MissionSite top unreached locations

Balltow

BELMOND, IA <u>Randal</u> Lanesboro Monmouth Dayto CENSUS TRACT: 19197980100 **Nultiply**stal Lake Mondamin Bonaparte Denv REGION: Northwest Macksburg Bland Polk City Letts North Washington Maque County: Wrightark Jesup Spirit Lake Russell Nemaha Long Grove Harcour SITESCAPE: Countryscapelt Dickens Oxford Re In partnership with the: Grove Grandview Farmersburg GraDENSITY PATTERN: I3 Wapello What Cheer Boxh Intercultural Institute Meservey Ellsworth Wassena ntour Daptist for Contextual Ministrylale Kimballton Pella on Citv nvention of Beaman Craig ⁴ Fairbank Dallas Center Harlan Grand Mound Lovilia Camanche Randalia

©Copyright 2014 Intercultural Institute for Contextual Ministry London West Chester Garwin Meriden Sanborn Primgl

MissionSite (TM) Table of Contents

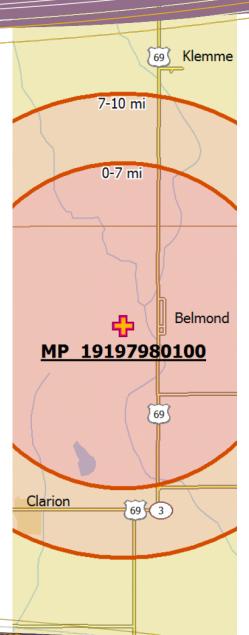
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



Site Location Summary

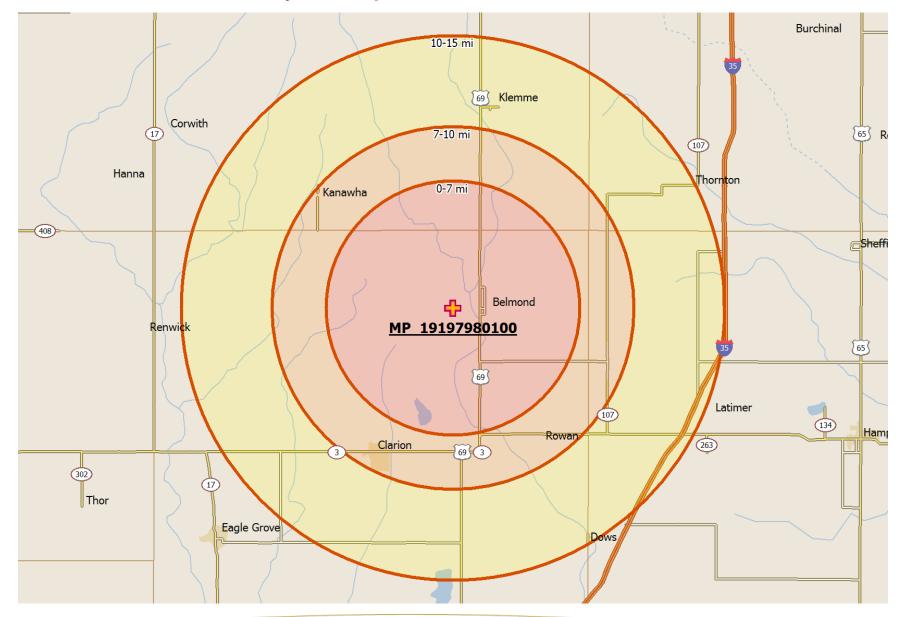
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1901	Northwest
3	County Location	19197	Wright
4	Zipcode	50421	Wright
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.22	Settlements adjacent to other settlements
8	Sitescape Density Pattern	13	2500-2500-10000



Converse De Witt Manning St. Paul Clarion Sabula Coggon Fremont Fleyd Humboldt Track Vincent Huxley Winterset Casey Luther Lester Alden Graetting Intercultural Institute Toronto Burlington Vinton Oxford Buffalo Aplington Ralston Silver Intercultural Institute or Contextual Ministry Fayette Eagle Grove Norway Lime Springs Arion 3 Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Hubbard Lost Nation Kanawha Mount Ayr Ossian East Peru Vinton Cherokee Pierson University Heigh eando Arthur Webster Camanche Elk Horn Ayrshire Grandview Davis Assonville Oskaloosa Ples ale Riceville Exline Mount Union Morrison Earlville Oyens Lambs Grand Intercultural Institute for Copyright 2014, Intercultural Institute for Contextual Ministry Corrected for Contextual Ministry Corrected for Contextual Ministry Corrected for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	9	Noncore adjacent to micro area and contains a town of at least 2,500 residents
3	Rural / Urban Continuum	7	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	4	Rural areas commuting: No additional code
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

eosta Newell Soldier Marion Leland Miles Anamosa Batavia Whitten Halbur Seymour Emmetsburg Park Morrison West Point Clare McCallsburg Luana Moville Liberty II <u>Intercultural Institute</u> Shell Rock G vity Bloomfield Belle Plaine Alden Livermore Jolley Ute Underwood (or Contextual Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	3,363	2,712	6,266
2010 Households	1,614	1,250	2,832
2010 Group Quarters Population	60	0	132

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	7	2	6
Language Diversity National Index	31	10	49
Foreign Born Diversity National Index	8	32	1
Ancestry Diversity National Index	39	39	53
Racial Diversity National Index	23	11	30

Durango Fredericksburg Sergeant Bluff St. Donatus Lenox Lacona Rhodes Martinsburg Stockton S Clarksville Alburnett Cantril Manly Leland Weldon Oyens Minburg Intercultural Institute Intercultural Institute of River Harty Copyright 2014, Intercultural Institute for Contextual Ministry Council Bluffs Westside Adel Lake View Stratford Bancroft

Site Location Summary - County Environment

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

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

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

arroll Panora <u>Goose Lake</u> Williamson Chatsworth Dow City Kelley Dunlap Randolph Lester Earling The Plano Thornburg Hartford Scarville Vinton Oto Mechanicsville <u>Intercultural Institute</u> Aidgeway Sando Emmetsburg Riceville Colfax Polk City Thayer Victor Gilbertville <u>for Contextual Ministry</u> Atkins Copport Copyright 2014, Intercultural Institute for Contextual Ministry Lovilia St. Charles Riverdale Columbus City Gravity 7

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	68	4.21%
Mainstay Communities	Established, Diverse Households	194	12.02%
Working Communities	Blue-collar, Working Families	661	40.95%
Country Communities	Rural, Agri. & Mining Families	453	28.07%
Aspiring Communities	Young Singles / Aspiring-Multihousing	64	3.97%
Urban Communities	High Density, Inner-city Neighborhoods	173	10.72%

Stanhope Tripeli Laurel Orleans Blairstown Anamosa Protivin Oakland Eddyville Meldon Reashor Total Jewell Junction Fenton Osterdock Luther Badger Magnolia Colume Intercultural Institute ati Dakota City Hartford Houghton Thornton Tipton Garden Grove Stor for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Swig Ely Manilla Hartford Story City Westside Little Rock Spencer Ireton Windsor Heights Spraguevi Johnston Crescent Washta Griswold Kellogg Andrew Shueyville Port Intercultural Institute anama Sherrill Mechanicsville Benton Shelby Harcourt Welton Fairfic For Confectual Ministry Confectual Ministry Monona Dolliver Dows Wayland Clarinda Hiawatlg

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	3,743	1,027	27.44%
Unreached %	63.3%	63.63%	100.53
Religious But NOT Evangelical HH	690	199	28.82%
Religious But NOT Evangelical %	11.67%	12.33%	105.61
Spiritual But NOT Relig or Evang HH	554	145	26.06%
Spiritual But NOT Relig or Evang %	9.38%	8.95%	95.5
Not Evangelical, Not Interested HH	2,499	684	27.36%
Not Evangelical, Not Interested %	42.26%	42.37%	100.26



y Granger Bankston Maynard Arlington Thompson Armstrong Guthrie Center Slater Nemaha Albia Collins Panorama Park Lone Rock Manly Braddyville Sully Audubon <u>Intercultural Institute</u> Fairfax G Leando Baxter Promise City Blanchard Allerton Estherville Harris Marchard Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCIOWA Churches	0	0	0%
Active BCIOWA Attenders	0	0	0%
Active Evangelical Households	476	91	19.01%
Active Evangelical Percent	8.05%	7.63%	94.78
Inactive Evangelical Households	1,694	322	19.01%
Inactive Evangelical Percent	28.65%	27.15%	94.78
# New Churches Needed	3	1	20.05%





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.

