%	17.62%
CHR Contemp Hit Radio	13.27%	12.28%	11.94%
Oldies	11.88%	12.64%	12.87%
Rock	10.77%	10.53%	10.5%
Classic Rock	10.59%	11.68%	11.98%
News/Talk	8.8%	9.19%	9.23%
Religious	6.14%	6.12%	6.12%
Variety	6.1%	6.68%	6.81%
Urban Contemporary	3.95%	3.39%	2.92%
Alternative	3.77%	3.04%	2.67%
Classic Hits	3.22%	2.7%	2.58%
Soft Contemporary	2.5%	2.33%	2.19%
All News	2.44%	2.42%	2.35%
All Talk	2.38%	2.27%	2.17%
Hispanic	2.38%	2.64%	2.67%
Adult Standards	2.22%	2.06%	1.94%
Sports	1.76%	1.83%	1.78%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-7	7-10	10-15	MULTIMEDIA: TV	MULTIMEDIA: TV 0-7	MULTIMEDIA: TV 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Fox News Channel	64.74%	66.08%	66.51%	TV Info From Sunday TV	TV Info From Sunday TV 24.54%	TV Info From Sunday TV 24.54% 25.06%
Satellite Dish	50.49%	53.21%	53.71%	Magazine	Magazine	Magazine
Other	46.37%	47.68%	47.93%	TV Info From Newspapers	TV Info From Newspapers 24.39%	TV Info From Newspapers 24.39% 25.51%
Video-On-Demand				Hallmark Channel	Hallmark Channel 23.97%	Hallmark Channel 23.97% 25.88%
Soapnet	44.36%	45.25%	45.26%	BET (Black Entertainment	BET (Black Entertainment 23.7%	BET (Black Entertainment 23.7% 24.46%
Sci-Fi Channel	42.06%	44.49%	45.41%	TV)	TV)	TV)
MSNBC	37.75%	38.71%	39.26%	TCM (Turner Classic	TCM (Turner Classic 23.43%	TCM (Turner Classic 23.43% 23.17%
Nickelodeon	34.3%	36.74%	37.61%	Movies)	Movies)	Movies)
Adult Swim	33.27%	35.94%	37%	USA Network	USA Network 21.3%	USA Network 21.3% 21.55%
Adult Pay Per View TV	31.54%	32.82%	32.79%	TV Info From Other	TV Info From Other 20.3%	TV Info From Other 20.3% 20.52%
				The Golf Channel	The Golf Channel 20%	The Golf Channel 20% 19.07%
Subscribe Digital	28.58%	31.81%	32.32%	Lifetime	Lifetime 19.94%	Lifetime 19.94% 19.94%
Cable				ESPN2	ESPN2 19.79%	ESPN2 19.79% 19.52%
Nick At Nite	28.09%	30.28%	31.12%	TV Info From Monthly Cable	TV Info From Monthly Cable 19.69%	TV Info From Monthly Cable 19.69% 20.08%
Comedy Central	26.25%	23.86%	23.29%	Guide	Guide	Guide
				The Science Channel	The Science Channel 19.67%	The Science Channel 19.67% 22.27%

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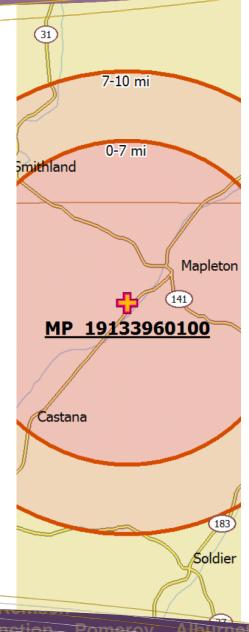
Eddyville Hiawatha Independence Roland Princeton Yetter Titonka Doon Farmersburg Kanawha W Seymour Stockton Sigourney Numa Polk City Shueyville Altoona Intercultural Institute Beaconsfield Delmar Mount Ayr Gilman Massena Portsmouth Clarif (or Contextual Menistry) Copyright 2014, Intercultural Institute for Contextual Ministry

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.



