MissionSite top unreached locations

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Mount Auburn

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Congregational Strade Spring Hill Steamboat Rock Schounty-Sioux Parkersburg C Westside Spring Hill Steamboat Rock SchCOUNTY: Siouxlale ver City Arion Nashua Low Moor Breda Houghton Exlin SITESCAPE: Townscape Maurice Havelock Ellio Maloy ^{In partnership with the:} Sharpsburg Fredonia Drakesvill DENSITY PATTERN: 13/ Buffalo Lester Rockwell reeley Jamaica Westphalia Farley Clermont Rake Ridgeway Glidden Alvord Winterset Intercultural Institute hodes Clarinda Clare in Sarina Titonka Marion Sigourney Daptist for Contextual Ministryouncil Bluffs Gillett Grove Cherokee Charlotte Stanton Atki vention of Wellman Guttenberg Woodbine Long Grov ranch Albion Promise City Rolfe Buckeye Mount Union Clarksville Postville Sandyvine Monmouth Harlan Eldridge Coin rly©Copyright 2014, Intercultural Institute for/Contextual Ministry oone Rome Corydon West Des Moines Bevington Cum

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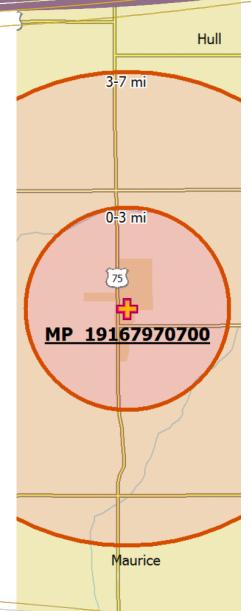
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Site Location Summary

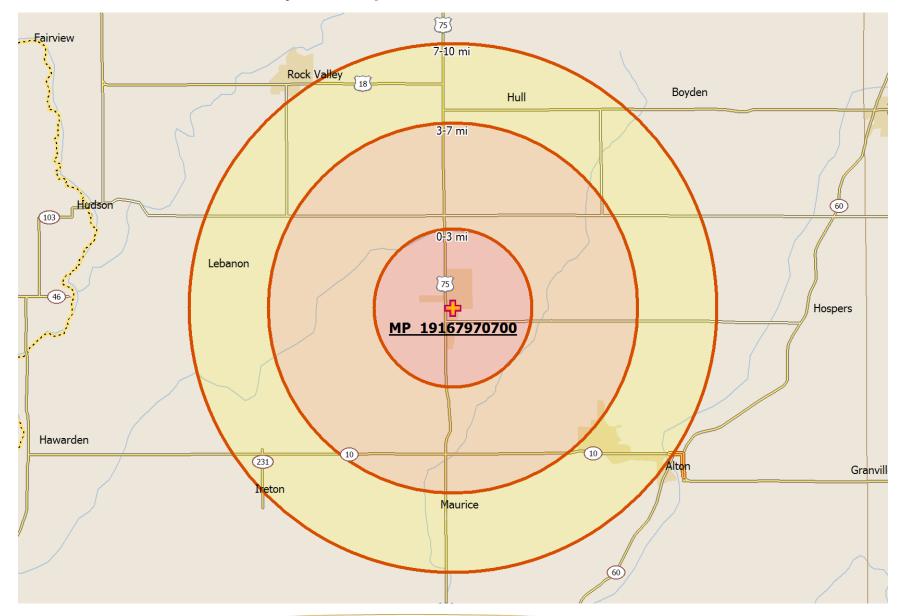
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1901	Northwest
3	County Location	19167	Sioux
4	Zipcode	51250	Sioux
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.11	Small towns outside settlements
8	Sitescape Density Pattern	13	10000-0-50000



Palmer Van Meter Sabula West Liberty Orleans Traer Graf Akron Berkley Johnston Spirit Lake Treynor Pioneer Moorhead Waukee Delhi Wall Lake Harlan Marquer <u>Intercultural Institute</u> Ackworth Inwood Lenox Carpenter La Motte Jefferson Pleasantville ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Storm Lake Neola Packwood Clarinda Colo Spraqueville

Site Location Summary - Map of the Site Location



Oakville Newhall Helland Manchester Wadena Rockwell City Camanche Cushing Berkley Chatswort by Gravity Kelley Sabula Indianola Hedrick Shenandoah Zwingle Revealed Columbus City Douds imby Fontanelle Mapleton Le Grand Brunsville Mount Auburn Urbanda (Soute that Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	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	6	Noncore - counties that are neither metropolitan or micropolitan
	Codes		
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban
	Value		cluster)
8	Percent Commuting to	2	Percent commuting from non metro to metro areas
	Metro		
	Wetro		

Decatur City Grinnell Ladora Wadena Bagley Wellman Olin Fort Dodge Jackson Junction Russell Boldier Brunsville Albion Winfield Moville Palo Iowa Falls Dubuque Intercultural Institute Derby St. Lucas Cedar Rapids Eddyville Norway Marengo Greene Ion Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	7,150	2,077	10,102
2010 Households	2,296	656	3,369
2010 Group Quarters Population	1,222	28	1,256

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	19	0	18
Language Diversity National Index	36	0	29
Foreign Born Diversity National Index	39	0	40
Ancestry Diversity National Index	10	0	9
Racial Diversity National Index	23	0	16

Elma North English Melrose Armstrong Delta Blairstown New Market Fraser Beaver Kalona Ode Newton Monona Dows Le Claire Hanlontown Princeton Anthon Goldfield Matlock Van Wert Lohrville Belle Plaine Farley Linn Gro Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
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	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

Clarinda Hospers Anita Carson Arnolds Park Garwin Winterset Cum Files Pilot Manual Press Clarinda Hospers Anita Carson Arnolds Park Garwin Winterset Cum Filescott Pilot Mound Sciences Press Clarinda Hospers Anita Carson Arnolds Park Garwin Winterset Cum Filescott Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Moorland Blencoe Ellsworth Pilot Mound Denison 7 Confectual Ministry Monune Pilot Mound Denison 7 Confectual Ministry Mound Denison 7 Confectual

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	921	40.11%
Mainstay Communities	Established, Diverse Households	580	25.26%
Working Communities	Blue-collar, Working Families	184	8.01%
Country Communities	Rural, Agri. & Mining Families	273	11.89%
Aspiring Communities	Young Singles / Aspiring-Multihousing	53	2.31%
Urban Communities	High Density, Inner-city Neighborhoods	285	12.41%

rick Leon Cotter Parkersburg Storm Lake Carpenter Stacyville Fredonia Woodward Richland Elk Run Davis City Dow City Wesley Braddyville Harcourt Manchester Kanawber Intercultural Institute eosauqua Rinard Lincoln Patterson Merrill Grafton Thompson Van Woodward Ministry St Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual Ministry Contextual Ministry Contextual 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.

Anthony Britt Maloy Nevada Columbus City Marble Rock Ayrshire Shenandoah Larrabee Davis City G Moorland Alton Nemaha Harcourt Volga Tennant Massena Reinbeck Intercultural Institute The Hornick Ralston Sioux City Lidderdale Oxford Junction Blakesburg Copyright 2014, Intercultural Institute for Contextual Ministry Riceville 9 D

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?

rg Lamont Lenox Atlerton Sheldahl Guernsey Solon Clayton Holstein Ellston Farragut Forest City Buffato Center Hinton Oakville Truro Dike Tripoli Lake City Cumminer Intercultural Institute ithland Grundy Center Newton Des Moines Missouri Valley Orange City for Confectual Ministry Pecopyright 2014, Intercultural Institute for Contextual Ministry Melbourne Garber Conrad Spring Hill Readlyn Garber Farly

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	7,222	1,509	20.89%
Unreached %	62.86%	65.7%	104.52
Religious But NOT Evangelical HH	1,325	303	22.88%
Religious But NOT Evangelical %	11.53%	13.2%	114.5
Spiritual But NOT Relig or Evang HH	923	255	27.65%
Spiritual But NOT Relig or Evang %	8.03%	11.12%	138.36
Not Evangelical, Not Interested HH	4,975	950	19.1%
Not Evangelical, Not Interested %	43.3%	41.38%	95.57



ine Lovilia Calumet Elgin Fostoria Elliott Granger Coulter Greeley Westfield Duncombe Truesdale Minburn Lakeside Donahue Akron Clio Templeton Asbury Melbor <u>Intercultural Institute</u> Falls Halbur Wilton La Porte City Searsboro Lenox West Branch Pula (Intercultural Institute) For Contextual Ministry Lover Lenox West Branch Pula (Intercultural Ministry Leone Lenox West Branch Pula For Contextual Ministry Leone Contextual Ministry Moulton Kimballton Bode McClelland Dubuque Diago

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	3,478	642	18.46%
Active Evangelical Percent	30.27%	27.96%	92.35
Inactive Evangelical Households	789	146	18.46%
Inactive Evangelical Percent	6.87%	6.34%	92.35
# New Churches Needed	6	1	19.98%



Hepkinton Halbur Baxter Oxford Junction Primghar Lambs Grove Masonville Redfield Albert City G Galt Andover Forest City Montour Lowden Osterdock Perry Van Werker Intercultural Institute icello Schleswig Thor Keystone Boxholm Shueyville Clare Long Grove Divertual Ministry Confectual Ministry Lewis Garner Bridgewater Monroe Cambridge Ain 22 Confectual Ministry Lewis Garner Bridgewater Monroe Cambridge Ain 22 Confectual Ministry Lewis Garner Bridgewater Monroe Cambridge Ain 22

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.