Sully Anthon Altoona Strawberry Point Magnolia Fayette Arispe West Branch Keekuk McCallsburg Hapleton Ferguson Clinton University Heights Deep River Pomeroy Intercultural Institute Smithland Haw Maquoketa Blairsburg Martinsburg Yorktown Vincent Northwood Lisb Los Contextual Ministry Scheduler Strawberry Shelder Scheduler Strawberry Shelder Scheduler Strawberry Shelder Scheduler Sched

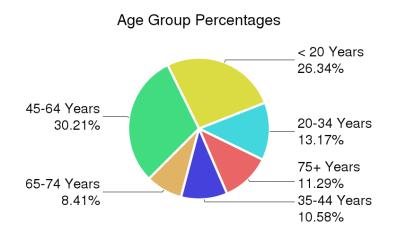
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	14,269	4,012	28.12%	1990 Households	5,899	1,675	28.39%
2000 Population	14,334	3,956	27.6%	2000 Households	5,940	1,691	28.47%
2010 Population	12,557	3,363	26.78%	2010 Households	5,914	1,614	27.29%
	Locati	on Types	in this Mission	Site	Location Ty	уре	0-7mi Band
🗌 0-7mi Band	🗖 7-10m	i Band	📕 10-15mi Band	County	Residential		1,571
8,000					Residential	Apt.	155
6,000					Residential	Non-Apt.	1,416
0,000					Business		78
4,000					Seasonal		0
					USPS Resid	dential	1,678
2,000 0 Residential Reside	ntial Apt. Residential No	on-Apt.	usiness Seasonal	PS Residential	USPS Busir	ness	92

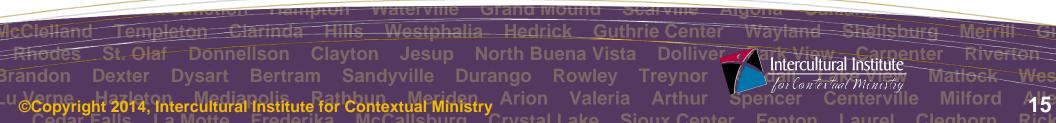
Williams Kimballton Ionia Pleasantville Ocheyedan Radcliffe Granger Soldier Oakland Acres Gruver Ly Murray Hampton Manning Odebolt Keswick Rhodes Webster Intercultural Institute Harper St. Donatus Terril Alexander Pacific Junction Hopkinton Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

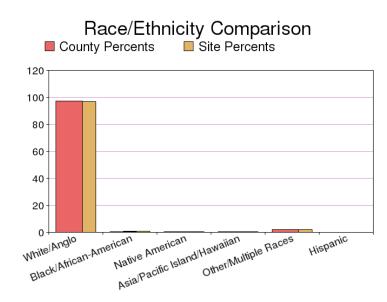


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.79%	5.53%	115.45
4-5 Years	2.56%	1.75%	68.36
6-8 Years	3.9%	3.15%	80.77
9-11 Years	3.86%	3.87%	100.26
12-13 Years	2.55%	2.14%	83.92
14-17 Years	5.16%	6.13%	118.8
18-19 Years	2.56%	3.72%	145.31
0-5 Years	7.35%	7.29%	99.18
6-12 Years	9.05%	8.03%	88.73
13-19 Years	8.99%	10.97%	122.02
< 20 Years	25.39%	26.29%	103.54
20-34 Years	14.05%	13.14%	93.52
35-44 Years	10.46%	10.56%	100.96
45-64 Years	29.12%	30.15%	103.54
65-74 Years	9.6%	8.39%	87.4
75+ Years	11.37%	11.27%	99.12
Median Age	45	40	88.73
Median Age (Male)	43	41	94.41
Median Age (Female)	47	41	87.65



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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	97.05%	96.76%	99.7
Black, African-American	0.37%	0.62%	170.46
Native American	0.37%	0.24%	64.94
Asian	0.32%	0.42%	130.69
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.9%	1.93%	101.55
Hispanic	0%	9.63%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,655	2,281	
Less than 9th Grade	6.38%	8.59%	74.22
No High School Diploma	7.71%	6.05%	127.38
High School Graduate	39.6%	39.06%	101.37
Some College, no degree	23.55%	24.42%	96.43
Associate Degree	8.93%	8.94%	99.86
College Degree	10.02%	10.21%	98.07
	1010270		

oxville Barnum Breda Toronto Casey Milo Aspinwall Center Point Kimbaliton Maharishi Vedic City Sta Ciegnorn Mystic Lamoni Stuart Arion Burlington Dallas Center Giler Intercultural Institute on Paullina Millerton Superior Grand Mound Kelley Sully Barnes City for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.17%	6.07%	105
\$10,000 to \$19,999	13.21%	13.14%	99.46
\$20,000 to \$29,999	12.48%	13.38%	107.24
\$30,000 to \$49,999	23.35%	27.2%	116.48
\$50,000 to \$59,999	10.6%	10.59%	99.93
\$60,000 to \$69,999	9.47%	9.42%	99.46
\$70,000 to \$79,999	7.12%	5.89%	82.68
\$80,000 to \$89,999	5.09%	3.9%	76.69
\$90,000 to \$99,999	3.16%	2.17%	68.58
\$100,000 to \$124,999	4.45%	6.63%	149.08
\$125,000 to \$149,999	1.93%	0.12%	6.43
\$150,000 to \$199,999	1.49%	0.62%	41.64
\$200,000 to \$249,999	0.25%	0.12%	48.86
\$250,000 or more	1.23%	0.56%	45.17
Median Household	44,863	43,273	96.46
Average Household	54,431	50,588	92.94
Per Capita Household	25,862	24,281	93.89
Family/Non-Family Household			
Income			
Median Family Income	54,804	54,913	100.2
Average Family Income	62,345	52,065	83.51
Median Non-Family Income	26,092	27,252	104.45
Average Non-Family Income	39,232	19,746	50.33

17

sey Prairie City Center Point Marble Rock Orange City Imogene Quimby S bey Wadena Algona Macedonia Elk Horn Meservey Pomeroy Willey Office Keye Rockwell Gilman Coggon Orchard Anthon Mount Vernon Arcadia Rockwell City Dike St Donatus Hills Polk City Springville Lineville Eddy Copyright 2014, Intercultural Institute for Contextual Ministry Springville Lineville Eddy

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	65.76%	65.12%	99.02
Families with Children	28.78%	28%	97.31
Families without Children	36.98%	37.11%	100.36
Non-Family Households			
% Non-Family Households	34.24%	34.88%	101.87
Non-Families with Children	0.39	0.25	63.73
Non-Families without Children	33.85	34.63	102.31
Housing Units			Index
Total Housing Units	6,566	1,832	
Vacant percent	9.93%	11.95%	120.38
Owned percent	67.03%	68.72%	102.53%
Rented Percent	23.04%	19.32%	83.86
Households by Size			Index
Avg household size	2.08	2.05	98.56
Avg family hh size	2.60	2.55	98.08
Avg non-family hh size	1.10	1.12	101.82
Households By Count of Persons			Percent
One	1,810	526	29.06%
Тwo	2,695	739	27.42%
Three or Four	1,199	303	25.27%
Five+	210	46	21.9%

er Orient Struble Mondamin Columbus Junction Farmersburg Stanwood Laurens Patterson St. Olai F Birmingham Oyens Paullina Blairsburg Palmer Shenandoah Davis Circo La Matte Garrison Audubon Lovilia Andrew Oakland St. Donatus Toledo Delta Columbus City David Confertual Ministry Se Copyright 2014, Intercultural Institute for Contextual Ministry Montour Somers Mallard Treynor Peosta Jewell June Por Contextual Ministry

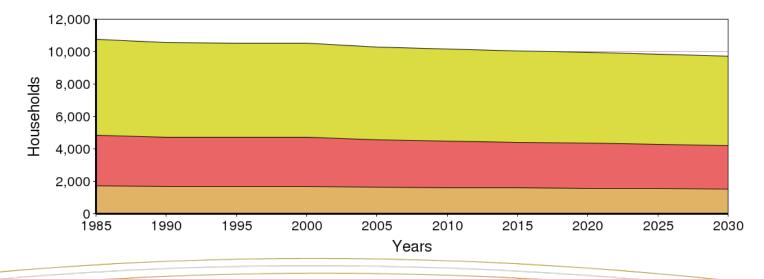
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	14,269	4,012	28.12%
2000 Population	14,334	3,956	27.6%
2010 Population	12,557	3,363	26.78%
2015 Population	11,790	3,109	26.37%