Defiance Bayard Colesburg Keota Graf Fort Madison Sac City Center Junction Pomerey Alburnet per Park View Lenox Keosauqua McClelland La Porte City Northbor Intercultural Institute joy Decorah Davis City Ryan Yale Carbon Lakeside Roland Stacyvil for Confectual 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17%	15.99%	15.77%
Medium Users (4-6)	6.98%	7.02%	6.88%
Light Users (1-3)	19.34%	19.24%	19.13%
Quintiles (20%)			
Newspaper I (Heavy)	1.44%	1.61%	1.66%
Newspaper II	1.07%	1.37%	1.4%
Newspaper III	2.05%	2.03%	2.02%
Newspaper IV	0.49%	0.64%	0.68%
Newspaper V (Light)	0.91%	1.26%	1.33%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.94%	18.89%	19.2%
Magazines II	6.18%	6.8%	6.84%
Magazines III	10.25%	10.76%	11.06%
Magazines IV	9.27%	10.18%	10.31%
Magazines V (Light)	0.32%	0.56%	0.61%
Outdoor I (Heavy)	5.67%	4.77%	4.56%
Outdoor II	1.62%	1.1%	0.94%
Outdoor III	3.45%	3.27%	3.25%
Outdoor IV	15.57%	15.15%	14.88%
Outdoor V (Light)	27.19%	27.08%	27.02%
Yellow Pages I	12.86%	12.66%	12.47%
(Heavy)			
Yellow Pages II	4.85%	3.88%	3.68%
Yellow Pages III	3.4%	3.29%	3.21%
Yellow Pages IV	22.38%	21.43%	21.16%
Yellow Pages V	2.64%	2.13%	1.97%
(Light)			

noni Mount Ayr Colesburg Hinton Adel Joice Whiting Fredonia Sioux Center West Des Moines Guern Keokuk Postville Fort Dodge Lamont Stanhope Aurelia Nashua Neola Tingley Cylinder Kiron Norwalk Portsmouth Huxley Stockton Joi Confertual Ministry Copyright 2014, Intercultural Institute for Contextual 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7	7-10	10-15	MEDIUM	MEDIUM 0-7	MEDIUM 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Radio Drive Time Quntiles (fifths / 20%)				TV Prime Time Quntiles (fifths / 20%)	,	,
Drive Time I & II (Heavy)	5.75%	5.07%	5.09%	Prime Time I & II (Heavy)	Prime Time I & II (Heavy) 5.61%	Prime Time I & II (Heavy) 5.61% 5.08%
Drive Time III (Medium)	0.65%	0.44%	0.39%	Prime Time III (Medium)	Prime Time III (Medium) 2.29%	Prime Time III (Medium) 2.29% 2.51%
Radio IV & V (Light)	1.97%	2.64%	2.75%	Prime Time IV & V (Light)	Prime Time IV & V (Light) 3.24%	Prime Time IV & V (Light) 3.24% 3.56%
Radio Media Quntiles (fifths /	/			TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)				(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy)	7.08%	7.41%	7.49%	Fringe I & II (Heavy)	Fringe I & II (Heavy) 39.77%	Fringe I & II (Heavy) 39.77% 38.28%
Radio III (Medium)	3.94%	4.56%	4.72%	Fringe III (Medium)	Fringe III (Medium) 57.72%	Fringe III (Medium) 57.72% 58.43%
Radio IV & V (Light)	1.92%	2.6%	2.72%	Fringe IV (Light)	Fringe IV (Light) 52.86%	Fringe IV (Light) 52.86% 52.06%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)				20%)	20%)	20%)
Cable I & II (Heavy)	10.6%	11.73%	11.98%	All Day I & II (Heavy)	All Day I & II (Heavy) 13.6%	All Day I & II (Heavy) 13.6% 11.72%
Cable III (Medium)	3.14%	2.79%	2.63%	All Day III (Medium)	All Day III (Medium) 23.18%	All Day III (Medium) 23.18% 22.49%
Cable IV & V (Light)	35.42%	37.01%	37.35%	All Day IV (Light)	All Day IV (Light) 10.08%	All Day IV (Light) 10.08% 8.44%