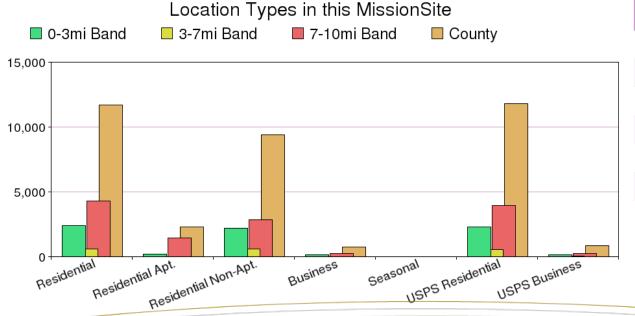
Issues for Your Consideration

- 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.

Marshalltown Garrison Lu Verne Millersburg New Virginia College Springs Gillett Grove Lone Ros Herthwood Preston Long Grove Floyd Johnston Grandview Westphalia Udell Bridgewater Burt Zearing Leland Bedford Jackson Junction Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Marshall Ames Strawberry Point Meservey Plainfield Moravia

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	29,903	5,777	19.32%
2000 Population	31,589	6,660	21.08%
2010 Population	32,356	7,150	22.1%

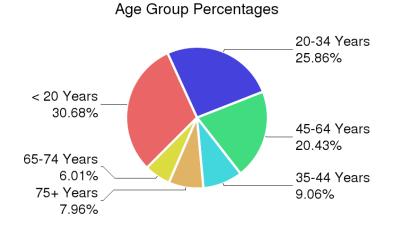


Location Type	0-3mi Band
Residential	2,392
Residential Apt.	208
Residential Non-Apt.	2,184
Business	172
Seasonal	0
USPS Residential	2,286
USPS Business	175

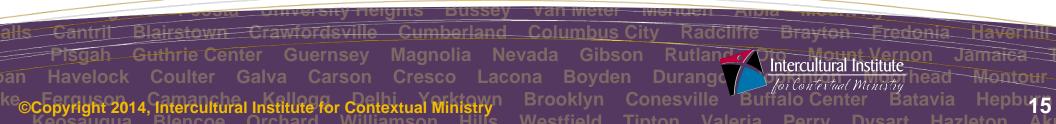
Dana McIntire Glidden Rolfe Livermore Middletown Goose Lake Marathon Paullina Barnes City Den Le Roy Ida Grove Keota Dike Reinbeck Leighton Ottosen Rowley Intercultural Institute ourney Okoboji Carter Lake Elkhart Mitchellville Lockridge Monticello ©Copyright 2014, Intercultural Institute for Contextual Ministry Winterset Carber

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

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

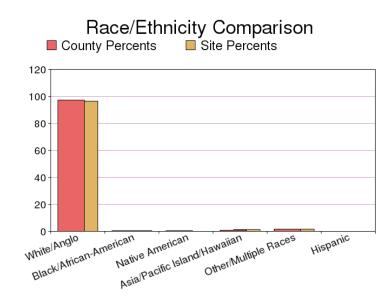


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.66%	5.52%	97.53
4-5 Years	3%	2.53%	84.33
6-8 Years	4.56%	4.01%	87.94
9-11 Years	4.35%	3.96%	91.03
12-13 Years	2.79%	2.76%	98.92
14-17 Years	6.44%	7.19%	111.65
18-19 Years	3.33%	4.71%	141.44
0-5 Years	8.66%	8.06%	93.07
6-12 Years	10.3%	9.37%	90.97
13-19 Years	11.16%	13.26%	118.82
< 20 Years	30.12%	30.69%	101.89
20-34 Years	21.28%	25.87%	121.57
35-44 Years	10.35%	9.06%	87.54
45-64 Years	23.37%	20.43%	87.42
65-74 Years	6.76%	6.01%	88.91
75+ Years	8.12%	7.96%	98.03
Median Age	34	33	98.84
Median Age (Male)	33	33	99.88
Median Age (Female)	35	36	105.02



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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	97.08%	96.6%	99.5
Black, African-American	0.36%	0.22%	62.96
Native American	0.23%	0.15%	68.19
Asian	0.85%	1.23%	144.29
Pacific Island, Hawaiian	0.06%	0.14%	215.49
Other/Multiple Races	1.42%	1.65%	116.34
Hispanic	0%	10.07%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	19,578	3,913	
Less than 9th Grade	6.76%	6.87%	98.37
No High School Diploma	4.8%	4.24%	113.18
High School Graduate	33.55%	26.02%	128.95
Some College, no degree	20.51%	20.83%	98.49
Associate Degree	10.37%	9.25%	112.14

18.29%

5.72%

23.15%

9.63%

78.98

59.32

ing Sun Deep River Kirkville Eldora Earlville Webster City Corydon Charter Oak Dana Martelle Column Summing Thornton Wayland Northboro Ruthven Holland Boone Vinces Fairbank Superior Dayton Sundsville Indsville Little Sioux Jesup Le Claire Cherokee Gowrie Mount Vernon Confectual Ministry Oskaloosa 16 Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Person Nevada Grant Welton Story City Cambridge Alton

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.07%	4.27%	124.46
\$10,000 to \$19,999	10.36%	9.71%	93.77
\$20,000 to \$29,999	9.13%	7.36%	80.62
\$30,000 to \$49,999	22.67%	18.77%	82.79
\$50,000 to \$59,999	9.99%	9.93%	99.38
\$60,000 to \$69,999	11.76%	14.24%	121.12
\$70,000 to \$79,999	8.92%	10.24%	114.72
\$80,000 to \$89,999	6.53%	6.45%	98.74
\$90,000 to \$99,999	3.98%	4.18%	105.12
\$100,000 to \$124,999	5.97%	7.8%	130.57
\$125,000 to \$149,999	2.12%	1.66%	78.25
\$150,000 to \$199,999	1.94%	2%	103.22
\$200,000 to \$249,999	0.61%	0.87%	142.97
\$250,000 or more	0.96%	2.48%	259.29
Median Household	52,343	58,770	112.28
Average Household	62,934	66,716	106.01
Per Capita Household	23,220	21,466	92.45
Family/Non-Family Household			
Income			
Median Family Income	62,876	68,035	108.21
Average Family Income	74,956	75,141	100.25
Median Non-Family Income	25,934	27,183	104.82
Average Non-Family Income	30,801	23,809	77.3

Oakville Letts Livermore Hillsboro Rodman Postville Geneva Scranton Buck-Grove Sharpsburg Le Runnells Harper Murray Fertile Gibson Crescent Moorhead Denie Intercultural Institute Matlock Collins Albion Oelwein Wilton Beacon Toledo Elberon Cylin Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	72.77%	73.3%	100.72
Families with Children	33.94%	32.93%	97.02
Families without Children	38.84%	40.37%	103.96
Non-Family Households			
% Non-Family Households	27.23%	26.7%	98.06
Non-Families with Children	0.25	0.48	189.8
Non-Families without Children	26.97	26.22	97.2
Housing Units			Index
Total Housing Units	12,126	2,420	
Vacant percent	5.25%	5.12%	97.54
Owned percent	78.19%	77.23%	98.78%
Rented Percent	16.56%	17.6%	106.3
Households by Size			Index
Avg household size	2.58	2.58	100
Avg family hh size	3.13	3.09	98.72
Avg non-family hh size	1.11	1.19	107.21
Households By Count of Persons			Percent
One	2,957	565	19.11%
Two	4,062	840	20.68%
Three or Four	2,999	590	19.67%
Five+	1,471	301	20.46%

Buckeye Hillsboro Jefferson Iowa City Forest City Corning Knierim Marcus Guttenberg Diagonal Wa Buckeye Hillsboro Jefferson Iowa City Forest City Corning Knierim Marcus Guttenberg Diagonal Wa Buckeye Hillsboro Jefferson Iowa City Forest City Corning Knierim Marcus Guttenberg Diagonal Wa Buckeye Hillsboro Nichols Leando Albion Hanlontown Moville Springbrook Anter Anter Anter Valeria Grimes more Milo Hedrick Low Moor Rockwell City Bradgate Wayland Walnut Anter Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute For Contextual Ministry