Household Change from 1985 to 2030

🔲 0-7mi Ring 🛛 📕 0-10mi Ring

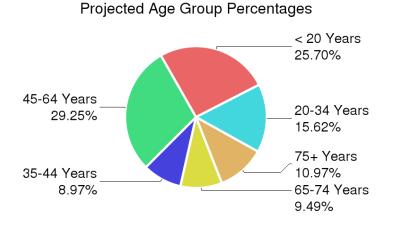
🗖 0-15mi Ring



Leon Sandyville Polk City Olds Crandview Shueyville Wall Lake Moravia Williamsburg Wyoming Bre He Pringhar Hull Low Moor Bristow Garden Grove Ellston Lone Tree Intercultural Institute Davis City Ferguson Lakota Wellsburg Russell Missouri Valley Slove for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

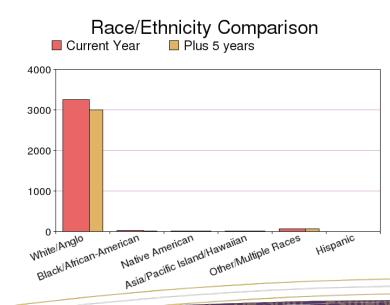


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.53%	4.99%	90.24
4-5 Years	1.75%	1.58%	90.29
6-8 Years	3.15%	2.93%	93.02
9-11 Years	3.87%	4.28%	110.59
12-13 Years	2.14%	2.25%	105.14
14-17 Years	6.13%	5.95%	97.06
18-19 Years	3.72%	3.67%	98.66
0-5 Years	7.29%	6.56%	89.99
6-12 Years	8.03%	8.33%	103.74
13-19 Years	10.97%	10.74%	97.9
< 20 Years	26.29%	25.63%	97.49
20-34 Years	13.14%	15.57%	118.49
35-44 Years	10.56%	8.94%	84.66
45-64 Years	30.15%	29.17%	96.75
65-74 Years	8.39%	9.46%	112.75
75+ Years	11.27%	10.94%	97.07
Median Age	45	41	90.93
Median Age (Male)	43	42	97.23
Median Age (Female)	47	40	85.2

Copyright 2014, Intercultural Institute for Contextual Ministry Vellsburg Sageville Ottumwa Stanley Albia Graf Al20

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	96.76%	96.4%	99.63
Black, African-American	0.62%	0.51%	82.42
Native American	0.24%	0.32%	135.21
Asian	0.42%	0.55%	131.35
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.93%	2.19%	113.16
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,281	2,105	
Less than 9th Grade	8.59%	7.84%	91.22
No High School Diploma	6.05%	5.75%	95.01
High School Graduate	39.06%	39.67%	101.55
Some College, no degree	24.42%	24.66%	100.97
Associate Degree	8.94%	9.6%	107.3
College Degree	10.21%	10.02%	98.13
Graduate/Prof. degree	2.72%	2.47%	90.88

Olin Brighton Livermore Fairfax Cumming Allerton Oakland Lineville Glibert Oskaloosa Sandyvilk Hopkinton Ackworth Sully Diagonal Atlantic Elkader Manson Eldriger Intercultural Institute Britt Camanche St. Ansgar Wall Lake Swan Bridgewater Bussey (ontextual Ministry) Delaware The Convertion Orleans Duncombe Gut 21

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.07%	4.86%	80.06
\$10,000 to \$19,999	13.14%	12.82%	97.57
\$20,000 to \$29,999	13.38%	12.44%	92.93
\$30,000 to \$49,999	27.2%	25.44%	93.54
\$50,000 to \$59,999	10.59%	10.23%	96.53
\$60,000 to \$69,999	9.42%	9.72%	103.23
\$70,000 to \$79,999	5.89%	6.94%	107.26
\$80,000 to \$89,999	3.9%	4.42%	98.66
\$90,000 to \$99,999	2.17%	2.71%	125.18
\$100,000 to \$249,999	6.63%	8.65%	130.46
\$125,000 to \$149,999	0.12%	0.19%	152.84
\$150,000 to \$199,999	0.62%	0.19%	30.57
\$200,000 to \$249,999	0.12%	0.25%	203.79
\$250,000 or more	0.56%	0.63%	113.22
Median Household	43,273	46,436	107.31
Average Household	50,588	54,981	108.68
Per Capita Household	24,281	28,015	115.38
Family/Non-Family Household			
Income			
Median Family Income	54,913	59,841	108.97
Average Family Income	52,065	55,165	105.95
Median Non-Family Income	27,252	30,326	111.28
Average Non-Family Income	19,746	21,255	107.64

nboat Rock Hampton Hartford Varina Fort Dodge Benton Remsen Rockwell Welton Wilton Sageville Rapids Gilbertville Union Panora Farmington Anita Ankeny Cambridge <u>Intercultural Institute</u> Macksburg for Doon Sharpsburg Windsor Heights Anamosa Clarion Blakesburg ¹⁰ Copyright 2014, Intercultural Institute for Contextual Ministry Per-Dallas Blairstown Ralston Feton Depison Spillville Unionville Everly Wiota Alexander Kellerton

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	65.12%	64.27%	98.69
Families with Children	28	27.65	98.74
Families without Children	37.11	35.73	96.28
Non-Family Households			
% Non-Family Households	34.88%	35.73%	102.44
Non-Families with Children	0.25	0.25	102.44
Non-Families without	34.63	35.48	102.44
Children			
Housing Units			
Total Housing Units	1,832	1,798	98.14%
Vacant percent	11.95%	11.96%	100.03
Owned percent	68.72%	68.91%	100.27
Rented Percent	19.32%	19.13%	99.01
Households by Size			
Avg household size	2.05	1.93	94.15%
Avg family hh size	2.55	2.40	94.12%
Avg non-family hh size	1.12	1.08	96.43%
Households By Count of			
Persons			
One	526	516	98.1%
Two	739	779	105.41%
Three or Four	303	262	86.47%
Five+	46	25	54.35%

boldt Greeley Alton Humeston Parnell Henderson Hamilton Larchwood Charles City Craig Fredonia Guthrie Center Melbourne Lawton Malvern Balltown Halbur Chatsworter Intercultural Institute Cearing Greene Waukon Blairsburg Pomeroy Dixon Burt Adair Dike Contextual Ministry Elk Run Heig Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15	BORN IN:	0-7	7-10	
	MILES	MILES	MILES		MILES	MILES	
Foreign Born Pop	136	99	259	Eastern Africa	0	0	
Northern Europe	10	2	6	Middle Africa	0	0	
Western Europe	12	4	10	Northern Africa	0	0	
Southern Europe	0	0	0	Southern Africa	0	0	
Eastern Europe	0	2	3	Western Africa	0	0	
Other Europe	0	0	0	Other Africa	0	0	
Eastern Asia	7	1	11	Oceania	0	0	
So. Central Asia	0	0	1	Caribbean	0	0	
SE Asia	0	0	5	Central Amer.	107	88	
Western Asia	0	0	1	South America	0	0	
Other Asia	0	0	0	North America	0	2	
				Born at sea	0	0	



Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	3,360	2,614	5,930	Other Indo-Euro	0	0	0
Spanish	162	173	394	Asian/PI languages	0	0	0
Other Indo-Euro	36	22	70	Chinese	0	0	3
language				Japanese	0	0	0
French (incl. Patois,	0	6	17	Korean	0	3	1
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	1	3	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	23	10	30	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	5	3	9	Other Asian	0	0	0
A Scandinavian	8	2	5	Tagalog	0	0	1
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	4
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	4
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	6	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

bondurant Springville Bayard Drayi

Traer Fraser Hanlentown Latimer Williamson Farragut Jewell Junction Buck Grove Spencer Sagevill Deep River Corning Barnes City Onawa Walford Ocheyedan Hardy In English Struble Stuart B Dike Newton Fairfield Sioux Center Bankston Thor Arlington All Intercultural Institute Jor Confectual Ministry 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.