Linn Grove Hudson Hason City Hamburg St. Lucas New Sharon St. Marys Pleasant Hill Matlock West Eddyville Tipton Corning Lu Verne Arcadia Dyersville Spencer Calurer Intercultural Institute erguson Marcus St. Paul Dexter Dunkerton Beacon Shelby Keystone (or Confectual Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.58%	10.8%	10.75%
6:00am - 10:00am	13.45%	12.01%	11.76%
10:00am - 3:00pm	2.36%	2.09%	1.84%
3:00pm - 7:00pm	13.8%	14.24%	14.42%
7:00pm - Midnight	11.04%	12.06%	12.24%
Midnight - 6:00am	5.39%	5.31%	5.28%
Weekend Radio			
Listeners			
Dayparts [summary]	12.88%	13.94%	14.27%
6:00am - 10:00am	1.76%	1.53%	1.4%
10:00am-3:00pm	3.3%	2.94%	2.77%
3:00pm - 7:00pm	6.75%	6.47%	6.49%
7:00pm - Midnight	5.12%	4.79%	4.63%
Midnight - 6:00am	6.24%	5.35%	4.97%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.44%	7.89%	8.08%
Saturday:	5.6%	6.09%	6.16%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.65%	11.43%	11.82%
9:00am-1:00pm	28.09%	30.28%	31.12%
9:00am-4:00pm	31.96%	33.89%	34.69%
4:00pm-7:00pm	23.37%	25.03%	25.18%
11:00pm-1:00am	42.47%	43.21%	43.6%
AVG Prime time	1.22%	1.51%	1.5%
Mon-Sun			

Anita Bennett Gilman Blairstown Corydon Barnes City Buffalo Center Bernard Ledvard Brunsville Storm Lake Albion Riceville Promise City Corwith Durango Long Intercultural Institute Inati Masonville Manson Charlotte Alden Bode Carter Lake Lake City For Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Nashua Ireton Opslow Creston Stapley Le Grand

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				1	Weekend	Weekend	Weekend
6-7am	15.67%	15.41%	15.45%		Sat: 7-10am	Sat: 7-10am 14.87%	Sat: 7-10am 14.87% 16.16%
7-9am	19.79%	19.52%	19.48%		Sat: 10am-1pm	Sat: 10am-1pm 5.3%	Sat: 10am-1pm 5.3% 5.57%
9am-12noon	24.79%	26.65%	27.54%		Sat: 1-4pm	Sat: 1-4pm 19.24%	Sat: 1-4pm 19.24% 19.82%
12noon-4pm	7.17%	7.23%	7.15%		Sat: 4-6pm	Sat: 4-6pm 5.15%	Sat: 4-6pm 5.15% 5.42%
4-6pm	42.35%	44.83%	45.43%		Sat: 6-7pm	Sat: 6-7pm 1.51%	Sat: 6-7pm 1.51% 1.64%
6-7pm	21.64%	25.09%	25.87%		Sat: 7-8pm	Sat: 7-8pm 0.42%	Sat: 7-8pm 0.42% 0.63%
7-7:30pm	0.62%	0.75%	0.75%		Sat: 8-11pm	Sat: 8-11pm 5.6%	Sat: 8-11pm 5.6% 6.09%
7:30-8pm	9.09%	8.5%	8.31%		Sat: 11pm-1am	Sat: 11pm-1am 2.59%	Sat: 11pm-1am 2.59% 2.77%
8-11pm	7.44%	7.89%	8.08%		Sat: 1am-7pm	Sat: 1am-7pm 21.3%	Sat: 1am-7pm 21.3% 21.55%
11pm-12am	37.75%	38.71%	39.26%		Sun: 7-10am	Sun: 7-10am 1.62%	Sun: 7-10am 1.62% 1.77%
11pm-1am	42.47%	43.21%	43.6%		Sun: 10am-1pm	Sun: 10am-1pm 7.8%	Sun: 10am-1pm 7.8% 9.11%
1-6am	27.06%	28.13%	28.23%		Sun: 1-4pm	Sun: 1-4pm 3.81%	Sun: 1-4pm 3.81% 3.91%
					Sun: 4-7pm	Sun: 4-7pm 11.97%	Sun: 4-7pm 11.97% 13.55%
					Sun: 7-11pm	Sun: 7-11pm 9.65%	Sun: 7-11pm 9.65% 11.43%
					Sun: 11pm-1am	Sun: 11pm-1am 3.49%	Sun: 11pm-1am 3.49% 3.97%
					Sun: 1-7am	Sun: 1-7am 19.41%	Sun: 1-7am 19.41% 21.86%

idderdale Massena Garrison West Liberty Orleans Varina Eagle Grove McIntire Grand Junction Millers Clarion Ogden Letts Minden Dickens Jesup Mallard Pleasant Plain Orlean Ortumwa La Motte St Burlington Stanton Iowa Falls Nemaha Adel Bridgewater Sioux City Intercultural Institute Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

