# MissionSite top unreached locations

Moravia Knierim West Burlington FORT DODGE, IA Canawha Hospers Riverside Balltown Blencoe Lehigh CENSUS TRACT: 19187000400 Kam<del>rar</del> Multiply Havelock Centerville What Cheer **REGION: Northwest** COUNTY: Websteraurice Reinbeck Anamosa Le Oakland Bode Marathon Dows Norway WaukeSITESCAPE: Townscape Dedham Cantril Waterloo In partnership with the Ivern South English Blakesburg LanDENSITY PATTERN: Kance Oxford Junction Silve St Anstar Arburn Lockridge Kimballton Elkader Hanlontown Williamson aptist for Contextual Ministryenter Latimer Central Cit nvention of Waucoma Hampton Welton Floris Union Granger Nemaha Stratford New Sharon Westfield St. Chanes Copyright 2014 Intercultural Institute for Contextual Ministry alo Hinton Hayesville Crystal Lake Belmond West Ches

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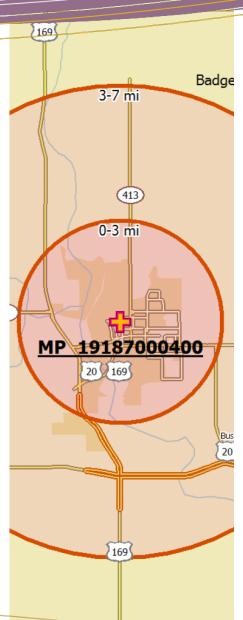
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#### Site Location Summary

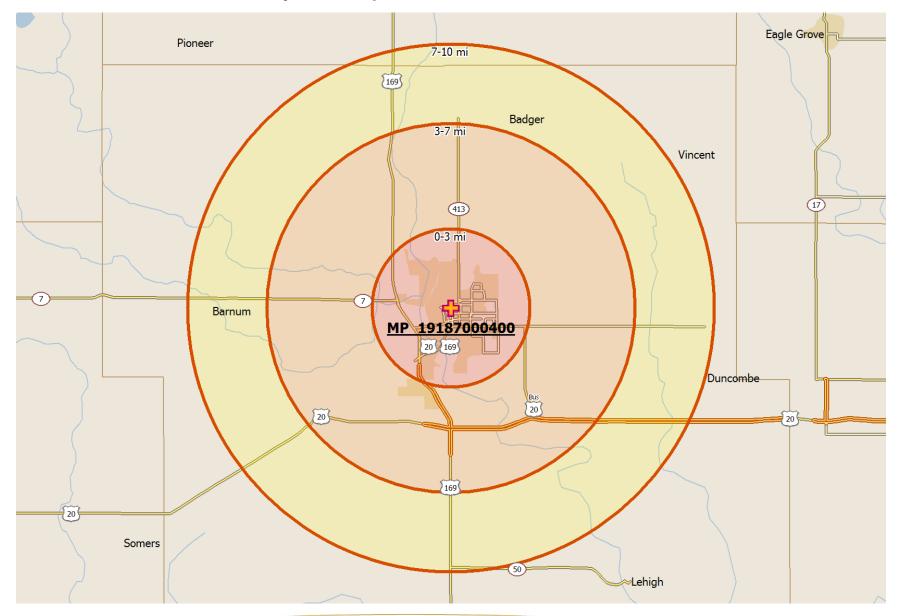
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	19187	Webster
4	Zipcode	50501	Webster
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.23	Medium towns adjacent to a small town
8	Sitescape Density Pattern	К	50000-10000-10000



Varina Corning Udell Shelby Rose Hill Vail Orchard Parnell Beaver St. Lucas Marysville Collins Hanlontown West Branch Lost Nation Missouri Valley Eldora Kinross Marysville Magnolia Thornton Crystal Lake St. Donatus Redfield Bronson Moorhead Kellogg Olin Confertual Institute Annet Montrose Copyright 2014, Intercultural Institute for Contextual Ministry Washington Colosburg Story City Contextual Ministry

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



Thernton Keystone Linden Blencoe Oakland Acres Washington Churdan Yale Mortey Oyens Hart De Witt Luzerne Exira Hampton Brooklyn Webb Weldon Grandvier, <u>Intercultural Institute</u> Stuart Steamboat Rock Williamson Benton Slater Calamus Stockport (or Contestual 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.

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derika St. Marys Diagonal Harper Dysart Murray Titonka Grand River Ames Holstein Rossie Burt The Bluffs Jesup Clear Lake Mapleton Laurel Panora Clermont Wood Intercultural Institute Reinbeck Drakesville Bridgewater Palo Defiance Lacona Cherokee Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Contextual Ministry Comparison Solon Gilman Dows Ossian Richard Company Solon Gilman Dows Ossian Richard 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	23,956	5,438	2,458
2010 Households	10,464	1,629	968
2010 Group Quarters Population	1,358	1,420	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	33	10	5
Language Diversity National Index	22	32	6
Foreign Born Diversity National Index	68	66	24
Ancestry Diversity National Index	62	62	48
Racial Diversity National Index	21	27	6

Tennant Tingley Coggon Marne Berkley Centerville Thor Lake View Intercultural Institute ell Brighton Ladora Lu Verne Monroe Baxter Ocheyedan Elberon The Intercultural Institute ©Copyright 2014, Intercultural Institute for Contextual Ministry Concerning Contextual Ministry

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#### Site Location Summary - County Environment

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

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

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

Dawson Letts Fort Madison Martelle Paton Calumet Albion Grand Junction Liscomb Willey Wint Grundy Center Kimballton Mitchellville Atkins Mount Sterling Van Horne Intercultural Institute Goldfield East Peru Turin Blakesburg Delphos Remsen Sac City Roc Confectual Ministry Intercultural Institute for Contextual Ministry Oto Williamson Deloit 7 no

#### 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	2,463	23.54%
Mainstay Communities	Established, Diverse Households	1,128	10.78%
Working Communities	Blue-collar, Working Families	5,534	52.89%
Country Communities	Rural, Agri. & Mining Families	215	2.05%
Aspiring Communities	Young Singles / Aspiring-Multihousing	126	1.2%
Urban Communities	High Density, Inner-city Neighborhoods	996	9.52%

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# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Valley Shelby <u>Galamus</u> Riverdale Morley Linden Callender Latimer Weilsburg Mount Auburn Castana Getter Buffalo Center Jewell Junction Wayland Hancock Neola Garnaviller Northwood Lime Springs Oko Lidderdale Scranton Hardy Hawkeye Ralston Mallard Des Moines JacCopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# 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	10,381	7,082	68.22%
Unreached %	65.75%	67.68%	102.94
Religious But NOT Evangelical HH	2,111	1,570	74.35%
Religious But NOT Evangelical %	13.37%	15%	112.2
Spiritual But NOT Relig or Evang HH	1,658	1,206	72.73%
Spiritual But NOT Relig or Evang %	10.5%	11.52%	109.75
Not Evangelical, Not Interested HH	6,617	4,311	65.15%
Not Evangelical, Not Interested %	41.91%	41.2%	98.31



West Des Moines Marquette Rathbun Windsor Heights Soldier East Peru Union Jackson Junction Rock Farragut Story City Westfield Early Marion Manson Calumet Blencer Baldwin Toledo Gillett Grove ascade Fairbank Wesley Clinton Conesville Conway Ogden Fertile for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Modale Dversville Bennett Merrill Indianola Hinton

### **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	1,356	848	62.49%
Active Evangelical Percent	8.59%	8.10%	94.3
Inactive Evangelical Households	4,052	2,533	62.5%
Inactive Evangelical Percent	25.66%	24.20%	94.31
# New Churches Needed	8	5	66.27%





# 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

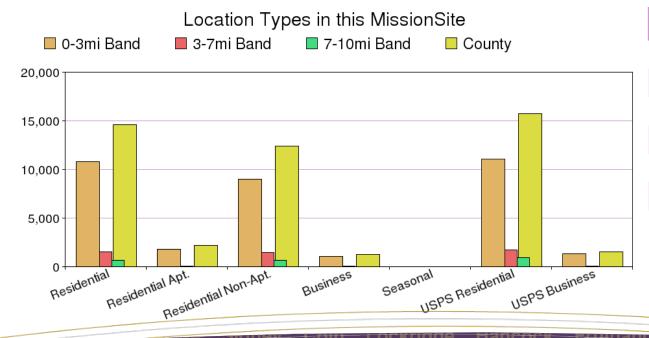
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.