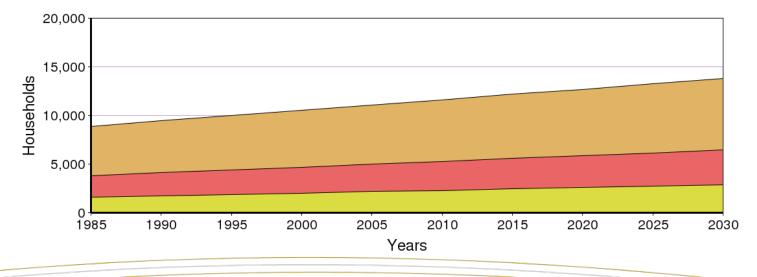
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	29,903	5,777	19.32%
2000 Population	31,589	6,660	21.08%
2010 Population	32,356	7,150	22.1%
2015 Population	32,906	7,420	22.55%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 0-7mi Ring

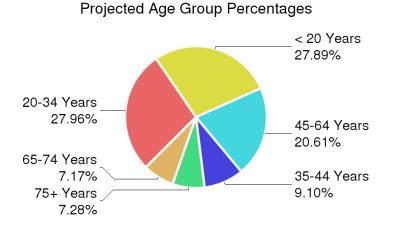
j 🛛 🔲 0-10mi Ring



rose Andover <u>Moulton Ledyard Murray South English Red Oak</u> Fayette Larchwood Dana Zwingle S Lincoln Mount Auburn Clear Lake Wayland Masonville Graf Protivin <u>Mondamin</u> Garber Suit Delhi Larrabee Melvin Coggon Webster City Bouton Deep River *for Contextual Ministry* Elkport Dou accopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Barbard Larvard Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry</u> Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

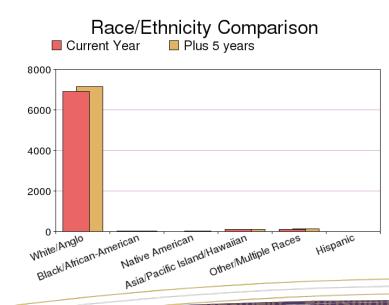


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.52%	4.74%	85.87
4-5 Years	2.53%	2.25%	88.93
6-8 Years	4.01%	3.81%	95.01
9-11 Years	3.96%	4.14%	104.55
12-13 Years	2.76%	2.96%	107.25
14-17 Years	7.19%	6.27%	87.2
18-19 Years	4.71%	3.72%	78.98
0-5 Years	8.06%	6.99%	86.72
6-12 Years	9.37%	9.46%	100.96
13-19 Years	13.26%	11.44%	86.27
< 20 Years	30.69%	27.89%	90.88
20-34 Years	25.87%	27.96%	108.08
35-44 Years	9.06%	9.1%	100.44
45-64 Years	20.43%	20.61%	100.88
65-74 Years	6.01%	7.17%	119.3
75+ Years	7.96%	7.28%	91.46
Median Age	34	33	97.95
Median Age (Male)	33	32	98.26
Median Age (Female)	35	36	102.91

McClelland Woden Valeria Epworth Randalia Millerton McCausland Moulton Kellogg Lu Verne Garris Emmetsburg Coralville Elkport Whitten New Albin Maurice West Intercultural Institute Clermont Fairfax Mystic Goodell Harvey Orleans Monticello Webb Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Menlo Burlington Galt Dysart Rippey La Motte Pago

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	96.6%	96.19%	99.57
Black, African-American	0.22%	0.24%	108.41
Native American	0.15%	0.2%	131.4
Asian	1.23%	1.39%	112.79
Pacific Island, Hawaiian	0.14%	0.16%	115.63
Other/Multiple Races	1.65%	1.82%	110.24
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,913	4,400	
Less than 9th Grade	6.87%	4.89%	71.08
No High School Diploma	4.24%	4%	94.29
High School Graduate	26.02%	25.8%	99.15
Some College, no degree	20.83%	20.57%	98.75
Associate Degree	9.25%	10.73%	115.96
College Degree	23.15%	25.61%	110.62
Graduate/Prof. degree	9.63%	8.41%	87.28

Rolfe Fenton Storm Lake Milton Wahpeton North Buena Vista Danville Calmar Crystal Lake Rodney Huxley Saylorville Bouton Fremont Moorland Andrew Toronto Mitcher Intercultural Institute Pleasant Hill Wadena Silver City Hamilton Olds Wellsburg Buffalo Copyright 2014, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	4.27%	3.89%	91.14
\$10,000 to \$19,999	9.71%	8.44%	86.85
\$20,000 to \$29,999	7.36%	6.1%	82.89
\$30,000 to \$49,999	18.77%	16.79%	89.44
\$50,000 to \$59,999	9.93%	8.97%	90.31
\$60,000 to \$69,999	14.24%	15.64%	109.84
\$70,000 to \$79,999	10.24%	10.93%	99.62
\$80,000 to \$89,999	6.45%	7.62%	107.36
\$90,000 to \$99,999	4.18%	4.59%	109.69
\$100,000 to \$249,999	7.8%	9.25%	118.71
\$125,000 to \$149,999	1.66%	1.8%	108.87
\$150,000 to \$199,999	2%	2.17%	108.33
\$200,000 to \$249,999	0.87%	0.94%	108.12
\$250,000 or more	2.48%	2.54%	102.27
Median Household	58,770	62,541	106.42
Average Household	66,716	73,118	109.6
Per Capita Household	21,466	24,107	112.3
Family/Non-Family Household			
Income			
Median Family Income	68,035	71,269	104.75
Average Family Income	75,141	82,483	109.77
Median Non-Family Income	27,183	30,523	112.29
Average Non-Family Income	23,809	31,011	130.25

Alvord Farlham Northboro Coalville Perry Rome Brighton Preston Mount Sterling Bussey Malcom Carpenter Milo Oyens Morning Sun Webster Stockton Callender Intercultural Institute Indamin Terril Oakland Garrison Albert City Wyoming Elk Horn Tabor (or Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	73.3%	72.56%	98.99
Families with Children	32.93	31.9	96.88
Families without Children	40.37	41.61	103.05
Non-Family Households			
% Non-Family Households	26.7%	27.44%	102.76
Non-Families with Children	0.48	0.41	102.76
Non-Families without	26.22	27.03	103.08
Children			
Housing Units			
Total Housing Units	2,420	2,568	106.12%
Vacant percent	5.12%	4.91%	95.76
Owned percent	77.23%	77.8%	100.74
Rented Percent	17.6%	17.29%	98.22
Households by Size			
Avg household size	2.58	2.56	99.22%
Avg family hh size	3.09	3.08	99.68%
Avg non-family hh size	1.19	1.17	98.32%
Households By Count of			
Persons			
One	565	640	113.27%
Тwo	840	874	104.05%
Three or Four	590	614	104.07%
Five+	301	313	103.99%

esville Bassett Waterloo Saylorville Johnston Osage Rembrandt Nevada Dallas Center Franklin Case Riverdale Farnhamville Castalia Dundee Williamsburg Belle Plaine Intercultural Institute Parnell Whittemore Shellsburg Little Rock Ringsted Walcott Harris (Intercultural Institute GrieCopyright 2014, Intercultural Institute for Contextual Ministry S Ayrshire Prairie City Coin North Buena Vista Wel23 Bige Plaasanton Signurney Kapawha Vail Dana Garpavillo Oxford Junction Ferguson Orchard Montro

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	397	0	265	E	astern Africa	astern Africa 7	astern Africa 7 0
Northern Europe	0	0	5	Μ	liddle Africa	liddle Africa 0	liddle Africa 0 0
Western Europe	71	0	38	Nor	thern Africa	thern Africa 0	thern Africa 0 0
Southern Europe	0	0	0	Sout	hern Africa	hern Africa 0	hern Africa 0 0
Eastern Europe	0	0	7	West	ern Africa	ern Africa 7	ern Africa 7 0
Other Europe	0	0	0	Othe	er Africa	er Africa 0	er Africa 0 0
Eastern Asia	21	0	48	Oc	ceania	ceania 6	ceania 6 0
So. Central Asia	20	0	0	Caril	bbean	bbean 0	bbean 0 0
SE Asia	1	0	10	Cent	tral Amer.	tral Amer. 143	tral Amer. 143 0
Western Asia	6	0	20	Sou	uth America	uth America 6	uth America 6 0
Other Asia	0	0	0	Ν	orth America	orth America 109	orth America 109 0
				E	Born at sea	Born at sea 0	Born at sea 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	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	6,342	0	10,854	Other Indo-Euro	0	0	0
Spanish	276	0	302	Asian/PI languages	0	0	0
Other Indo-Euro	170	0	252	Chinese	0	0	21
language	170	0	252	Japanese	0	0	13
French (incl. Patois,	19	0	20	Korean	7	0	13
Cajun)	19	0	20	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	0	0	0
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	16	0	28	Laotian	0	0	4
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	115	0	181	Other Asian	6	0	0
A Scandinavian	0	0	16	Tagalog	0	0	4
Language	0	0	10	Other Pacific Is	7	0	4
Greek	0	0	0	Other languages	20	0	33
Russian	0	0	1	Navajo	6	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American	0	0	0
Other Slavic Language	0	0	6	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	20
Persian	0	0	0	Hebrew	0	0	20
Gujarathi	0	0	0	African languages	14	0	13
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0		U	0	U

