MissionSite top unreached locations

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Rapids Newhall Swea City Little Sioux Clio CENSUS TRACT: 19197980500 Boyden Multiply Rhodes De Soto Sharpsburg Plainfie REGION: Northwest West Branch Westfield g Hinton Calumet Denison Marshalltow COUNTY Wright wood Goldfield Murray Hiawatha Shueyville UnionvSITESCAPE Townscape Lidderdale Pella Lehigl In partnership with the Elk Horn Albion Van Meter Chariton DENSITY PATTERN 13 Thornburg Fredonia Intercultural Institute Arcadia Martelle **Bristow Malcom Harcourt** Daptist for Contextual Ministry leasanton Indianola Bal vention of North Washington Pioneer Carpenter Union Tama Grandview H Calmar Wahpeton Lucas Kiron Curlew Onslow Woodante Carter Lake Ca @Copyright/2014/Intercultural/Institute for Contextual Ministry omb Clinton Brooklyn La Porte City Galva Oxford Lis

MissionSite (TM) Table of Contents

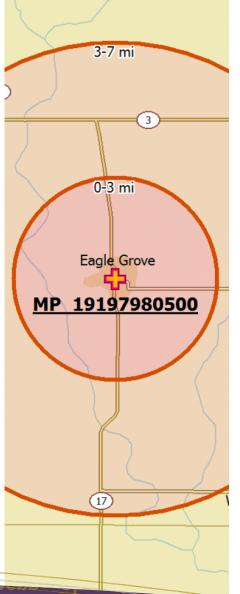
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Site Location Summary

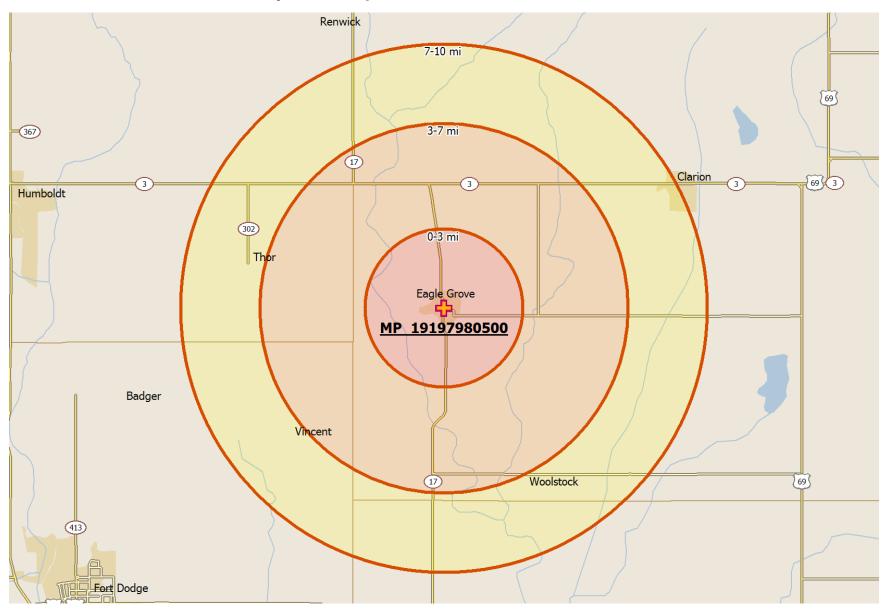
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1901	Northwest
3	County Location	19197	Wright
4	Zipcode	50533	Wright
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.12	Small towns adjacent to settlements
8	Sitescape Density Pattern	13	10000-2500-10000



McClelland Pertsmouth Cushing Pacific Junction Rockwell City Janesville Hull West Chester Craig H Stried Winterset Ute Reasnor Rome Fremont Keswick Linn Grove Intercultural Institute Reinbeck Rockford Conway Bondurant Sloan Rowley Blockton Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



New Vienna Aurora Tingley West Union Montrose Ionia Randolph Stockton Nichols Lone Tree Terril Bayard Emmetsburg Aredale Luzerne Gruver Quimby Gilman Oster La Rombrandt Crescent Flo oro McCausland Linn Grove Bussey Blairstown Melbourne Coburg Book for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	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 Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
	Codes		urbanized area.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small
			urban cluster)
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas
8	Percent Commuting to Metro	0	

West Liberty Council Bluffs Princeton Otho Sandyville Hamilton Zwingle Shambaugh Grand Mound mogene Harpers Ferry Modale Dyersville Rudd Jackson Junction Brown Intercultural Institute Low Moor Arion Oxford Junction Hancock Klemme Aspinwall Grant For 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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,377	1,267	1,916
2010 Households	1,550	570	901
2010 Group Quarters Population	72	0	72

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	11	3	6
Language Diversity National Index	15	8	41
Foreign Born Diversity National Index	19	27	1
Ancestry Diversity National Index	50	71	51
Racial Diversity National Index	10	8	20

North Buena Vista Cambridge Hopkinton Mount Union Whittemore North Washington Hubbard Fenter Torktown Ely Clutier Colo Schaller Coggon Popejoy Imogene Holstein Chariton Jewell Junction Brayton Sigourney Chillicothe Cress Intercultural Institute for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Id West Bend Archer Merrill Montezuma Larchwood Carter Lake Jesup Bode Delmar Madrid Fenton Ackley Hamilton Delta Camanche Reasnor Oakland Acres Dedham Intercultural Institute Clive Colwell Dubuque Murray Lineville Gray Greene Springville Contextual Ministry Contextual Institute for Contextual Ministry Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	263	16.97%
Mainstay Communities	Established, Diverse Households	213	13.74%
Working Communities	Blue-collar, Working Families	875	56.45%
Country Communities	Rural, Agri. & Mining Families	91	5.87%
Aspiring Communities	Young Singles / Aspiring-Multihousing	15	0.97%
Urban Communities	High Density, Inner-city Neighborhoods	93	6%

Le Claire Vinton Bradgate Boxholm Mystic Gilbert Redding Lone Rock Maqueketa Nashua Packwe Pocahontas Arcadia Martelle Glidden Mediapolis Villisca Park Viewer Intercultural Institute Cushing Olds Marquette Anamosa Cascade Boyden Sheldon Prin Viewer Lov Contextual Ministry 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.

Melcher-Dallas Millville Hult What Cheer Hepburn Monroe Woodbine Riverdale Cumberland Baltow Jewell Junction Fenton Kinross Barnes City Fontanelle Rockwell Englishing College Springs Hahar Marble Rock Keystone Crescent Deep River Harper Richland Lansing For Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Scopyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

Hubbard Lohrville Coggon Whittemore Gilmore City Luxemburg Des Moines Curley West Point Bag And Plymouth Agency Galt Avoca Conesville Wesley Colfax Vince Intercultural Institute North English Stanton Chariton Delphos Westfield Plover Blairstov for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	3,743	1,022	27.29%
Unreached %	63.3%	65.91%	104.14
Religious But NOT Evangelical HH	690	204	29.54%
Religious But NOT Evangelical %	11.67%	13.16%	112.72
Spiritual But NOT Relig or Evang HH	554	192	34.64%
Spiritual But NOT Relig or Evang %	9.38%	12.39%	132.15
Not Evangelical, Not Interested HH	2,499	626	25.04%
Not Evangelical, Not Interested %	42.26%	40.37%	95.54



ev Maloy Hiawatha Marathon Chelsea Montrose Ottumwa Clear Lake Randalia Jesup Halbur Dexter Strawberry Point Riverside Farmersburg Mystic Doon Buck Grove San <u>Intercultural Institute</u> regor Murray 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	116	24.34%
Active Evangelical Percent	8.05%	7.48%	92.87
Inactive Evangelical Households	1,694	412	24.34%
Inactive Evangelical Percent	28.65%	26.61%	92.87
# New Churches Needed	3	1	26.21%





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.

Later Terril Lake Park Jamaica Promise City Duncombe Alta Vista Blairsburg Donabue Mount Pleasant Batavia Lynnville Hansell Hampton Drakesville Elberon Le Grand Later Mile Battle Creek Rembrat Walford Gibson Mount Union Huxley Mason City Marathon Ottose Intercultural Institute To Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Decopyright 2014, Intercultural Institute for Contextual Ministry Pleasanton Ponejov, Gilmore City, Ferguson Paullina

Residential Non-Apt.

Business

Residential Apt.