Mason City Calumet Barnes City Balltown Ottumwa Raymond Maharishi Vedic City Mondamin Algons Deloit Ashton Lehigh Bankston Goodell Stout Thayer Chillicother Intercultural Institute Douds Parnell Rhodes Villisca Fredonia Auburn Imogene Lawton Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	40,343	26,831	66.51%
2000 Population	40,235	25,964	64.53%
2010 Population	38,293	23,956	62.56%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	15,962	10,887	68.21%
2000 Households	15,878	10,814	68.11%
2010 Households	15,790	10,464	66.27%

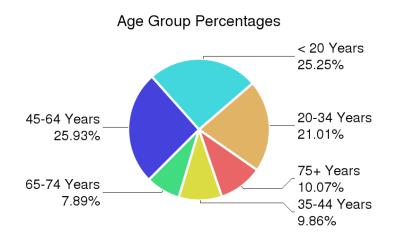


Location Type	0-3mi Band
Residential	10,797
Residential Apt.	1,822
Residential Non-Apt.	8,975
Business	1,043
Seasonal	0
USPS Residential	11,037
USPS Business	1,312

erton Scarville Lakota Lu Verne Akron Ainsworth Hornick Estherville Onawa Kiron Welton Hillsborg Bancroft Westgate Dows Rose Hill Rossie Kalona Burlington Monoper Intercultural Institute Cleghorn Aredale Melbourne Oyens Newhall Thornburg Dayton Center Intercultural Institute Convertential Melbourne Oyens Newhall Thornburg Dayton Center Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Scopyright 2014, Intercultural Institute for Contextual Ministry

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

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

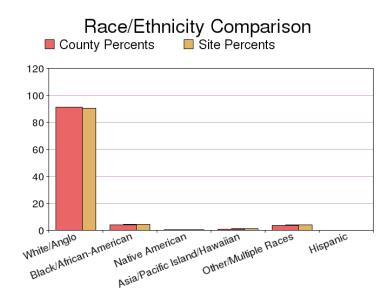


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.56%	4.9%	107.46
4-5 Years	2.42%	2.32%	95.87
6-8 Years	3.68%	3.73%	101.36
9-11 Years	3.68%	3.54%	96.2
12-13 Years	2.44%	2.35%	96.31
14-17 Years	5.65%	5.3%	93.81
18-19 Years	2.95%	3.11%	105.42
0-5 Years	6.97%	7.22%	103.59
6-12 Years	8.58%	8.45%	98.48
13-19 Years	9.82%	9.58%	97.56
< 20 Years	25.37%	25.25%	99.53
20-34 Years	21.36%	21.01%	98.36
35-44 Years	10.28%	9.86%	95.91
45-64 Years	26.15%	25.93%	99.16
65-74 Years	7.95%	7.89%	99.25
75+ Years	8.89%	10.07%	113.27
Median Age	38	39	101.44
Median Age (Male)	35	37	108.17
Median Age (Female)	42	41	96.69

Coppock Ridgeway Crystal Lake Dunkerton Galt Milford Moorland Aredale Ackley Griswold Nor Coppock Ridgeway Crystal Lake Dunkerton Galt Milford Moorland Aredale Ackley Griswold Nor Sterooklyn Maurice Spring Hill Gowrie Zwingle Fort Atkinson Intercultural Institute Osterdock Cylinder Mount Ayr Garwin Albion Akron Atkins Bea Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Conte

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	91.02%	90.21%	99.11
Black, African-American	4.12%	4.27%	103.73
Native American	0.4%	0.28%	68.06
Asian	0.96%	1.2%	125.34
Pacific Island, Hawaiian	0.03%	0.04%	130.78
Other/Multiple Races	3.47%	4.01%	115.55
Hispanic	0%	4.23%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	25,486	16,084	
Less than 9th Grade	1.92%	2.01%	95.54
No High School Diploma	6.12%	6.27%	97.63
High School Graduate	41.7%	39.17%	106.45
Some College, no degree	20.12%	20.23%	99.47
Associate Degree	13.06%	12.7%	102.8
College Degree	12.76%	14.55%	87.68
Graduate/Prof. degree	4.32%	5.07%	85.26

ter Bettendorf <u>Coalville New Market Magnolia Chariton Nemaha Lakota Tennant Morning Sun Garden</u> Plano West Liberty Clemons Stanhope Missouri Valley Hills Mediapolier Intercultural Institute sity Heights Sloan Mystic Logan Bernard Pulaski Balltown Camanche for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Grand Primghar Dunkerton Rowan Blanchard Siou 16

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

For each category both county and 0-3 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	8.14%	9.07%	168.08
\$10,000 to \$19,999	13.77%	14.71%	106.77
\$20,000 to \$29,999	12.29%	12.95%	105.34
\$30,000 to \$49,999	24.29%	24.12%	99.31
\$50,000 to \$59,999	10.15%	8.85%	87.22
\$60,000 to \$69,999	8.24%	7.52%	91.28
\$70,000 to \$79,999	6.43%	5.98%	92.97
\$80,000 to \$89,999	4.34%	4.02%	92.61
\$90,000 to \$99,999	2.6%	2.48%	95.46
\$100,000 to \$124,999	4.6%	5.02%	108.97
\$125,000 to \$149,999	2.32%	2.69%	115.85
\$150,000 to \$199,999	1.25%	1.12%	89.17
\$200,000 to \$249,999	0.26%	0.27%	103.05
\$250,000 or more	1.3%	1.18%	90.1
Median Household	41,530	42,451	102.22
Average Household	52,812	55,202	104.53
Per Capita Household	22,553	24,192	107.27
Family/Non-Family Household			
Income			
Median Family Income	54,811	56,737	103.51
Average Family Income	67,321	68,076	101.12
Median Non-Family Income	22,813	23,703	103.9
Average Non-Family Income	29,857	31,016	103.88

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

For each category both county and 0-3 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	61.27%	57.76%	94.27
Families with Children	29.16%	28.36%	97.26
Families without Children	32.11%	29.4%	91.55
Non-Family Households			
% Non-Family Households	38.73%	42.24%	109.07
Non-Families with Children	0.46	0.51	111.08
Non-Families without Children	38.27	41.73	109.05
Housing Units			Index
Total Housing Units	17,154	11,334	
Vacant percent	7.95%	7.68%	96.54
Owned percent	63.21%	59.53%	94.18%
Rented Percent	28.84%	32.79%	113.69
Households by Size			Index
Avg household size	2.24	2.16	96.43
Avg family hh size	2.94	2.90	98.64
Avg non-family hh size	1.14	1.15	100.88
Households By Count of Persons			Percent
One	5,250	3,799	72.36%
Тwo	5,650	3,625	64.16%
Three or Four	3,806	2,404	63.16%
Five+	1,084	635	58.58%

Coalville De Soto Hancock Columbus Junction Douds Elma Tama Janesville Rose Hill Bedford Farley Lucas Prairieburg Ossian Ocheyedan Clarinda Hornick Martines Intercultural Institute Wallingford Lakota Cascade Walnut Macksburg Little Rock Protivin Monoe Underwood Dy 18 Copyright 2014, Intercultural Institute for Contextual Ministry

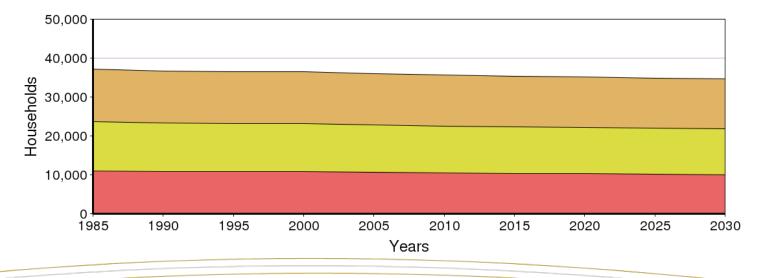
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	40,343	26,831	66.51%
2000 Population	40,235	25,964	64.53%
2010 Population	38,293	23,956	62.56%
2015 Population	38,017	23,683	62.3%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

🔲 0-10mi Ring

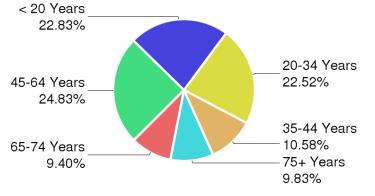


rthington Wiota Cotter Lawton Oskaloosa Breda Silver City Elgin Melcher-Dallas Lime Springs Lanes Fington Garber Conesville Haverhill Durant Clare Delphos Ricketts Intercultural Institute vell Clutier Delmar Arlington McCallsburg Sloan Jolley Alta Paullin (Sufextual Ministry) <sup>a</sup>Copyright 2014, Intercultural Institute for Contextual Ministry Baldwin Galt Springville Underwood Hawarden Rei 19 Norway Cylinder Davenort Charles City 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.