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Harlan Maxwell Marysville Tiffin Lone Rock Van Horne Ventura Baxton Manual Ministry Geopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Convey Dana Wallingtord Mount Pleasant Hancoc 25 Convey Dana Battingtord Mount Pleasant Hancoc 25

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	0-3
	MILES	MILES	MILES		MILE
Reporting ancestry	6,622	0	11,014	Irish	39
Arab	0	0	27	Italian	64
Armenian	0	0	0	Lithuanian	0
Austrian	0	0	6	Norwegian	78
British	0	0	0	Polish	9
Canadian	26	0	4	Portuguese	0
Croatian	0	0	0	Romanian	0
Czech	5	0	12	Russian	6
Czechoslovak	0	0	9	Scandinavian	7
Danish	23	0	77	Scotch-Irish	6
Dutch	4,903	0	6,961	Scottish	13
English	88	0	185	Slovak	0
European	0	0	40	Subsaharan Africar	14
Finnish	0	0	11	Swedish	40
French (not Basque)	3	0	72	Swiss	7
French Canadian	6	0	4	Ukrainian	0
German	553	0	1,642	US/American	209
Greek	7	0	7	Welsh	0
Hungarian	0	0	0	West Indian	0
Iranian	0	0	0	Yugoslavian	0
				Other	516

ANCESTRY	0-3	3-7	7-10
	MILES	MILES	MILES
Irish	39	0	252
Italian	64	0	21
Lithuanian	0	0	0
Norwegian	78	0	372
Polish	9	0	18
Portuguese	0	0	2
Romanian	0	0	0
Russian	6	0	8
Scandinavian	7	0	6
Scotch-Irish	6	0	55
Scottish	13	0	3
Slovak	0	0	9
Subsaharan African	14	0	13
Swedish	40	0	239
Swiss	7	0	28
Ukrainian	0	0	1
US/American	209	0	562
Welsh	0	0	5
West Indian	0	0	0
Yugoslavian	0	0	0
Other	516	0	362

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Ailliamsburg Keeta Marathon Oakland Dakota City Marcus Sioux City Benton Cascade Lew Moor Aug Letter Nora-Springs Ellsworth Delphos Scarville Westfield Riverton Dougherty New Sharon Bertram Redfield Hornick Pleasant Plain Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for C

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?

Stockton Tingley Columbus Junction Emmetsburg Reasnor Delmar Raiston Gilman Hartley Kamrar Durant Aurora Mitchellville Carlisle Gilbertville New London Green Intercultural Institute Treynor Glidden Leland Forest City Hillsboro Lytton Whittemore Bar Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

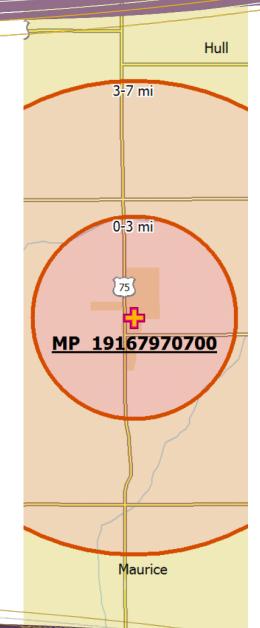
Issues for Your Consideration - continued

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



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

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



Addyville Ayrshire Sigux City Corwith Terril Sidney Ryan Afton Ames Anita Murray Coggon Walling St. Donatus Dolliver Lester Clarksville Elberon Pulaski Elma La Mora Manchester Alburnett Maur Beaman Churdan Lincoln Yetter Rock Valley Granville Keota New Yor Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Lansing Farley Lineville Washington Hardy Rembra29

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,296	100%	1,509	100%
AFFLUENT SUBURBIA	404	17.6%	280	18.56%
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	404	17.6%	280	18.56%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	517	22.52%	350	23.19%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	484	21.08%	325	21.54%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	33	1.44%	25	1.66%
SM TWN SUCCESS	442	19.25%	283	18.75%
2nd City Homebodies	8	0.35%	6	0.4%
Prime Middle America	29	1.26%	19	1.26%
Urban Optimists	0	0%	0	0%
Family Convenience	405	17.64%	258	17.1%
Mid-Market Enterprise	0	0%	0	0%

ertram Woolstock Thompson Macksburg Cincinnati Rathbun Pocahontas Calumet West Des Moines Part Alexander Lawton Zwingle Moravia Des Moines Batavia Windsor Mindsor Macksburg Redfield Auburn Farragut Lineville Thayer Titonka Rake Peterson Onawa Bernard For Confectual 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,296	100%	1,509	100%
BLUE COLLAR BACKBONE	36	1.57%	22	1.46%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	36	1.57%	22	1.46%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	138	6.01%	96	6.36%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	22	0.96%	14	0.93%
Professional Urbanites	87	3.79%	63	4.17%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	29	1.26%	19	1.26%
Mature America	0	0%	0	0%
METRO FRINGE	148	6.45%	101	6.69%
Steadfast Conservative	148	6.45%	101	6.69%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

on Grafton Grandview Preston Hedrick Sandyville Oakland Acres Galva Soldier Algona Rockweil G Stockton Ralston Marne Baxter Runnells Ida Grove Roland Montres <u>Intercultural Institute</u> Rome Garber Sabula Alton Menlo Corning Centerville Lidderdale ©Copyright 2014, Intercultural Institute for Contextual Ministry Alta Vista Decatur City Leando Norwalk Carter Lake

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,296	100%	1,509	100%
REMOTE AMERICA	24	1.05%	14	0.93%
Hardy Rural Fam.	8	0.35%	5	0.33%
Rural Southern Living	16	0.7%	9	0.6%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	10	0.44%	7	0.46%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	10	0.44%	7	0.46%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	249	10.84%	144	9.54%
Industrious Country Living	20	0.87%	14	0.93%
America's Farmland	184	8.01%	105	6.96%
Comfy Country Living	2	0.09%	1	0.07%
Small Town Connections	40	1.74%	23	1.52%
Hinterland Fam.	3	0.13%	1	0.07%

Underwood Willey Maynard McIntire Richland Guernsey Lucas Ionia Ogden Greenfield Holland Lett Carter Lake St. Lucas Rockford Radcliffe Neola Muscatine Liver Intercultural Institute Intercultural Institute Active Courter Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Courter Scarville Redfield Alburnett

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,296	100%	1,509	100%
STRUGGLING SOCIETIES	34	1.48%	23	1.52%
Rugged Southern Style	2	0.09%	1	0.07%
Latino Nuevo	32	1.39%	22	1.46%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	251	10.93%	154	10.21%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	251	10.93%	154	10.21%
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	43	1.87%	35	2.32%
Military Family Life	0	0%	0	0%
Major University Towns	43	1.87%	35	2.32%
Gray Perspectives	0	0%	0	0%

ant Hill Charter Oak Udell Bridgewater Buffalo Okoboji Cherokee Randall Garden Grove Wesley Alexa Cerwith North Washington Clarence Auburn Iowa City Harper Valeria Intercultural Institute Sioux Center Dougherty Thornburg Kanawha Floris Patterson Farn for Contextual Ministry Contextual Ministry Battle Creek Galva Morrison Dows Geneva Belle Plage Copyright 2014, Intercultural Institute for Contextual Ministry Battle Creek Galva Morrison Dows Geneva Belle Plage

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Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Redfield Monroe Summer Independence Rudd Ottosen Bristow Hartley St. Donatus Adel Berkley D a Stratford Oakland Harcourt Postville Emmetsburg Coburg Martensdar Intercultural Institute Galva Renwick Panama Meservey Lime Springs Des Moines Lost Native Intercultural Institute Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Rendered Correctionville Panora Maguoketa Holstein Swan

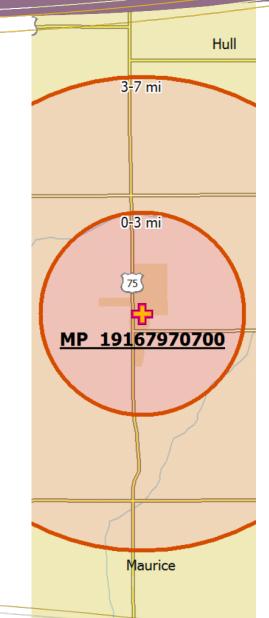
Potential Cultural Bridges

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).