Residential

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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COU
1990 Population	14,269	3,915	27.44%	1990 Households	5,899
2000 Population	14,334	3,951	27.56%	2000 Households	5,940
2010 Population	12,557	3,377	26.89%	2010 Households	5,914
			in this Missi		Location 1
🗖 0-3mi Band 🛛 3-7mi Band 🔂 7-10mi Band 📕 County			Residentia		
8,000					Residentia
6,000					Residential
5,000					Business
4,000	4,000			Seasonal	
					USPS Resid
2,000					USPS Busir

Auri Valley Vinten Riverton Marquette Maloy Numa Sidney Hamburg Castana Convay Magnolia Van ale Stanton Hartley Dunkerton Leon Low Moor Altoona Alta Hardy Intercultural Institute Wall Osage Deloit Thornton Hubbard Johnston Hepburn Onslow Reveal Aron Ministry t Copyright 2014, Intercultural Institute for Contextual Ministry t Copyright 2014, Intercultural Institute for Contextual Ministry

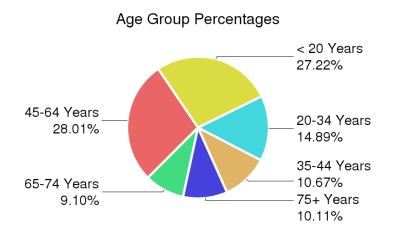
USPS Residential

Seasonal

USPS Business

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

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

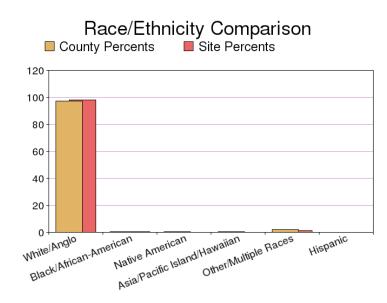


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.79%	5.27%	110.02
4-5 Years	2.56%	2.58%	100.78
6-8 Years	3.9%	4.35%	111.54
9-11 Years	3.86%	4.23%	109.59
12-13 Years	2.55%	2.67%	104.71
14-17 Years	5.16%	5.36%	103.88
18-19 Years	2.56%	2.72%	106.25
0-5 Years	7.35%	7.85%	106.8
6-12 Years	9.05%	9.95%	109.94
13-19 Years	8.99%	9.39%	104.45
< 20 Years	25.39%	27.19%	107.09
20-34 Years	14.05%	14.87%	105.84
35-44 Years	10.46%	10.66%	101.91
45-64 Years	29.12%	27.98%	96.09
65-74 Years	9.6%	9.09%	94.69
75+ Years	11.37%	10.1%	88.83
Median Age	45	40	88.93
Median Age (Male)	43	40	93.99
Median Age (Female)	47	40	85.05

Ruda Kalona <u>Dundee Livermore Melcher-Dallas Holstein Griswold</u> Charlotte Granville Hancock Plan stow Mount Sterling St. Marys Floyd Van Horne Coggon Knierim Large <u>Intercultural Institute</u> erville Greeley Washington Conrad Lake Mills Garrison Ellston Thaye for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Castana Shellsburg Evansdale Wallingford Valeria

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	97.05%	98.19%	101.18
Black, African-American	0.37%	0.41%	113.17
Native American	0.37%	0.12%	32.33
Asian	0.32%	0.12%	37.18
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.9%	1.15%	60.68
Hispanic	0%	4.53%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,655	2,250	
Less than 9th Grade	6.38%	6.04%	105.52
No High School Diploma	7.71%	9.51%	81.03
High School Graduate	39.6%	37.24%	106.31
Some College, no degree	23.55%	23.33%	100.92
Associate Degree	8.93%	9.73%	91.76
College Degree	10.02%	8.71%	114.99
Graduate/Prof. degree	3.82%	5.42%	70.53

Marion Reasnor <u>Ellsworth Manilla Lambs Grove</u> Fertile Lawler Riceville Lenox Marysville Fonda Stor La Motte Vincent Garden Grove Macedonia Malcom Meservey Lidderder Middletown Wadena Lorind stown Leon Hawkeye Henderson Larrabee Newton Anamosa Little Ro Joi Contextual Ministry est Copyright 2014, Intercultural Institute for Contextual Ministry Stown Leon Hardy Ely Gadorook Magnolia Grand Mon

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.17%	6.13%	105.99
\$10,000 to \$19,999	13.21%	14.52%	109.92
\$20,000 to \$29,999	12.48%	11.81%	94.61
\$30,000 to \$49,999	23.35%	21.16%	90.62
\$50,000 to \$59,999	10.6%	7.81%	73.63
\$60,000 to \$69,999	9.47%	10.45%	110.38
\$70,000 to \$79,999	7.12%	7.81%	109.66
\$80,000 to \$89,999	5.09%	5.42%	106.48
\$90,000 to \$99,999	3.16%	3.23%	102.02
\$100,000 to \$124,999	4.45%	2.84%	63.83
\$125,000 to \$149,999	1.93%	3.23%	167.35
\$150,000 to \$199,999	1.49%	2.13%	143.08
\$200,000 to \$249,999	0.25%	0.52%	203.49
\$250,000 or more	1.23%	2.97%	240.43
Median Household	44,863	46,897	104.53
Average Household	54,431	63,334	116.36
Per Capita Household	25,862	29,087	112.47
Family/Non-Family Household			
Income			
Median Family Income	54,804	57,074	104.14
Average Family Income	62,345	64,464	103.4
Median Non-Family Income	26,092	30,468	116.77
Average Non-Family Income	39,232	45,037	114.8

e City Brooklyn Hardy Luana Cumberland Gillett Grove Monroe Riceville Clarinda Underwood Garber New Hartford Pioneer Oakland Acres Woodward Woodburn William Intercultural Institute Farmington Graettinger North Washington New Virginia Moulton Superficient Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	65.76%	65.81%	100.07
Families with Children	28.78%	31.42%	109.17
Families without Children	36.98%	34.39%	92.99
Non-Family Households			
% Non-Family Households	34.24%	34.19%	99.86
Non-Families with Children	0.39	0.45	116.12
Non-Families without Children	33.85	33.74	99.68
Housing Units			Index
Total Housing Units	6,566	1,647	
Vacant percent	9.93%	5.95%	59.92
Owned percent	67.03%	69.95%	104.35%
Rented Percent	23.04%	24.17%	104.87
Households by Size			Index
Avg household size	2.08	2.13	102.4
Avg family hh size	2.60	2.64	101.54
Avg non-family hh size	1.10	1.15	104.55
Households By Count of Persons			Percent
One	1,810	466	25.75%
Two	2,695	699	25.94%
Three or Four	1,199	326	27.19%
Five+	210	59	28.1%

ckridge Whittemere Haverhill Ashton Logan Blairsburg Ackworth Woodward Aurora Ellston Nevada Grimell Fairfax Sioux Center Washington Marion Cleghorn Saylorville Intercultural Institute Pulaski Portsmouth Macksburg Chelsea Alta Vista Stuart Lacona Mecopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Face Grove Gilmore City Guthrie Center Guernsey

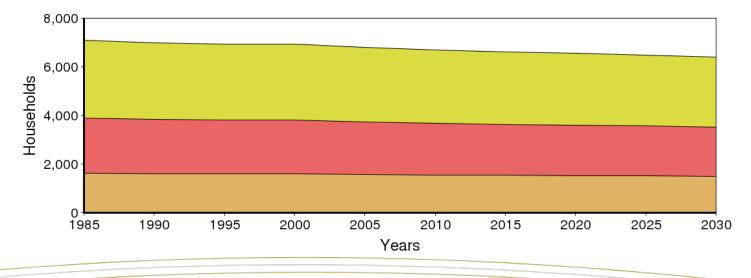
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	14,269	3,915	27.44%
2000 Population	14,334	3,951	27.56%
2010 Population	12,557	3,377	26.89%
2015 Population	11,790	3,159	26.79%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

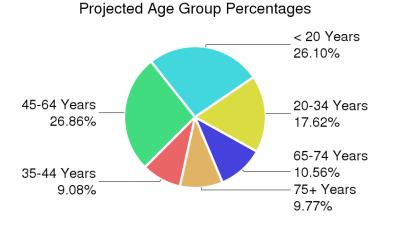
🗖 0-10mi Ring



and St. Lucas <u>Cambridge</u> Postville <u>Keota Coburg</u> Buffalo Allerton Haibur Titonka Sherrill Crawford The Union Hamburg Clearfield Clinton Manchester Elma Odebolt Dixon Mile Struble New Hampton Iaway Mount Ayr Dundee Wapello Webb Stanwood Lidderdale Meser <u>Intercultural Institute</u> Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

