MissionSite top unreached locations

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Renwick Crawfordsville Alton Lineville Gillett CENSUS TRACT: 19087970300 Somers **Multip** Vierson Turin West Burlington Clare **REGION: Southeast Osterdock** Vulaski Dundee Stockport Leon New COUNTY Henry umeston Rembrandt Northboro SITESCAPE: Townscapesville New Albin Halbur In partnership with the: Sioux Rapids Williamson Little RDENSITY PATTERN: 13 Creek Walnut Granger Ider Westgate Conesville Cedar Rapids Sioux City Barnes City Hillsboro Marble Rock Pla Intercultural Institute Epworth Ottumwa National Coburg Ellsworth Davenport De Daptist for Contextual Ministry itt Asbury Ankeny Vin nvention of Wesley Rowan Melcher-Dallas Marysvill Mystic Callender Hardy Bayard Alta Vista nariton Popejoy Gilbertville Manilla

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MissionSite (TM) Table of Contents

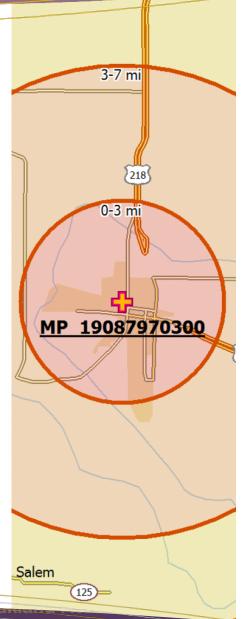
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Site Location Summary

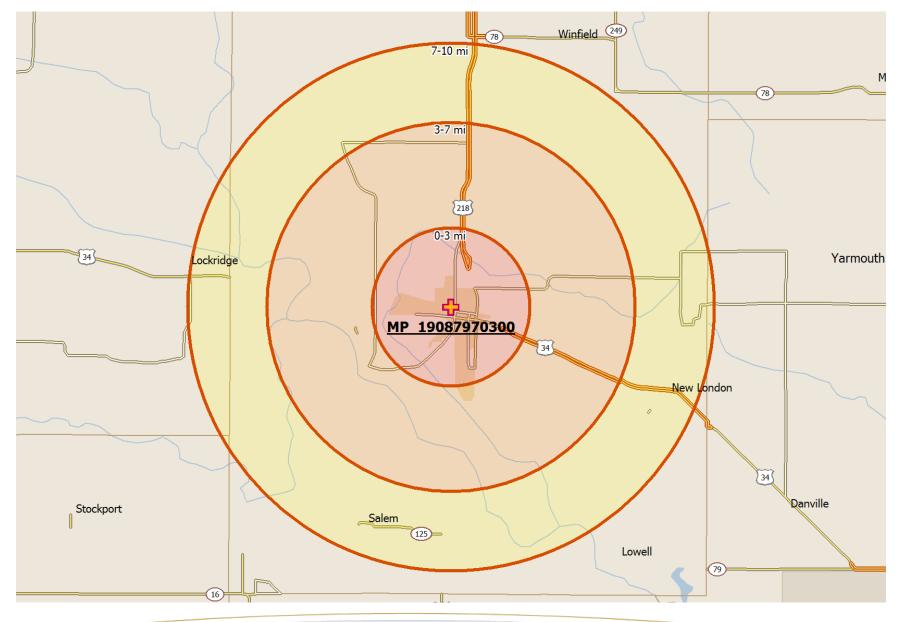
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	1905	Southeast
3	County Location	19087	Henry
4	Zipcode	52641	Henry
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



Anglen Bancroft Ida Grove Quimby Garwin Donnellson Willey Maurice Panora Garden Grove Goose Zearing What Cheer Swea City Craig Janesville Toronto Carson Farrer Intercultural Institute ille Bagley Elkhart Keomah Village Hardy Eddyville Epworth Lakesid For Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



In Crystal Lake Summer Goose Lake Bernard Galva Waterville Wall Lake Atlantic Schleswig Promise Vall Wellsburg Lehigh Fredericksburg Diagonal Rutland Polk City Chity State Center Delaware Donahue Gibson Ionia Tennant Coalville Nora Springs Pleasantor Contextual Ministry Of Contextual Ministry Silver City 4 Contextual Ministry Silver City 4 Contextual Ministry Silver City 4 Contextual Ministry Silver City 4

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
Metro or Non-Metro	0	Non-Metro
Urban Influence	9	Noncore adjacent to micro area and contains a town of at least 2,500 residents
Rural / Urban Continuum	7	
NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
NCES Urban Centric Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
Codes		urbanized area.
IICM RUCA Values Index	49	Small town core commuting: No additional code
ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small
		urban cluster)
Percent Commuting to Metro	2	Percent commuting from non metro to metro areas
	Metro or Non-Metro Urban Influence Rural / Urban Continuum NCHS Rural Urban Codes NCES Urban Centric Locale Codes IICM RUCA Values Index ERS RUCA Commuting Value	Metro or Non-Metro0Urban Influence9Rural / Urban Continuum7NCHS Rural Urban Codes6NCES Urban Centric Locale33Codes49IICM RUCA Values Index49ERS RUCA Commuting Value7

Nevada Waukee Holy Cross Elk Run Heights Dundee Decatur City Weldon Pisgah Maysville Universe Orchard St. Lucas Oakland Indianola Sutherland Burlington Rose Hill Lenox Conway Intercultural Institute Klemme Cromwell Ralston Robins Bankston Fort Atkinson West Libe for Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	9,400	1,865	4,534
2010 Households	3,564	763	1,948
2010 Group Quarters Population	1,534	0	46

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	22	4	9
Language Diversity National Index	32	7	6
Foreign Born Diversity National Index	24	8	34
Ancestry Diversity National Index	55	35	34
Racial Diversity National Index	22	4	5

ea Maynard Pacific Junction Manchester Batavia Waterville Andover Lanesboro Calmar Lynnville Ad Geographic Pocahontas Lehigh Neola Fairbank Norwalk Zearing Humes Rode Creenville Center Polistfield Dow City Sageville Berkley Pella Chariton Preston Kirkville For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual 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

Pey Rockwell City Medale Le Claire Montezuma Keosauqua Halbur Deloit Tingley Farragut Madrid a Struble Mapleton Millville Avoca Van Meter Danbury Ogden Blen Intercultural Institute by Polk City Knierim Burt Yale Kingsley Dexter Arion Waukee Ma Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Co

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	437	12.26%
Mainstay Communities	Established, Diverse Households	667	18.71%
Working Communities	Blue-collar, Working Families	1,751	49.13%
Country Communities	Rural, Agri. & Mining Families	234	6.57%
Aspiring Communities	Young Singles / Aspiring-Multihousing	248	6.96%
Urban Communities	High Density, Inner-city Neighborhoods	226	6.34%

Indistein Liscomb Popejoy Buffalo Fertile Central City Havesville Urbana Welton Eldon Boone Game ter Deep River Bankston New Liberty Ely Sergeant Bluff Harlan Muser Intercultural Institute Ssian Lake City Blakesburg Osterdock Castalia Tingley Shenandoah Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Boxholm Iowa City Nodaway Ralston Columbus City 8

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.

Velden Mount Sterling Minden Royal Denver Grand River Le Grand Glenwood Superior Rake West Builder Newell Garrison Parnell Delaware Bettendorf Clayton College Intercultural Institute Fonda Bernard Coppock Udell Clarion Marengo Hawarden Renwick for Contextual Ministry Clip Linn Contextual Ministry Contextual Ministry Park View Bankston Clarence Cylinder Bussey Atlantic

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	5,128	2,374	46.29%
Unreached %	64.85%	66.6%	102.71
Religious But NOT Evangelical HH	977	494	50.54%
Religious But NOT Evangelical %	12.36%	13.86%	112.14
Spiritual But NOT Relig or Evang HH	858	418	48.7%
Spiritual But NOT Relig or Evang %	10.85%	11.72%	108.05
Not Evangelical, Not Interested HH	3,294	1,463	44.41%
Not Evangelical, Not Interested %	41.65%	41.04%	98.54



rison Clemons <u>House Auburn Trwin Matlock</u> Spragueville Grand River Ankeny Blairstown Stratford F Plerson Ellston Humboldt Redfield Truro Guernsey Blue Grass English Woden Ainsworth Ossian Spillville Ferguson Keswick Kello Copyright 2014, Intercultural Institute for Contextual 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	1,046	447	42.78%
Active Evangelical Percent	13.22%	12.55%	94.92
Inactive Evangelical Households	1,734	742	42.78%
Inactive Evangelical Percent	21.93%	20.82%	94.93
# New Churches Needed	4	2	45.07%