klin Nodaway Pleasanton Superior Centralia Mediapolis Rossie Minburn Churdan Danville Buffaio G Goodell Randolph North Washington Auburn Mystic Curlew Irwin Intercultural Institute pejoy Hubbard Emmetsburg Colo Wiota Atalissa Drakesville Osceola for Confectual Ministry Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual 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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	82%	80%	79%
Use Comp. for Internet/E-mail	68%	66%	65%
Internet Use: E-Mail	57%	55%	53%
Use Comp. for Word Processing	49%	48%	46%
Use Comp. for Comp. Games	47%	46%	45%
Use Comp. for Shopping	43%	42%	41%
Use Comp. for Digital Camera	40%	39%	37%
Photo Editing			
Use Comp. for Education	39%	37%	35%
Use Comp. for Banking	38%	37%	36%
Internet Use: News/ Weather	33%	30%	29%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	30%	29%	27%
Internet Use: Banking	29%	29%	28%
Use Comp. for News/Info./Data	29%	29%	27%
Service			
PC-Network-HH Has One	21%	20%	18%
Use Comp. for Accounting	18%	19%	18%
Use Comp. for Filing/DB Mngmnt	17%	17%	16%
Internet Use: Shopping: Gathered	16%	15%	14%
Info. for Shopping			
Use Comp. for Personal Financial	16%	15%	14%
Mngmnt			
Internet Use: Research/ Education	14%	13%	13%
Internet Use: Shopping: Made A	14%	15%	14%
Purchase			

Laurens Allison Floris Castalia Stanwood Redding Norwalk Saylorville Lake View Conrad University Cella Dunlap Delphos Coggon Stanton Morley Hartwick Ryan Lovilia Intercultural Institute Pleasant Hill Oskaloosa Whiting Battle Creek Marathon Davis City Chill Intercultural Institute Sioux Webs Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Allerton Farmersburg Coulter Nevada Clayton Clearfield

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	70%	69%	68%
Dining Out (Not Fast	64%	62%	61%
Food)			
Reading Books	58%	56%	54%
Card Games	46%	47%	46%
Go To A Beach/Lake	43%	42%	40%
Gardening	39%	39%	38%
Cooking for Fun	38%	36%	35%
Board Games	35%	34%	34%
Visit Museum	25%	23%	22%
Photography	23%	23%	22%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	68%	68%
Gen./Fam. Practitioner	43%	43%	43%
Dentist	32%	31%	29%
Eye Dr.	24%	24%	23%
Backache	23%	22%	23%
Hypertension/High Blood	21%	20%	21%
Pressure			
High Cholesterol	20%	19%	19%
None Of These	19%	20%	20%
Overweight (30 Pounds Or	16%	16%	17%
More)			
Acid Reflux Disease (GERD)	16%	16%	17%

Laurens Westgate Rudd Clearfield Buffalo Center Audubon Garber Fayette Lake Mills Rowan Jew St. Donatus Worthington Lucas Bussey Ely Clinton Guernsey Riversider Intercultural Institute burg Keystone Guthrie Center Royal Lohrville Monticello Oto Dana Longo Univ for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Baxter Coalville Boyden Barnes City Sabula Prairieb

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	29.67%	28.04%	26.32%
Live Theater	23.37%	21.53%	19.86%
Live Theater Most Often	19.74%	18.17%	16.78%
Rock/Pop Concerts Most	16.09%	15.15%	14.14%
Often			
Comedy Club	8.37%	7.84%	7.9%
Dance Performance	8.06%	7.24%	6.7%
Movies: Comedy	42.92%	40.99%	40.71%
Movies: Action/Adventure	40.39%	38.93%	38.38%
Movies: Romantic Comedy	23.5%	22.04%	21.43%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	21.88%	21.72%	21.47%
Movies: Drama	20.07%	18.39%	17.66%
Movies: Mystery	16.36%	14.98%	14.75%
MLB Baseball Reg. Season	9.91%	9.59%	9.13%
College Football Reg.	7.62%	7.78%	7.25%
Season			
NFL Football Reg. Season	7.29%	6.78%	6.36%
College Basketball Reg.	5.12%	5.16%	5%
Season			
NBA Basketball Reg.	4.47%	4.03%	3.64%
Season			
NHL Hockey Reg. Season	3.53%	3.1%	2.88%



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	44.27%	44.18%	43.39%	Backpacking/Hiking	Backpacking/Hiking 11.04%	Backpacking/Hiking 11.04% 11.42%
Swimming	37.29%	35.75%	34.9%	Baseball	Baseball 10.57%	Baseball 10.57% 11.21%
Bowling	22.8%	23.17%	22.9%	Target Shooting	Target Shooting 10.42%	Target Shooting 10.42% 11.01%
Billiards/Pool	19.45%	18.5%	18.6%	Power Boating	Power Boating 10.21%	Power Boating 10.21% 9.97%
Camping Trips	18.72%	19.58%	19.93%	Aerobics	Aerobics 8.95%	Aerobics 8.95% 8.19%
Freshwater Fishing	18.7%	20.93%	21.85%	Volleyball	Volleyball 8.83%	Volleyball 8.83% 9.22%
Weight Training	18.37%	17.38%	16.38%	Saltwater Fishing	Saltwater Fishing 8.53%	Saltwater Fishing 8.53% 7.19%
Golf	17.2%	18.07%	17.19%	Football	Football 8.42%	Football 8.42% 8.97%
Jogging/Running	15.46%	14.77%	14.15%	Canoeing/Kayaking	Canoeing/Kayaking 8.21%	Canoeing/Kayaking 8.21% 8.01%
Using Cardio Machine	15.2%	13.85%	13.14%	Motorcycling	Motorcycling 7.81%	Motorcycling 7.81% 7.96%
Mountain/Road Biking	15.09%	15.3%	14.64%	Softball	Softball 7.7%	Softball 7.7% 8.29%
Basketball	14.55%	15.19%	15.01%	Horseback Riding	Horseback Riding 7.24%	Horseback Riding 7.24% 8.07%
Stationary Cycling	13.54%	12.62%	11.96%	Soccer	Soccer 7.14%	Soccer 7.14% 6.76%
Hunting	11.66%	13.9%	14.74%	Yoga	Yoga 6.88%	Yoga 6.88% 6.14%

Audubon Burt Oxford Junction Montrose Corwith Luana New Virginia Westgate Popejoy Rockwe on St. Anthony Boyden Lehigh Palmer Durant Rockwell City Millville Intercultural Institute Minburn Ber incinnati Diagonal Oyens Dundee Alvord Blencoe Fruitland Martelle for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Batavia Derby Britt Buckeye Cedar Falls Johnston Bussey Jogan

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Tennis	6.82%	6.46%	6.12%
Jet Skiing	5.51%	5.68%	5.38%
Snorkeling	5.38%	5.29%	5.04%
Archery	5.37%	5.75%	5.92%
Roller Skating	5.2%	5.61%	5.54%
Ice Skating	4.92%	5.07%	4.96%
Downhill & X-Country	4.9%	5.01%	4.74%
Skiing			
Fly Fishing	4.6%	4.91%	4.91%
Water Skiing	4.56%	4.69%	4.52%
Rock Climbing	4.36%	4.76%	4.61%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowmobiling	3.97%	4.7%	4.8%
Sailing	3.84%	3.42%	3.17%
Auto Racing	3.72%	3.2%	3.28%
Racquetball	3.53%	3.19%	3.17%
Snowboarding	3.36%	3.52%	3.41%
Skateboarding	3.2%	3.24%	3.23%
Hockey	3%	2.96%	3.04%
Martial Arts	2.87%	2.51%	2.44%
Rowing	2.75%	2.95%	2.86%
Surfing & Windsurfing	2.6%	2.59%	2.53%

Beaconsfield Pisgah Raymond Clarence Zwingle Lake Park Wellman Middletown Liscomb Templeton North Liberty Stanton Swea City Walford Mount Ayr Milton Rathbun <u>Intercultural Institute</u> Waverly Ess Monmouth Kalona Charlotte Cedar Rapids Colesburg Dysart Tam *Intercultural Institute* Waverly Ess Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

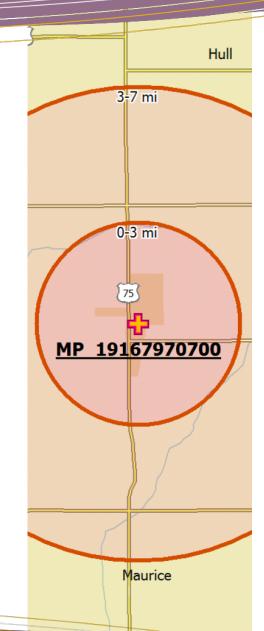
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Up Nodaway Camanche Truro Ida Grove St. Ansgar Lakota Lone Tree Massena Pisgah McGregor V A Oxford East Peru Algona Gilman Sioux Center Rickardsville Lu <u>Intercultural Institute</u> Tria Hospers Gowrie Paton Templeton Manning Raymond Superior <u>Intercultural Institute</u> Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Russell Walnut Cincinnati Boxholm Stanton Gilber Privation Manchester Region Patro Para Confectual Ministry Russell Walnut Cincinnati Boxholm Stanton Gilber Confectual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