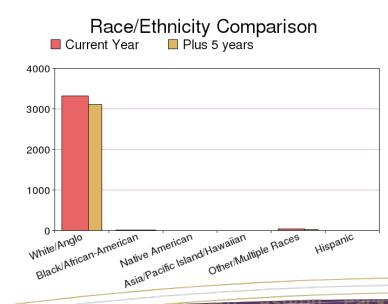


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.27%	4.59%	87.1
4-5 Years	2.58%	2.28%	88.37
6-8 Years	4.35%	4.27%	98.16
9-11 Years	4.23%	4.4%	104.02
12-13 Years	2.67%	2.85%	106.74
14-17 Years	5.36%	5.16%	96.27
18-19 Years	2.72%	2.56%	94.12
0-5 Years	7.85%	6.87%	87.52
6-12 Years	9.95%	10.13%	101.81
13-19 Years	9.39%	9.12%	97.12
< 20 Years	27.19%	26.12%	96.06
20-34 Years	14.87%	17.63%	118.56
35-44 Years	10.66%	9.09%	85.27
45-64 Years	27.98%	26.88%	96.07
65-74 Years	9.09%	10.57%	116.28
75+ Years	10.1%	9.78%	96.83
Median Age	45	42	92.54
Median Age (Male)	43	41	96.48
Median Age (Female)	47	40	85.39

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	98.19%	98.32%	100.13
Black, African-American	0.41%	0.51%	122.17
Native American	0.12%	0.13%	106.9
Asian	0.12%	0.16%	133.63
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.15%	0.89%	76.75
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,250	2,107	
Less than 9th Grade	6.04%	5.6%	92.65
No High School Diploma	9.51%	9.21%	96.81
High School Graduate	37.24%	37.78%	101.43
Some College, no degree	23.33%	23.45%	100.48
Associate Degree	9.73%	9.73%	99.96
College Degree	8.71%	8.83%	101.34
Graduate/Prof. degree	5.42%	5.41%	99.78

ar Lake West Burlington Riverton Clio Badger Jolley Knoxville Volga Van Wert Clearfield Floyd Sch Fkport Keosauqua Elliott Stockton Primghar Liscomb Stacyville Governation Intercultural Institute Oxford Strawberry Point Dow City Oakland Central City Lake Mills Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.13%	5.58%	91.06
\$10,000 to \$19,999	14.52%	13.3%	91.64
\$20,000 to \$29,999	11.81%	10.19%	86.29
\$30,000 to \$49,999	21.16%	19.66%	92.92
\$50,000 to \$59,999	7.81%	7.59%	97.26
\$60,000 to \$69,999	10.45%	9.41%	90.03
\$70,000 to \$79,999	7.81%	8.83%	106.4
\$80,000 to \$89,999	5.42%	6.62%	110.16
\$90,000 to \$99,999	3.23%	3.37%	104.61
\$100,000 to \$249,999	2.84%	3.89%	137.16
\$125,000 to \$149,999	3.23%	4.15%	128.75
\$150,000 to \$199,999	2.13%	3.05%	143.26
\$200,000 to \$249,999	0.52%	0.45%	88.01
\$250,000 or more	2.97%	3.05%	102.77
Median Household	46,897	51,588	110
Average Household	63,334	68,699	108.47
Per Capita Household	29,087	33,530	115.27
Family/Non-Family Household			
Income			
Median Family Income	57,074	62,367	109.27
Average Family Income	64,464	70,349	109.13
Median Non-Family Income	30,468	31,531	103.49
Average Non-Family Income	45,037	48,799	108.35

Ionia Rodman Dickens Rome Coin Mount Pleasant Rose Hill Manilla Tripoli Swaledale Edgewood Hospers Charles City Lisbon Afton Ainsworth Hampton Blockton Intercultural Institute Battle Creek Sioux City Halbur Grand Junction Brandon Joice Danvill for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Mederson Hardy Raymond New Liberty Webster Buckeye Ava Maurice Akron Bingsted Newton Sandwrille

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	65.81%	65.54%	99.6
Families with Children	31.42	31.02	98.73
Families without Children	34.39	33.94	98.7
Non-Family Households			
% Non-Family Households	34.19%	34.46%	100.77
Non-Families with Children	0.45	0.45	100.77
Non-Families without	33.74	34	100.78
Children			
Housing Units			
Total Housing Units	1,647	1,634	99.21%
Vacant percent	5.95%	5.75%	96.68
Owned percent	69.95%	69.95%	100.01
Rented Percent	24.17%	24.42%	101.05
Households by Size			
Avg household size	2.13	2.01	94.37%
Avg family hh size	2.64	2.49	94.32%
Avg non-family hh size	1.15	1.09	94.78%
Households By Count of			
Persons			
One	466	464	99.57%
Тwo	699	754	107.87%
Three or Four	326	298	91.41%
Five+	59	25	42.37%

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Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	0	41	162	Eastern Africa	0	0	0
Northern Europe	0	0	3	Middle Africa	0	0	0
Western Europe	0	4	6	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	0	4	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	0	0	Oceania	0	0	0
So. Central Asia	0	0	2	Caribbean	0	0	1
SE Asia	0	7	0	Central Amer.	0	15	148
Western Asia	0	0	0	South America	0	6	0
Other Asia	0	0	0	North America	0	5	2
				Born at sea	0	0	0

enna Latimer North Buena Vista Frederika Spring Hill Walcott Grant Radcliffe Schaller Numa Raiston - Dallas Jackson Junction Keokuk Fredericksburg Swisher Elliott Eleventer Intercultural Institute Buffalo Center Pioneer Nora Springs Redding Protivin Arion Lytton for Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	0	5,010	2,835	Other Indo-Euro	0	0	0
Spanish	0	129	235	Asian/PI languages	0	0	0
Other Indo-Euro	0	49	35	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	0	23	9	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	3	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	0	5	16	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	3	Other Asian	0	0	0
A Scandinavian	0	10	3	Tagalog	0	7	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	7	0	Navajo	0	0	0
Polish	0	4	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	1	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	·			

Cose Lake Dawson Sheldon Belmond Ridgeway Danbury West Des Moines Cleghorn Rowley Raymon Pella Stanley Melbourne Denison Burt Ocheyedan Strawberry Point Intercultural Institute Essex Spirit Lake Douds Dexter Riceville Manilla Swan Breda Clever Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Pella Stanley Melbourne Denison Burt Ocheyedan Strawberry Point Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Pella Stanley Melbourne Denison Burt Ocheyedan Strawberry Point Stanley Melbourne Denison Burt Ocheyedan Stanley Denison Stanley Melbourne Denison Burt Ocheyedan Strawberry Point Stanley Melbourne Denis Stanley Burt Ocheyedan St

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	7-10 ANCESTRY		ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	0	4,349	2,524		Irish	Irish 0	Irish 0 289
Arab	0	0	0		Italian	Italian 0	Italian 0 27
Armenian	0	0	0		Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	5		Norwegian	Norwegian 0	Norwegian 0 1,061
British	0	0	2		Polish	Polish 0	Polish 0 29
Canadian	0	6	0		Portuguese	Portuguese 0	Portuguese 0 1
Croatian	0	0	0		Romanian	Romanian 0	Romanian 0 0
Czech	0	12	13		Russian	Russian 0	Russian 0 0
Czechoslovak	0	19	7		Scandinavian	Scandinavian 0	Scandinavian 0 6
Danish	0	129	61		Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 81
Dutch	0	94	73		Scottish	Scottish 0	Scottish 0 80
English	0	274	161		Slovak	Slovak 0	Slovak 0 0
European	0	4	11		Subsaharan African	Subsaharan African 0	Subsaharan African 0 7
Finnish	0	0	6		Swedish	Swedish 0	Swedish 0 135
French (not Basque)	0	233	86		Swiss	Swiss 0	Swiss 0 11
French Canadian	0	0	4		Ukrainian	Ukrainian 0	Ukrainian 0 5
German	0	1,306	858		US/American	US/American 0	US/American 0 314
Greek	0	6	0		Welsh	Welsh 0	Welsh 0 24
Hungarian	0	15	0		West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
					Other	Other 0	Other 0 180

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Using the Demographic Indicators

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

Issues for Your Consideration

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

shta St. Ansgar Fairfield Seymour Blairsburg Packwood Maurice Fertile Cincinnati Ellston Vail There Office Hinton Lockridge Lime Springs Thor Crescent Mingo Berkley Intercultural Institute Rapids Graettinger Dakota City Brighton Garber Sibley Buck Grove to Copyright 2014, Intercultural Institute for Contextual Ministry Conservable Contextual Ministry Contextu

Using the Demographic Indicators

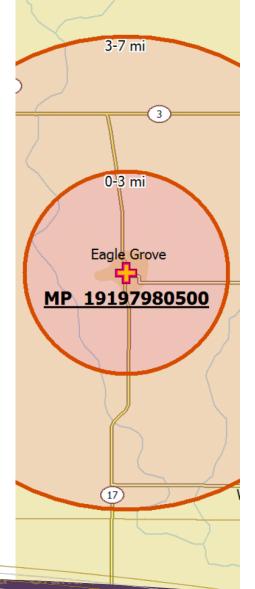
Issues for Your Consideration - continued

- 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.