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

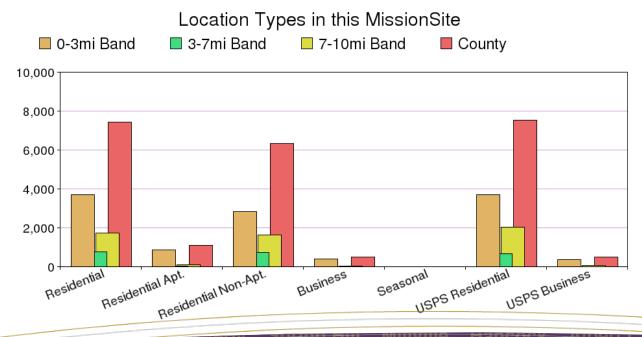
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	19,226	8,979	46.7%
2000 Population	20,336	9,819	48.28%
2010 Population	19,826	9,400	47.41%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	7,089	3,259	45.97%
2000 Households	7,626	3,529	46.28%
2010 Households	7,908	3,564	45.07%

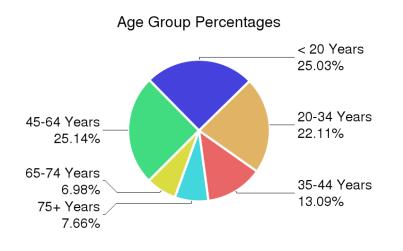


Location Type	0-3mi Band
Residential	3,709
Residential Apt.	865
Residential Non-Apt.	2,844
Business	385
Seasonal	0
USPS Residential	3,698
USPS Business	375

Ourant Hotland Hartwick Rinard Turin Lehigh Colwell Keokuk Sharpsburg Grant Gladbrook Granger Heton Lincoln Bridgewater Floyd Curlew Burt Bancroft Cylinder Minestruk Intercultural Institute Dysart New Hampton Truro Farley Dumont Millerton Martelle Fred for Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Provention Harvey Columbus Junction Armstrong Ployer Stead

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.

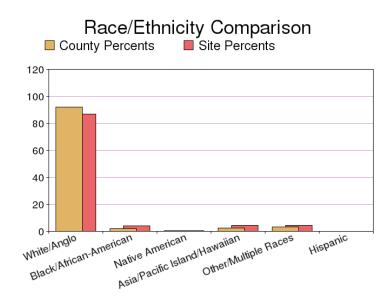


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.02%	6.07%	100.83
4-5 Years	2.45%	2.26%	92.24
6-8 Years	3.43%	3.18%	92.71
9-11 Years	3.56%	3.2%	89.89
12-13 Years	2.42%	2.12%	87.6
14-17 Years	5.26%	5.13%	97.53
18-19 Years	2.76%	3.07%	111.23
0-5 Years	8.47%	8.33%	98.35
6-12 Years	8.21%	7.49%	91.23
13-19 Years	9.23%	9.21%	99.78
< 20 Years	25.91%	25.03%	96.6
20-34 Years	18.12%	22.11%	122.02
35-44 Years	12.65%	13.09%	103.48
45-64 Years	27.06%	25.14%	92.9
65-74 Years	8.35%	6.98%	83.59
75+ Years	7.92%	7.66%	96.72
Median Age	40	38	94.93
Median Age (Male)	38	37	96.55
Median Age (Female)	42	40	95.47

dge Bedford Clarksville Osage Arthur Rake Guttenberg Ashton Corydon Evansdale Northboro Live Pella Sidney Dumont La Motte Dow City Altoona Stratford Ruthy Intercultural Institute asantville Buck Grove Atalissa Dubuque Millville Matlock Exline New ForContextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry Pecopyright 2014, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	91.97%	86.83%	94.42
Black, African-American	2.01%	3.82%	189.77
Native American	0.28%	0.32%	112.99
Asian	2.47%	4.36%	176.48
Pacific Island, Hawaiian	0.06%	0.12%	210.91
Other/Multiple Races	3.21%	4.55%	141.71
Hispanic	0%	2.81%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,330	6,194	
Less than 9th Grade	2.69%	2.95%	90.9
No High School Diploma	6.33%	7.51%	84.34
High School Graduate	37.39%	35.97%	103.95
Some College, no degree	23.05%	21.97%	104.92

10.32%

14.25%

5.97%

8.88%

15.6%

7.12%

116.25

91.35

83.87

sity Park Eldora Stanley Galt Knierim Forest City Gowrie Correctionville Dayton Millerton Arcadia No a Radcliffe Walker Sanborn Reasnor Stratford Churdan Whittemore Intercultural Institute nesville Newhall Palmer Ladora Luzerne Little Rock Whitten Melbourn Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Associate Degree

Graduate/Prof. degree

College Degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.41%	6.29%	236.68
\$10,000 to \$19,999	13.28%	15.38%	115.8
\$20,000 to \$29,999	14.31%	14.06%	98.2
\$30,000 to \$49,999	22.38%	22.67%	101.29
\$50,000 to \$59,999	6.92%	5.16%	74.64
\$60,000 to \$69,999	9.5%	7.77%	81.84
\$70,000 to \$79,999	7.28%	7.46%	102.47
\$80,000 to \$89,999	5.37%	5.53%	102.85
\$90,000 to \$99,999	3.38%	3.2%	94.74
\$100,000 to \$124,999	5.6%	6.93%	123.71
\$125,000 to \$149,999	2.55%	3.09%	120.83
\$150,000 to \$199,999	1.8%	1.8%	100
\$200,000 to \$249,999	0.47%	0.11%	23.99
\$250,000 or more	1.75%	0.62%	35.37
Median Household	43,931	43,880	99.88
Average Household	62,147	61,444	98.87
Per Capita Household	25,781	23,705	91.95
Family/Non-Family Household			
Income			
Median Family Income	60,450	62,524	103.43
Average Family Income	75,472	72,853	96.53
Median Non-Family Income	25,380	25,093	98.87
Average Non-Family Income	33,590	33,971	101.13

La Motte Scranton Cascade New Market Gillett Grove Calmar Eldora Sanborn Northboro Carroll Albion Jolley Winterset Minden Webster City Cambridge Epworth Intercultural Institute Denver Rodney Pisgah St. Donatus Bankston Geneva Monona Waden for Confectual Ministry Callender Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Ferguson Cantril Schleswig Promise City Postville 17

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	68.18%	62.37%	91.48
Families with Children	30.41%	29.77%	97.89
Families without Children	37.77%	32.6%	86.32
Non-Family Households			
% Non-Family Households	31.82%	37.63%	118.26
Non-Families with Children	0.08	0.03	36.98
Non-Families without Children	31.74	37.6	118.46
Housing Units			Index
Total Housing Units	8,584	3,848	
Vacant percent	7.88%	7.38%	93.72
Owned percent	67.66%	62.24%	91.99%
Rented Percent	24.46%	30.38%	124.18
Households by Size			Index
Avg household size	2.30	2.21	96.09
Avg family hh size	2.89	2.89	100
Avg non-family hh size	1.03	1.08	104.85
Households By Count of Persons			Percent
One	2,291	1,204	52.55%
Two	3,051	1,288	42.22%
Three or Four	2,036	840	41.26%
Five+	530	231	43.58%

Holstein Keesauqua Ferguson Lakota Latimer Riceville Tabor Avoca Palo Webb Diagonal Kleme Coin Van Meter Ralston Treynor Underwood Plano Moorhead Ruthver Intercultural Institute McCausland Promise City Cherokee Clio Drakesville Harper Greet for Contextual Ministry Correction Contextual Ministry Truesdale Anthon Kalona Winterset Gowrie Luther 18 Correction Plano Moorhead Anthon Kalona Tiffin Ellston Lincoln Beaver

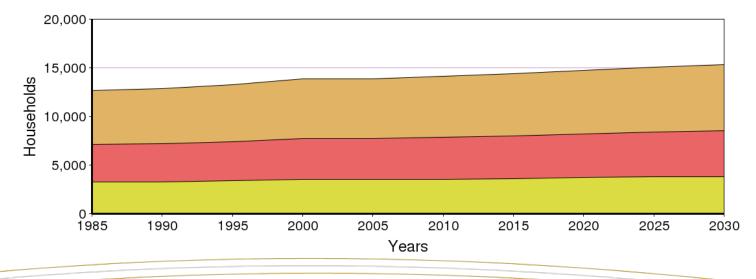
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	19,226	8,979	46.7%
2000 Population	20,336	9,819	48.28%
2010 Population	19,826	9,400	47.41%
2015 Population	19,320	9,055	46.87%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

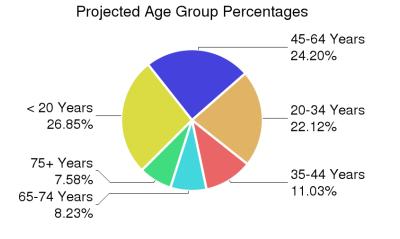
📕 0-10mi Ring



tsmouth Macedonia Cambridge Mechanicsville Alta Vista Oakland Ventura Duncombe Birmingham La Hartwick Maurice Washta University Park Sandyville Spring Hill Plyna Intercultural Institute Arion Corning Matlock Dysart Rock Rapids Centerville Des Moines Jon Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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.