Projected Age Group Percentages

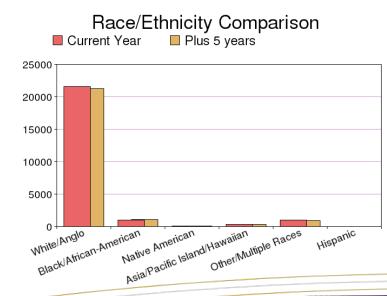


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.9%	4.28%	87.35
4-5 Years	2.32%	2.13%	91.81
6-8 Years	3.73%	3.51%	94.1
9-11 Years	3.54%	3.48%	98.31
12-13 Years	2.35%	2.4%	102.13
14-17 Years	5.3%	4.54%	85.66
18-19 Years	3.11%	2.48%	79.74
0-5 Years	7.22%	6.41%	88.78
6-12 Years	8.45%	8.15%	96.45
13-19 Years	9.58%	8.26%	86.22
< 20 Years	25.25%	22.82%	90.38
20-34 Years	21.01%	22.51%	107.14
35-44 Years	9.86%	10.58%	107.3
45-64 Years	25.93%	24.82%	95.72
65-74 Years	7.89%	9.4%	119.14
75+ Years	10.07%	9.83%	97.62
Median Age	38	40	103.88
Median Age (Male)	35	38	111.03
Median Age (Female)	42	41	98

Gilbert Hiawatha St. Donatus Dickens St. Olaf Ocheyedan Garner Allerton Maurice Keomah Villag Wheatland Conrad Montezuma Danbury Decatur City Shannon City Astronomy Floin Joice Bernard Cha ard Pleasantville West Chester Spring Hill Aurora St. Marys Riverton for Confectual Ministry Cit Confectual Contextual Ministry Steamboat Rock Lovilia College Springs University Par

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	90.21%	89.79%	99.53
Black, African-American	4.27%	4.55%	106.39
Native American	0.28%	0.32%	116.48
Asian	1.2%	1.43%	119.48
Pacific Island, Hawaiian	0.04%	0.04%	101.15
Other/Multiple Races	4.01%	3.87%	96.62
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	16,084	16,570	
Less than 9th Grade	2.01%	1.07%	53.49
No High School Diploma	6.27%	4.83%	77.06
High School Graduate	39.17%	41.21%	105.2
Some College, no degree	20.23%	19.69%	97.34
Associate Degree	12.7%	14.12%	111.18
College Degree	14.55%	14.59%	100.3

5.07%

4.48%

88.37

Callender Whiting Wheatland Titonka Jesup Berkley Plover Lewis Decorati Luther Raymond Aspir Danbury Hardy New Vienna Bagley Redfield Varina Quasqueton New Intercultural Institute erville Spillville Clarence Floyd Pulaski Miles Popejoy Lakeside Praise Jor Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry attraction Barnes City New Market North Washington Goodell Ka

Graduate/Prof. degree

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	9.07%	8.66%	95.54
\$10,000 to \$19,999	14.71%	13.83%	94.02
\$20,000 to \$29,999	12.95%	11.66%	90.08
\$30,000 to \$49,999	24.12%	23.01%	95.4
\$50,000 to \$59,999	8.85%	9.15%	103.34
\$60,000 to \$69,999	7.52%	8.1%	107.66
\$70,000 to \$79,999	5.98%	6.53%	104
\$80,000 to \$89,999	4.02%	4.57%	109.23
\$90,000 to \$99,999	2.48%	2.7%	108.75
\$100,000 to \$249,999	5.02%	5.82%	115.96
\$125,000 to \$149,999	2.69%	3.23%	120.32
\$150,000 to \$199,999	1.12%	1.09%	97.18
\$200,000 to \$249,999	0.27%	0.26%	97.03
\$250,000 or more	1.18%	1.38%	116.99
Median Household	42,451	45,333	106.79
Average Household	55,202	58,760	106.45
Per Capita Household	24,192	25,895	107.04
Family/Non-Family Household			
Income			
Median Family Income	56,737	60,969	107.46
Average Family Income	68,076	73,525	108
Median Non-Family Income	23,703	25,291	106.7
Average Non-Family Income	31,016	33,691	108.62

Martinsburg Grafton Fertile Panama Birmingham New Hartford Tennant Montour Fremont Calamus Lynnville Monona Wahpeton St. Anthony Schaller Pleasant Plain Sioux Rapids Westfield Churdan Lambs Grove Woden Waverly Ida for Contextual Institute for Contextual Ministry Sioux City Jesup Crescent Bussey Greenville M 22

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	57.76%	56.03%	97.01
Families with Children	28.36	27.5	96.96
Families without Children	29.4	27.49	93.53
Non-Family Households			
% Non-Family Households	42.24%	43.97%	104.09
Non-Families with Children	0.51	0.46	104.09
Non-Families without	41.73	43.5	104.24
Children			
Housing Units			
Total Housing Units	11,334	11,268	99.42%
Vacant percent	7.68%	7.71%	100.47
Owned percent	59.53%	59.52%	99.99
Rented Percent	32.79%	32.76%	99.91
Households by Size			
Avg household size	2.16	2.14	99.07%
Avg family hh size	2.90	2.94	101.38%
Avg non-family hh size	1.15	1.12	97.39%
Households By Count of			
Persons			
One	3,799	3,923	103.26%
Two	3,625	3,514	96.94%
Three or Four	2,404	2,338	97.25%
Five+	635	624	98.27%

omah Village Newton Calmar Clive Meservey Mason City Exline Alburnett Elberon Huxley Crystal Lak Latterson Webb Ashton Ventura Cleghorn Panorama Park Meriden Every Moodburn Elliott Douds Marquette Sigourney Dougherty Beaman Pleasant Plain Sac City Contertual Institute Ministry Contertual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Batavia Valeria

# **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	715	31	18	1	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	35	1	0		Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	57	1	0		Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	10	4	0		Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	90	10	1		Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0		Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	133	5	7		Oceania	Oceania 7	Oceania 7 0
So. Central Asia	14	1	0		Caribbean	Caribbean 20	Caribbean 20 0
SE Asia	100	6	6		Central Amer.	Central Amer. 168	Central Amer. 168 3
Western Asia	0	0	0		South America	South America 55	South America 55 0
Other Asia	14	0	0		North America	North America 12	North America 12 0
					Born at sea	Born at sea 0	Born at sea 0 0

Vienna Prairieburg Delphos Greene Oto Alden Carbon Meservey Cushing Adair Sully Ute Lytton and Deloit Perry Havelock Turin Harris Dundee Williamson Whitten Intercultural Institute Mound Rembrandt Davenport Royal Lost Nation Morrison Colesburg Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	24,234	3,577	3,488	Other Indo-Euro	0	0	0
Spanish	674	37	52	Asian/PI languages	0	0	0
Other Indo-Euro	404	11	21	Chinese	90	6	0
language				Japanese	30	2	1
French (incl. Patois,	82	2	1	Korean	21	0	0
Cajun)				Mon-Khmer,	45	0	0
French Creole	0	0	0	Cambodian			
Italian	9	0	0	Miao, Hmong	0	0	0
Portuguese	11	0	0	Thai	0	6	1
German	166	0	13	Laotian	72	2	1
Yiddish	0	0	0	Vietnamese	0	6	0
Other West Germanic	6	1	1	Other Asian	0	0	0
A Scandinavian	6	4	2	Tagalog	12	0	0
Language				Other Pacific Is	38	0	0
Greek	0	0	0	Other languages	53	0	0
Russian	61	1	0	Navajo	0	0	0
Polish	10	0	0	Other Native N.	40	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	6	1	4	Hungarian	0	0	0
Armenian	0	0	0	Arabic	6	0	0
Persian	0	1	0	Hebrew	0	0	0
Gujarathi	21	0	0	African languages	7	0	0
Hindi	7	0	0	Other unspecified	0	0	0
Urdu	0	0	0		-	-	-

ar Woodburn Bridgewater Dougherty Bagley Aurelia Earlville Guthrie Center Donahue Lucas Hender Wadena Barnes City Preston Ely Lawler Lime Springs Coggon <u>Intercultural Institute</u> Westfield Ha rtensdale Gilbertville Everly Hiawatha Grant Rickardsville Thayer Arti <u>Intercultural Institute</u> Rock Spencer Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# 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	ANCESTRY 0-3 3-7	
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	20,303	3,164	2,993		Irish	Irish 2,482	Irish 2,482 354
Arab	35	2	1		Italian	Italian 360	Italian 360 72
Armenian	0	0	0		Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	41	4	0		Norwegian	Norwegian 1,978	Norwegian 1,978 339
British	31	4	1		Polish	Polish 215	Polish 215 24
Canadian	0	0	0		Portuguese	Portuguese 17	Portuguese 17 0
Croatian	13	0	0		Romanian	Romanian 0	Romanian 0 0
Czech	328	38	66		Russian	Russian 67	Russian 67 0
Czechoslovak	99	18	6		Scandinavian	Scandinavian 49	Scandinavian 49 7
Danish	350	54	64		Scotch-Irish	Scotch-Irish 281	Scotch-Irish 281 27
Dutch	352	47	51		Scottish	Scottish 188	Scottish 188 30
English	1,218	216	178		Slovak	Slovak 33	Slovak 33 5
European	125	23	21		Subsaharan African	Subsaharan African 79	Subsaharan African 79 6
Finnish	24	2	3		Swedish	Swedish 995	Swedish 995 190
French (not Basque)	305	57	21		Swiss	Swiss 75	Swiss 75 2
French Canadian	33	11	6		Ukrainian	Ukrainian 29	Ukrainian 29 4
German	6,503	1,073	1,038		US/American	US/American 1,356	US/American 1,356 255
Greek	49	3	3		Welsh	Welsh 70	Welsh 70 10
Hungarian	0	0	1		West Indian	West Indian 0	West Indian 0 0
Iranian	0	1	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 2
					Other	Other 2,520	Other 2,520 284