Packwood Redield Sloan Stanhope Miles Millersburg Dexter Woodward Agency Lake View Dec Plano Rockford Randalia Crawfordsville Luxemburg Pacific Junction Intercultural Institute Libertyville Weldon Gilbertville Chillicothe Kellerton Ute Sheffield Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,550	100%	1,021	100%
AFFLUENT SUBURBIA	1	0.06%	1	0.1%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	1	0.06%	1	0.1%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	262	16.9%	176	17.24%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	262	16.9%	176	17.24%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	75	4.84%	48	4.7%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	75	4.84%	48	4.7%
Mid-Market Enterprise	0	0%	0	0%

Popejoy Tingley Batavia Lorimor Maharishi Vedic City Avoca Rutland St. Ansgar University Heights ount Ayr Maxwell Buffalo Center Yetter Kingsley Swaledale Nashua talissa Hastings Webster City Braddyville Bridgewater Walnut Bassett for Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Blockton Halbur Forest City 30

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,550	100%	1,021	100%
BLUE COLLAR BACKBONE	304	19.61%	194	19%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	150	9.68%	90	8.81%
Lower Income Essentials	124	8%	84	8.23%
Small Town Endeavors	30	1.94%	20	1.96%
AMER. DIVERSITY	138	8.9%	90	8.81%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	15	0.97%	10	0.98%
Professional Urbanites	10	0.65%	7	0.69%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	109	7.03%	70	6.86%
Mature America	4	0.26%	3	0.29%
METRO FRINGE	571	36.84%	392	38.39%
Steadfast Conservative	460	29.68%	315	30.85%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	111	7.16%	77	7.54%

burg Cotter Wheatland Havelock Truro Coulter Laurel Jolley Shenandoah Davenport McGregor Ne Peterson Lehigh Benton Carter Lake Hudson Gruver Northboro Aler Intercultural Institute asantville Auburn Orient Lake City Hospers Webb Belmond Coralville (or Contextual 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,550	100%	1,021	100%
REMOTE AMERICA	21	1.35%	13	1.27%
Hardy Rural Fam.	21	1.35%	13	1.27%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	15	0.97%	10	0.98%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	10	0.65%	7	0.69%
Stable Careers	0	0%	0	0%
Aspiring Hispania	5	0.32%	3	0.29%
RURAL VILLAGES & FARMS	70	4.52%	40	3.92%
Industrious Country Living	0	0%	0	0%
America's Farmland	70	4.52%	40	3.92%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Sheldon Leighton Pomeroy Woodburn Rodney Wallingford Schleswig Delta Clarinda Aredale Lime Keystone Albion Rolfe Wadena Ventura Carbon Sharpsburg Wilton <u>Intercultural Institute</u> Joi Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,550	100%	1,021	100%
STRUGGLING SOCIETIES	66	4.26%	39	3.82%
Rugged Southern Style	66	4.26%	39	3.82%
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	27	1.74%	18	1.76%
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	27	1.74%	18	1.76%
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%

Riverdale Humboldt Milton Rickardsville Jolley Inwood South English Burt Treynor Garber Smithland arson Red Oak Walcott Titonka St. Marys Martinsburg Keomah Village Intercultural Institute by Sioux Rapids Mount Union Orange City Stratford Buck Grove Melch Intercultural Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Mini

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Villisca Audubon Albion Salem Morning Sun Halbur Marysville Clarinda Steamboat Rock Adel New Lake View Calmar Thompson Clayton Harcourt Bouton Morley Ployed Markid Geneva Sidney Gen ton Weldon Ashton Inwood Pacific Junction Rock Rapids Arthur Keover Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

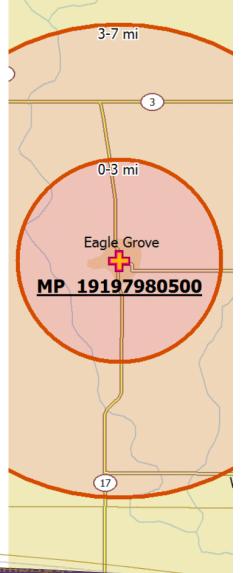
Potential Cultural Bridges

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

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

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

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



Corning Kimballton Camanche Windsor Heights Sharpsburg Bonaparte Oyens Edgewood Mason City Lazieton New Hartford McCausland Kirkman Bellevue Sheldahl Ellston Intercultural Institute ra Barnum Dunlap Readlyn Persia Okoboji Pierson Hastings Colum (Intercultural Institute) Confertual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Barnon Jolley Dows Charter Oak Maharishi Vedic 35 Confertual Contextual Ministry Honkinton Winthrop Le Mars Manning Cushing Lako

Potential Cultural Bridges

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

0-3	3-7	7-10
MILES	MILES	MILES
76%	75%	75%
56%	56%	56%
45%	45%	45%
41%	41%	41%
37%	37%	38%
32%	32%	33%
31%	31%	31%
30%	29%	28%
28%	27%	28%
26%	24%	24%
	MILES 76% 56% 45% 41% 37% 32% 31% 30% 28%	MILES MILES 76% 75% 56% 56% 45% 45% 41% 37% 32% 32% 31% 29% 28% 27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	25%	24%	23%
Use Comp. for News/Info./Data	21%	21%	22%
Service			
Internet Use: Banking	20%	20%	21%
PC-Network-HH Has One	15%	14%	14%
Use Comp. for Accounting	12%	13%	14%
HH Owns Video/Webcam	12%	11%	10%
Use Comp. for Personal Financial	12%	12%	11%
Mngmnt			
Internet Use: Shopping: Gathered	11%	11%	11%
Info. for Shopping			
Internet Use: Shopping: Made A	11%	12%	12%
Purchase			
Use Comp. for Filing/DB Mngmnt	11%	11%	11%

Haverhill Ruthven Carbon Tingley Boxholm Manson Rockwell Rodman Garner Clayton Okoboji on Templeton Lockridge Windsor Heights George Osterdock Radcliffe <u>Intercultural Institute</u> Clarence New Minden Marcus Van Wert Fremont Danville Carter Lake Millville Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	66%	66%
Dining Out (Not Fast Food)	57%	56%	56%
Reading Books	51%	50%	50%
Card Games	42%	43%	43%
Gardening	39%	38%	38%
Cooking for Fun	35%	34%	33%
Go To A Beach/Lake	33%	33%	33%
Board Games	32%	32%	32%
Going To	22%	21%	22%
Bars/Nightclubs/Dancing			
Photography	19%	19%	19%