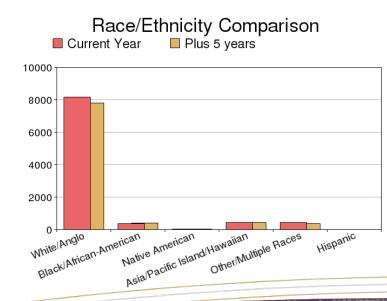


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.07%	8.26%	136.08
4-5 Years	2.26%	2.78%	123.01
6-8 Years	3.18%	3.9%	122.64
9-11 Years	3.2%	3.25%	101.56
12-13 Years	2.12%	1.86%	87.74
14-17 Years	5.13%	4.35%	84.8
18-19 Years	3.07%	2.46%	80.13
0-5 Years	8.33%	11.04%	132.53
6-12 Years	7.49%	8.14%	108.68
13-19 Years	9.21%	7.68%	83.39
< 20 Years	25.03%	26.86%	107.31
20-34 Years	22.11%	22.13%	100.09
35-44 Years	13.09%	11.03%	84.26
45-64 Years	25.14%	24.21%	96.3
65-74 Years	6.98%	8.23%	117.91
75+ Years	7.66%	7.58%	98.96
Median Age	40	37	93.55
Median Age (Male)	38	36	94.95
Median Age (Female)	42	39	92.83

Lamoni Holstein Greenville Lansing Kimballton Murray Rhodes Mechanicsville Cedar Falls New President Center Jefferson Nemaha Crawfordsville Bussey Early Geneva File Intercultural Institute Everly Lanesboro Victor Mingo Letts Pella Guernsey Cotter Hold Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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		
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	86.83%	86.03%	99.08
Black, African-American	3.82%	4.58%	120
Native American	0.32%	0.36%	114.19
Asian	4.36%	4.74%	108.62
Pacific Island, Hawaiian	0.12%	0.13%	113.25
Other/Multiple Races	4.55%	4.15%	91.2
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,194	5,866	
Less than 9th Grade	2.95%	2.08%	70.39
No High School Diploma	7.51%	6.32%	84.25
High School Graduate	35.97%	35.05%	97.44
Some College, no degree	21.97%	21.7%	98.76
Associate Degree	8.88%	10.36%	116.73
College Degree	15.6%	16.89%	108.32
Graduate/Prof. degree	7.12%	7.59%	106.55

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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	6.29%	5.21%	82.93
\$10,000 to \$19,999	15.38%	14.56%	94.66
\$20,000 to \$29,999	14.06%	14.08%	100.19
\$30,000 to \$49,999	22.67%	20.9%	92.2
\$50,000 to \$59,999	5.16%	4.44%	85.92
\$60,000 to \$69,999	7.77%	8.23%	105.94
\$70,000 to \$79,999	7.46%	8.51%	103.64
\$80,000 to \$89,999	5.53%	6.1%	107.84
\$90,000 to \$99,999	3.2%	3.52%	110.08
\$100,000 to \$249,999	6.93%	7.62%	110.01
\$125,000 to \$149,999	3.09%	3.58%	115.87
\$150,000 to \$199,999	1.8%	2.19%	121.97
\$200,000 to \$249,999	0.11%	0.08%	74.11
\$250,000 or more	0.62%	0.67%	107.79
Median Household	43,880	46,672	106.36
Average Household	61,444	65,106	105.96
Per Capita Household	23,705	26,362	111.21
Family/Non-Family Household			
Income			
Median Family Income	62,524	67,126	107.36
Average Family Income	72,853	77,217	105.99
Median Non-Family Income	25,093	25,990	103.57
Average Non-Family Income	33,971	36,545	107.58

rner Marshalltown Elkhart Cleghorn Aurora Rossie Paton Manning Dunkerton George Clarksville H Stanwood Marengo Dana Gray Martelle Le Claire Cushing Palmer Dorn Intercultural Institute xemburg Grant Dunlap Patterson Lansing Colo Promise City Wadena es©Copyright 2014, Intercultural Institute for Contextual Ministry to Forday Judges Eddwyille Braddwyille Keswick Lacona Under

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	62.37%	61.96%	99.34
Families with Children	29.77	28.86	96.95
Families without Children	32.6	32.55	99.83
Non-Family Households			
% Non-Family Households	37.63%	38.04%	101.09
Non-Families with Children	0.03	0.03	101.09
Non-Families without	37.6	38.01	101.09
Children			
Housing Units			
Total Housing Units	3,848	3,897	101.27%
Vacant percent	7.38%	7.44%	100.83
Owned percent	62.24%	62.1%	99.77
Rented Percent	30.38%	30.46%	100.26
Households by Size			
Avg household size	2.21	2.13	96.38%
Avg family hh size	2.89	2.77	95.85%
Avg non-family hh size	1.08	1.07	99.07%
Households By Count of			
Persons			
One	1,204	1,248	103.65%
Two	1,288	1,366	106.06%
Three or Four	840	815	97.02%
Five+	231	177	76.62%

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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	307	31	Eastern Africa	0	0	0
Northern Europe	0	6	0	Middle Africa	0	0	0
Western Europe	0	6	6	Northern Africa	0	0	0
Southern Europe	0	8	0	Southern Africa	0	0	0
Eastern Europe	0	0	2	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	30	7	Oceania	0	0	0
So. Central Asia	0	21	0	Caribbean	0	0	2
SE Asia	0	187	9	Central Amer.	0	18	4
Western Asia	0	8	0	South America	0	15	0
Other Asia	0	0	0	North America	0	8	1
				Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
English only	0	10,376	5,292	Other Indo-Euro	0	0	0
Spanish	0	190	87	Asian/PI languages	0	0	0
Other Indo-Euro	0	155	30	Chinese	0	12	4
language				Japanese	0	0	0
French (incl. Patois,	0	82	13	Korean	0	20	2
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	5	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	37	5
German	0	34	10	Laotian	0	159	0
Yiddish	0	0	0	Vietnamese	0	38	0
Other West Germanic	0	0	1	Other Asian	0	7	0
A Scandinavian	0	7	1	Tagalog	0	1	0
Language				Other Pacific Is	0	12	0
Greek	0	8	0	Other languages	0	19	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	11	0
Serbo-Croatian	0	0	2	American			
Other Slavic Language	0	6	2	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	8	0
Persian	0	1	1	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	7	0	Other unspecified	0	0	0
Urdu	0	0	0				

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Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	0	8,815	3,931	Irish	Irish 0	Irish 0 996
Arab	0	15	0	Italian	Italian 0	Italian 0 123
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	7	3	Norwegian	Norwegian 0	Norwegian 0 184
British	0	31	11	Polish	Polish 0	Polish 0 49
Canadian	0	7	2	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	7	5	Romanian	Romanian 0	Romanian 0 0
Czech	0	14	25	Russian	Russian 0	Russian 0 11
Czechoslovak	0	0	2	Scandinavian	Scandinavian 0	Scandinavian 0 17
Danish	0	120	23	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 173
Dutch	0	187	64	Scottish	Scottish 0	Scottish 0 121
English	0	811	361	Slovak	Slovak 0	Slovak 0 0
European	0	26	18	Subsaharan African	Subsaharan African 0	Subsaharan African 0 7
Finnish	0	8	3	Swedish	Swedish 0	Swedish 0 286
French (not Basque)	0	203	79	Swiss	Swiss 0	Swiss 0 43
French Canadian	0	15	9	Ukrainian	Ukrainian 0	Ukrainian 0 9
German	0	2,887	1,719	US/American	US/American 0	US/American 0 1,384
Greek	0	8	2	Welsh	Welsh 0	Welsh 0 42
Hungarian	0	5	2	West Indian	West Indian 0	West Indian 0 0
Iranian	0	2	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 0	Other 0 1,017

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ek Rhodes Spencer Fort Atkinson Jesup Webster City Curlew Gibson Gruver Hamilton Andrew Bear Sele Rinard Lake View Zwingle Salix Shell Rock New Hartford Polk City of Park Swan Fremont En Clarion Parkersburg Burlington Randall Rowley Carroll Meriden Record Contextual Ministry Durant Exline Tipton Kingsley Kalona Cascade C26

Using the Demographic Indicators

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

Issues for Your Consideration

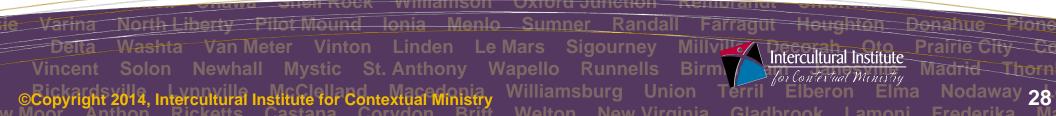
- 1. The Demoscape information on page 19 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing,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



Using the Demographic Indicators

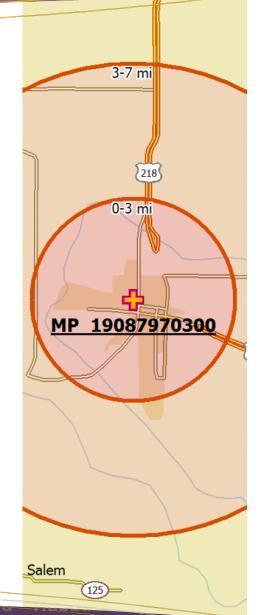
Issues for Your Consideration - continued