Magnolia Coggon Marne Blairsburg Oelwein Gillett Grove Dysart Delaware Hartley Williams Mor Herdele Madrid Parkersburg Bristow Wilton Waukee Le Grand Silver Ministry Ieriden Milford Slater Allison Eldridge Coralville Truro North Washing For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Milo Kellerton 26

### 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?

Bettendorf Sheldahi Harlan Duncombe Greenfield Galt Fort Dodge Le Mars Blue Crass Yorktown Pisgah Mallard Orient Truesdale Panora Odebolt Tingley Allerton Intercultural Institute Confectual Ministry Park View Ter Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

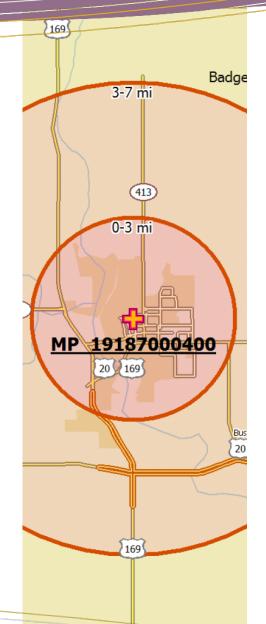
#### Issues for Your Consideration - continued

- 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?

University Park Stean Lester Grundy Center Keswick Marne Union Earling Mediapolis New Provide Luana Logan Toronto Oakland Inwood Kimballton Larrabee Beacon Anthony St. Lucas Duncon Stanley Titonka Pomeroy Bedford Delphos Garwin Storm Lake for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



Patterson Tipton Weldon Rowley Saylorville Pleasant Plain Irwin Ely Leon Tabor Durango Tripol Maning Balltown Kellogg Elkader Bellevue Ackley Worthington Colega Intercultural Institute St. Charles Yorktown Coburg Lidderdale West Branch Ankeny Pula St. Charles Yorktown Coburg Lidderdale West Branch Ankeny Pula St. Charles Yorktown Coburg Lidderdale West Branch Ankeny Pula St. Charles Yorktown Coburg Lidderdale West Branch Ankeny Pula St. Charles Yorktown Coburg Lidderdale West Branch Ankeny Pula St. Charles Yorktown Coburg Lidderdale West Branch Ankeny Pula St. Charles Yorktown Coburg Lidderdale West Branch Ankeny Pula St. Charles Weitterson Science St. Contextual Ministry Batavia Little Rock Jamaica Randalia Sheffield F 29

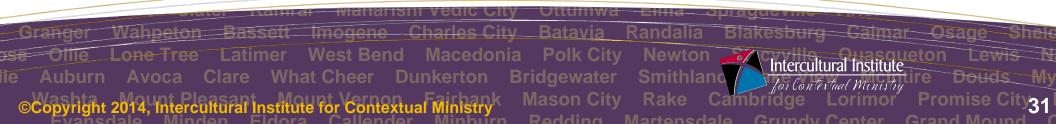
The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	10,464	100%	7,084	100%
AFFLUENT SUBURBIA	1,017	9.72%	706	9.97%
America's Wealthiest	0	0%	0	0%
Dream Weavers	65	0.62%	47	0.66%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	952	9.1%	659	9.3%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,446	13.82%	976	13.78%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,375	13.14%	923	13.03%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	12	0.11%	9	0.13%
Successful Urban Sprawl	59	0.56%	44	0.62%
SM TWN SUCCESS	353	3.37%	232	3.27%
2nd City Homebodies	66	0.63%	47	0.66%
Prime Middle America	110	1.05%	72	1.02%
Urban Optimists	0	0%	0	0%
Family Convenience	177	1.69%	113	1.6%
Mid-Market Enterprise	0	0%	0	0%

Mall Lake Garnavillo Britt Denison Colwell Ralston Cedar Rapids Lineville Van Meter Kellogg G UnionVille Aurelia Fenton Pleasant Plain Defiance Princeton Denver Gillett Grove Le Claire Keomah Village Bernard Cantril Lester Convertial Institute Vienna La Po ocopyright 2014, Intercultural Institute for Contextual Ministry Ocopyright 2014, Intercultural Institute for Contextual Ministry Breda Kampar Readlyn Harper Gilbert Reaspor Andover

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	10,464	100%	7,084	100%
BLUE COLLAR BACKBONE	2,314	22.11%	1,485	20.96%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	1,062	10.15%	640	9.03%
Lower Income Essentials	562	5.37%	380	5.36%
Small Town Endeavors	690	6.59%	465	6.56%
AMER. DIVERSITY	775	7.41%	571	8.06%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	77	0.74%	50	0.71%
Professional Urbanites	150	1.43%	108	1.52%
Urban Advancement	142	1.36%	96	1.36%
Amer. Great Outdoors	70	0.67%	45	0.64%
Mature America	336	3.21%	272	3.84%
METRO FRINGE	3,220	30.77%	2,208	31.17%
Steadfast Conservative	2,972	28.4%	2,037	28.75%
Moderate Conventionalists	58	0.55%	39	0.55%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	190	1.82%	132	1.86%



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	10,464	100%	7,084	100%
REMOTE AMERICA	49	0.47%	29	0.41%
Hardy Rural Fam.	3	0.03%	2	0.03%
Rural Southern Living	37	0.35%	22	0.31%
Coal & Crops	9	0.09%	5	0.07%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	24	0.23%	18	0.25%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	9	0.09%	7	0.1%
Stable Careers	15	0.14%	11	0.16%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	166	1.59%	92	1.3%
Industrious Country Living	0	0%	0	0%
America's Farmland	16	0.15%	9	0.13%
Comfy Country Living	0	0%	0	0%
Small Town Connections	122	1.17%	71	1%
Hinterland Fam.	28	0.27%	12	0.17%

Center Oyens <u>Heservey</u> Brandon St. Donatus Keokuk Derby Carpenter Dayton Holland Pleasanton all Wall Lake Unionville Wellman Bouton Westwood Harpers Ferry Rock Rapids Estherville Crystal Lake Oakland Acres Clutier Sheldon Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	10,464	100%	7,084	100%
STRUGGLING SOCIETIES	353	3.37%	256	3.61%
Rugged Southern Style	7	0.07%	4	0.06%
Latino Nuevo	9	0.09%	6	0.08%
Struggling city Centers	82	0.78%	56	0.79%
College Town Communities	0	0%	0	0%
New Beginnings	255	2.44%	190	2.68%
URBAN ESSENCE	643	6.14%	434	6.13%
Unattached Multicultures	86	0.82%	60	0.85%
Academic Necessities	28	0.27%	17	0.24%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	16	0.15%	12	0.17%
New Generation Activists	513	4.9%	345	4.87%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	102	0.97%	77	1.09%
Military Family Life	0	0%	0	0%
Major University Towns	30	0.29%	24	0.34%
Gray Perspectives	72	0.69%	53	0.75%

e Imogene Oxford Junction Barnum Ireton Thornburg Cumberland Lisbon Anita Mallard Blairsburg Intercultural Institute Park View New Sharon Humboldt Buffalo Fontanelle Smithland Cliv Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Barcock Le Grand Seymour Camanche Ployer What

# 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?

Plane Cambridge Delhi Kellerton Stanley Victor Durant Belle Plaine Ayrshire Vail Nemaha Patterse Lenroe Dedham Vinton Cumming Mingo Peosta Castalia Newhall New Intercultural Institute IIIE Malcom Missouri Valley Garnavillo St. Donatus Manilla Beaver Por Jos Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

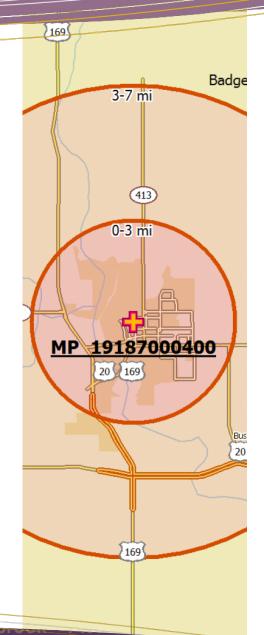
#### **Potential Cultural Bridges**

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

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

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

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



Prook Farmersburg Sergeant Bluff Farley Orleans Vining North Buena Vista Dakota City Knierim Tabor Prings New Hampton Rinard Ely Moulton Davenport Granger Aurora Ionia Ringsted Maurice Iowa Falls Zearing Diagonal Runnells Des Confertual Ministry Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Belle Plaine Kellerton Inwood Garnavillo Pisgab