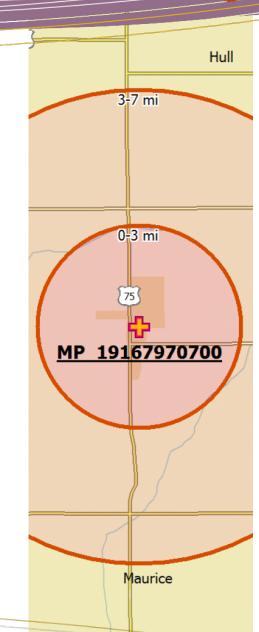
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Swaledale Solon Grand River Lockridge Keota Spirit Lake Breda Rodney Runnells Rowan Castalia Boyden Oakland Acres Quasqueton Randall Osage Turin Truro Halburg Intercultural Institute Rudd Dayton Estherville Wellman Ocheyedan Silver City Willey Dec Volter (Intercultural Institute) of Eldridge Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

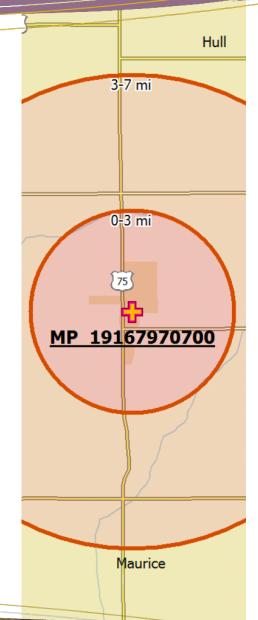
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BAR	RIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	50%	49%	49%	Like	to Stand Out In A Crowd	19%	19%	19%
New Things				Mari	juana Should Be Legalized	19%	18%	18%
Find It Difficult To Say No To My Kids	40%	39%	39%		ely Sit Down to a Meal ether At Home	17%	17%	17%
Prefer To Have Few Possessions As Possible	37%	35%	34%		To Pursue llenge/Novelty/Change	16%	15%	15%
Woman's Place Is In The Home	37%	37%	38%	I Am	A Workaholic	15%	16%	16%
Speak My Mind Even If It Upsets People	33%	32%	33%	Only Mon	Work Current Job for The ey	13%	14%	14%
Like To Do Unconventional Things	31%	31%	31%	Hapı Livin	py With My Standard Of	13%	12%	11%
If Won Lottery Would Never Work Again	29%	29%	28%	We store A	Should Strive for Equality	11%	10%	10%
Like Control Over People And Resources	29%	28%	29%		Whole People Get What / Deserve	8%	7%	7%
Friends More Important Than My Fam.	27%	26%	25%		Ige My Kids With The Little	8%	7%	7%
Don't Judge People/Way They Live Life	27%	26%	26%	Little Life	e I Can Do To Change My	7%	7%	7%
Money Is Best Measure Of Success	25%	26%	26%	Very	Happy With My Life As It Is	6%	6%	6%
Too Much Sponsorship In Arts/Sports	20%	19%	20%					

ard Aredate Bronson Euzerne Lester Templeton Cotter Bridgewater Elkport Perry Armstrong Chark The Greenville Cincinnati Hardy Elgin Castalia Epworth Martelle Oakon <u>Intercultural Institute</u> Lohrville Mon Je St. Anthony Colfax Nichols Rowan Ayrshire Somers Readlyn Den Gordertual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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.



Joris Plover Delaware Millerton Estherville Mitchell Cumberland Wellsburg Albia Stockport Defiance arrabee Gillett Grove Holstein Morrison Readlyn Ryan Earling Winters in Intercultural Institute St. Anthony Tama West Liberty Gravity Humeston Farley Mondan (St. Contextual Ministry) ©Copyright 2014, Intercultural Institute for Contextual Ministry Gravity Gravity Gravity Ogden Guernsey Rowan Redding Sibley Graf 44

Potential Cultural Themes:

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

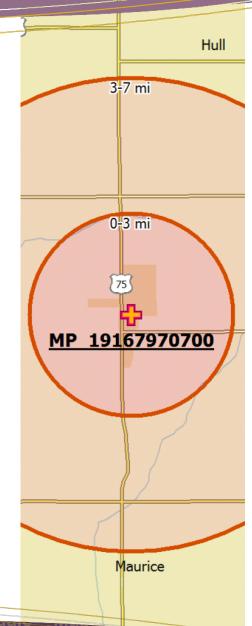
THEMES	0-3	3-7	7-10	THEMES		0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Important To Respect Customs And Beliefs	67%	65%	64%	Consider N Arts	Myself Interested In The	17%	16%	17%
You Should Seize Opportunities	57%	55%	55%	Real Men	Don't Cry	15%	14%	14%
In Life				Looking fo	r New Ideas To Improve	15%	13%	13%
Prefer To Have Few	37%	35%	34%	Home	- -			
Possessions As Possible				Is An Impo	ortant Part Of Who I Am	14%	13%	13%
Like To Understand About Nature	37%	35%	35%	Try Not To Future	Worry About The	13%	12%	12%
Important Feel Respected By My Peers	34%	34%	34%	Enjoy Sper Fam.	nding Time With My	11%	10%	10%
Prefer Work Part Of Team Than Alone	32%	31%	32%	Provide My Extras	y Kids With The Little	9%	9%	9%
Important To Juggle Various	27%	25%	26%	Feel Very	Alone In The World	5%	5%	5%
Tasks				Like Spend	ding Most Time With	5%	5%	5%
Good At Fixing Things	26%	25%	26%	Fam.	-			
Have Keen Sense Of Adventure	25%	24%	24%	Children S	hould Be Allowed To	4%	4%	4%
People Have To Take Me As	24%	23%	23%	Express TI	hemselves			
They Find Me				Decor Part	ticular Interest To Me	3%	3%	3%
Like To Just Enjoy Life	23%	21%	21%	Would Like	e To Set Up Own	3%	3%	3%
Worried About Pollution Caused By Cars	21%	20%	20%	Business				

Spencer Hampton Warvsville Elf. Kult new

Rossie New Hampton Hittin Strawberry Point Bancroft Bernard Maquoketa Bradgate St Anthony Aure Bristow Bode Rowan Akron Malcom Millville Brunsville Hartwick Nichols Collins St. Donatus Montour Runnells Carbon Crystal Lake Jos Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Mount Avr. Missouri Valley Creston Dumont

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.



rshire Clinton Hamilton Luther Curlew New Vienna Pomeroy Sergeant Bluff Tripoli Panora Minburn berry Point Deep River Waterloo Moravia Larchwood Evansdale Monteze Intercultural Institute phos St. Ansgar Wellsburg Rolfe Eddyville Elberon Marysville Fentor for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Comberland Balston Bodney Hazleton Charlet

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	84.9%	85.38%	86.06%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.67%	84.23%	84.01%
Houses-Visit Any			
McDonald's	57.55%	57.42%	57.83%
Burger King	34.91%	35.53%	35.76%
Applebee's	31.64%	31.07%	30.99%
Subway	31.55%	31.87%	31.68%
Wendy's	29.46%	27.38%	27.12%
Taco Bell	26.61%	26.74%	27.37%
Kentucky Fried Chicken (KFC)	26.32%	26.44%	26.88%
Arby's	22.45%	23.07%	23.74%
Pizza Hut	21.45%	23.14%	23.7%
Olive Garden	20.83%	20.35%	19.63%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	19.58%	21.95%	22.35%
Outback Steakhouse	15.12%	14%	13.07%
Red Lobster	15.01%	14.72%	14.73%
Cracker Barrel	14.83%	13.65%	13.6%
Starbucks	13.09%	11.92%	10.75%
Chili's Grill and Bar	12.97%	11.88%	11.02%
IHOP (International House Of	12.49%	11.04%	10.9%
Pancakes)			
TGI Friday's	12.34%	10.81%	10.23%
Domino's Pizza	12.18%	11.64%	11.63%
Dunkin' Donuts	11.25%	9.37%	8.65%
Chick-Fil-A	11.14%	10%	9.85%
Denny's	11.03%	10.54%	10.5%

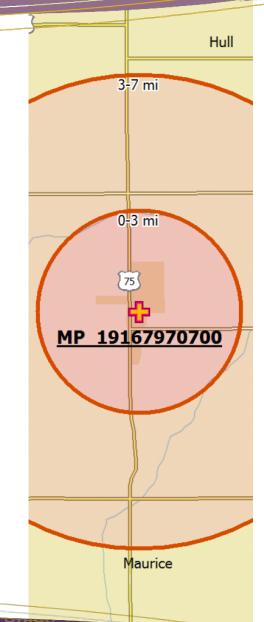


Potential Shared Projects

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!