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



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

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



Terson Centralia Chatsworth Dayton Oakland Acres Walcott Yale Elberon Farragut Radcliffe Menio Hanilla Ottosen Charles City Shambaugh Zearing Chillicothe Geneva Vest Burlington Gilmore City bon Pleasant Hill Ashton Minden Anthon Conrad Rutland Delmar Confectual Ministry Confectual 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	3,564	100%	2,375	100%
AFFLUENT SUBURBIA	22	0.62%	15	0.63%
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	22	0.62%	15	0.63%
New Suburbia Fam.	0	0%	0	0%
JPSCALE AMERICA	415	11.64%	282	11.87%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	377	10.58%	253	10.65%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	38	1.07%	29	1.22%
SM TWN SUCCESS	406	11.39%	261	10.99%
2nd City Homebodies	7	0.2%	5	0.21%
Prime Middle America	61	1.71%	40	1.68%
Urban Optimists	0	0%	0	0%
Family Convenience	338	9.48%	216	9.09%
Mid-Market Enterprise	0	0%	0	0%

ertville Bancroft Council Bluffs Bedford Aurora Hospers Lewis Montezuma Lamont Monona Mapleto Atthe Alta Vista Pleasant Plain Rossie Glenwood Millersburg Lone Tree Chille Pippey Grand Mound Bode Mitchell Massena Carson Ackley Ionia Afton Latimer Mo for Confectual Ministry Sidney Willey Copyright 2014, Intercultural Institute for Contextual Ministry Vining Rowan Derby Agency Neola Sageville Don 30 Bode Massena Flaston Altoona Hapleto Copyright 2014, Intercultural Institute for Contextual Ministry Vining Rowan Derby Agency Neola Sageville Don 30 Bode Massena Flaston Altoona Hapleto Bode Mitchell Massena Carson Ackley Haverbill Magnolia Montour Merrill Cresco Maloy Ka

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	3,564	100%	2,375	100%
BLUE COLLAR BACKBONE	706	19.81%	435	18.32%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	583	16.36%	352	14.82%
Lower Income Essentials	10	0.28%	7	0.29%
Small Town Endeavors	113	3.17%	76	3.2%
AMER. DIVERSITY	261	7.32%	193	8.13%
Ethnic Urban Mix	31	0.87%	22	0.93%
Urban Blues	30	0.84%	19	0.8%
Professional Urbanites	2	0.06%	1	0.04%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	54	1.52%	35	1.47%
Mature America	144	4.04%	116	4.88%
METRO FRINGE	1,045	29.32%	716	30.15%
Steadfast Conservative	998	28%	684	28.8%
Moderate Conventionalists	11	0.31%	7	0.29%
Southern Blues	12	0.34%	8	0.34%
Urban Grit	0	0%	0	0%
Grass-Roots Living	24	0.67%	17	0.72%

Sibley Pacific Junction Woodburn Arispe Hardy Eagle Grove Cotter Kippey Postville Westphalia Anthon Owasa New Sharon Lime Springs Dakota City Newell Key Intercultural Institute ort Dodge Earling Braddyville West Burlington Odebolt Magnolia Bevire for Confectual 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	3,564	100%	2,375	100%
REMOTE AMERICA	18	0.51%	11	0.46%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	18	0.51%	11	0.46%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	74	2.08%	52	2.19%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	5	0.14%	4	0.17%
Stable Careers	39	1.09%	28	1.18%
Aspiring Hispania	30	0.84%	20	0.84%
RURAL VILLAGES & FARMS	216	6.06%	127	5.35%
Industrious Country Living	17	0.48%	12	0.51%
America's Farmland	45	1.26%	26	1.09%
Comfy Country Living	72	2.02%	44	1.85%
Small Town Connections	66	1.85%	38	1.6%
Hinterland Fam.	16	0.45%	7	0.29%

West Chester Macedonia Webster City Garnavillo Titonka Alvord Coburg Varina Bankston Fort Mac The Sun Castana Plymouth Jolley Reasnor Buffalo Lu Verne Plainfie <u>Intercultural Institute</u> enter Point Guttenberg Leighton Emmetsburg Richland Atlantic Charles Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Bavington Templeton Harpers Ferry Northwood Derby

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 & Per	cent
Total	3,564	100%	2,375	100%
STRUGGLING SOCIETIES	3	0.08%	2	0.08%
Rugged Southern Style	3	0.08%	2	0.08%
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	223	6.26%	152	6.4%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	43	1.21%	26	1.09%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	102	2.86%	73	3.07%
New Generation Activists	78	2.19%	53	2.23%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	174	4.88%	129	5.43%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	174	4.88%	129	5.43%

Kimballton Libertyville Independence Sibley Aurora Panorama Park Aplington Spencer Grinnell Plyme Alleman Keota Delhi Dougherty Peterson Kiron Defiance Battle Intercultural Institute Ricketts Lakota Coon Rapids Ames Pilot Mound Shueyville Shen for Confectual Ministry Confectual Ministry Colwell St. Lucas Turin 33

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?

burg Schleswig Palmer Rudd Hawkeye Ackworth Riverside Oakland Acres Russell Walnut Bernard Arlington Blue Grass New Liberty Truesdale Ankeny Grafton Sergeant Port Intercultural Institute Indorf Davis City Vinton Allison West Chester Frederika Sioux City Robert Contextual Ministry Melvin Vail F Vincontextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Report Floyd Magnolia Pilot Mound Brunsvi 34

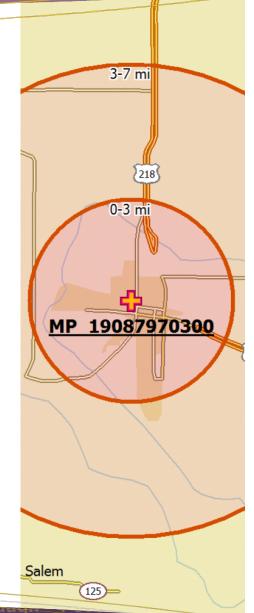
Potential Cultural Bridges

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).



H Ventura Ottumwa Benton Colwell Andrew St. Marys Janesville Colo Kirkman Churdan Holy Cross Lake City Akron Britt Delaware Urbana Blakesburg Centerville Web Intercultural Institute Lawler Dunlap Sioux Center Leon Melbourne Dunkerton Latimer For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	76%	76%	76%
Use Comp. for Internet/E-mail	59%	60%	60%
Internet Use: E-Mail	48%	49%	49%
Use Comp. for Comp. Games	41%	42%	42%
Use Comp. for Word Processing	39%	40%	40%
Use Comp. for Shopping	34%	35%	35%
Use Comp. for Education	31%	32%	32%
Use Comp. for Digital Camera	31%	32%	33%
Photo Editing			
Use Comp. for Banking	29%	31%	31%
Internet Use: News/ Weather	27%	27%	27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	26%	27%	27%
Internet Use: Banking	22%	23%	24%
Use Comp. for News/Info./Data	21%	22%	22%
Service			
PC-Network-HH Has One	16%	16%	16%
Use Comp. for Accounting	13%	14%	14%
Use Comp. for Filing/DB Mngmnt	12%	13%	13%
Internet Use: Research/ Education	12%	12%	11%
Use Comp. for Personal Financial	12%	12%	12%
Mngmnt			
Internet Use: Shopping: Gathered	12%	12%	12%
Info. for Shopping			
HH Owns Video/Webcam	11%	11%	10%

rass Unionville Akron Whiting Panora Quasqueton Victor Hayesville Stockport Rinard Merrill Albia Coralville Keota Whittemore Ricketts University Park Little Rock Intercultural Institute Lake Rolfe Shenandoah Keokuk Alleman Drakesville Salem Orange Confertual 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	66%	66%	66%
Dining Out (Not Fast Food)	56%	57%	58%
Reading Books	53%	53%	52%
Card Games	44%	45%	45%
Cooking for Fun	36%	36%	36%
Gardening	36%	37%	38%
Go To A Beach/Lake	34%	35%	35%
Board Games	33%	33%	34%
Going To	23%	23%	22%
Bars/Nightclubs/Dancing			
Photography	20%	20%	20%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	46%	46%	45%
Dentist	30%	30%	29%
Hypertension/High Blood	24%	23%	22%
Pressure			
Backache	23%	23%	23%
Eye Dr.	22%	22%	22%
None Of These	20%	20%	20%
High Cholesterol	19%	19%	19%
Acid Reflux Disease (GERD)	19%	18%	17%
Any Arthritis	19%	18%	18%

Vining Montour Marathon Menio Dedham Minden Rockwell City Larchwood Radcliffe Titenka Wash Point Emmetsburg Lone Tree Minburn Olin Carroll West Liberty Meriday Kellogg Gibson Stanton V Geneva Plano Prairie City Centerville Exira Ruthven Granville Arion for Contextual Ministry Uzerne Kingsl Geneva Plano Prairie City Centerville Exira Ruthven Granville Arion for Contextual Ministry Demore Kingsl Geneva Plano Prairie City Renterville Exira Ruthven Granville Arion for Contextual Ministry Pomeroy A37