#### **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	75%	76%	76%
Use Comp. for Internet/E-mail	58%	59%	59%
Internet Use: E-Mail	46%	47%	47%
Use Comp. for Comp. Games	40%	41%	41%
Use Comp. for Word Processing	39%	40%	40%
Use Comp. for Shopping	34%	35%	35%
Use Comp. for Education	32%	33%	33%
Use Comp. for Digital Camera	31%	32%	32%
Photo Editing			
Use Comp. for Banking	31%	31%	31%
HH Owns DVD Player	28%	28%	28%

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

Intercultural Institute for Contextual Ministry Webster Vincent Atalissa Bedford Davenport Shuey 36

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	68%	68%	68%
Dining Out (Not Fast Food)	58%	58%	58%
Reading Books	54%	54%	54%
Card Games	42%	43%	43%
Cooking for Fun	36%	36%	36%
Gardening	35%	36%	37%
Go To A Beach/Lake	34%	35%	35%
Board Games	32%	33%	33%
Going To	21%	21%	21%
Bars/Nightclubs/Dancing			
Photography	19%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	70%	70%	70%
Gen./Fam. Practitioner	44%	44%	44%
Dentist	30%	30%	30%
Eye Dr.	24%	24%	24%
Backache	23%	23%	23%
Hypertension/High Blood	22%	22%	21%
Pressure			
None Of These	20%	20%	20%
High Cholesterol	19%	19%	19%
Any Arthritis	17%	17%	17%
Acid Reflux Disease (GERD)	17%	17%	17%

Fiffin Malvern Earling Kirkville Glidden Smithland Centerville Bedford Spring Hill Greeley Allison Gh Crystal Lake Washington Alden Cresco Seymour Mechanicsville S Central City Struble Camanche Truesdale Mitchellville Westwood For Torevial Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Comabulity Contextual Ministry Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	27.87%	27.55%	27.22%
Live Theater	19.56%	19.57%	19.36%
Live Theater Most Often	16.19%	16.25%	16.1%
Rock/Pop Concerts Most	15.68%	15.31%	15.04%
Often			
Comedy Club	8.64%	8.42%	8.28%
Dance Performance	8.2%	7.94%	7.71%
Movies: Comedy	38.2%	38.12%	37.97%
Movies: Action/Adventure	37.07%	37.06%	36.91%
Movies: Fam.	20.14%	20.1%	20.14%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.67%	18.69%	18.61%
Movies: Drama	17.47%	17.27%	17.02%
Movies: Mystery	15.54%	15.27%	14.99%
MLB Baseball Reg. Season	6.76%	6.95%	7.07%
College Football Reg.	5.89%	6.03%	6.18%
Season			
NFL Football Reg. Season	5.28%	5.38%	5.4%
College Basketball Reg.	4.17%	4.25%	4.32%
Season			
NBA Basketball Reg.	3.31%	3.61%	3.55%
Season			
NHL Hockey Reg. Season	2.74%	2.67%	2.6%

Oxford Leighton Unionville Dayton East Peru Epworth Burlington What Cheer Kiron Kinoss Roland Shelby Thornburg Wahpeton Emerson Sloan Rippey Northboro Ricketts Hancock Calamus Moorland Sioux City Patterson Greenville Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	40.02%	40.17%	40.37%	Baseball	Baseball 10.88%	Baseball 10.88% 10.88%
Swimming	33.36%	33.64%	33.59%	Backpacking/Hiking	Backpacking/Hiking 10%	Backpacking/Hiking 10% 10.16%
Bowling	20.43%	20.61%	20.85%	Target Shooting	Target Shooting 9.98%	Target Shooting 9.98% 10.38%
Billiards/Pool	19.21%	18.98%	18.81%	Aerobics	Aerobics 9.37%	Aerobics 9.37% 9.14%
Freshwater Fishing	17.53%	18.35%	19.05%	Volleyball	Volleyball 9.29%	Volleyball 9.29% 9.26%
Camping Trips	16.9%	17.44%	17.8%	Power Boating	Power Boating 8.96%	Power Boating 8.96% 9.08%
Weight Training	14.76%	14.89%	14.89%	Football	Football 8.7%	Football 8.7% 8.69%
Golf	14.12%	14.4%	14.77%	Canoeing/Kayaking	Canoeing/Kayaking 7.5%	Canoeing/Kayaking 7.5% 7.57%
Using Cardio Machine	13.33%	13.25%	13.04%	Softball	Softball 7.3%	Softball 7.3% 7.46%
Jogging/Running	13.06%	13.1%	13.08%	Saltwater Fishing	Saltwater Fishing 7.12%	Saltwater Fishing 7.12% 7.12%
Basketball	12.7%	13%	13.26%	Motorcycling	Motorcycling 6.9%	Motorcycling 6.9% 7%
Mountain/Road Biking	12.58%	13.07%	13.27%	Yoga	Yoga 6.37%	Yoga 6.37% 6.3%
Stationary Cycling	11.76%	11.68%	11.55%	Tennis	Tennis 6.17%	Tennis 6.17% 6.15%
Hunting	11.27%	12.02%	12.66%	Soccer	Soccer 6.09%	Soccer 6.09% 6.08%

Auburn Whiting Craig Sandyville New Market Greenfield Eagle Grove Sioan Olin Malcom Wilton Nemaha Melbourne Coppock Wellsburg Lockridge Panorama Park Intercultural Institute Jackson Junction Indianola Ayrshire Farnhamville Rock Rapids Cave Intercultural Institute amar Floris Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Sageville Rodney Winfield Larchwood Scarville

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

0-3	3-7	7-10	
MILES	MILES	MILES	
5.46%	5.46%	5.52%	
5.43%	5.41%	5.37%	
5.39%	5.71%	6.03%	
5.26%	5.2%	5.23%	
5.1%	5.15%	5.18%	
5.03%	5.07%	5.09%	
4.9%	4.9%	4.95%	
4.73%	4.81%	4.83%	
4.57%	4.92%	5.11%	
4.22%	4.15%	4%	
	MILES   5.46%   5.43%   5.39%   5.26%   5.1%   5.03%   4.9%   4.73%   4.57%	MILES   MILES     5.46%   5.46%     5.39%   5.71%     5.26%   5.2%     5.1%   5.15%     5.03%   5.07%     4.9%   4.81%     4.57%   4.92%	MILES   MILES   MILES     5.46%   5.46%   5.52%     5.43%   5.41%   5.37%     5.39%   5.71%   6.03%     5.26%   5.2%   5.23%     5.1%   5.15%   5.18%     5.03%   5.07%   5.09%     4.9%   4.95%   4.73%     4.57%   4.92%   5.11%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Hockey	4.01%	3.87%	3.79%
Rock Climbing	3.95%	3.95%	4.03%
Racquetball	3.91%	3.78%	3.67%
Snowboarding	3.88%	3.8%	3.79%
Snowmobiling	3.82%	4%	4.2%
Sailing	3.75%	3.63%	3.53%
Martial Arts	3.53%	3.41%	3.28%
Skateboarding	3.14%	3.16%	3.18%
Surfing & Windsurfing	3.02%	2.92%	2.88%
Rowing	2.78%	2.82%	2.84%
Martial Arts Skateboarding Surfing & Windsurfing	3.53% 3.14% 3.02%	3.41% 3.16% 2.92%	3.28% 3.18% 2.88%

Chelsea Churdan Maxweil Sidney Brooklyn Pulaski Dumont Monmouth Imogene Stacyville Arlingter pring Hill Chester Bridgewater Maharishi Vedic City Galva Elkport Charter Intercultural Institute Mitchellville Panorama Park Perry Grimes State Center Rodney Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry West Bend McGregor Denison Kamrar Maysville Bock

#### 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.

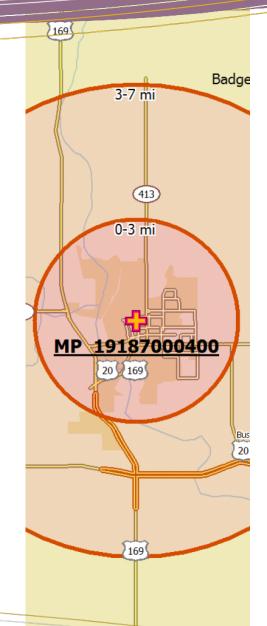
#### **BIBLICAL BARRIERS**

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.