MILES 69% 44%
44%
27%
24%
23%
22%
19%
19%
17%
16%

mont Solon George Menio Charles City Kirkman West Chester Sheldani Northboro Tennant Anthon Lacona Gilmore City Ottumwa Lockridge Shellsburg Lucas Reinbeck Intercultural Institute n Middletown Sharpsburg Walcott Kirkville Larchwood Walker Washi for Contextual 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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Concert	26.33%	25.5%	24.79%		Movies: Romantic Comedy	Movies: Romantic Comedy 18.48%	Movies: Romantic Comedy 18.48% 18%
Live Theater	17.25%	16.62%	16.09%		Movies: Drama	Movies: Drama 16.73%	Movies: Drama 16.73% 15.94%
Live Theater Most Often	14.69%	14.15%	13.7%		Movies: Mystery	Movies: Mystery 16.09%	Movies: Mystery 16.09% 14.84%
Rock/Pop Concerts Most	14.41%	13.47%	12.99%		MLB Baseball Reg. Season	MLB Baseball Reg. Season 6.33%	MLB Baseball Reg. Season 6.33% 6.69%
Often					College Football Reg.	College Football Reg. 5.23%	College Football Reg. 5.23% 5.53%
Country Concerts Most	7.91%	7.86%	7.67%		Season	Season	Season
Often					NFL Football Reg. Season	NFL Football Reg. Season 4.87%	NFL Football Reg. Season 4.87% 4.79%
Comedy Club	7.43%	7.21%	6.97%		College Basketball Reg.	College Basketball Reg. 3.8%	College Basketball Reg. 3.8% 3.96%
Movies: Comedy	38.25%	37.01%	36.26%		Season	Season	Season
Movies: Action/Adventure	37.6%	35.92%	35.11%		Auto Racing Events	Auto Racing Events 2.8%	Auto Racing Events 2.8% 2.92%
Movies: Fam.	20.43%	19.94%	19.9%		Rodeo	Rodeo 2.24%	Rodeo 2.24% 3.03%

Colo Jefferson Renwick Dixon Charles City Guttenberg Marquette Breda Strawberry Point Columbus Ju Delta Morrison Manson Melbourne Granger Delaware Pella Truro Shelin Charles Windsor Heights Dyers a ner Casey De Witt Swaledale Wyoming Promise City Whittemore Mou Confectual Ministry A Advant Andrew Andrew Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Promise City Pellaski Murray Chatsworth Winterset Hamilton Ministry

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

BRIDGES	0-3	3-7	7-10	BR	IDGES	IDGES 0-3	IDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	40.47%	40.64%	41.04%	Baseball		10.66%	10.66% 11.12%
Swimming	31.65%	31.48%	31.16%	Target Shooting		10.54%	10.54% 11.27%
Bowling	20.69%	21.03%	21.45%	Backpacking/Hikin	g	g 10.39%	g 10.39% 10.92%
Freshwater Fishing	20.4%	22.17%	23.65%	Power Boating		9.39%	9.39% 9.73%
Billiards/Pool	18.65%	17.88%	17.4%	Volleyball		9.05%	9.05% 9.1%
Camping Trips	17.78%	18.61%	19.3%	Football		8.43%	8.43% 8.85%
Golf	13.99%	14.98%	15.92%	Aerobics		8.27%	8.27% 7.61%
Hunting	13.45%	14.78%	16.18%	Softball		7.92%	7.92% 8.27%
Basketball	13.36%	13.8%	14.28%	Canoeing/Kayaking		7.41%	7.41% 7.74%
Jogging/Running	13.28%	13.15%	13.03%	Motorcycling		7.06%	7.06% 7.28%
Weight Training	12.92%	12.57%	12.46%	Saltwater Fishing	7	.06%	6.22%
Mountain/Road Biking	12.52%	12.91%	13.34%	Soccer	6	.32%	6.32% 6.17%
Using Cardio Machine	12.11%	11.37%	10.77%	Horseback Riding		6.18%	6.18% 6.89%
Stationary Cycling	10.86%	10.45%	10.09%	Yoga	6	6.04%	6.04% 5.59%

a Motte Melvin Lowden Woodburn Thompson Radcliffe Webster Ladora Ottosen Cylinder Martinsburg Tille Epworth Chariton Maysville Ogden Farley Sherrill Centerville Star Center Pockford Ricketts E Defiance Conrad Menlo Craig Batavia Urbandale Hansell Sanborn Clarate The Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Braddyville Delta Keomab Village Benton Lakota Williamson Shannon City Guernsey Alburge

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Tennis	5.63%	5.5%	5.35%
Fly Fishing	4.9%	5.19%	5.41%
Snorkeling	4.9%	4.88%	4.89%
Roller Skating	4.85%	5.25%	5.6%
Archery	4.79%	5.27%	5.62%
Ice Skating	4.78%	4.81%	4.89%
Jet Skiing	4.7%	4.86%	5.07%
Auto Racing	4.5%	3.94%	3.49%
Water Skiing	4.45%	4.7%	4.87%
Downhill & X-Country Skiing	4.44%	4.9%	5.1%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowmobiling	4.3%	5.08%	5.6%
Rock Climbing	3.99%	4.1%	4.34%
Hockey	3.81%	3.71%	3.6%
Snowboarding	3.69%	3.63%	3.65%
Racquetball	3.62%	3.39%	3.1%
Sailing	3.29%	3.32%	3.19%
Martial Arts	3.13%	2.84%	2.56%
Skateboarding	3.1%	3.14%	3.16%
Surfing & Windsurfing	2.69%	2.72%	2.7%
Rowing	2.66%	2.77%	2.88%

Whiting Martinsburg Corning Swaledale Grand Mound Baxter Rockwell Pacific Junction Center Point Intercelle Woodward Hartwick Hospers Onslow Cedar Rapids Mitchell Intercultural Institute of Volga Slater Elk Horn Essex Lucas Joice Milo Royal Dundee for Contextual Ministry Altecopyright 2014, Intercultural Institute for Contextual Ministry Altecopyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

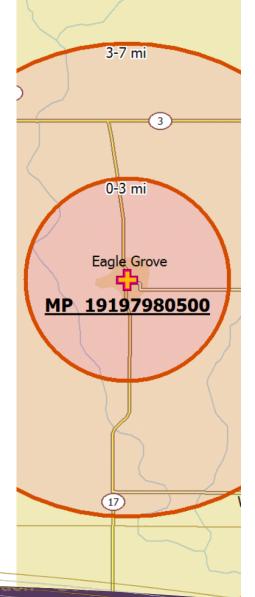
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Buckeye Aurora Marathon Cedar Falls Ackley Marcus Drakesville Marengo Rutland Riverton Mitchelly Defby Preston Bancroft Truesdale Hamilton Keomah Village Odebolt Boy Intercultural Institute n Bankston Woodward Oskaloosa Alburnett New London Weldon Key Joi 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.

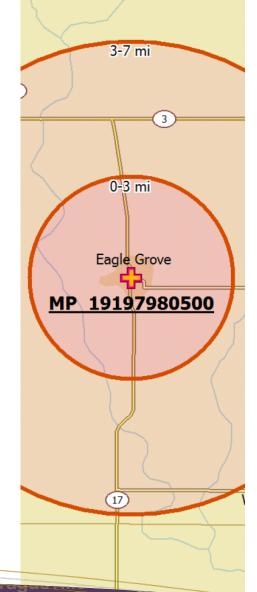
CULTURAL BARRIERS OF ACCEPTANCE

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.



Lucas Titonka Ottosen Mason City Blakesburg Ogden Anita Yetter Rodney Pioneer Kirkman Minde Forest City Smithland Buffalo Delmar Hazleton Colfax Guthrie Center Intercultural Institute Oury Bondurant Clive Sioux Rapids Rockford Hansell Audubon Milo 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-3	3-7	7-10		BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Important Continue Learning	49%	49%	48%		Like to Stand Out In A Crowd	21%	20%	20%
New Things					Marijuana Should Be Legalized	19%	19%	18%
Woman's Place Is In The Home	35%	36%	37%		Like To Pursue	19%	19%	18%
Find It Difficult To Say No To My	35%	35%	35%		Challenge/Novelty/Change			
Kids					Rarely Sit Down to a Meal	17%	17%	17%
Speak My Mind Even If It Upsets	35%	35%	35%		Together At Home			
People					I Am A Workaholic	15%	16%	17%
Prefer To Have Few	34%	33%	32%		Only Work Current Job for The	14%	15%	15%
Possessions As Possible					Money			
Like Control Over People And	33%	32%	31%		We Should Strive for Equality	12%	11%	11%
Resources					for All			
Like To Do Unconventional	32%	31%	31%		Happy With My Standard Of	11%	10%	10%
Things					Living			
Don't Judge People/Way They	30%	28%	27%		On Whole People Get What	10%	9%	8%
Live Life					They Deserve			
Money Is Best Measure Of	27%	27%	28%		Indulge My Kids With The Little	9%	9%	8%
Success		a - a (• • • • •		Extras			
Friends More Important Than My	26%	25%	24%		Little I Can Do To Change My	7%	7%	7%
Fam.	e 404	e 404	a 464		Life		0 0/	2 21
If Won Lottery Would Never	24%	24%	24%		Very Happy With My Life As It Is	7%	6%	6%
Work Again	a (a)		22 2					
Too Much Sponsorship In	24%	23%	22%					
Arts/Sports				_				