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.89%	25.59%	25.19%
Live Theater	17.51%	17.79%	17.57%
Live Theater Most Often	14.68%	14.97%	14.75%
Rock/Pop Concerts Most	14.37%	14.09%	13.71%
Often			
Comedy Club	8.09%	7.91%	7.77%
Country Concerts Most	7.36%	7.34%	7.22%
Often			
Movies: Comedy	38.29%	38.12%	37.72%
Movies: Action/Adventure	36.42%	36.5%	36.14%
Movies: Fam.	19.1%	19.25%	19.23%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.38%	18.37%	18.23%
Movies: Drama	16.41%	16.14%	15.95%
Movies: Mystery	14.87%	14.59%	14.25%
MLB Baseball Reg. Season	6.67%	6.88%	7%
NFL Football Reg. Season	5.3%	5.43%	5.5%
College Football Reg.	5.29%	5.61%	5.83%
Season			
NBA Basketball Reg.	5.09%	4.74%	4.03%
Season			
College Basketball Reg.	4.54%	4.57%	4.45%
Season			
Auto Racing Events	2.88%	2.92%	2.93%



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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	39.47%	39.88%	40.18%		Baseball	Baseball 10.71%	Baseball 10.71% 10.78%
Swimming	32.08%	32.78%	33.13%		Target Shooting	Target Shooting 10.27%	Target Shooting 10.27% 11.03%
Freshwater Fishing	19.92%	20.94%	21.93%		Backpacking/Hiking	Backpacking/Hiking 9.99%	Backpacking/Hiking 9.99% 10.34%
Bowling	19.34%	20.04%	20.85%		Volleyball	Volleyball 9.01%	Volleyball 9.01% 9.11%
Billiards/Pool	18.81%	18.65%	18.53%		Aerobics	Aerobics 8.62%	Aerobics 8.62% 8.39%
Camping Trips	17.11%	18.04%	18.91%		Power Boating	Power Boating 8.36%	Power Boating 8.36% 8.69%
Hunting	13.57%	14.53%	15.08%		Football	Football 7.98%	Football 7.98% 8.24%
Basketball	13.56%	13.88%	14.1%		Softball	Softball 7.25%	Softball 7.25% 7.67%
Golf	13.41%	14.03%	14.43%		Canoeing/Kayaking	Canoeing/Kayaking 7.18%	Canoeing/Kayaking 7.18% 7.4%
Weight Training	13.22%	13.74%	13.91%		Saltwater Fishing	Saltwater Fishing 7.17%	Saltwater Fishing 7.17% 7.19%
Mountain/Road Biking	13.11%	13.65%	13.8%		Motorcycling	Motorcycling 7.16%	Motorcycling 7.16% 7.36%
Using Cardio Machine	12.82%	12.67%	12.38%		Horseback Riding	Horseback Riding 6.24%	Horseback Riding 6.24% 6.7%
Jogging/Running	12.06%	12.35%	12.53%		Soccer	Soccer 5.97%	Soccer 5.97% 6.04%
Stationary Cycling	10.9%	10.97%	10.86%		Yoga	Yoga 5.88%	Yoga 5.88% 5.85%

Jount Vernon Armstrong Andover Garner Pisgah Goodell Rowan Fertile Milton Thurman Corydon G Cedar Rapids Grand River Lake View Shueyville Coin Rockford Delare Holland Walker Barnum Rapids Arcadia McCallsburg Shelby Van Meter Van Wert Willey Britt Gottextual Ministry Contextual Ministry Elkport McIntire New Liberty Storm Lake Winterset 39 ©Copyright 2014, Intercultural Institute for Contextual Ministry Elkport McIntire New Liberty Storm Lake Winterset 39

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

0-3	3-7	7-10	
MILES	MILES	MILES	
5.8%	5.84%	5.75%	
5.38%	5.33%	5.03%	
5.26%	5.73%	6.02%	
5.09%	5.22%	5.35%	
4.76%	4.84%	4.74%	
4.72%	4.93%	5.02%	
4.56%	4.79%	4.89%	
4.46%	4.6%	4.7%	
4.27%	4.43%	4.53%	
4.15%	4.14%	3.9%	
	MILES 5.8% 5.38% 5.26% 5.09% 4.76% 4.56% 4.46% 4.27%	MILES MILES 5.8% 5.84% 5.38% 5.33% 5.26% 5.73% 5.09% 5.22% 4.76% 4.84% 4.72% 4.93% 4.56% 4.79% 4.46% 4.6% 4.27% 4.43%	MILES MILES MILES 5.8% 5.84% 5.75% 5.38% 5.33% 5.03% 5.26% 5.73% 6.02% 5.09% 5.22% 5.35% 4.76% 4.84% 4.74% 4.76% 4.93% 5.02% 4.56% 4.79% 4.89% 4.46% 4.6% 4.7% 4.27% 4.43% 4.53%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Rock Climbing	4.11%	4.13%	4.04%
Snowmobiling	4.05%	4.4%	4.7%
Hockey	4.04%	3.87%	3.67%
Racquetball	3.68%	3.56%	3.44%
Snowboarding	3.33%	3.37%	3.34%
Martial Arts	3.18%	3.1%	2.93%
Sailing	3.15%	3.09%	2.95%
Skateboarding	2.97%	3.12%	3.17%
Rowing	2.91%	2.95%	2.92%
Surfing & Windsurfing	2.65%	2.61%	2.5%

Adair Albert Contextual Marengo Linn Grove Lineville victor Moortane Lineville victor Vict

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.

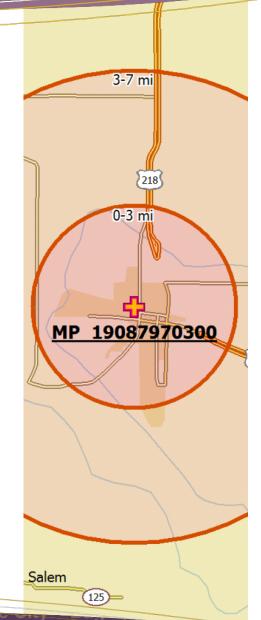
BIBLICAL BARRIERS

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.





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.

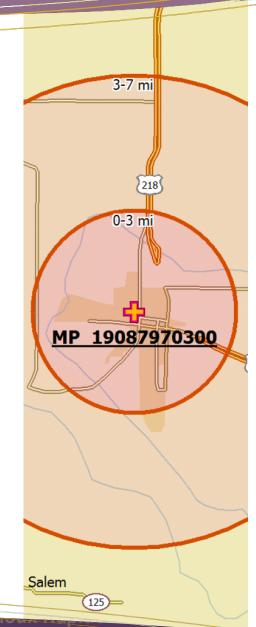
CULTURAL BARRIERS OF ACCEPTANCE

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.



on Swaledale Dawson Floris Volga Lansing Marcus Varina Clermont Territ West Des Heines De Witt Gell Rome Russell Toronto Villisca Primghar Blockton Pioneer North Intercultural Institute Morning Sun St. Paul Churdan Archer Thayer West Branch Dunkerton Viocopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

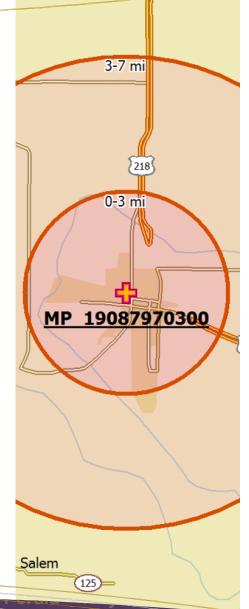
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	49%	49%	48%	Like to Stand Out In A Crowd	20%	20%	20%
New Things				Like To Pursue	18%	18%	17%
Woman's Place Is In The Home	35%	35%	36%	Challenge/Novelty/Change			
Find It Difficult To Say No To My	35%	36%	37%	Marijuana Should Be Legalized	18%	18%	17%
Kids				Rarely Sit Down to a Meal	16%	17%	17%
Speak My Mind Even If It Upsets	33%	33%	33%	Together At Home			
People				I Am A Workaholic	14%	15%	15%
Prefer To Have Few Possessions As Possible	32%	32%	32%	Only Work Current Job for The Money	14%	14%	14%
Like Control Over People And Resources	31%	31%	31%	We Should Strive for Equality for All	13%	13%	12%
Like To Do Unconventional Things	30%	30%	31%	Happy With My Standard Of Living	11%	10%	10%
Don't Judge People/Way They Live Life	29%	28%	28%	On Whole People Get What They Deserve	9%	9%	9%
Friends More Important Than My Fam.	27%	26%	25%	Indulge My Kids With The Little Extras	8%	8%	8%
Money Is Best Measure Of Success	26%	26%	27%	Little I Can Do To Change My Life	8%	8%	7%
f Won Lottery Would Never Work Again	23%	24%	24%	More Important Do Duty Than Enjoy Life	6%	5%	5%
Too Much Sponsorship In Arts/Sports	22%	22%	22%				

And Acres Randalia Honroe Vincent Atkins Luxemburg Braddyville Breda Malford Seymour Hasting Thor New Hartford Ridgeway Woodburn Leland Luther Orchard Intercultural Institute Igona Moorland Asbury Woolstock Monmouth Webb Alexander Caller (or Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



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Potential Cultural Themes:

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

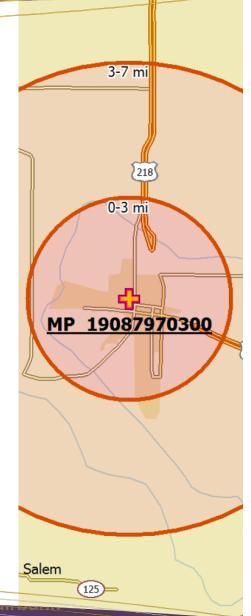
THEMES	0-3	3-7	7-10	THEME	ES	0-3	3-7	7-10
Increase to the Decrease to Curate me	MILES	MILES	MILES) A / a mi a	d Abaut Dallution Coursed	MILES	MILES	MILES
Important To Respect Customs And Beliefs	58%	59%	59%	vvorried By Car	d About Pollution Caused s	17%	17%	17%
You Should Seize Opportunities	56%	55%	55%	Real M	len Don't Cry	17%	16%	16%
In Life				Looking	g for New Ideas To Improve	15%	15%	15%
Like To Understand About	38%	37%	36%	Home				
Nature				Is An Ir	mportant Part Of Who I Am	15%	15%	15%
Important Feel Respected By My	34%	34%	34%	Try Not	t To Worry About The	13%	13%	13%
Peers				Future	-			
Prefer To Have Few	32%	32%	32%	Provide	e My Kids With The Little	10%	10%	10%
Possessions As Possible				Extras				
Prefer Work Part Of Team Than	32%	32%	32%	Enjoy S	Spending Time With My	10%	10%	11%
Alone				Fam.				
Important To Juggle Various	31%	30%	29%	Feel Ve	ery Alone In The World	6%	6%	6%
Tasks				Childre	n Should Be Allowed To	5%	5%	5%
Good At Fixing Things	29%	28%	28%	Expres	s Themselves			
Have Keen Sense Of Adventure	25%	26%	25%	Like Sp	pending Most Time With	5%	5%	5%
People Have To Take Me As	23%	23%	23%	Fam.	-			
They Find Me				Decor I	Particular Interest To Me	3%	3%	3%
Like To Just Enjoy Life	23%	22%	22%	Would	Like To Set Up Own	3%	3%	3%
Consider Myself Interested In	20%	19%	19%	Busine	•			
The Arts								

e Hancock Grand would

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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.



Ceola Oelvein Coulter Derby Elkport Muscatine Cushing Corydon What Cheer West Chester Duncom Lenka Badger Baxter Sigourney Kingsley Beacon Rockford Brooklyn Intercultural Institute Pleasantville Manly Pacific Junction Spillville Charlotte Klemme Por Gotterfuel Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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.

0-3	3-7	7-10
MILES	MILES	MILES
86.45%	86.76%	86.96%
80.66%	81.69%	82.5%
56.72%	57.12%	57.47%
35.22%	35.75%	36.83%
29.58%	29.82%	30.01%
28.93%	29.7%	30.5%
28.91%	28.89%	28.9%
27.96%	28.26%	28.42%
27.02%	27.38%	27.7%
24.19%	24.75%	25.21%
22.35%	22.83%	23.32%
20.41%	20.92%	21.55%
	MILES 86.45% 80.66% 56.72% 35.22% 29.58% 28.93% 28.91% 27.96% 24.19% 22.35%	MILESMILES86.45%86.76%80.66%81.69%56.72%57.12%35.22%35.75%29.58%29.82%28.93%29.7%28.91%28.89%27.96%28.26%27.02%27.38%24.19%24.75%22.35%22.83%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19.02%	19.11%	19.18%
Red Lobster	14.65%	14.72%	15.14%
Cracker Barrel	14.16%	14.61%	14.73%
Domino's Pizza	12.91%	12.51%	12.26%
Sonic	12.8%	12.9%	12.94%
Outback Steakhouse	12.61%	12.56%	12.37%
Denny's	11.52%	11.29%	11.46%
IHOP (International House Of	11.24%	10.97%	10.76%
Pancakes)			
Chili's Grill and Bar	11.06%	10.99%	10.61%
TGI Friday's	9.79%	9.66%	9.36%
Golden Corral	9.37%	9.67%	10.01%
Hardee's	9.21%	9.84%	10.67%

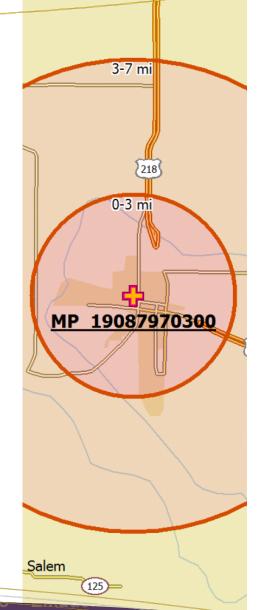
Masen City Unionville Gravity Rutland Lenox Fruitland Delmar Pocanontas Spillville Mechanicsville Laibur Worthington Milton Coggon Springville Grinnell Maxwell St. Olar Intercultural Institute Liscomb Millersburg La Motte Missouri Valley Paullina Gladbrook Rin View Volcontextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



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Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	48.82%	49.3%	49.57%
Recycled products	35.18%	35.61%	35.74%
Worked as volunteer (non political)	16.99%	17.44%	17.54%
Engaged in fund raising	10.73%	11.08%	11.31%
Religious club member	7.64%	7.78%	7.78%
Wrote to elected offcl about publ bus	6.22%	6.29%	6.24%

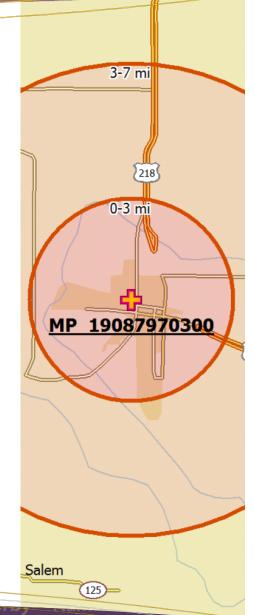
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.6%	5.68%	5.65%
newspaper			
Charitable Organization	5.55%	5.76%	5.95%
Fraternal order member	5.4%	5.3%	5.16%
Union member	5.28%	5.55%	5.76%
Took active part in local civic	4.94%	4.99%	5.1%
issue			
Addressed a public meeting	4.69%	5%	5.22%

New Virginia Wheatland Franklin Mount Sterling Chillicothe Lowden Newell Shellsburg Dubuque Alleman Clear Lake Atlantic Shenandoah Delta Boone Peosta Miles Intercultural Institute Wyoming Marion Lisbon Frederika Westwood Manchester Coppock Confectual Ministry Dana Alvord 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.



Mentour Owasa Elk Run Heights Wellman Soldier St. Marys Glenwood Marquette Magnelia Garrison Intire Ely Rock Rapids New Albin Bennett Peosta Cromwell Marysviller Intercultural Institute Dougherty Hospers Fraser Leland McCausland Manning Ashton Malve Intercultural Institute Joi Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry St. Ansgar Leando Polk City Montezuma Universi 50

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	16.14%	16.02%	15.55%
Children's Books	12.38%	12.56%	12.48%
Mystery	11.56%	11.53%	11.41%
Cookbooks	10.6%	10.69%	10.67%
Religious (not Bibles)	8.61%	8.69%	8.71%
Romance	6.49%	6.65%	6.62%
Biography	6.44%	6.23%	5.89%
History	6.38%	6.41%	6.38%
Personal/Business Self-help	5.77%	5.96%	6.05%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	68.81%	68.39%	67.75%
Gen. Editorial	45.15%	44.85%	44.43%
Womens	40.76%	40.34%	39.65%
Service	34.83%	35.15%	35.13%
Mens	18.15%	17.73%	17.53%
Business/Finance	15.08%	15.04%	14.54%
Automotive	14.4%	14.37%	14.51%
Fishing/Hunting	14.31%	14.93%	15.62%
Sports	14.09%	13.83%	13.67%

Dakota City West Branch Leighton Protivin Monmouth Earlville Polk City Schleswig Geneva Corydo etta Garber Westside West Bend Morrison Rippey Dumont Council Blog Intercultural Institute Arispe Prairieburg Fort Atkinson Joice Rowan Ankeny Ralston Caller (ontextual Ministry for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	57.71%	57.99%	57.93%
Classified	35.58%	35.96%	36.45%
Editorial Page	33.95%	34.08%	33.97%
Sport	32.99%	33.28%	33.64%
Comics	29.86%	29.82%	29.83%
Business/Finance	28.44%	28.56%	28.37%
Food/Cooking	26.54%	26.36%	26.07%
Movie Listings & Reviews	25.64%	25.25%	24.84%
TV/Radio Listings	25.14%	24.83%	24.59%
Home/Gardening	22.67%	22.79%	22.77%
Travel	18.82%	18.86%	18.68%
Science/Technology	17.77%	17.68%	17.51%
Fashion	13.45%	13.32%	13.18%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	25.47%	27.06%	28.61%
Adult Contemporary	19.3%	19.4%	19.25%
CHR Contemp Hit Radio	18.09%	17.54%	17.2%
Rock	13.23%	13.31%	13.36%
News/Talk	11.84%	11.99%	11.81%
Oldies	11.48%	11.66%	11.84%
Classic Rock	10.85%	11.3%	11.44%
Urban Contemporary	9.06%	06% 8.36%	
Alternative	8.84%	8.6%	8.31%
Variety	6.86%	6.85%	6.86%
Religious	5.93%	6.09%	6.15%
Soft Contemporary	5.77%	5.7%	5.41%
Classic Hits	4.35%	4.26%	4.13%
All News	4.21%	4.06%	3.8%
Sports	3.42%	3.45%	3.32%
All Talk	3.3%	3.33%	3.21%
Classical	3.17%	3.14%	3%
Adult Standards	3.16%	3.03%	2.86%