10-15

ANCESTRY	0-7	7-10	10-15	ANCEST	ANCESTRY 0-7
	MILES	MILES	MILES		MILES
Reporting ancestry	3,035	2,382	5,535	Irish	Irish 213
Arab	0	0	15	Italian	Italian 18
Armenian	0	0	0	Lithuania	Lithuanian 0
Austrian	0	5	4	Norwegia	Norwegian 692
British	12	2	4	Polish	Polish 10
Canadian	0	0	9	Portugue	Portuguese 0
Croatian	3	0	0	Romania	Romanian 0
Czech	19	7	74	Russian	Russian 5
Czechoslovak	4	1	13	Scandina	Scandinavian 15
Danish	58	83	147	Scotch-I	Scotch-Irish 8
Dutch	70	71	170	Scottish	Scottish 21
English	156	166	325	Slovak	Slovak 0
European	17	7	9	Subsaha	Subsaharan African 0
Finnish	0	5	5	Swedish	Swedish 68
French (not Basque)	48	75	140	Swiss	Swiss 0
French Canadian	5	3	5	Ukrainia	Ukrainian 0
German	1,219	921	2,328	US/Ame	US/American 204
Greek	0	2	3	Welsh	Welsh 16
Hungarian	0	0	0	West Ind	West Indian 0
Iranian	0	0	0	Yugoslav	Yugoslavian 0
				 Other	Other 154

Iowa Falls Plymouth Allerton Tipton Pleasant Plain Walcott Russell Conesville Keemah Village Brand Sector Ochevedan Inwood Lost Nation Pomeroy Shambaugh Massen Intercultural Institute Paton Graf Grand Junction Earlville Shell Rock Emerson Dakota City Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014,

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

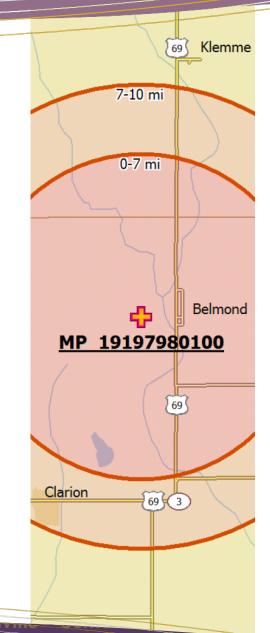
Issues for Your Consideration - continued

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



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

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



Pleasant Hill Graettinger Goose Lake Sutherland Madrid Aplington Coalville New Liberty Kinross Lake Colfax Ringsted Missouri Valley Marcus Sioux Center Dexter Coburg Garwin Berkley Grand River Knoxville Rodman Danbury Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Confextual Mi

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,614	100%	1,027	100%
AFFLUENT SUBURBIA	56	3.47%	40	3.89%
America's Wealthiest	1	0.06%	1	0.1%
Dream Weavers	55	3.41%	39	3.8%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	12	0.74%	8	0.78%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	12	0.74%	8	0.78%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	33	2.04%	21	2.04%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	33	2.04%	21	2.04%
Mid-Market Enterprise	0	0%	0	0%
Family Convenience	33	2.04%	21	2.04%



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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,614	100%	1,027	100%
BLUE COLLAR BACKBONE	58	3.59%	36	3.51%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	49	3.04%	30	2.92%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	9	0.56%	6	0.58%
AMER. DIVERSITY	161	9.98%	104	10.13%
Ethnic Urban Mix	10	0.62%	7	0.68%
Urban Blues	23	1.43%	15	1.46%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	128	7.93%	82	7.98%
Mature America	0	0%	0	0%
METRO FRINGE	603	37.36%	413	40.21%
Steadfast Conservative	591	36.62%	405	39.44%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	12	0.74%	8	0.78%

Marion Melbourne Modale Lenox Ankeny Dow City Danville Rake Williams Buckeye Ventura Le The Chester Readiyn Bondurant Wellman Central City Woodburn Press Intercultural Institute Mount Pleasant New Albin Drakesville Oto Martensdale New Vienna for Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,614	100%	1,027	100%
REMOTE AMERICA	6	0.37%	4	0.39%
Hardy Rural Fam.	6	0.37%	4	0.39%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	64	3.97%	47	4.58%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	53	3.28%	39	3.8%
Stable Careers	11	0.68%	8	0.78%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	447	27.7%	253	24.63%
Industrious Country Living	7	0.43%	5	0.49%
America's Farmland	421	26.08%	240	23.37%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	19	1.18%	8	0.78%

Stratford Yale Clemons Tipton Scarville Haverhill Dawson Cromwell Nodaway Crescent Washington Early Glenwood New Hampton Hills Vining Plainfield Tingley Beach Intercultural Institute Garnavillo Alden Grundy Center Sergeant Bluff Durango Garrison Joi 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 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,614	100%	1,027	100%
STRUGGLING SOCIETIES	173	10.72%	101	9.83%
Rugged Southern Style	173	10.72%	101	9.83%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

anama Van Wert Central City Vincent Chatsworth Farmington Walcott Martensdale Underwood Le Roy Chan Ocheyedan Alvord Spencer Mount Ayr Rockwell City Dedham <u>Intercultural Institute</u> Vest Okoboji Osceola Little Sioux Akron Westgate Webster Kiron Ori Jo Contextual Ministry ^{Ib}Copyright 2014, Intercultural Institute for Contextual Ministry Durant Kalona Pisgab Waverly Lamont Ryan Calm

Identifying Focus Groups in this Location

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

Issues for Your Consideration

- 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?

by Leon Liscomb Pleasant Plain Wiota Marengo Lanesboro Van Meter Melcher Dallas Alleman Rome way Latimer George Guttenberg Danbury Carbon Hudson Britt Flower Intercultural Institute Laurens St. Lucas Delhi Sutherland Macedonia Churdan Arnolds Park for Contextual Ministry Corpyright 2014, Intercultural Institute for Contextual Ministry Corpyright 2014, Intercultural Institute for Contextual Ministry

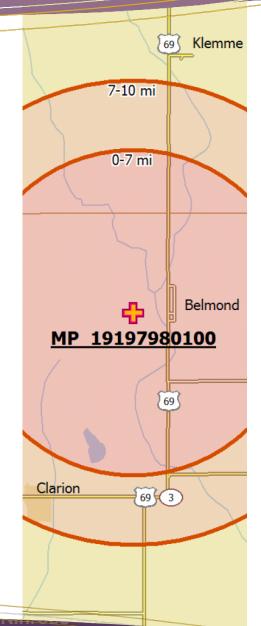
Potential Cultural Bridges

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).



Harcourt Lehigh Williams Lakota Cotter Mount Sterling Frederika Floyd Farnhamville Eldora Sac Gliman Wadena Wheatland Delmar Moorhead Slater Barnum Intercultural Institute Central City Lu Verne Collins Lakeside Story City Grand Mound Pulse Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
PC-HH Own	75%	76%	74%
Use Comp. for Internet/E-mail	57%	59%	57%
Internet Use: E-Mail	46%	47%	46%
Use Comp. for Comp. Games	42%	42%	42%
Use Comp. for Word	38%	40%	39%
Processing			
Use Comp. for Shopping	34%	35%	35%
Use Comp. for Digital Camera	32%	33%	32%
Photo Editing			
Use Comp. for Education	28%	29%	28%
Use Comp. for Banking	28%	30%	29%
HH Owns DVD Player	24%	24%	23%

Stacyville Jonia Wheatland Garber Glenwood Bayard Lovilia Malvern Sibley Dumont Ashton New Woodward Pilot Mound Dunlap Otho Newell Manly Hastings New And Dusart St. Charles Mar Grand Larchwood Keosauqua Fonda Chelsea McGregor Le Roy Coin Confectual Ministry a Copyright 2014, Intercultural Institute for Confectual Ministry a Copyright 2014, Intercultural Institute for Confectual Ministry

Use Comp. for Filing/DB Mngmnt

12%

10%

11%

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	65%	65%	65%
Dining Out (Not Fast Food)	56%	57%	56%
Reading Books	50%	50%	49%
Card Games	44%	44%	45%
Gardening	38%	38%	38%
Go To A Beach/Lake	34%	35%	34%
Cooking for Fun	33%	32%	31%
Board Games	32%	33%	32%
Going To	21%	21%	21%
Bars/Nightclubs/Dancing			
Photography	19%	20%	19%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	69%	68%	68%
Gen./Fam. Practitioner	42%	43%	43%
Dentist	27%	27%	26%
Eye Dr.	23%	23%	23%
Backache	22%	22%	22%
Hypertension/High Blood	22%	21%	22%
Pressure			
None Of These	19%	20%	20%
High Cholesterol	19%	19%	19%
Any Arthritis	17%	16%	16%
Overweight (30 Pounds Or	16%	16%	16%
More)			

Quasqueton <u>Punlap Clarksville Matlock Bristow Mystic Auburn</u> Frederika Clarion Waukon Calamus Geodell Fairbank Lone Tree Washta Northboro Hancock Morley Manus Intercultural Institute onville Anamosa Bussey Kirkman Des Moines Gillett Grove Buckeye Confectual Ministry Coburg Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILE
Concert	24.61%	24.61%	23.57%	Movies: Romantic Comedy	17.93%	17.94%	17.14
Live Theater	16.1%	16.8%	15.64%	Movies: Drama	15.45%	15.39%	14.38
Live Theater Most Often	13.5%	14.2%	13.23%	Movies: Mystery	13.61%	13.44%	12.46
Rock/Pop Concerts Most	12.76%	12.96%	12.18%	MLB Baseball Reg.	7.28%	7.6%	7.47%
Often				Season			
Country Concerts Most	7.14%	7.01%	7.05%	College Football Reg.	5.64%	6.38%	6.53%
Often				Season			
Comedy Club	7.12%	7.1%	6.67%	NFL Football Reg. Season	5.17%	5.4%	4.88%
Movies: Comedy	35.73%	36.23%	35.01%	College Basketball Reg.	4.06%	4.41%	4.47%
Movies: Action/Adventure	34.49%	34.96%	33.71%	Season			
Movies: Fam.	19.25%	19.47%	19.44%	Rodeo	3.61%	3.9%	4.58%
				Auto Racing Events	3.04%	2.96%	2.95%