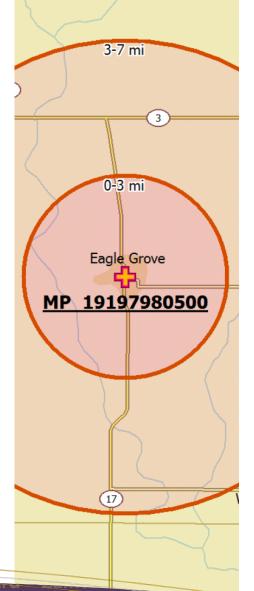
Kiron Valeria Charles City Storm Lake Blairsburg Willey Grundy Center Treynor Elk Run Heights Plerson Princeton Spring Hill Lone Rock Jamaica East Peru Ames Intercultural Institute teamboat Rock Schaller Rhodes Durango Wall Lake Milton Otho West Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Mitchell Masopville Bancroft Oakville Parpell Swea

Ula

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.



sley Aurelia Dumont Peterson Lake Mills Everly Titonka Baxter Bevington Farmington Farmhamville anesville Blakesburg Fairfax Elgin Wiota Ollie Parkersburg Little Intercultural Institute Tiffin Colfax Clermont Pleasant Hill Montour Bennett Northwood for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

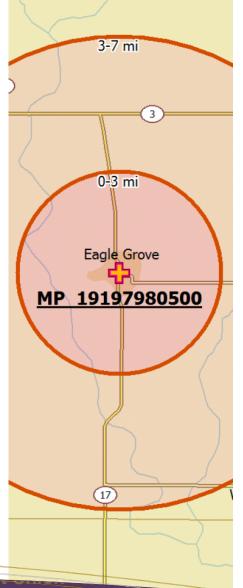
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	57%	56%	56%	Worried About Pollution Ca By Cars		16%	16%
You Should Seize Opportunities In Life	56%	55%	54%	Real Men Don't Cry Looking for New Ideas To I	16% mprove 16%	16% 15%	15% 14%
Like To Understand About	38%	37%	36%	Home			
Nature Important Feel Respected By My Peers	35%	35%	34%	Is An Important Part Of Wh Try Not To Worry About Th Future		15% 13%	14% 12%
Prefer To Have Few Possessions As Possible	34%	33%	32%	Enjoy Spending Time With Fam.	My 11%	11%	10%
Prefer Work Part Of Team Than Alone	34%	34%	33%	Provide My Kids With The I Extras	_ittle 11%	11%	11%
Important To Juggle Various Tasks	31%	29%	28%	Feel Very Alone In The Wo Children Should Be Allowe		7% 5%	7% 5%
Good At Fixing Things	29%	28%	27%	Express Themselves			
Have Keen Sense Of Adventure Like To Just Enjoy Life	26% 23%	26% 22%	25% 20%	Like Spending Most Time V Fam.	Vith 5%	5%	6%
People Have To Take Me As They Find Me	22%	21%	21%	Decor Particular Interest To Would Like To Set Up Own		3% 3%	3% 3%
Consider Myself Interested In The Arts	20%	20%	19%	Business			

ndo Prescott Alton Primghar Lone Tree New Vienna Marcus Lewis Huxley Mystic Liscomb Bertran La Verne Ogden Eldon Linden Joice Palmer Storm Lake Wapello Intercultural Institute Mount Union Lakeside Sharpsburg Brooklyn Dayton Woodbine Hiawatha Glidden Joi 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.



Pouds Baldwin Fenten Minden Sloan Goodell Fairfax Wahpeton Bertram Genterville Elk Run Height Akron Tama Van Wert Rembrandt Middletown Lost Nation Belle Plain Intercultural Institute Waverly Manilla Palo Milo Lucas Cushing Miles Sherrill Cantril Up for Contextual Ministry Corpyright 2014, Intercultural Institute for Contextual Ministry Curlew Thayer Traer State Center Kinross Peosta 46

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	86.65%	86.75%	86.81%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.12%	83.87%	83.99%
Houses-Visit Any			
McDonald's	56.04%	56.03%	56.04%
Burger King	37.41%	37.44%	37.38%
Subway	30.51%	31%	31.32%
Applebee's	29.77%	29.72%	29.66%
Taco Bell	29.49%	28.65%	28.2%
Kentucky Fried Chicken (KFC)	28.43%	28.13%	27.86%
Wendy's	27.7%	26.6%	25.33%
Arby's	24.58%	24.75%	25%
Pizza Hut	22.77%	22.94%	23.61%
Dairy Queen	22.65%	23.92%	25.26%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19.72%	19.43%	19.21%
Red Lobster	16.58%	16.37%	15.89%
Cracker Barrel	14.83%	14.1%	13.31%
Sonic	13.68%	13.56%	13.33%
Denny's	13.05%	12.67%	11.98%
Domino's Pizza	12.86%	12.12%	11.53%
Outback Steakhouse	12.75%	12.12%	11.48%
IHOP (International House Of	11.19%	10.26%	9.32%
Pancakes)			
Hardee's	10.94%	11.68%	12.06%
Long John Silver's	10.39%	10.22%	10%
Golden Corral	10.07%	9.53%	8.96%
Chili's Grill and Bar	10.04%	9.15%	8.59%

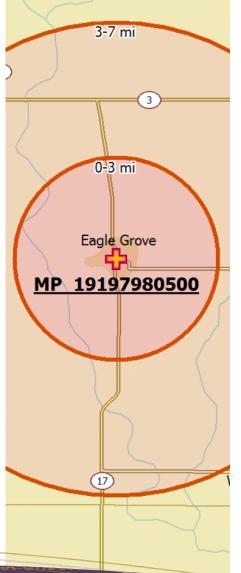


Potential Shared Projects

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!



walk Pleasant Hill Fredonia Ely Batavia Ute Cascade Baxter Chelsea Nashua Sully Thor Donnells Elkhart Lakota New Virginia Arion Nevada Castalia Davenport La Intercultural Institute McClelland Meservey Macksburg Remsen Coggon Dayton Holstein 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-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	48.64%	48.89%	49.34%
Recycled products	34.43%	33.9%	33.8%
Worked as volunteer (non political)	17.62%	17.42%	17.39%
Engaged in fund raising	11.16%	11.39%	11.63%
Religious club member	7.84%	8.04%	8.22%
Wrote to elected offcl about publ bus	5.93%	5.93%	5.96%

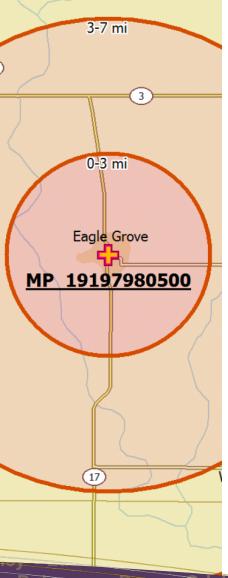
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	5.7%	6.02%	6.41%
Union member	5.68%	5.68%	5.81%
Wrote to editor of mag or	5.59%	5.32%	5.12%
newspaper			
Fraternal order member	5.41%	5.12%	4.86%
Took active part in local civic	5.4%	5.54%	5.62%
issue			
Addressed a public meeting	4.98%	5.37%	5.84%

Winterset Denison Allerton Park View Arcadia Gladbrook Norway Windsor Heights Crescent Deep H alston Shenandoah Maynard Delhi Osterdock Marshalltown Russell Intercultural Institute Willey Sumner Bouton Northboro Coggon Strawberry Point Kiron Vor Anon Schleswig Victor N49 Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Anoxville Janesville Raymond Sanborn Latimer Mount Ayr Gravity Arcadia Dubuque Dana Odebe Ryan Graettinger Inwood Beaman Altoona Alton Masonville Yorking Intercultural Institute Washington Churdan Clinton Floyd Westfield St. Olaf Lambs Grover Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	15.6%	14.85%	14.1%
Children's Books	12.36%	12.18%	12.11%
Mystery	11.73%	11.54%	11.24%
Cookbooks	10.49%	10.47%	10.49%
Religious (not Bibles)	8.5%	8.33%	8.39%
Romance	6.52%	6.38%	6.26%
History	6.19%	5.98%	5.77%
Biography	6.17%	5.48%	4.92%
Personal/Business Self-help	5.95%	5.67%	5.51%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.86%	65%	63.56%
Gen. Editorial	44.12%	43.05%	42.23%
Womens	38.84%	37.62%	36.8%
Service	34.61%	34.05%	33.63%
Mens	17.91%	17.2%	16.63%
Fishing/Hunting	14.79%	16.06%	17.08%
Automotive	14.21%	13.92%	13.63%
Sports	14.08%	13.26%	12.52%
Mature Market	13.86%	13.73%	13.49%