Shelden Stout Curlew Ollie Rembrandt Le Grand Farmington Early Bertram Asbury Newton Victor Wall Lake Laurens Cincinnati Randall Peterson Coon Rapids William Mest Okoboji Fonda Sa The Thor Richland Monmouth Palo Everly West Branch Stanton Buss of Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contex

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	59.64%	61.31%	62.81%
Satellite Dish	57.57%	58.21%	57.63%
Soapnet	50.12%	50.27%	50.07%
Other Video-On-Demand	41.27%	41.76%	42.27%
Sci-Fi Channel	34.86%	36.21%	37.6%
MSNBC	32.99%	34.02%	34.79%
Adult Pay Per View TV	32.32%	33.25%	33.85%
Comedy Central	30.21%	29.64%	28.66%
TV Info From Sunday TV	27.88%	28.34%	28.28%
Magazine			
Nickelodeon	27.82%	29.31%	30.6%
Subscribe Digital Cable	25.91%	26.71%	27.84%
Adult Swim	25.88%	27.1%	28.43%

and Fremont Everly Lawton Luther Reinbeck Hamburg Elliott Stockton Fontanelle Alta Braddyville Battle Creek Leon Portsmouth Marcus Houghton Redfield Garner Intercultural Institute ware Emerson Kellogg Newton Eagle Grove Donnellson Ellston Atalis for Contextual Ministry Occopyright 2014, Intercultural Institute for Contextual Ministry Place Provide Participation Provide Provide Pisgah Coralville Thompson Ida Grove Kellerton 53 Participation Participation Provide Provide Pisgah Coralville Thompson Ida Grove Kellerton 53

ESPN Classic

19.43%

19.03%

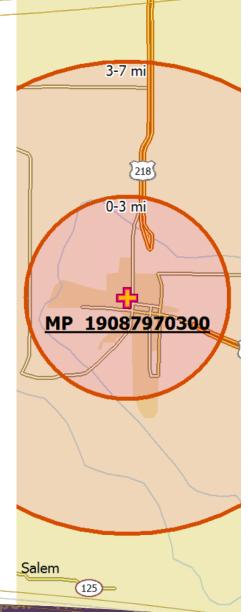
18.16%

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.



A Williams Camanche Allison Baldwin Olin Emerson Little Sioux Harlan Waverly Dike Ainsworth Panora Decatur City Pomeroy Dickens Lake Mills Jewell Junction Richer Intercultural Institute Neola Granger Okoboji Walnut Morrison Adel Shellsburg Arispe Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 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+)	18.9%	18.98%	18.7%
Medium Users (4-6)	10.32%	10.31%	10.13%
Light Users (1-3)	21.56%	21.35%	20.99%
Quintiles (20%)			
Newspaper I (Heavy)	1.29%	1.35%	1.5%
Newspaper II	1.8%	1.75%	1.7%
Newspaper III	1.92%	2.05%	2.1%
Newspaper IV	0.97%	0.94%	0.89%
Newspaper V (Light)	1.46%	1.46%	1.41%

0-3	3-7	7-10
MILES	MILES	MILES
17.83%	18.3%	18.82%
8.15%	8.33%	8.52%
9.39%	9.77%	9.97%
10.2%	10.28%	10.56%
0.63%	0.59%	0.55%
5.75%	5.44%	5.41%
2.47%	2.32%	2.23%
3.02%	2.93%	2.98%
17.19%	17.03%	16.82%
26.4%	26.37%	26.29%
14.99%	14.7%	14.63%
4.93%	4.73%	4.68%
4.08%	4%	4.09%
22.71%	22.43%	22.35%
2.6%	2.44%	2.47%
	MILES 17.83% 8.15% 9.39% 10.2% 0.63% 5.75% 2.47% 3.02% 17.19% 26.4% 14.99% 4.08% 22.71%	MILES MILES 17.83% 18.3% 8.15% 8.33% 9.39% 9.77% 10.2% 10.28% 0.63% 0.59% 5.75% 5.44% 2.47% 2.32% 3.02% 2.93% 17.19% 17.03% 26.4% 26.37% 14.99% 4.73% 4.08% 4% 22.71% 22.43%

asant Plain Farnhamville Sioux City Delhi Stout Bronson Andrew Braddyville Minburn Franklin Wallin Grand Mound Laurel Churdan Hansell Buffalo Center University Park Ministry Nodaway Windsor Heights Zearing Larchwood Sully Packwood Gib Contextual Ministry Contextual Ministry Pale Brunsville Shenandoan Parnell Pulaski Urban 55 an Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

Radio Drive Time Quntiles	MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
(fifths / 20%) 2.7% 2.87% 3.19% Drive Time I & II (Heavy) 0.83% 0.76% 0.73% Radio IV & V (Light) 2.07% 2.15% 2.28% Radio Media Quntiles (fifths / 2.07% 2.15% 2.28% Radio Media Quntiles (fifths / 2.07% 2.15% 2.28% Radio I & II (Heavy) 8.69% 8.54% 7. 20%) TV Early/Late Fringe Quntiles 8.69% 8.54% 7. Radio I & II (Medium) 4.32% 4.71% 4.98% Fringe I & II (Heavy) 39.7% 39.86% 36 Radio IV & V (Light) 2.81% 2.95% Fringe I I (Medium) 56.09% 56.23% 56 Cable TV Quntiles (fifths / 2.0%) TV All Day Quntiles (fifths / 57 7 Cable I & II (Heavy) 10.86% 11.41% 11.75% All Day I & II (Heavy) 12.6% 12.25% 12		MILES	MILES	MILES		MILES	MILES	MILE
Drive Time I & II (Heavy) 2.7% 2.87% 3.19% Drive Time III (Medium) 0.83% 0.76% 0.73% Radio IV & V (Light) 2.07% 2.15% 2.28% Radio Media Quntiles (fifths / 2.07% 2.15% 2.28% Radio IV & V (Light) 8.69% 8.54% 7. Radio I & II (Heavy) 8% 8.14% 8.3% Radio I & II (Medium) 4.32% 4.71% 4.98% Radio IV & V (Light) 2.81% 2.95% Cable I & II (Heavy) 10.86% 11.41% 11.75%	Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /	_		
Drive Time III (Medium) 0.83% 0.76% 0.73% Radio IV & V (Light) 2.07% 2.15% 2.28% Radio Media Quntiles (fifths / 2.07% 2.15% 2.28% Prime Time III (Medium) 1.89% 8.69% 8.54% 7. 20%) TV Early/Late Fringe Quntiles (fifths / 20%) 1.89% 8.69% 8.54% 7. Radio I & II (Heavy) 8% 8.14% 8.3% Fringe I & II (Heavy) 39.7% 39.86%	(fifths / 20%)				20%)			
Radio IV & V (Light) 2.07% 2.15% 2.28% Prime Time IV & V (Light) 8.69% 8.54% 7. Radio Media Quntiles (fifths / 20%)	Drive Time I & II (Heavy)	2.7%	2.87%	3.19%	Prime Time I & II (Heavy)	3.62%	3.65%	3.73
Radio Media Quntiles (fifths / 20%) TV Early/Late Fringe Quntiles (fifths / 20%) Radio I & II (Heavy) 8% 8.14% 8.3% Radio I Media Quntiles (fifths / 20%) Since 1 & II (Heavy) 39.7% 39.86%	Drive Time III (Medium)	0.83%	0.76%	0.73%	Prime Time III (Medium)	1.89%	1.93%	2.05
20%) Radio I & II (Heavy) 8% 8.14% 8.3% Radio I & II (Medium) 4.32% 4.71% 4.98% Radio IV & V (Light) 2.81% 2.87% 2.95% Cable TV Quntiles (fifths / 2.81% 2.87% 2.95% Cable I & II (Heavy) 10.86% 11.41% 11.75%	Radio IV & V (Light)	2.07%	2.15%	2.28%	Prime Time IV & V (Light)	8.69%	8.54%	7.97
Radio I & II (Heavy) 8% 8.14% 8.3% Fringe I & II (Heavy) 39.7% 39.86%	Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
Radio III (Medium) 4.32% 4.71% 4.98% Radio IV & V (Light) 2.81% 2.87% 2.95% Cable TV Quntiles (fifths / 20%) 58.8% 58.48% 57 Cable I & II (Heavy) 10.86% 11.41% 11.75% All Day I & II (Heavy) 12.6% 12.25% 12	20%)				(fifths / 20%)			
Radio IV & V (Light) 2.81% 2.87% 2.95% Fringe IV (Light) 58.8% 58.48% 57 Cable TV Quntiles (fifths / 20%) - <td>Radio I & II (Heavy)</td> <td>8%</td> <td>8.14%</td> <td>8.3%</td> <td>Fringe I & II (Heavy)</td> <td>39.7%</td> <td>39.86%</td> <td>39.7</td>	Radio I & II (Heavy)	8%	8.14%	8.3%	Fringe I & II (Heavy)	39.7%	39.86%	39.7
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths / 20%) 20%) Cable I & II (Heavy) 10.86% 11.41% 11.75% All Day I & II (Heavy) 12.6% 12.25% 12	Radio III (Medium)	4.32%	4.71%	4.98%	Fringe III (Medium)	56.09%	56.23%	56.3
20%) 20%) Cable I & II (Heavy) 10.86% 11.41% 11.75% All Day I & II (Heavy) 12.6% 12.25% 12	Radio IV & V (Light)	2.81%	2.87%	2.95%	Fringe IV (Light)	58.8%	58.48%	57.7
Cable I & II (Heavy) 10.86% 11.41% 11.75% All Day I & II (Heavy) 12.6% 12.25% 12	Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
	20%)				20%)			
Cable III (Medium) 3.55% 3.58% 3.54% All Day III (Medium) 24.64% 24.62% 24	Cable I & II (Heavy)	10.86%	11.41%	11.75%	All Day I & II (Heavy)	12.6%	12.25%	12.0
	Cable III (Medium)	3.55%	3.58%	3.54%	All Day III (Medium)	24.64%	24.62%	24.5
Cable IV & V (Light) 30.34% 30.67% 31.51% All Day IV (Light) 11.46% 10.83% 10.83%	Cable IV & V (Light)	30.34%	30.67%	31.51%	All Day IV (Light)	11.46%	10.83%	10.6