Arlington <u>New Virginia</u> Extine Luther Pulaski Bankston Shambaugh Randal Millersburg Evansdak Leten Prescott Dysart Rhodes Jewell Junction Peosta Geneva Little <u>Intercultural Institute</u> Anita Gedar Mount Union Webster Solon Rake Elgin Coppock Mondamin Defian for Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Battle Ceek Moorland Humboldt Dedham Ochevedan Lone La

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

BRIDGES	0-7	7-10	10-15	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	41%	41.83%	41.68%	Backpacking/Hiking	Backpacking/Hiking 11.64%	Backpacking/Hiking 11.64% 11.55%
Swimming	31.64%	31.89%	31.18%	Using Cardio	Using Cardio 11%	Using Cardio 11% 11.2%
Freshwater Fishing	23.5%	23.95%	25.68%	Machine	Machine	Machine
Bowling	21.65%	22.13%	22.34%	Stationary Cycling	Stationary Cycling 10.56%	Stationary Cycling 10.56% 10.57%
Camping Trips	18.74%	19.51%	20.47%	Volleyball	Volleyball 10%	Volleyball 10% 9.83%
Billiards/Pool	16.99%	17.15%	16.53%	Power Boating	Power Boating 9.71%	Power Boating 9.71% 9.57%
Golf	16.3%	16.9%	17.36%	Football	Football 9.51%	Football 9.51% 9.49%
Hunting	15.55%	16.35%	17.95%	Softball	Softball 9%	Softball 9% 9.01%
Basketball	14.97%	15.18%	15.36%	Canoeing/Kayaking	Canoeing/Kayaking 7.96%	Canoeing/Kayaking 7.96% 7.88%
Mountain/Road Biking	14.24%	14.39%	14.35%	Horseback Riding	Horseback Riding 7.76%	Horseback Riding 7.76% 8.15%
Jogging/Running	13.33%	13.36%	12.97%	Aerobics	Aerobics 7.4%	Aerobics 7.4% 7.43%
Weight Training	13.05%	13.53%	12.8%	Motorcycling	Motorcycling 7.27%	Motorcycling 7.27% 7.53%
Target Shooting	11.77%	11.81%	12.51%	Soccer	Soccer 6.7%	Soccer 6.7% 6.37%
Baseball	11.67%	11.67%	12.1%	Roller Skating	Roller Skating 5.93%	Roller Skating 5.93% 5.98%
				Tennis	Tennis 5.88%	Tennis 5.88% 5.87%

ntercultura nstitute Dundee Marshalltown Numa 39

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

BRIDGES	0-7	7-10	10-15		BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES			MILES	MILES	MILES
Snowmobiling	5.83%	5.79%	6.35%	-	Rock Climbing	4.23%	4.45%	4.64%
Archery	5.82%	6.04%	6.36%		Hockey	3.9%	3.65%	3.51%
Yoga	5.68%	5.38%	4.72%		Racquetball	3.54%	3.22%	2.86%
Downhill & X-Country	5.6%	5.36%	5.5%		Snowboarding	3.48%	3.63%	3.63%
Skiing					Skateboarding	3.29%	3.25%	3.29%
Saltwater Fishing	5.42%	5.37%	4.59%		Sailing	3.22%	2.95%	2.91%
Ice Skating	5.3%	5.29%	5.19%		Auto Racing	3.09%	2.84%	2.63%
Fly Fishing	5.2%	5.23%	5.62%		Rowing	3.08%	3.06%	3.11%
Jet Skiing	5.08%	5.19%	5.35%		Martial Arts	2.77%	2.57%	2.29%
Snorkeling	5.05%	4.99%	4.91%		Surfing & Windsurfing	2.68%	2.61%	2.63%
Water Skiing	4.83%	4.91%	5.09%					

wood Sigourney Woden Orchard Jolley Webster City Whitten Clayton Walnut Cladbrook Stacyville ea City Crystal Lake Cambridge Thornton St. Donatus Kimballton Elkhard Medand Postville Dow City Cushing Arlington Solon Mingo Plano Birmingham Beacon Grand Riv Postville Ministry al Copyright 2014, Intercultural Institute for Contextual Ministry Mallard Libertyville Ely Aurelia Early Boone Haz

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.

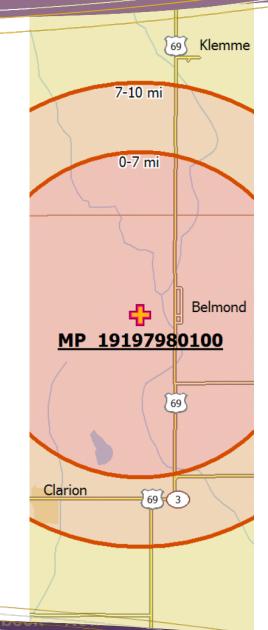
BIBLICAL BARRIERS

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.



Anoxylife Randolph Swaledale Belle Plaine Smithland Olin Hartford Udell Swisher Farmington Bir Tingley Missouri Valley Walford Waucoma Anita Robins Mount Store Intercultural Institute ley Oto Fairfax Rock Rapids Vincent De Witt Knierim Windsor Height Intercultural Institute for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

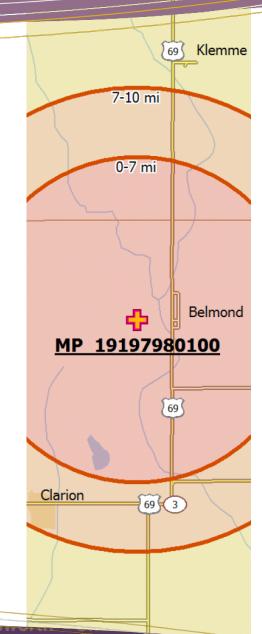
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



rooklyn Riverside Elk Horn Tipton Brayton Elberon Treynor Westwood Colo Gravity Geose Lake Le Loor Victor Atlantic Charles City Hinton Spring Hill Ireton Saylorville <u>Intercultural Institute</u> Sheldon Prairie City Duncombe Mondamin Garden Grove Lone Tree V for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning	48%	47%	47%	Like to Stand Out In A Crowd	20%	19%	19%
New Things				Marijuana Should Be Legalized	18%	17%	17%
Find It Difficult To Say No To My Kids	36%	36%	35%	Like To Pursue Challenge/Novelty/Change	18%	17%	16%
Woman's Place Is In The Home	35%	36%	37%	Rarely Sit Down to a Meal	18%	17%	18%
Speak My Mind Even If It	34%	34%	34%	Together At Home			
Upsets People				I Am A Workaholic	17%	17%	17%
Prefer To Have Few Possessions As Possible	33%	33%	31%	Only Work Current Job for The Money	15%	15%	16%
Like Control Over People And Resources	32%	31%	30%	We Should Strive for Equality for All	11%	10%	9%
Like To Do Unconventional Things	31%	31%	31%	Happy With My Standard Of Living	9%	9%	9%
Money Is Best Measure Of Success	28%	27%	28%	On Whole People Get What They Deserve	9%	8%	7%
Don't Judge People/Way They Live Life	26%	26%	25%	Indulge My Kids With The Little Extras	9%	8%	8%
Friends More Important Than My Fam.	25%	24%	23%	Little I Can Do To Change My Life	7%	7%	6%
If Won Lottery Would Never Work Again	25%	26%	25%	Very Happy With My Life As It Is	6%	6%	6%
Too Much Sponsorship In Arts/Sports	22%	22%	21%				

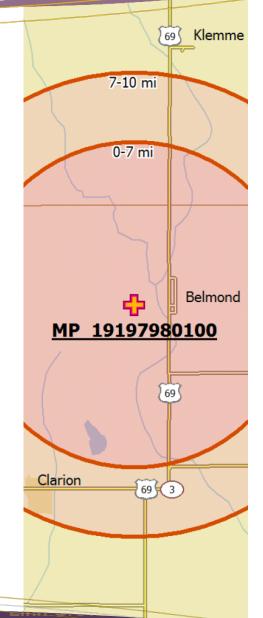
usor neights perfy Coalville Storill Le

a Plano Marshalltown Waucoma Alton Primghar Stockport Sibley Promise City Le Grand Rake Fays North English Struble New London Hedrick Montezuma Crystal Laker on Cincinnati Spragueville Glenwood Yorktown Eagle Grove Montrose Quimby Belmond Maque for Contextual Ministry occopyright 2014, Intercultural Institute for Contextual Ministry Shelby Randall Mitchell Nichols Shambaurob Alden Clegborn Honkinton Lamont Lyppyille Cilmore C

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.