Newell Manson Bristow Lawton Clarinda Maloy Luxemburg New Sharon Bloomfield Packwood Belle Waukee Lone Tree Tiffin Hills Keystone Panama Remsen Brandon Intercultural Institute stock Stanhope Milford Sioux City Gillett Grove Emmetsburg Indianola Confectual Ministry Hawarden L Confectual Ministry Confectual Ministry Postville Creston Monmouth Middletown Ellston E41

#### 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.

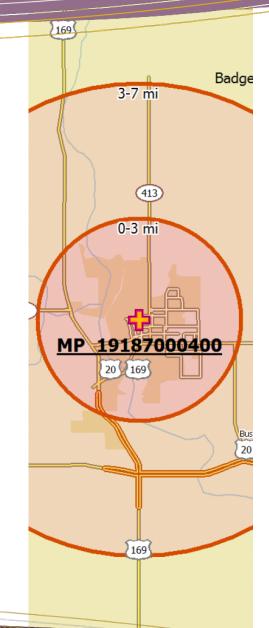
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



New Providence Rembrandt St. Lucas Muscatine Larrabee Churdan Luxemburg Zearing Hamilton P Moorland Chariton Moravia Little Sioux Ryan Bode Alta Fostoria (hebel) De Witt Adair Newell well Aspinwall Bancroft Hudson West Liberty Olin Bradgate Corydon for Confertual Ministry Val Bridgew 42 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	3-7	7-10		BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Important Continue Learning	49%	49%	48%	-	Like to Stand Out In A Crowd	20%	20%	20%
New Things					Marijuana Should Be Legalized	19%	19%	19%
Speak My Mind Even If It Upsets People	35%	35%	35%		Like To Pursue Challenge/Novelty/Change	19%	18%	18%
Prefer To Have Few Possessions As Possible	35%	34%	34%		Rarely Sit Down to a Meal Together At Home	16%	17%	17%
Find It Difficult To Say No To My	34%	35%	35%		I Am A Workaholic	15%	15%	15%
Kids					Only Work Current Job for The	14%	14%	14%
Woman's Place Is In The Home	34%	35%	35%		Money			
Like Control Over People And Resources	31%	31%	31%		We Should Strive for Equality for All	13%	12%	12%
Like To Do Unconventional Things	31%	31%	31%		Happy With My Standard Of Living	12%	12%	11%
Don't Judge People/Way They Live Life	30%	29%	29%		On Whole People Get What They Deserve	10%	10%	10%
Money Is Best Measure Of Success	26%	26%	27%		Indulge My Kids With The Little Extras	8%	8%	8%
Friends More Important Than My Fam.	26%	26%	25%		Little I Can Do To Change My Life	8%	8%	7%
If Won Lottery Would Never Work Again	25%	25%	25%		Very Happy With My Life As It Is	7%	6%	6%
Too Much Sponsorship In Arts/Sports	23%	22%	22%					

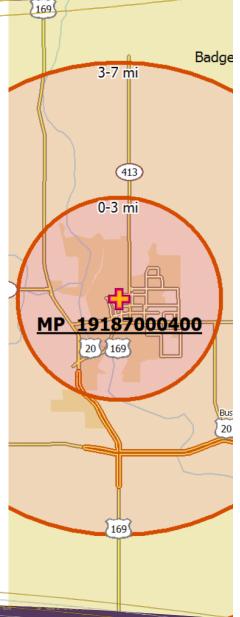
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Fraser Rockford Invood Lineville Remsen Melrose Agency Rodney Rockwell West Union New E Long Grove Ocheyedan Masonville Galt Curlew Earlville Shambaur Intercultural Institute Merson Dumont Cascade Dyersville Frederika Perry Martensdale Day Jos Confectual Ministry City Treynor OCopyright 2014, Intercultural Institute for Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry Decopyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



F Klemme Keemah Village Sergeant Bluff Soldier Hull Hudson Kiron Granville Battle Creek Ovens Boxholm Long Grove Plover McCausland Hancock Weldon West Bener Intercultural Institute etter Schaller Jefferson Auburn Montrose Dike Winterset Orange City for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Planson Grand Mound Maurice Schleswig Garwin

## **Potential Cultural Themes:**

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

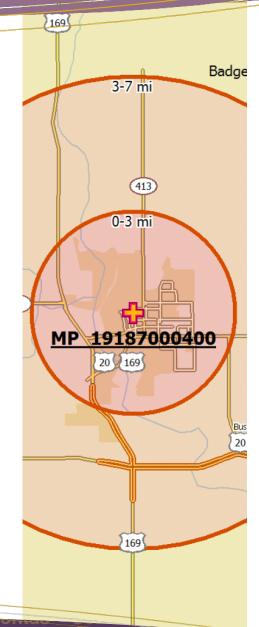
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-1( MIL
Important To Respect Customs And Beliefs	57%	58%	58%	Worried About Pollution Caused By Cars	17%	17%	17%
You Should Seize Opportunities In Life	56%	56%	56%	Real Men Don't Cry Looking for New Ideas To Improve	16% 16%	16% 16%	16% 15%
Like To Understand About	38%	38%	37%	Home			
Nature Prefer To Have Few Possessions As Possible	35%	34%	34%	Is An Important Part Of Who I Am Try Not To Worry About The Future	15% 14%	15% 14%	14% 14%
Important Feel Respected By My Peers	34%	34%	34%	Enjoy Spending Time With My Fam.	12%	11%	11%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Provide My Kids With The Little Extras	11%	10%	10%
Important To Juggle Various Tasks	31%	31%	30%	Feel Very Alone In The World Children Should Be Allowed To	7% 5%	6% 5%	6% 5%
Good At Fixing Things	29%	29%	28%	Express Themselves	10/		= ~ (
Have Keen Sense Of Adventure Like To Just Enjoy Life	27% 23%	27% 22%	27% 22%	Like Spending Most Time With Fam.	4%	5%	5%
People Have To Take Me As They Find Me	22%	23%	23%	Decor Particular Interest To Me Would Like To Set Up Own	4% 3%	4% 3%	4% 3%
Consider Myself Interested In The Arts	20%	19%	19%	Business			

ra Anita Uille <del>Aupurli</del> A

Atland Preston Albien Fama Panama New Hampton Braddyville West Branch Hatlock Royal Osage Lovilla De Soto Lake Mills Stanwood Lake View Crescent Saylorville <u>Intercultural Institute</u> Intercultural Institute for Baldwin Woden Meservey Ames Fairfield (or Confertual Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry Lutier Kingsley Grafton Wadena Bettendorf Durant 45 Creak Garden Grove Madena Bettendorf Durant 45

#### **Potential Shared Places**

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



Lardy Sloan Kelley Shelby Minburn Asbury Saylorville Lenox Washta Center Point Aurora Salix Fl Lake Mills Onawa Hansell Ryan Zwingle Centerville Eldridge Garwin Anton Plano Libertyville Gen Spragueville Truro Keosauqua Pilot Mound New Virginia Delaware Pu go Copyright 2014, Intercultural Institute for Contextual Ministry McClelland Havelock Arthur Wellman Durant Chur46

## **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	PLACE
	MILES	MILES	MILES	
Fast Food/Drive-In	85.55%	85.84%	86%	Olive Garden
Restaurant-Visit Any				Red Lobster
Fam. Restaurants/Steak	82.34%	82.53%	82.82%	Cracker Barrel
Houses-Visit Any				Domino's Pizza
McDonald's	55.78%	56.29%	56.45%	Outback Steakh
Burger King	37.34%	37.25%	37.31%	Sonic
Applebee's	30.33%	30.3%	30.32%	Denny's
Subway	29.32%	29.72%	30%	IHOP (Internatio
Taco Bell	29.08%	28.94%	28.86%	Pancakes)
Wendy's	28.63%	28.7%	28.36%	Chili's Grill and
Kentucky Fried Chicken (KFC)	27.59%	27.71%	27.73%	TGI Friday's
Arby's	22.81%	23.22%	23.5%	Starbucks
Pizza Hut	21.57%	21.81%	22.21%	Dunkin' Donuts
Dairy Queen	20.29%	20.51%	21.04%	

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	20.21%	20.1%	20.03%
Red Lobster	16.12%	15.9%	15.79%
Cracker Barrel	14.06%	14.31%	14.2%
Domino's Pizza	13.39%	13.09%	12.86%
Outback Steakhouse	13.37%	13.29%	13.12%
Sonic	12.93%	12.89%	12.85%
Denny's	12.15%	11.96%	11.78%
IHOP (International House Of	11.99%	11.75%	11.46%
Pancakes)			
Chili's Grill and Bar	11.75%	11.72%	11.51%
TGI Friday's	10.28%	10.17%	9.93%
Starbucks	10.26%	10.34%	10.22%
Dunkin' Donuts	10.11%	9.77%	9.36%

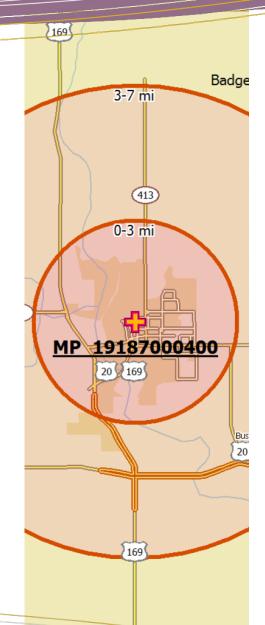


#### **Potential Shared Projects**

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!