Atlantic Aspinwall Springbrook Oyens Hedrick Winterset Bonaparte Bevington Lawton Ankeny Femtawkeye Swea City Atkins Anamosa Boyden Ayrshire Larchwood Dower Intercultural Institute Superior Dallas Center Newell Decatur City Soldier Hardy Badger (or Contextual Ministry) Dubuque C Copyright 2014, Intercultural Institute for Contextual Ministry Heights Ricketts Derby Humboldt Barnes City Esse 51

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	58.17%	58.13%	58.29%
Classified	36.39%	37.01%	37.44%
Editorial Page	33.4%	33.71%	34.04%
Sport	33.32%	33.89%	34.28%
Comics	30.32%	30.7%	30.83%
Business/Finance	28.16%	27.69%	27.39%
Food/Cooking	26.31%	25.94%	25.68%
Movie Listings & Reviews	24.8%	23.38%	22.34%
TV/Radio Listings	24.41%	23.71%	22.97%
Home/Gardening	22.2%	21.96%	21.9%
Travel	18.04%	17.47%	17.04%
Science/Technology	18.04%	17.44%	16.9%
Fashion	13.41%	13.21%	13.18%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	26.29%	29.7%	32.56%
Adult Contemporary	18.52%	18.32%	18.3%
CHR Contemp Hit Radio	17.25%	16.24%	15.3%
Rock	12.96%	12.47%	12.1%
Oldies	11.95%	12.09%	12.34%
News/Talk	11.53%	10.93%	10.62%
Classic Rock	11.31%	11.33%	11.6%
Alternative	8.31%	7.16%	6.18%
Urban Contemporary	7.21%	6.36%	5.63%
Variety	6.42%	6.47%	6.6%
Religious	5.88%	5.9%	5.96%
Soft Contemporary	5.43%	4.67%	4.11%
Classic Hits	4.28%	3.95%	3.62%
All News	3.66%	3.33%	3.16%
Sports	3.42%	3.01%	2.78%
Adult Standards	2.86%	2.65%	2.47%
All Talk	2.83%	2.67%	2.56%
Classical	2.76%	2.48%	2.29%

rinceton Spencer Allerton Guernsey Guttenberg Clutier Decorah Dixon Lanesboro Rockwell City Fail auffina Holland Baldwin Brooklyn Keomah Village Inwood Shelby More Intercultural Institute ingley Coon Rapids Muscatine Fontanelle Burlington Wilton Rodman ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Bandall Dundee Lenox Fertile West Bend Keswick

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDI
	MILES	MILES	MILES	
Fox News Channel	61.53%	62.7%	63.55%	Nick At Nite
Satellite Dish	55.79%	54.96%	55.25%	TV Info From
Soapnet	48.96%	48.02%	47.5%	BET (Black E
Other Video-On-Demand	46.79%	46.76%	47.02%	TV)
Sci-Fi Channel	36.72%	38.57%	40.21%	USA Network
Adult Pay Per View TV	34.57%	33.99%	33.87%	TCM (Turner
MSNBC	33.58%	34.84%	35.86%	Movies)
Subscribe Digital Cable	28.78%	29.34%	30.04%	TV Info From
Comedy Central	28.46%	27.43%	26.24%	Guide
Adult Swim	28.2%	29.92%	31.64%	Hallmark Cha
Nickelodeon	28.1%	30.18%	31.99%	ABC Fam.
TV Info From Sunday TV	26.42%	26.03%	25.85%	The Golf Cha
Magazine				TV Info From
				Lifatima

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Nick At Nite	25.49%	26.52%	27.78%
TV Info From Newspapers	25.11%	25.17%	25.45%
BET (Black Entertainment TV)	24.95%	24.86%	24.88%
USA Network	24.07%	23.46%	23.04%
TCM (Turner Classic	23.02%	23.05%	23.12%
Movies)			
TV Info From Monthly Cable	22.28%	21.76%	21.41%
Guide			
Hallmark Channel	22.27%	23%	23.93%
ABC Fam.	22.01%	20.78%	19.86%
The Golf Channel	21.05%	20.64%	20.07%
TV Info From Other	19.96%	20.03%	20.09%
Lifetime	19.71%	19.85%	19.84%
ESPN2	19.43%	19.57%	19.43%

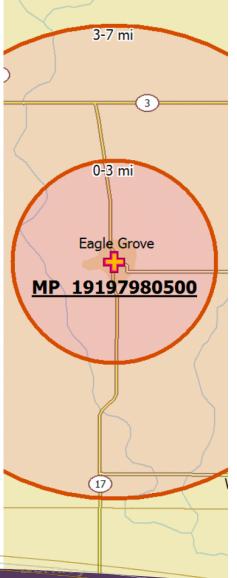
don Evansdale Shellsburg Popejoy Wadena Liscomb Moravia Treynor Thor Bonaparte Fairfield Coll Jefferson La Porte City Williamsburg Unionville Geneva Pisgah Delber Lintercultural Institute rrison Keystone Nevada Stacyville Grant Dow City De Witt Lorimor Jon Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry bus Prince Mondamin Summer Rake Britt Fredon 53

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.



Eldridge Lytten Hampton Ferguson Dunlap Kensett Inwood Washington Frederika Le Roy Milford Frederika Le Roy Milford Frederika Le Roy Milford Montour Ricka for Barnes City Millerton Decatur City Sergeant Bluff De Soto Gray St for Contextual Ministry Cosey Yorkto Copyright 2014, Intercultural Institute for Contextual Ministry Durant Aplington Walput Curley Mechanicsville

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.09%	17.67%	17.17%
Medium Users (4-6)	10.19%	9.44%	8.91%
Light Users (1-3)	20.77%	20.37%	20.11%
Quintiles (20%)			
Newspaper I (Heavy)	1.28%	1.4%	1.45%
Newspaper II	1.29%	1.31%	1.39%
Newspaper III	1.91%	1.93%	1.93%
Newspaper IV	0.57%	0.59%	0.63%
Newspaper V (Light)	1.17%	1.16%	1.24%

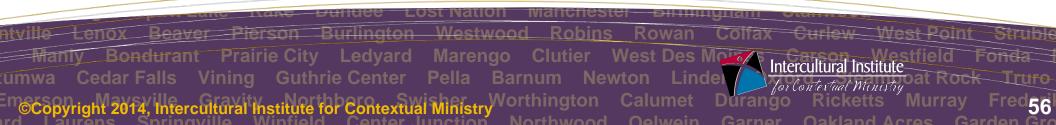
MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.84%	18.14%	18.51%
Magazines II	7.45%	7.33%	7.29%
Magazines III	8.6%	9.12%	9.6%
Magazines IV	10.64%	10.56%	10.63%
Magazines V (Light)	0.31%	0.35%	0.42%
Outdoor I (Heavy)	6.01%	5.84%	5.47%
Outdoor II	2.25%	2.03%	1.76%
Outdoor III	2.99%	3.1%	3.12%
Outdoor IV	18.6%	17.73%	17.13%
Outdoor V (Light)	26.46%	26.58%	26.65%
Yellow Pages I	16.36%	15.52%	14.89%
(Heavy)			
Yellow Pages II	4.53%	4.45%	4.2%
Yellow Pages III	4.57%	4.31%	4.08%
Yellow Pages IV	25.44%	24.54%	23.72%
Yellow Pages V (Light)	3.91%	3.53%	3.11%