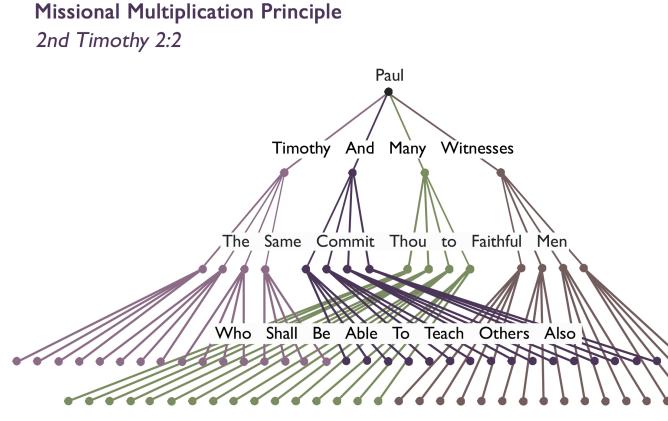
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

ke Lakeside Kalona Baldwin What Cheer Burt Luther Millersburg Walker Latimer Pierson St. Marys Habur Belle Plaine Dedham Inwood Chariton Sioux Rapids Janesville Cheshurg Lidderdale Thor Fredonia Rolfe Paton Correctionville Richland Andrew Rol Goropyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Hillsborre Laurens Clio Blakesburg College Springs Eld60

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.



Leando Little Sioux Plymouth Monroe Underwood Earling Sloan Crescent Baxter Wall Lake Lamon Teeley Matlock Audubon Akron Hillsboro Drakesville Bagley Melcher Albion Luana Bedford Coon Rapids Merrill Gravity Grafton Coin Westside Mechanicsville Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

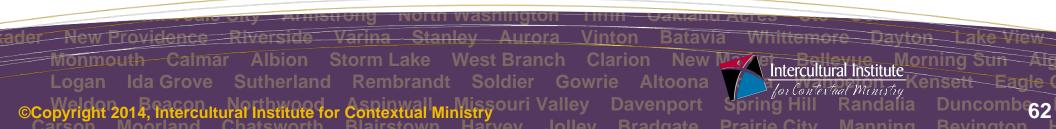
Establishing Redemptive Relationships

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

Communication Steps

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



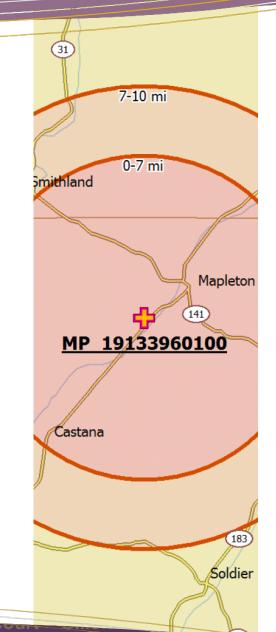


Your MissionSite and the Missional Suite

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

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

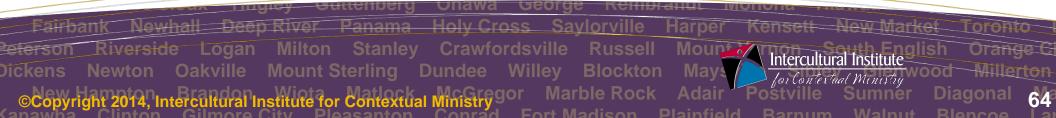
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



Melvin Bassett Grand Mound Manchester Waukon Mount Sterling Mitchell Stanley Frederika Esther hels Miles Moville Altoona Marne Mallard Pacific Junction Milo Mount Intercultural Institute drid Delta Deloit Udell Harper Craig Albion Mechanicsville Hartley for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Notes and Sources

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