Riverdale Badger Boxholm Sergeant Bluff Chester Kelley Morley Ottosen Calamus Monmouth News Libon Grand River Derby Bouton Tennant Calmar University Park Miles Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Riceville Boone Montrose Guernsey Lake City

Potential Cultural Themes:

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

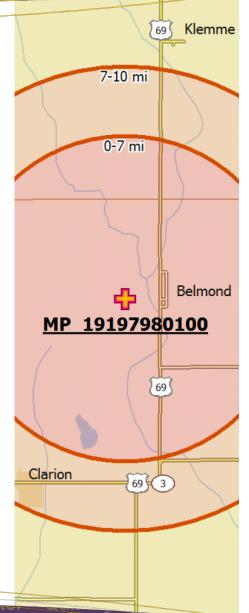
THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	58%	58%	56%	Worried About Pollution Caused By Cars	16%	16%	16%
You Should Seize Opportunities	54%	54%	52%	Real Men Don't Cry	15%	15%	14%
In Life				Is An Important Part Of Who I Am	15%	14%	13%
Like To Understand About Nature	34%	34%	33%	Looking for New Ideas To Improve Home	13%	13%	12%
Important Feel Respected By My Peers	34%	34%	33%	Try Not To Worry About The Future	13%	12%	12%
Prefer To Have Few Possessions As Possible	33%	33%	31%	Provide My Kids With The Little Extras	12%	11%	11%
Prefer Work Part Of Team Than Alone	33%	32%	32%	Enjoy Spending Time With My Fam.	11%	10%	9%
Important To Juggle Various Tasks	27%	26%	25%	Children Should Be Allowed To Express Themselves	6%	5%	5%
Good At Fixing Things	26%	26%	25%	Feel Very Alone In The World	6%	6%	6%
Have Keen Sense Of Adventure	26%	25%	25%	Like Spending Most Time With	6%	6%	6%
People Have To Take Me As	22%	22%	21%	Fam.			
They Find Me				Would Like To Set Up Own	3%	3%	3%
Like To Just Enjoy Life	21%	20%	19%	Business			
Consider Myself Interested In The Arts	19%	18%	18%	Decor Particular Interest To Me	3%	3%	3%

entura montrose knoues

Hastings Yorktown Northwood Sioux Rapids Knoxville Hedrick Cobured Intercultural Institute Tiffin Wyoming St. Marys Panorama Park Le Mars Guttenberg Wheatle Intercultural Institute for Contextual Ministry ie Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential 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.



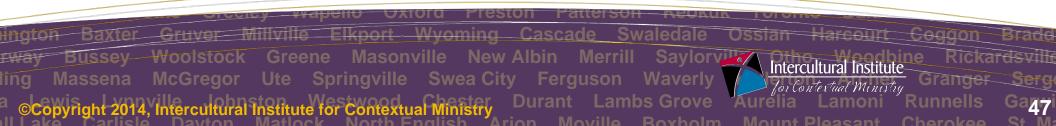
Dougherty Ladora Patterson Beaman Lovilia Dunlap Parkersburg Ottosen Thaver Greeley Anita With Cumming Worthington Forest City Beaconsfield Hull Mount Versey Nemaba Dumont Hudson Eddyville Sigourney Redfield Wallingford Edgewood Hawkeye Ringst For Confectual Ministry Scopyright 2014, Intercultural Institute for Contextual Ministry Dayton Glenwood Vorktown Lone Tree Otho Van Horn

Potential Shared Places:

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

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	86.59%	86.78%	86.96%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.95%	84.51%	84.32%
Houses-Visit Any			
McDonald's	56.32%	56.55%	56.32%
Burger King	37.81%	37.79%	37.81%
Subway	30.91%	31.49%	31.85%
Applebee's	29.71%	29.74%	29.4%
Kentucky Fried Chicken (KFC)	29%	28.07%	27.85%
Taco Bell	28.29%	28.24%	27.7%
Wendy's	25.68%	25.24%	24.01%
Arby's	24.72%	24.97%	25.1%
Pizza Hut	23.81%	24.3%	24.78%
Dairy Queen	23.8%	24.59%	26.34%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Olive Garden	19.27%	19.46%	18.99%
Red Lobster	16.24%	15.69%	15.34%
Sonic	12.95%	12.7%	13.03%
Cracker Barrel	12.9%	12.88%	12.29%
Denny's	12.64%	11.88%	11.27%
Hardee's	12.25%	11.92%	12.79%
Domino's Pizza	12.17%	11.67%	10.98%
Outback Steakhouse	11.24%	11.54%	10.62%
IHOP (International House Of	10.3%	9.7%	8.4%
Pancakes)			
A and W	10.16%	10.12%	10.6%
Golden Corral	10.03%	9.33%	8.75%
Long John Silver's	9.9%	9.48%	9.75%

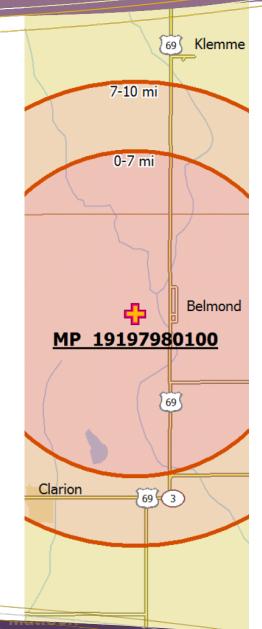


Potential Shared Projects

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!



on Graettinger Ottosen Exline Floris Kanawha West Bend Millersburg New Sharon Ely Lynnville Gla Sac City Baldwin Reinbeck Pleasant Hill Barnum Arispe Clare Maquer Intercultural Institute Dunlap Templeton Hanlontown St. Ansgar Martinsburg Coalville Tift for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	49.87%	50.74%	50.24%
Recycled products	34.71%	35.59%	34.18%
Worked as volunteer (non political)	17%	17.71%	17.33%
Engaged in fund raising	11.77%	12.04%	12.08%
Religious club member	7.97%	8.13%	8.33%
Charitable Organization	6.52%	6.8%	7%

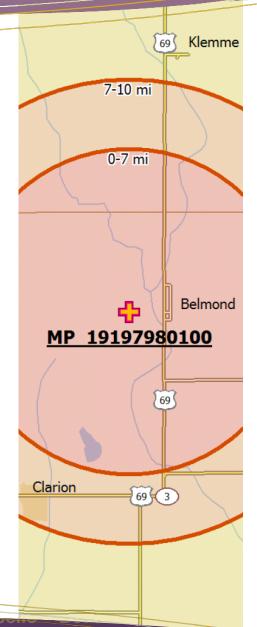
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Addressed a public meeting	5.96%	6.3%	6.58%
Wrote to elected offcl about publ bus	5.94%	6.19%	6.04%
Church Board	5.73%	6.04%	6.48%
Union member	5.68%	5.94%	5.96%
Took active part in local civic issue	5.65%	5.66%	5.69%
Wrote to editor of mag or newspaper	5.08%	5.2%	4.88%

Davis City Russell Soldier Van Wert Delhi Anthon Clearfield Perry Bevington Randalia Halbur tamin Orchard Richland Pleasantville Centralia Dexter Doon Hastings utials Colmar Carpenter Col Oakland Acres Merrill Chariton Galva Rippey Dow City Dike Iowa Fa Confectual Ministry Liberty Roland Ruthven Williamsburg Spragueville 49

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.