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Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	53.35%	53.29%	52.34%
Recycled products	42.65%	41.18%	39.78%
Worked as volunteer (non political)	21.14%	20.54%	19.69%
Engaged in fund raising	13.41%	13.35%	12.98%
Religious club member	8.93%	8.9%	8.91%
Wrote to elected offcl about publ bus	7.07%	6.92%	6.72%

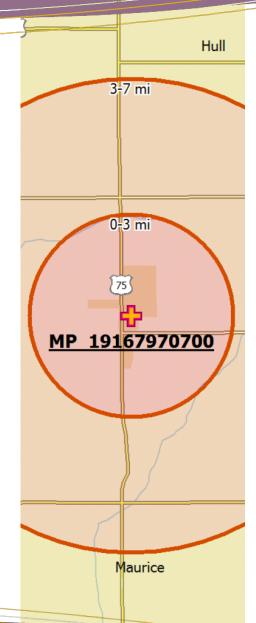
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Addressed a public meeting	6.68%	7.13%	6.78%
Charitable Organization	6.68%	7.12%	6.97%
Wrote to editor of mag or	6.57%	6.16%	5.91%
newspaper			
Union member	6.55%	6.57%	6.48%
Church Board	5.47%	6.08%	6.04%
Took active part in local civic	5.3%	5.44%	5.32%
issue			

idderdale Grant Woolstock Huxley Kellogg Washta Decorah Tama Beaver Dexter Derby Kensett G eksburg Lake Mills Correctionville Archer Libertyville Audubon Burt Intercultural Institute Low Moor Oto Malvern Crystal Lake Columbus Junction Dow City Pion for Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Kiron Northwood Many Whiting Blockton Kirkville Thor Delaware Imogene Blue Grass Low Moor Knoxville New Vienna Keota Fairfax Belle Plaine Wiota Maynard Luar Intercultural Institute Intercultural Institute Wheatland West Liberty Sioux City Norwalk Confectual Ministry Sharpsburg De Copyright 2014, Intercultural Institute for Contextual Ministry Meriden Montrose Farley Millerton Harper Banc 50

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	18.63%	16.91%	16.1%
Children's Books	14.32%	13.89%	13.38%
Mystery	12.87%	12.28%	11.7%
Cookbooks	11.57%	11.38%	11.06%
Religious (not Bibles)	8.48%	8.73%	8.75%
Personal/Business	8.17%	7.61%	7.14%
Self-help			
Romance	7.62%	7.28%	7.05%
History	7.3%	6.84%	6.5%
Biography	6.64%	5.78%	5.47%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	70.86%	68.2%	67.48%
Gen. Editorial	45.19%	43.96%	43.38%
Womens	40.7%	39.28%	39.16%
Service	37.24%	36.24%	35.84%
Business/Finance	19.21%	17.5%	16.26%
Mens	18.08%	17.33%	17.55%
Sports	15.42%	14.17%	13.73%
Mature Market	13.47%	13.19%	12.87%
Fishing/Hunting	13.05%	14.84%	15.41%

andt Garwin Reckford Zwingle Breda Magnolia Radcliffe Clayton Mingo Crystal Lake Duncombe Clay Bayard Derby Moorhead Cromwell Waukee Manning Coppock West Intercultural Institute Intercultural Institute for Contextual Ministry Vincent Cylinder Macedonia Mondamin Spring Hill 51 ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	60.05%	59.91%	59.62%
Sport	35.5%	35.52%	35.37%
Editorial Page	34.37%	34.62%	34.48%
Classified	33.46%	34.47%	35.37%
Business/Finance	33.23%	31.93%	30.56%
Comics	29.55%	29.74%	29.82%
Movie Listings & Reviews	27.47%	25.59%	24.98%
Food/Cooking	27.11%	26.7%	26.27%
Home/Gardening	25.17%	24.52%	24.16%
TV/Radio Listings	24.52%	23.42%	23.36%
Travel	22.39%	21.03%	20.06%
Science/Technology	20.64%	19.22%	18.55%
Fashion	15.1%	14.77%	14.59%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	23.93%	28.39%	29.66%
Adult Contemporary	20.1%	19.79%	19.66%
CHR Contemp Hit Radio	16.73%	15.54%	15.73%
News/Talk	15.27%	14.29%	13.14%
Rock	14.06%	13.41%	13.27%
Oldies	12.95%	13.23%	12.9%
Classic Rock	12.3%	12.64%	12.2%
Alternative	10.41%	8.74%	8.21%
Variety	8.93%	8.7%	8.31%
Urban Contemporary	8.36%	7.03%	7.32%
Soft Contemporary	7.79%	6.63%	6.32%
Religious	6.93%	6.79%	6.66%
All News	6.02%	5.28%	4.99%
Sports	4.91%	4.33%	3.91%
All Talk	4.64%	4.15%	3.73%
Classic Hits	4.15%	3.72%	3.76%
Classical	4.13%	3.65%	3.3%
Jazz	4.01%	3.4%	3.2%

Story City Lovilia Aspinwall Washta Garrison Wellsburg Joice Galt Silver City Coggon Sioux City Alleman Frederika Red Oak Hopkinton Nashua Berkley Zearing Monroe Intercultural Institute Sandyville Webb Osceola Harris Manilla Marcus Superior Kanav for Contextual Ministry the Copyright 2014, Intercultural Institute for Contextual Ministry Clearfield Elkhart Batavia Eldon Dakota City Milt 52

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	66.21%	66.73%	65.77%
Satellite Dish	58.67%	58.76%	57.99%
Soapnet	52.15%	51.13%	50.47%
Other Video-On-Demand	40.55%	42.36%	42.9%
Sci-Fi Channel	39.15%	41.21%	40.62%
MSNBC	36.05%	36.98%	36.4%
Adult Pay Per View TV	35.42%	35.41%	34.95%
Comedy Central	34.79%	31.66%	29.75%
Subscribe Digital Cable	31.9%	32.96%	32.16%
Nickelodeon	31.74%	33.67%	33.63%
Adult Swim	31.47%	33.43%	33.04%
TV Info From Sunday TV Magazine	30.47%	29.61%	29.04%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
TV Info From Newspapers	28.59%	28.44%	28.09%
Nick At Nite	28.29%	29.53%	29.47%
Hallmark Channel	27.75%	28.18%	26.94%
ABC Fam.	26.13%	23.95%	22.93%
USA Network	26.07%	25.26%	24.78%
TCM (Turner Classic	25.63%	25.12%	24.53%
Movies)			
BET (Black Entertainment	25.58%	25.63%	25.08%
TV)			
TV Info From Monthly Cable	25.54%	24.66%	24.3%
Guide			
The Golf Channel	24.74%	23.24%	21.83%
ESPN2	23.66%	22.74%	21.84%
Video-On-Demand Movies	23.47%	23.69%	22.27%
ESPN Classic	23.36%	20.91%	19.41%

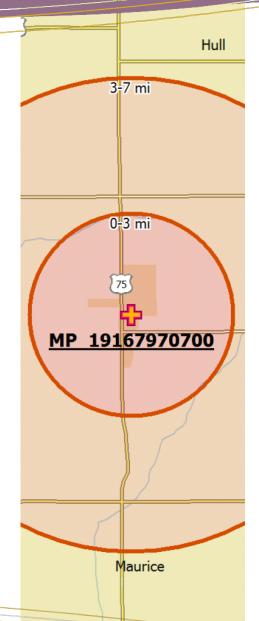
dgewood Keota <u>Dana Melbourne Park View Tabor Colfax</u> Sioux Rapids Fraser Bevington Montrose Castalla New Providence Fenton Hayesville Norway Somers Mondamine Montrour Columbus Junction Delaware Center Junction West Liberty Grandview Ladora Plymouth Intercultural Institute for Contextual Ministry If Copyright 2014 Intercultural Institute for Contextual Ministry Persia

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.