e Eldon Humboldt Stanhope Vinton North Washington St. Donatus Maxwell Ute Anita Henderson e Eldire Maharishi Vedic City Clarksville Alta Tennant Nevada Churdan Makarishi Vedic City Clarksville Alta Tennant Nevada Churdan Mintercultural Institute Buena Vista Manilla Larrabee Defiance Sumner Castalia Rome Allisco Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.55%	10.79%	11.24%
6:00am - 10:00am	14.2%	13.98%	13.53%
10:00am - 3:00pm	7.23%	6.64%	5.78%
3:00pm - 7:00pm	14.37%	14.36%	14.25%
7:00pm - Midnight	12.28%	12.26%	12.13%
Midnight - 6:00am	4.55%	4.54%	4.58%
Weekend Radio			
Listeners			
Dayparts [summary]	13.48%	14.06%	14.55%
6:00am - 10:00am	3.13%	3.05%	2.98%
10:00am-3:00pm	4.94%	4.79%	4.49%
3:00pm - 7:00pm	6.12%	6.21%	6.36%
7:00pm - Midnight	7.89%	7.81%	7.68%
Midnight - 6:00am	12.48%	11.74%	10.73%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.94%	8.21%	8.2%
Saturday: 8:00-11:00pm	8.53%	8.56%	8.35%
Sunday: 7:00-11:00pm	8.87%	9.37%	9.82%
9:00am-1:00pm	24.75%	25.83%	26.61%
9:00am-4:00pm	29.09%	30.1%	30.68%
4:00pm-7:00pm	26.59%	27.03%	27.25%
11:00pm-1:00am	40.75%	41.6%	42.16%
AVG Prime time	2.07%	2.1%	2.11%
Mon-Sun			

Curlew Balltown Charter Oak Kanawha Braddyville Scarville Zwingle Harris Marion Batavia Gibson File Centralia Hamburg West Des Moines Victor Coppock New Virginia Calles Center Afton Cambridg Intercultural Institute Intercultural Institute Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Confectual Confectual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.45%	16.27%	15.99%	Sat: 7-10am	Sat: 7-10am 17.58%	Sat: 7-10am 17.58% 17.73%
7-9am	20.54%	20.49%	20.45%	Sat: 10am-1pm	Sat: 10am-1pm 6.71%	Sat: 10am-1pm 6.71% 6.9%
9am-12noon	20.7%	21.74%	22.53%	Sat: 1-4pm	Sat: 1-4pm 24.02%	Sat: 1-4pm 24.02% 24.12%
12noon-4pm	8.39%	8.36%	8.15%	Sat: 4-6pm	Sat: 4-6pm 5.62%	Sat: 4-6pm 5.62% 5.91%
4-6pm	42.05%	43.49%	44.1%	Sat: 6-7pm	Sat: 6-7pm 1.62%	Sat: 6-7pm 1.62% 1.74%
6-7pm	20.54%	21.4%	22.02%	Sat: 7-8pm	Sat: 7-8pm 0.81%	Sat: 7-8pm 0.81% 0.88%
7-7:30pm	0.99%	1.04%	1.11%	Sat: 8-11pm	Sat: 8-11pm 8.53%	Sat: 8-11pm 8.53% 8.56%
7:30-8pm	9.39%	9.65%	9.88%	Sat: 11pm-1am	Sat: 11pm-1am 3.91%	Sat: 11pm-1am 3.91% 3.92%
8-11pm	7.94%	8.21%	8.2%	Sat: 1am-7pm	Sat: 1am-7pm 24.6%	Sat: 1am-7pm 24.6% 24.79%
11pm-12am	32.99%	34.02%	34.79%	Sun: 7-10am	Sun: 7-10am 1.76%	Sun: 7-10am 1.76% 1.84%
11pm-1am	40.75%	41.6%	42.16%	Sun: 10am-1pm	Sun: 10am-1pm 6.97%	Sun: 10am-1pm 6.97% 7.32%
1-6am	32.99%	32.58%	31.73%	Sun: 1-4pm	Sun: 1-4pm 5.22%	Sun: 1-4pm 5.22% 5.45%
				Sun: 4-7pm	Sun: 4-7pm 12.8%	Sun: 4-7pm 12.8% 13.38%
				Sun: 7-11pm	Sun: 7-11pm 8.87%	Sun: 7-11pm 8.87% 9.37%
				Sun: 11pm-1am	Sun: 11pm-1am 4.13%	Sun: 11pm-1am 4.13% 4.18%
				Sun: 1-7am	Sun: 1-7am 19.53%	Sun: 1-7am 19.53% 20.32%

well City Oakland Acres Woodburn Schaller Bouton Lisbon Russell Victor Westgate Dunsombe Fort a City Sloux Rapids Norway Bradgate Neola Cascade Floyd Quasquere Intercultural Institute Hedrick Garber Miles Whiting Franklin Meservey Fonda Oskaloos for Contextual Ministry e Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

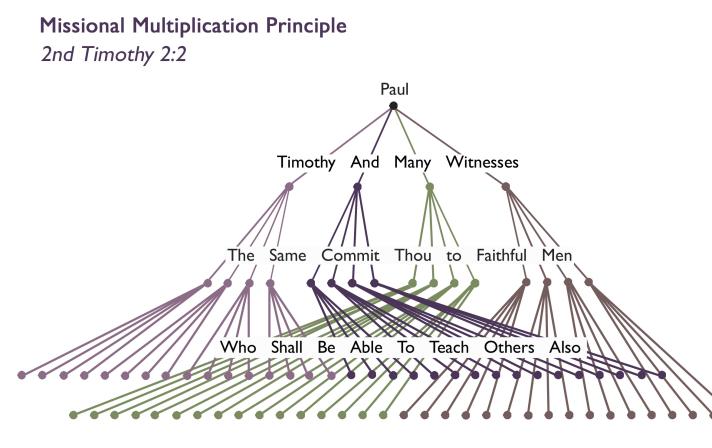
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



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.



Hornick Pilot Mound New London Decorah Sheldahl Winterset Lamoni Jackson Junction Earling Fempleton Northboro Modale Dickens Cincinnati Hamburg Cotter Intercultural Institute Callender Hedrick Humboldt Keystone Aredale Batavia Boyden Greet for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



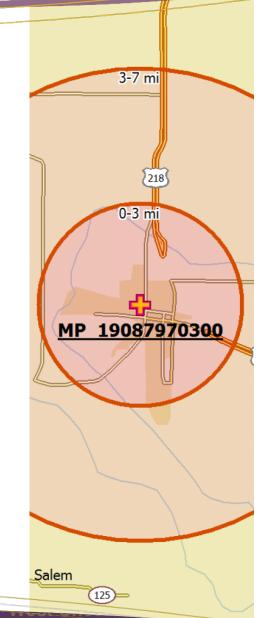


Your MissionSite and the Missional Suite

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

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

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



Bode Macedonia Estherville La Porte City Marble Rock Eddyville Varina Struble Newhall Ringsted Saylorville Neola Sigourney Low Moor Moville Underwood Knoxyler Intercultural Institute Leland Randall Stanwood Murray Mechanicsville Nichols Blakesbur Golder Sherrill Adel Battle Cre Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Notes and Sources

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





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