Convert Colwell Carrell Oskaloosa Ferguson Kingsley Buffalo Center Lenox Marion Lowden Aredale City Bronson West Point Graf New Virginia La Motte Baxter Red Intercultural Institute Marquette Klemme Rock Rapids Ogden Brighton Willey Lone Rock for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Confectual City Strawberry Point Confectual City Provide City Strawberry Point Contextual City Provide City Strawberry Point Confectual City Provide City Provide City Strawberry Point Confectual City Provide City Provide City Strawberry Point City Provide City Provide City Provide City Strawberry Point City Provide City Prov

Potential Print Media Content:

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

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	14.03%	14.06%	13.04%
Children's Books	11.68%	12.13%	11.97%
Mystery	11.15%	11.17%	10.82%
Cookbooks	10.51%	10.75%	10.58%
Religious (not Bibles)	8.46%	8.67%	8.58%
History	6.04%	6.05%	5.66%
Romance	5.94%	6.14%	6.06%
Personal/Business	5.54%	5.84%	5.44%
Self-help			
Biography	4.87%	4.85%	4.14%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	65.15%	65.02%	62.21%
Gen. Editorial	43.06%	42.8%	41.39%
Womens	37.27%	37.22%	35.84%
Service	33.36%	33.85%	33.14%
Mens	17.21%	16.8%	16.01%
Fishing/Hunting	16.85%	17.2%	18.5%
Automotive	14.15%	13.89%	13.57%
Mature Market	13.41%	13.31%	13%
Sports	13.18%	12.81%	11.77%

t Jolley Pomerov Burt Marble Rock Kelley Hartwick Letts Mapleton Garnavillo Orleans Atalissa F Grimes Breda Hopkinton Sioux City West Chester Rodman Derby Intercultural Institute Ida Grove Blakesburg Delhi Davenport Walnut Dawson Ackley Sible for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Alta Vista Fairfax Ashton Sheldon Mitchellville

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	57.47%	58.24%	58.13%
Classified	36.8%	36.76%	37.71%
Sport	34.81%	34.87%	34.89%
Editorial Page	34.01%	34.2%	34.35%
Comics	30.34%	30.3%	30.61%
Business/Finance	27.7%	28.25%	27.09%
Food/Cooking	25.58%	25.7%	25.16%
TV/Radio Listings	23.35%	23.15%	22.11%
Movie Listings & Reviews	22.87%	22.91%	21.18%
Home/Gardening	22.29%	22.6%	21.95%
Travel	17.71%	17.95%	16.75%
Science/Technology	16.78%	16.82%	16%
Fashion	13.23%	13.45%	13.15%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	31.65%	32.84%	36.38%
Adult Contemporary	17.96%	18.48%	18.15%
CHR Contemp Hit Radio	15.91%	15.22%	14.21%
Rock	12.44%	12.53%	11.81%
Oldies	12.21%	12.59%	12.66%
Classic Rock	11.13%	11.73%	11.89%
News/Talk	10.5%	11.21%	10.32%
Urban Contemporary	6.9%	6.16%	5.08%
Variety	6.75%	7.1%	6.9%
Alternative	6.29%	6.45%	5.09%
Religious	5.89%	6.13%	6.11%
Soft Contemporary	4.26%	4.35%	3.46%
Classic Hits	3.76%	3.56%	3.19%
All News	3.41%	3.59%	3.01%
Hispanic	3.27%	3.28%	3.23%
Sports	2.71%	2.96%	2.5%
All Talk	2.7%	2.89%	2.56%
Adult Standards	2.56%	2.55%	2.27%

Plymouth Williamson Bridgewater Onawa Runnells Alburnett Gray Iowa City Baxter Mitchell Ma Gilman Pleasant Hill Libertyville Nora Springs Lucas Ames Holstein Alburnett Britter Binard Ministry Britt Garber Colwell Rhodes Linn Grove Linden Carlisle Dexter For Contextual Ministry Creston Woodward Crescent Brunsville Frederika 522

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-7	7-10	10-15		MULTIMEDIA: TV	MULTIMEDIA: TV 0-7	MULTIMEDIA: TV 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	65%	65.35%	65.68%	-	TV Info From Sunday TV	TV Info From Sunday TV 26.01%	TV Info From Sunday TV 26.01% 26.6%
Satellite Dish	52.95%	54.9%	55.19%		Magazine	Magazine	Magazine
Soapnet	47.12%	47.86%	46.98%		TV Info From Newspapers	TV Info From Newspapers 25.42%	TV Info From Newspapers 25.42% 26.01%
Other	45.26%	45.74%	46.59%		BET (Black Entertainment	BET (Black Entertainment 24.51%	BET (Black Entertainment 24.51% 25%
Video-On-Demand					TV)	TV)	TV)
Sci-Fi Channel	40.31%	41.18%	42.71%		Hallmark Channel	Hallmark Channel 24.18%	Hallmark Channel 24.18% 25.31%
MSNBC	36.32%	36.68%	37.5%		USA Network	USA Network 23.31%	USA Network 23.31% 23.54%
Adult Pay Per View TV	33.73%	34.59%	34.09%		TCM (Turner Classic	TCM (Turner Classic 23.21%	TCM (Turner Classic 23.21% 23.48%
					Movies)	Movies)	Movies)
Nickelodeon	32.42%	33.42%	34.96%		The Golf Channel	The Golf Channel 21.3%	The Golf Channel 21.3% 21.09%
Adult Swim	31.21%	32.64%	33.9%		TV Info From Monthly Cable	TV Info From Monthly Cable 20.97%	TV Info From Monthly Cable 20.97% 21.37%
Subscribe Digital	30.43%	31.35%	31.5%		Guide	Guide	Guide
Cable					Encore	Encore 20.97%	Encore 20.97% 22.3%
Nick At Nite	27.22%	28.19%	29.23%		Lifetime	Lifetime 20.57%	Lifetime 20.57% 20.39%
Comedy Central	27.16%	26.6%	24.52%		ABC Fam.	ABC Fam. 20.13%	ABC Fam. 20.13% 20.16%
					ESPN2	ESPN2 20.09%	ESPN2 20.09% 20.26%

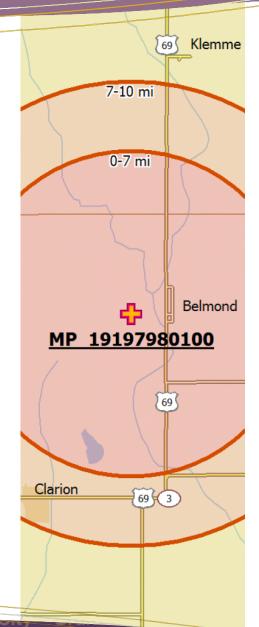
Aredale Reasner Rese Hill Newhall Springbrook Palo Burlington Dike Middletown Ida Grove Alta Vis ton Harper Stockport Scarville Clarksville West Chester Clarence Maler Intercultural Institute Mills Lytton Humboldt Bloomfield St. Charles Burt Lake View Mapleto for Contextual Ministry ecopyright 2014, Intercultural Institute for Contextual Ministry toria Red Oak Contextual Ministry

Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



Indianola Wallingford Le Roy Tabor Peterson Winterset Moulton Lockridge Correctionville Wesley A Quimby Hull Conrad Elma Farragut Whitten Burlington Woden Newel Valeria Walpet Milton Blairstown Salem Neola Little Rock Pella Albion Shellsburg Farley Guttenberg Popejoy Meriden 54 Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Newball Shenandoab Calamus Barnum Goose Lake

Potential Print Media Usage:

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

0-7	7-10	10-15
MILES	MILES	MILES
17.19%	17.31%	16.52%
8.74%	9.05%	8.26%
20.27%	20.34%	19.85%
1.74%	1.65%	1.65%
1.53%	1.59%	1.55%
1.97%	2%	2.03%
0.74%	0.73%	0.74%
1.06%	1.24%	1.33%
	MILES 17.19% 8.74% 20.27% 1.74% 1.53% 1.97% 0.74%	MILESMILES17.19%17.31%8.74%9.05%20.27%20.34%1.74%1.65%1.53%1.59%1.97%2%0.74%0.73%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.64%	18.91%	19.2%
Magazines II	7.69%	7.75%	7.57%
Magazines III	9.19%	9.61%	10.24%
Magazines IV	10.92%	10.89%	10.87%
Magazines V (Light)	0.37%	0.46%	0.5%
Outdoor I (Heavy)	5.83%	5.51%	5.06%
Outdoor II	2.05%	1.72%	1.45%
Outdoor III	3.41%	3.22%	3.21%
Outdoor IV	15.7%	15.79%	15.75%
Outdoor V (Light)	26.51%	26.63%	26.65%
Yellow Pages I	14.1%	14.16%	13.77%
(Heavy)			
Yellow Pages II	4.36%	4.15%	3.86%
Yellow Pages III	4.1%	3.98%	3.78%
Yellow Pages IV	22.9%	22.15%	22.04%
Yellow Pages V (Light)	3.02%	2.66%	2.45%

Shueyville Conway Riceville Rathbun Gilmore City Coburg Russell Greeley Ringsted Adair Beime The Bridgewater Zearing Alleman Rembrandt Franklin Rippey Wauker Chariton Moorhead Missouri Greenfield Valeria George Calamus Oskaloosa Farmington Eldridge For Confectual Ministry ^t Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry

Potential Multimedia Usage

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

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.99%	3.78%	4.14%
Drive Time III (Medium)	0.69%	0.59%	0.53%
Radio IV & V (Light)	2.65%	2.77%	2.9%
Radio Media Quntiles (fifths / 20%)	I		
Radio I & II (Heavy)	7.81%	7.68%	7.72%
Radio III (Medium)	4.5%	4.83%	4.89%
Radio IV & V (Light)	2.76%	3.01%	3.01%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.56%	12.02%	12.11%
Cable III (Medium)	3.4%	3.26%	3.09%
Cable IV & V (Light)	35.29%	35.22%	35.87%

Sandyville Swea City Oto Newton Coin Lime Springs Atalissa Wayland Earlham Lytton Postville Fackwood Newell Geneva Manning Fredericksburg Meservey Ostered Intercultural Institute George Sutherland Rinard Colfax Leando Aredale Williamson Toron Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.72%	11.65%	11.19%
6:00am - 10:00am	13.03%	12.64%	11.79%
10:00am - 3:00pm	4.1%	3.77%	2.96%
3:00pm - 7:00pm	13.84%	14.14%	14.27%
7:00pm - Midnight	11.31%	12.28%	12.15%
Midnight - 6:00am	5%	5%	4.92%
Weekend Radio			
Listeners			
Dayparts [summary]	14.2%	14.55%	14.39%
6:00am - 10:00am	2.47%	2.51%	2%
10:00am-3:00pm	4.1%	3.89%	3.31%
3:00pm - 7:00pm	6.1%	6.18%	6.17%
7:00pm - Midnight	5.98%	6.25%	5.63%
Midnight - 6:00am	7.79%	7.37%	6.24%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.42%	8.05%	7.97%
Saturday:	6.45%	7.05%	6.85%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.82%	11.27%	11.58%
9:00am-1:00pm	27.22%	28.19%	29.23%
9:00am-4:00pm	30.89%	31.86%	32.81%
4:00pm-7:00pm	27.06%	27.25%	26.36%
11:00pm-1:00am	42.63%	42.8%	43%
AVG Prime time	1.95%	2.01%	1.86%
Mon-Sun			

rmstrong Danbury Atlantic Clenwood West Union Cumberland Baxter Donnellson Martensdale Jeffers Rockford Central City Hawkeye Centerville Aurora Dawson Joice Brief Intercultural Institute Greenfield Ute Dike West Chester Allerton Vincent Spillville Keosau for Contextual Ministry Indecomprise Centerville Aurora Dawson Joice Brief Intercultural Institute for Contextual Ministry Comparison Contextual Ministry Nichols Carson Norway Apita Tabor Casey George

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				1	Weekend	Weekend	Weekend
6-7am	15.55%	15.71%	15.43%		Sat: 7-10am	Sat: 7-10am 17.13%	Sat: 7-10am 17.13% 17.65%
7-9am	20.09%	20.26%	19.53%		Sat: 10am-1pm	Sat: 10am-1pm 6.28%	Sat: 10am-1pm 6.28% 6.63%
9am-12noon	23.13%	24.31%	25.37%		Sat: 1-4pm	Sat: 1-4pm 22.19%	Sat: 1-4pm 22.19% 22.47%
12noon-4pm	7.75%	7.55%	7.44%		Sat: 4-6pm	Sat: 4-6pm 5.91%	Sat: 4-6pm 5.91% 5.95%
4-6pm	44.3%	45.63%	45.31%		Sat: 6-7pm	Sat: 6-7pm 1.7%	Sat: 6-7pm 1.7% 1.89%
6-7pm	23.02%	23.75%	24.7%		Sat: 7-8pm	Sat: 7-8pm 0.48%	Sat: 7-8pm 0.48% 0.69%
7-7:30pm	0.89%	1.02%	0.96%		Sat: 8-11pm	Sat: 8-11pm 6.45%	Sat: 8-11pm 6.45% 7.05%
7:30-8pm	10.23%	9.68%	9.14%		Sat: 11pm-1am	Sat: 11pm-1am 3.59%	Sat: 11pm-1am 3.59% 3.72%
8-11pm	7.42%	8.05%	7.97%		Sat: 1am-7pm	Sat: 1am-7pm 23.31%	Sat: 1am-7pm 23.31% 23.54%
11pm-12am	36.32%	36.68%	37.5%		Sun: 7-10am	Sun: 7-10am 1.88%	Sun: 7-10am 1.88% 1.95%
11pm-1am	42.63%	42.8%	43%		Sun: 10am-1pm	Sun: 10am-1pm 7.64%	Sun: 10am-1pm 7.64% 8.32%
1-6am	29.88%	29.92%	28.98%		Sun: 1-4pm	Sun: 1-4pm 5.03%	Sun: 1-4pm 5.03% 5.07%
					Sun: 4-7pm	Sun: 4-7pm 13.49%	Sun: 4-7pm 13.49% 14.16%
					Sun: 7-11pm	Sun: 7-11pm 10.82%	Sun: 7-11pm 10.82% 11.27%
					Sun: 11pm-1am	Sun: 11pm-1am 4.39%	Sun: 11pm-1am 4.39% 4.49%
					Sun: 1-7am	Sun: 1-7am 21.35%	Sun: 1-7am 21.35% 22.37%

Farnhamville Rathbun Alden Riverdale Malvern Magnolia Worthington Orange City Auburn Unionville Field Essex Aurora Parnell Bassett West Point Bennett Superior Louis Intercultural Institute or Lytton Haverhill Rossie Maharishi Vedic City Middletown Miles Iret Intercultural Institute for Contextual Ministry Larrabee Moorhead Randalla Mount Pleasant Bonapa 8000 Provide Randalla Mount Pleasant Bonapa 1800 Provide Randalla Mount Pleasant Bonapa

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

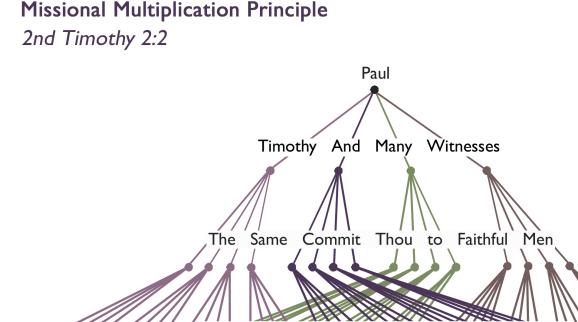
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Hillsboro Center Point St. Marys Wallingford Jamaica Redding Eldora Osceola Cincinnati Vail Luxen Nevada Protivin Holland Waverly Manning Hartwick Pacific Junction Intercultural Institute Rock Traer Northboro Vincent Leland Delphos Hamburg Indianola 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.



Who Shall Be Able To Teach Others Also

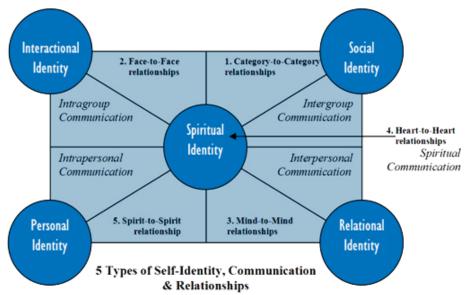
Dawson Bennett Preston Parkersburg Davis City Centralia Maurice Lynnville Princeton Burlington Dege Lansing Hartford Kiron Swaledale Prairie City Randall Clare Intercultural Institute Gilbert Gree Newhall Galva Traer Jefferson Templeton Glidden Hospers East Por Intercultural Institute Confectual Ministry Ogan Buffalo Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry Confectual Contextual Ministry Clayton Shell Rock Elma Jewell Junction Patterso 61

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.



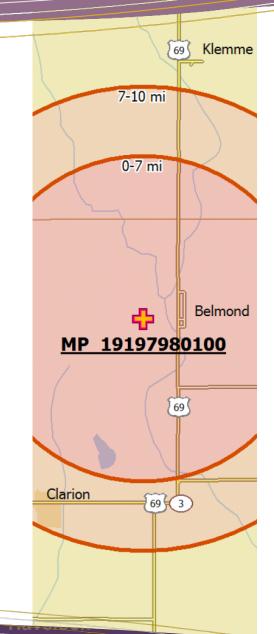


Your MissionSite and the Missional Suite

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



Coon Rapids <u>Carlisle Bristow Beaman Lester Hedrick New Hartford Harpers Ferry Morley Exline Restore</u> Shenandoah Bassett Dougherty Fairfield Elk Run Heights Buffal Intercultural Institute ow Moor Macedonia Cushing Panama Nora Springs Kalona Waterville 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.





6 Wateroak Court North Augusta, SC 29841 In Partnership with:



An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

CONTACT US:

cwatke@iicm.net
803-279-5828
www.iicm.net
www.apept.org
www.missionalcoach.org
www.missionalcontext.org
www.missionalcorps.org
www.missionalcyclopedia.org
www.missionalzipcode.org
www.missionalpartners.org