Connellson Britt <u>Hystic Dysart Sully Panorama Park Pioneer Andrew Marne West Liberty Plover Lan</u> Heservey New Vienna Norway Beacon Albia Garner Milo West Burket Intercultural Institute Calmar Salem Ute Lone Tree Deloit St. Charles Emerson Elliott Line for Contextual Ministry gton Rossie For Copyright 2014, Intercultural Institute for Contextual Ministry Description Rossie Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	22.04%	20.46%	19.51%
Medium Users (4-6)	11.78%	10.86%	10.49%
Light Users (1-3)	20.42%	20.17%	20.26%
Quintiles (20%)			
Newspaper I (Heavy)	1.04%	1.23%	1.27%
Newspaper II	1.24%	1.38%	1.46%
Newspaper III	1.89%	1.92%	1.93%
Newspaper IV	0.45%	0.56%	0.67%
Newspaper V (Light)	1.48%	1.58%	1.56%

0-3	3-7	7-10
MILES	MILES	MILES
18.93%	19.34%	19.62%
7.01%	7.24%	7.47%
9.68%	10.15%	10.38%
10.32%	10.65%	10.68%
0.52%	0.61%	0.53%
5.37%	4.94%	5.12%
2.19%	1.76%	1.81%
2.67%	2.73%	2.83%
14.77%	14.63%	15.1%
26.49%	26.54%	26.88%
13.52%	13.27%	13.31%
4.88%	4.31%	4.36%
3.65%	3.54%	3.54%
19.74%	19.68%	20.52%
1.83%	1.69%	1.78%
	MILES 18.93% 7.01% 9.68% 10.32% 0.52% 5.37% 2.19% 2.67% 14.77% 26.49% 13.52% 4.88% 3.65% 19.74%	MILES MILES 18.93% 19.34% 7.01% 7.24% 9.68% 10.15% 10.32% 10.65% 0.52% 0.61% 5.37% 4.94% 2.19% 1.76% 2.67% 2.73% 14.77% 14.63% 26.49% 26.54% 13.52% 13.27% 4.88% 4.31% 3.65% 3.54% 19.74% 19.68%

met Tennant Pierson Numa Goose Lake Oelwein Ely Brayton Castalia Fruitland Kiron Lamoni Vick Story City Schaller Kimballton Bloomfield Shellsburg Exline Brooklyn Intercultural Institute dyville Persia Grandview Seymour Wilton Tabor Shambaugh Mondam (or Contextual Ministry is Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	2.66%	2.93%	3.12%
Drive Time III (Medium)	0.33%	0.28%	0.38%
Radio IV & V (Light)	2.52%	2.79%	2.74%
Radio Media Quntiles (fifths /			
20%)			
Radio I & II (Heavy)	8.48%	8.4%	8.5%
Radio III (Medium)	4.98%	5.18%	5.24%
Radio IV & V (Light)	2.51%	2.83%	2.81%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	14.36%	14.34%	13.5%
Cable III (Medium)	3.82%	3.47%	3.43%
Cable IV & V (Light)	29.73%	31.72%	31.75%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.27%	11.24%	10.74%
6:00am - 10:00am	17.59%	15.87%	14.65%
10:00am - 3:00pm	5.06%	4.29%	4.06%
3:00pm - 7:00pm	14.45%	14.54%	14.75%
7:00pm - Midnight	14.2%	14.15%	13.31%
Midnight - 6:00am	5.29%	5.23%	4.9%
Weekend Radio			
Listeners			
Dayparts [summary]	15.59%	15.66%	15.43%
6:00am - 10:00am	3.87%	3.32%	2.88%
10:00am-3:00pm	5.38%	4.7%	4.33%
3:00pm - 7:00pm	7.62%	7.29%	7.17%
7:00pm - Midnight	9%	8.04%	7.76%
Midnight - 6:00am	9.58%	8.31%	7.65%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	10.07%	9.87%	9.41%
Saturday: 8:00-11:00pm	8.23%	7.96%	7.82%
Sunday: 7:00-11:00pm	10.72%	11.54%	11.06%
9:00am-1:00pm	28.29%	29.53%	29.47%
9:00am-4:00pm	32.14%	33.21%	33.2%
4:00pm-7:00pm	31.19%	30.56%	28.96%
11:00pm-1:00am	44.01%	44.14%	43.47%
AVG Prime time	2.72%	2.58%	2.49%
Mon-Sun			

town Columbus City Frederika Cherokee Bonaparte Earlham Holland Dows Cincinnati Sioux City Tak Iteman Milford Independence Paullina Cumberland Mystic Monticello Akron Postville Hancock Barnum Bennett Oelwein Mitchell Kan for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Convertion of Contextus

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	18.65%	17.96%	17.38%	Sat: 7-10am	Sat: 7-10am 20.16%	Sat: 7-10am 20.16% 19.9%
7-9am	23.66%	22.74%	21.84%	Sat: 10am-1pm	Sat: 10am-1pm 8.9%	Sat: 10am-1pm 8.9% 8.33%
9am-12noon	24.87%	26.01%	25.99%	Sat: 1-4pm	Sat: 1-4pm 25.52%	Sat: 1-4pm 25.52% 24.64%
12noon-4pm	7.27%	7.2%	7.21%	Sat: 4-6pm	Sat: 4-6pm 6.36%	Sat: 4-6pm 6.36% 6.31%
4-6pm	51.94%	51.53%	48.99%	Sat: 6-7pm	Sat: 6-7pm 2.42%	Sat: 6-7pm 2.42% 2.34%
6-7pm	20.66%	22.79%	22.77%	Sat: 7-8pm	Sat: 7-8pm 1.4%	Sat: 7-8pm 1.4% 1.32%
7-7:30pm	1.57%	1.46%	1.35%	Sat: 8-11pm	Sat: 8-11pm 8.23%	Sat: 8-11pm 8.23% 7.96%
7:30-8pm	10.01%	9.48%	9.39%	Sat: 11pm-1am	Sat: 11pm-1am 4.49%	Sat: 11pm-1am 4.49% 4.19%
8-11pm	10.07%	9.87%	9.41%	Sat: 1am-7pm	Sat: 1am-7pm 26.07%	Sat: 1am-7pm 26.07% 25.26%
11pm-12am	36.05%	36.98%	36.4%	Sun: 7-10am	Sun: 7-10am 2.14%	Sun: 7-10am 2.14% 2.12%
11pm-1am	44.01%	44.14%	43.47%	Sun: 10am-1pm	Sun: 10am-1pm 7.59%	Sun: 10am-1pm 7.59% 8.42%
1-6am	33.07%	32.39%	31.4%	Sun: 1-4pm	Sun: 1-4pm 6.97%	Sun: 1-4pm 6.97% 6.38%
				Sun: 4-7pm	Sun: 4-7pm 15.59%	Sun: 4-7pm 15.59% 15.86%
				Sun: 7-11pm	Sun: 7-11pm 10.72%	Sun: 7-11pm 10.72% 11.54%
				Sun: 11pm-1am	Sun: 11pm-1am 4.95%	Sun: 11pm-1am 4.95% 4.98%
				Sun: 1-7am	Sun: 1-7am 24.37%	Sun: 1-7am 24.37% 24.86%

Everly Rembrandt Ainsworth Imogene Woodburn Sully Bettendorf Crawfordsville Colesburg Gruve Lashington McClelland Nodaway Emerson Pomeroy Graettinger Morley Anger Minos Truesdale Ma Rinard Norway Rossie Kamrar Adel Farnhamville Garrison Haverh for Confectual Ministry Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Reconverted Bode Batavia Whitten Peosta

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

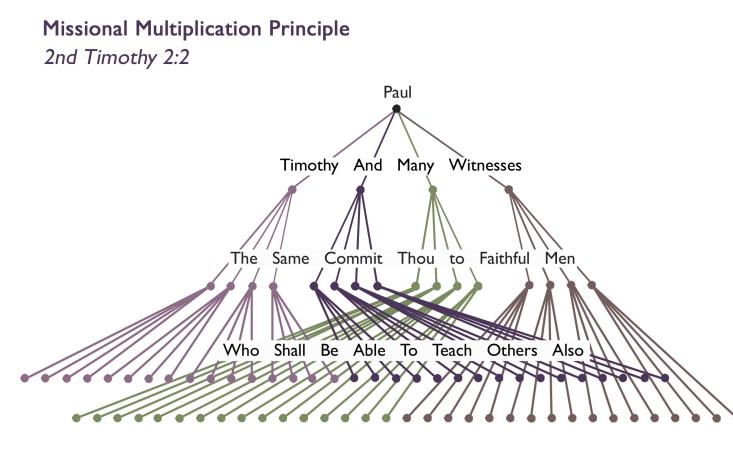
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Woodbing Steamboat Rock Mitchellville Elkader Sherrill Granville Marble Rock Parkersburg Hudson G Lorimor Bankston Hopkinton Durango Doon Moulton Columbus Martinsburg Sioux Center lia Yale Delhi McIntire Mystic Denison Volga Dougherty Marengo a Copyright 2014, Intercultural Institute for Contextual Ministry Contextual

Biblical Missional Multiplication

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

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





Establishing Redemptive Relationships

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

Communication Steps

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



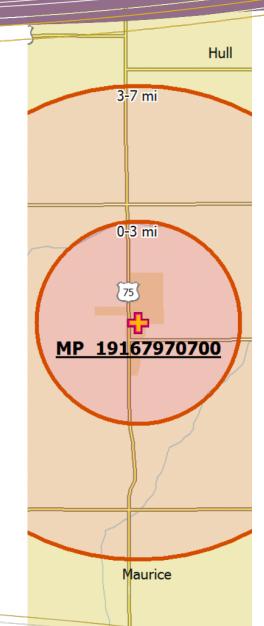


Your MissionSite and the Missional Suite

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

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

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



e Grass Evansdale Orient Wadena Hancock Eagle Grove Montour Ainsworth Lawler Millville Independent Buffalo Fayette Park View Rolfe Saylorville Colfax Tabor Bagley McClelland Calumet Ne ghorn Washington Shell Rock Steamboat Rock Belmond Cascade Stra Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Marendo

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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