Potential Multimedia Usage

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

MILES MILES MILES MILES MILES	MILES
Radio Drive Time Quntiles TV Prime Time Quntiles (fifths /	
(fifths / 20%) 20%)	
Drive Time I & II (Heavy) 2.98% 3.54% 3.78% Prime Time I & II (Heavy) 4.51% 4.65%	4.64%
Drive Time III (Medium) 0.48% 0.51% 0.48% Prime Time III (Medium) 2.17% 2.24%	2.29%
Radio IV & V (Light) 2.63% 2.6% 2.71% Prime Time IV & V (Light) 6.32% 5.77%	5.44%
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles	
20%) (fifths / 20%)	
Radio I & II (Heavy) 7.88% 7.82% 7.77% Fringe I & II (Heavy) 41.5% 40.76%	40.04%
Radio III (Medium) 4.3% 4.35% 4.52% Fringe III (Medium) 58.99% 58.7%	58.799
Radio IV & V (Light) 2.22% 2.31% 2.52% Fringe IV (Light) 59.12% 57.55%	56.36%
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths /	
20%) 20%)	
Cable I & II (Heavy) 11.12% 11.25% 11.51% All Day I & II (Heavy) 14.4% 13.84%	13.119
Cable III (Medium) 4.16% 3.83% 3.51% All Day III (Medium) 24.72% 24.29%	23.899
Cable IV & V (Light) 34.65% 35.07% 35.51% All Day IV (Light) 11.87% 11.23%	10.489



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.45%	11.36%	11.18%
6:00am - 10:00am	13.62%	13.29%	12.71%
10:00am - 3:00pm	5.31%	4.51%	3.85%
3:00pm - 7:00pm	14.61%	14.43%	14.49%
7:00pm - Midnight	12.9%	12.57%	12.6%
Midnight - 6:00am	4.81%	4.92%	4.93%
Weekend Radio			
Listeners			
Dayparts [summary]	14.3%	14.17%	14.26%
6:00am - 10:00am	3.23%	2.84%	2.48%
10:00am-3:00pm	4.41%	4.05%	3.7%
3:00pm - 7:00pm	6.35%	6.41%	6.36%
7:00pm - Midnight	7.04%	6.53%	6.13%
Midnight - 6:00am	9.2%	8.35%	7.48%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.16%	7.37%	7.62%
Saturday: 8:00-11:00pm	7.57%	7.18%	7.16%
Sunday: 7:00-11:00pm	9.77%	10.1%	10.65%
9:00am-1:00pm	25.49%	26.52%	27.78%
9:00am-4:00pm	29.33%	30.29%	31.55%
4:00pm-7:00pm	25.61%	25.45%	25.51%
11:00pm-1:00am	40.24%	41.04%	41.68%
AVG Prime time	2.16%	1.99%	1.92%
Mon-Sun			

Emerson Anthon Donahue Carson Jamaica Kiron Worthington Steamboat Rock Sharpsburg Whitter Laurel Mount Sterling Tabor Beaconsfield Lake Park Cleghorn Stacy Intercultural Institute Bayard Marion Orient Dow City West Okoboji Lehigh Truro Edgew Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	т	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				V	Weekend	Weekend	Weekend
6-7am	16.02%	15.91%	15.82%	S	Sat: 7-10am	Sat: 7-10am 17.19%	Sat: 7-10am 17.19% 16.89%
7-9am	19.43%	19.57%	19.43%	S	Sat: 10am-1pm	Sat: 10am-1pm 6.39%	Sat: 10am-1pm 6.39% 6.21%
9am-12noon	21.73%	22.76%	24.02%	S	Sat: 1-4pm	Sat: 1-4pm 23.51%	Sat: 1-4pm 23.51% 22.62%
12noon-4pm	7.59%	7.53%	7.54%	S	Sat: 4-6pm	Sat: 4-6pm 5.9%	Sat: 4-6pm 5.9% 5.76%
4-6pm	41.52%	42.13%	43.09%	S	Sat: 6-7pm	Sat: 6-7pm 1.73%	Sat: 6-7pm 1.73% 1.71%
6-7pm	19.74%	20.9%	22.37%	S	Sat: 7-8pm	Sat: 7-8pm 0.67%	Sat: 7-8pm 0.67% 0.67%
7-7:30pm	0.85%	0.84%	0.85%	S	Sat: 8-11pm	Sat: 8-11pm 7.57%	Sat: 8-11pm 7.57% 7.18%
7:30-8pm	10.73%	10.31%	9.73%	S	Sat: 11pm-1am	Sat: 11pm-1am 4.18%	Sat: 11pm-1am 4.18% 3.84%
8-11pm	7.16%	7.37%	7.62%	S	Sat: 1am-7pm	Sat: 1am-7pm 24.07%	Sat: 1am-7pm 24.07% 23.46%
11pm-12am	33.58%	34.84%	35.86%	S	Sun: 7-10am	Sun: 7-10am 1.8%	Sun: 7-10am 1.8% 1.79%
11pm-1am	40.24%	41.04%	41.68%	S	Sun: 10am-1pm	Sun: 10am-1pm 6.94%	Sun: 10am-1pm 6.94% 7.39%
1-6am	29.5%	29.18%	29.1%	S	Sun: 1-4pm	Sun: 1-4pm 5.39%	Sun: 1-4pm 5.39% 5.06%
				S	Sun: 4-7pm	Sun: 4-7pm 12.64%	Sun: 4-7pm 12.64% 12.81%
				S	Sun: 7-11pm	Sun: 7-11pm 9.77%	Sun: 7-11pm 9.77% 10.1%
				S	Sun: 11pm-1am	Sun: 11pm-1am 4.14%	Sun: 11pm-1am 4.14% 4.11%
				S	Sun: 1-7am	Sun: 1-7am 20.21%	Sun: 1-7am 20.21% 20.52%

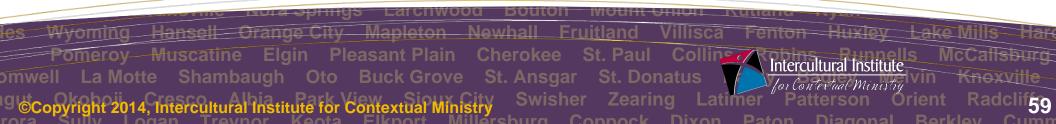
en Livermore Farmersburg Nashua Jolley Sumner Lucas McIntire Oskaloosa Leighton Rolfe Straw Stanhope Davis City Harris Ledyard Ayrshire Cincinnati Kensett Intercultural Institute Millville Anamosa Albert City Rippey Fremont Wellsburg Hiawath for Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

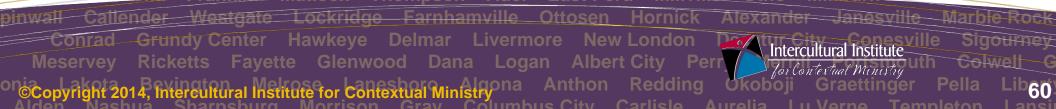


Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

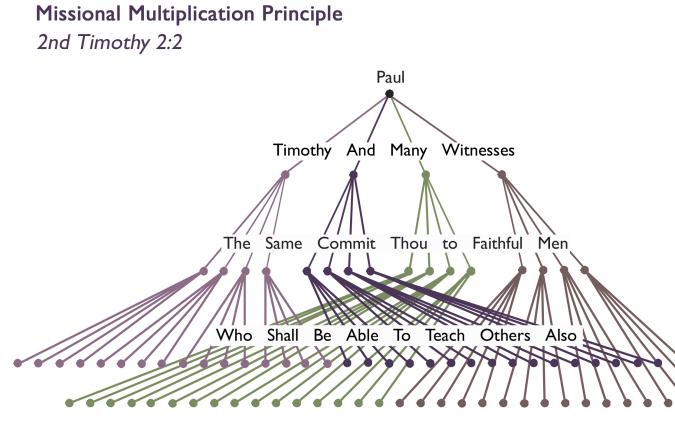
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



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.



Meriden Pertsmeuth Hawkeye Alta Vista Cumming Pleasantville Cumberland Elkport Greeley Tank Haloy Piersen Peosta Delhi Beaconsfield Windsor Heights Rossie Area Intercultural Institute In Larrabee Tennant Grinnell Miles Blanchard Storm Lake Udell Mary Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Ashton Ledyard Marne Scranton Ladora Searsboro 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.



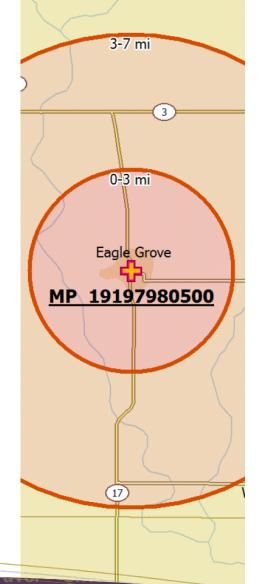


Your MissionSite and the Missional Suite

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





Notes and Sources

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

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