Barnum Gladbrock Columbus City Northwood New Albin Buckeye Calamus Deloit Eddyville Mone Blencoe La Motte Livermore Adair Nemaha Bradgate Eldora Castaria Intercultural Institute Independence Aurelia Gillett Grove Monticello Bristow Keswick Jor Contextual Ministry Lowden Ricketts Maxwell Maurice Keota Hepburg Copyright 2014, Intercultural Institute for Contextual Ministry Mason City, Borklov, McClolland, Chariton, Ponyick

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	48.8%	49.2%	49.46%
Recycled products	35.86%	36.13%	36.18%
Worked as volunteer (non political)	17.8%	18%	18.07%
Engaged in fund raising	11.28%	11.43%	11.55%
Religious club member	7.55%	7.66%	7.74%
Wrote to elected offcl about publ bus	6.13%	6.23%	6.25%

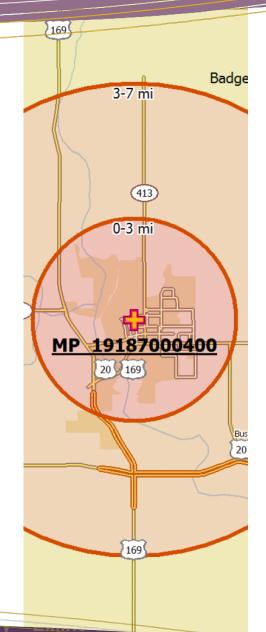
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.94%	5.96%	5.9%
newspaper			
Charitable Organization	5.57%	5.72%	5.89%
Union member	5.44%	5.56%	5.64%
Fraternal order member	5.43%	5.35%	5.26%
Took active part in local civic	5.15%	5.15%	5.19%
issue			
Addressed a public meeting	4.78%	4.98%	5.19%



#### **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.



thue Collins Oakville Moville Waukee West Branch Cresco Osterdock Clemons Greene Blairsburg A Postville Ricketts Rolfe Farragut Jesup Lenox Webb Dedham College Intercultural Institute Lester Graf Holy Cross Swea City Center Point Stout Luzerne Clare for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	16.85%	16.8%	16.51%
Children's Books	12.63%	12.78%	12.79%
Mystery	12.08%	12.04%	11.94%
Cookbooks	10.67%	10.73%	10.73%
Religious (not Bibles)	8.67%	8.69%	8.74%
Biography	6.81%	6.66%	6.44%
Romance	6.78%	6.85%	6.83%
History	6.77%	6.77%	6.7%
Personal/Business Self-help	6.23%	6.31%	6.3%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	69.17%	68.96%	68.47%
Gen. Editorial	45.58%	45.44%	45.13%
Womens	40.14%	40.12%	39.84%
Service	35.03%	35.25%	35.2%
Mens	18.56%	18.24%	18.01%
<b>Business/Finance</b>	15.85%	15.91%	15.7%
Sports	15.29%	15%	14.69%
Automotive	13.89%	13.9%	13.85%
Mature Market	13.3%	13.29%	13.25%

Drakesville <u>Ricketts</u> Boxholm Sergeant Bluff Dubuque Panama Orchard Rock Valley Marathon Kelle Glison Shelby Hanlontown Wiota Cumberland St. Ansgar Sibley Lince Intercultural Institute Intercultural Institute Fraser McIntire Linden Yale Marble Rock Percepting 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Marathon Tennant Fremont Murray Lamont Valeria Keos Murray Lamont Valeria Keos Marathon Kelle Copyright 2014, Intercultural Institute for Contextual Ministry Marathon Marathon Tennant Fremont Murray Lamont Valeria Keos Marathon Marathon Marathon Batavia Shannon City Redding Coon Rapids Pacific L

## 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	57.51%	57.64%	57.78%
Classified	34.77%	34.95%	35.18%
Editorial Page	33.21%	33.4%	33.53%
Sport	33.1%	33.26%	33.45%
Comics	29.49%	29.5%	29.57%
Business/Finance	29.03%	29.16%	29.1%
Movie Listings & Reviews	26.07%	25.84%	25.48%
Food/Cooking	25.92%	25.95%	25.92%
TV/Radio Listings	24.78%	24.7%	24.48%
Home/Gardening	21.78%	22.09%	22.17%
Travel	19.23%	19.29%	19.18%
Science/Technology	18.45%	18.36%	18.16%
Fashion	13.56%	13.51%	13.5%

0-3	3-7	7-10
MILES	MILES	MILES
23.09%	24.17%	25.36%
18.78%	18.94%	18.98%
18.4%	18.05%	17.66%
13.65%	13.63%	13.53%
12.58%	12.67%	12.58%
11.96%	12%	12.1%
11.56%	11.7%	11.81%
9.26%	9.11%	8.78%
9.23%	8.86%	8.49%
7.13%	7.1%	7.12%
5.94%	5.93%	5.78%
5.82%	5.93%	5.97%
4.48%	4.4%	4.29%
4.27%	4.26%	4.18%
3.8%	3.82%	3.74%
3.57%	3.61%	3.55%
3.33%	3.32%	3.25%
3.18%	3.1%	3.03%
	23.09% 18.78% 18.4% 13.65% 12.58% 11.96% 11.96% 9.26% 9.23% 7.13% 5.94% 5.82% 4.48% 4.27% 3.8% 3.57% 3.33%	23.09%24.17%18.78%18.94%18.78%18.05%13.65%13.63%12.58%12.67%11.96%12%11.56%11.7%9.26%9.11%9.23%8.86%7.13%7.1%5.94%5.93%4.48%4.4%4.27%4.26%3.8%3.82%3.57%3.61%3.33%3.32%

ook Garber Montezuma Mingo Ledyard Coppock Farmington Bettendorf Lakeside Columbus Junction Mitchell Buffalo Clio Wheatland Auburn Ames Pulaski Lawler Mashta Fldridge Kimball Woodbine Corning Davenport Rinard Beacon Brighton Dysart Grant Garterful Ministry Contextual Ministry Fldora Urbandale Le Roy Scranton Richland Jackso 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	61.33%	62.07%	62.56%
Satellite Dish	55.69%	56.56%	56.72%
Soapnet	50.87%	50.85%	50.7%
Other Video-On-Demand	41.46%	41.64%	42.02%
Sci-Fi Channel	35.47%	36.21%	36.92%
MSNBC	32.71%	33.46%	33.91%
Adult Pay Per View TV	32.69%	33.16%	33.34%
Comedy Central	31.58%	31.29%	30.7%
TV Info From Sunday TV	27.69%	28.03%	28.03%
Magazine			
Nickelodeon	27.49%	28.37%	29.15%
Adult Swim	26.63%	27.25%	28.03%
TV Info From Newspapers	25.81%	26.15%	26.3%

A Klemme Rembrandt Reinbeck Greenville Walker Monroe Melrose New Albin Barnes City Bonaparte Liscomb Ricketts Galt Pleasantville Newton Ferguson Wyoming Intercultural Institute sboro Greeley Masonville Sumner Malvern Luther New Hampton Harp for Contextual Ministry Contextual Ministry Stacyville G Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

TV Info From Other

19.57%

19.52%

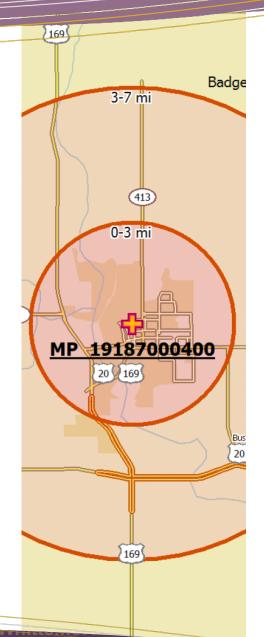
19.58%

#### **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.



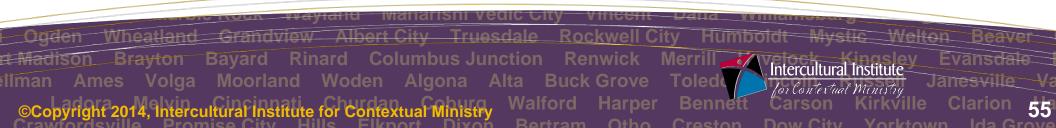
Rock Valley Ionia Rinard Yetter Preston Holy Cross Dickens Blairsburg Guthrie Center Mount Auburn Panorama Park Jolley Villisca Hayesville Panora Haverhill Moorhea Anter Intercultural Institute W Providence Harcourt Archer Rossie Pleasant Plain Grundy Center Providence Intercultural Institute Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.6%	19.68%	19.47%
Medium Users (4-6)	10.75%	10.73%	10.59%
Light Users (1-3)	21.08%	20.99%	20.91%
Quintiles (20%)			
Newspaper I (Heavy)	1.24%	1.26%	1.3%
Newspaper II	1.42%	1.43%	1.45%
Newspaper III	2.28%	2.28%	2.28%
Newspaper IV	0.59%	0.64%	0.66%
Newspaper V (Light)	1.52%	1.52%	1.53%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.67%	18.76%	18.91%
Magazines II	8.12%	8.18%	8.2%
Magazines III	9.69%	9.81%	9.94%
Magazines IV	11.5%	11.37%	11.38%
Magazines V (Light)	0.61%	0.61%	0.62%
Outdoor I (Heavy)	6.04%	5.83%	5.69%
Outdoor II	2.76%	2.63%	2.5%
Outdoor III	3.09%	3.03%	3.02%
Outdoor IV	17.46%	17.22%	17.05%
Outdoor V (Light)	26.33%	26.3%	26.34%
Yellow Pages I	15.99%	15.72%	15.52%
(Heavy)			
Yellow Pages II	5.01%	4.93%	4.81%
Yellow Pages III	4.84%	4.67%	4.56%
Yellow Pages IV	23.63%	23.2%	22.97%
Yellow Pages V (Light)	3.4%	3.21%	3.08%



## Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILI
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.7%	2.79%	2.88%	Prime Time I & II (Heavy)	3.68%	3.69%	3.72
Drive Time III (Medium)	0.56%	0.59%	0.57%	Prime Time III (Medium)	2.1%	2.08%	2.11
Radio IV & V (Light)	2.7%	2.64%	2.68%	Prime Time IV & V (Light)	8.63%	8.53%	8.32
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.77%	8.73%	8.7%	Fringe I & II (Heavy)	40.3%	40.19%	40.0
Radio III (Medium)	4.88%	5%	5.09%	Fringe III (Medium)	56.44%	56.21%	56.3
Radio IV & V (Light)	2.69%	2.71%	2.76%	Fringe IV (Light)	58.87%	58.58%	58.2
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.71%	12.79%	12.85%	All Day I & II (Heavy)	13.72%	13.4%	13.1
Cable III (Medium)	3.85%	3.82%	3.75%	All Day III (Medium)	24.21%	24.19%	24.0
Cable IV & V (Light)	31.69%	31.6%	31.91%	All Day IV (Light)	12.77%	12.23%	11.8

Marble Rock Carlisle Ayrshire Hornick Pilot Mound Galva Fairfax Palmer Clive Grandview Ida Ge ShellSburg Ionia Okoboji Clarence Brooklyn Magnolia Packwood Spracueville Coulter Cedar Rapids Conway Cascade Lineville Hospers Havelock Lacona Spillville The for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Sup Burg Grass New Market Atkins Smithland Plainfield Mechanicsville Callender Rockwell Schaller

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.97%	11.1%	11.13%
6:00am - 10:00am	15.37%	15.25%	14.95%
10:00am - 3:00pm	6.05%	6.04%	5.76%
3:00pm - 7:00pm	14.36%	14.33%	14.36%
7:00pm - Midnight	12.81%	12.78%	12.79%
Midnight - 6:00am	5.19%	5.08%	5.06%
Weekend Radio			
Listeners			
Dayparts [summary]	14.26%	14.46%	14.6%
6:00am - 10:00am	3.27%	3.23%	3.13%
10:00am-3:00pm	4.86%	4.83%	4.7%
3:00pm - 7:00pm	6.65%	6.64%	6.63%
7:00pm - Midnight	8.29%	8.27%	8.12%
Midnight - 6:00am	10.81%	10.87%	10.49%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.98%	8.16%	8.24%
Saturday: 8:00-11:00pm	8.58%	8.56%	8.51%
Sunday: 7:00-11:00pm	9.4%	9.66%	9.91%
9:00am-1:00pm	24.93%	25.5%	26.04%
9:00am-4:00pm	28.87%	29.44%	29.96%
4:00pm-7:00pm	27.9%	28.12%	28.14%
11:00pm-1:00am	39.93%	40.65%	40.98%
AVG Prime time Mon-Sun	2.08%	2.09%	2.09%

Linden Beaver Ringsted Wheatland Paullina Colesburg Fairbank New Market Windsor Heights Otho Intercultural Institute Greeley Central City Pocahontas Casey North Liberty Charter Oak Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## 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	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Weekday				Weekend			
6-7am	16.98%	16.82%	16.71%	Sat: 7-10am	18.19%	18.25%	18.28%
7-9am	20.05%	20.33%	20.31%	Sat: 10am-1pm	6.59%	6.7%	6.73%
9am-12noon	20.5%	21.14%	21.72%	Sat: 1-4pm	24.29%	24.4%	24.29%
12noon-4pm	8.37%	8.3%	8.24%	Sat: 4-6pm	5.83%	5.99%	6.02%
4-6pm	44.8%	45.46%	45.79%	Sat: 6-7pm	1.81%	1.86%	1.88%
6-7pm	19.96%	20.54%	21.1%	Sat: 7-8pm	1.04%	1.05%	1.05%
7-7:30pm	1.03%	1.05%	1.06%	Sat: 8-11pm	8.58%	8.56%	8.51%
7:30-8pm	10.25%	10.25%	10.16%	Sat: 11pm-1am	4.51%	4.43%	4.36%
8-11pm	7.98%	8.16%	8.24%	Sat: 1am-7pm	24.36%	24.53%	24.46%
11pm-12am	32.71%	33.46%	33.91%	Sun: 7-10am	1.9%	1.91%	1.92%
11pm-1am	39.93%	40.65%	40.98%	Sun: 10am-1pm	6.99%	7.23%	7.48%
1-6am	31.84%	32.02%	31.87%	Sun: 1-4pm	5.78%	5.82%	5.77%
				Sun: 4-7pm	12.72%	13.12%	13.37%
				Sun: 7-11pm	9.4%	9.66%	9.91%
				Sun: 11pm-1am	4.18%	4.2%	4.25%
				Sun: 1-7am	20.3%	20.71%	21.07%

**Rock and Holy cost uncombe Hawatha Webster Pulaski Rake Wellman Chesse Lansing Menio Herrishi Vedic City Adel Drakesville Kirkville Jackson Junction Treynor <u>Intercultural Institute</u> <b>Liberty Steamboat Rock Silver City Grand Junction Shellsburg Oxford Oxford (on textual Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry** 

# 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

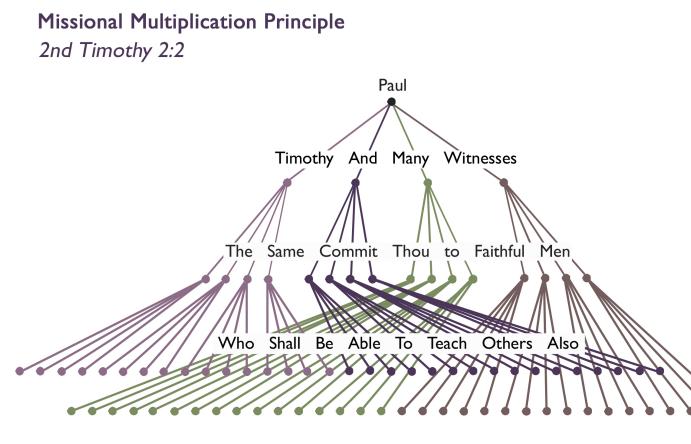
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Lynnville Winterset Wallingford Dayton Orient Council Bluffs Dedham Runnells Lewis Renwick De Brayton Woden Jewell Junction Dunlap Alden Albert City Sibley Intercultural Institute In Steamboat Rock Jefferson New Vienna Boone Keosauqua Leland for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **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.



St. Ansgar Granville Floyd Aspinwall Menio St. Paul Little Sioux Udel West Liberty Cambridge Me Holstein Rock Valley Millville Cleghorn Ellston Greene Epworth Intercultural Institute Indianola Minburn Balltown Webb Adair Oelwein Exline Salem Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



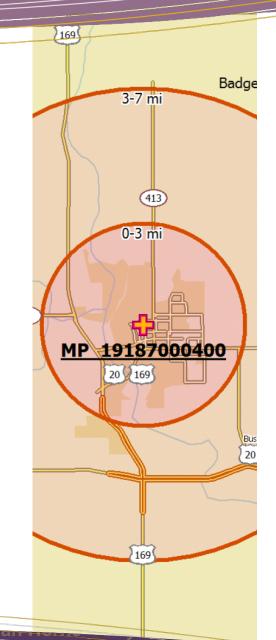


#### Your MissionSite and the Missional Suite

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

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

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



Truro Pierson Liscomo Alburnett St. Anthony Elk Run Heights Palo Maquoketa Aurora Pisgah Gre Clarksville Sandyville Clear Lake Cambridge Fenton Hornick Walcott Intercultural Institute drid Wallingford McClelland Conrad Arthur East Peru Kanawha Lost Intercultural Institute mby Fort Atkin Be Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Notes and Sources

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





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