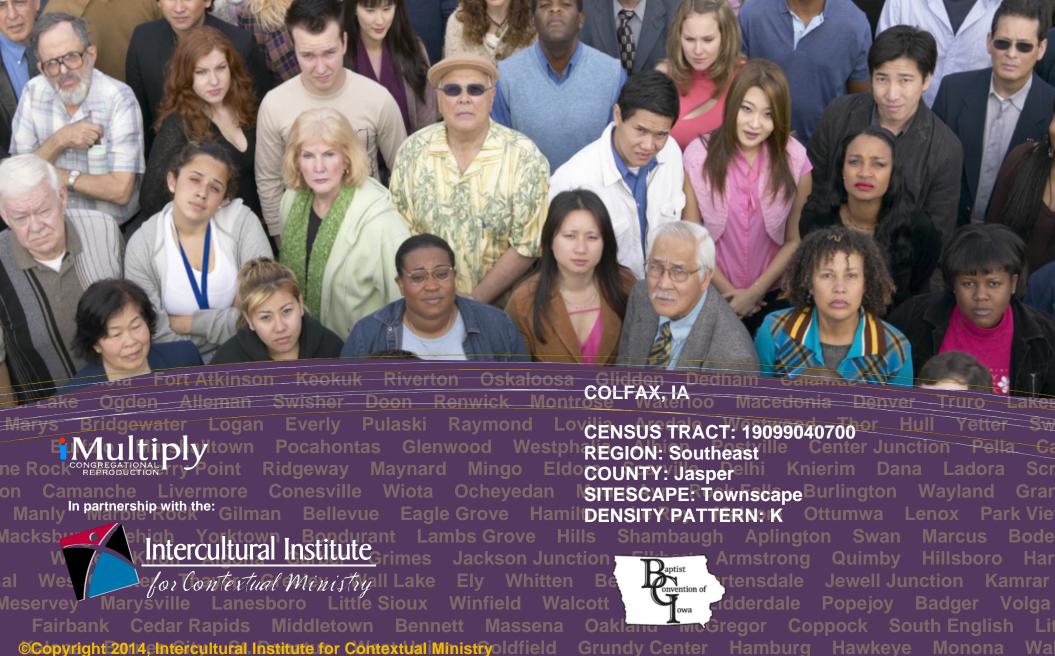
# MissionSite top unreached locations



#### MissionSite (TM) Table of Contents

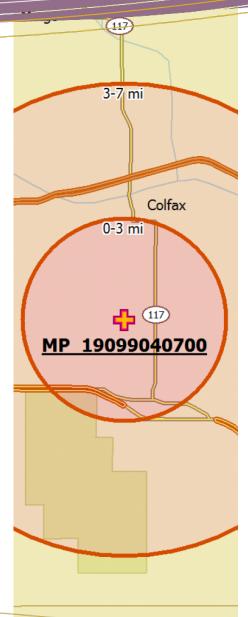
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



#### Site Location Summary

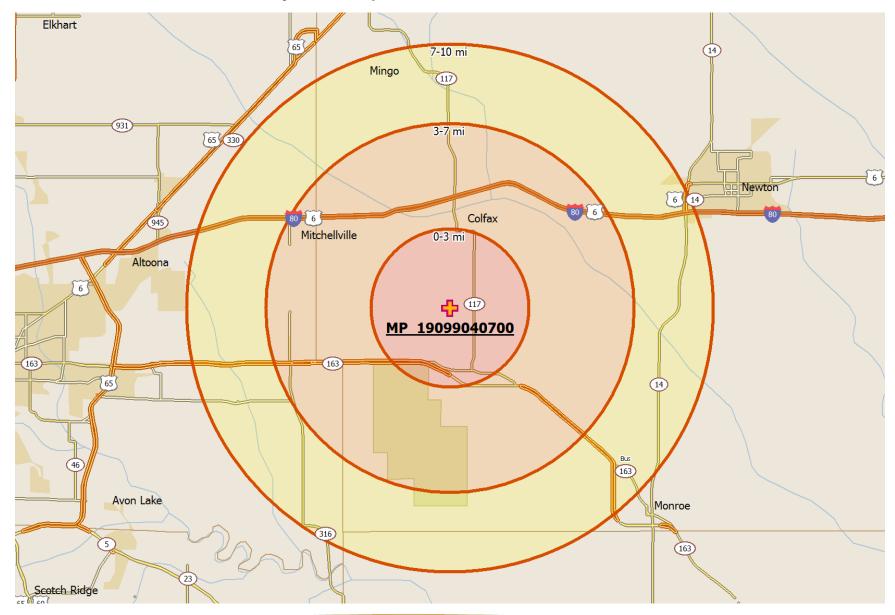
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	19099	Jasper
4	Zipcode	50054	Jasper
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	К	10000-10000-10000



Lost Nation Nora Springs Macedonia Swan Camanche Decorah Martelle West Burlington Dayton Estim Intercultural Institute Goose Lake Armstrong Dougherty Ankeny Holland Marshalltown Rak Copyright 2014, Intercultural Institute for Contextual Ministry

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



Pocahontas Beaman Harper Delaware Dixon Lake Mills Lakota Lincoln Lake View Murray Hillsboro an Derby Vincent Elkader Randall Schaller Janesville Elgin Hornick of the Sigur Mechanicsville Kest arket Gravity Farley Ventura Woden Randalia Jolley Garwin Vail Word for Contextual Ministry da Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL /	СО	EXPLANATION
	URBAN	DE	
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	19	Percent commuting from non metro to metro areas

Anamosa Luana Minden Edgewood Farragut Gilbertville Ames Sheldant Goldfield Columbus City Ute Cedar Fails Greeley Dubuque Elkader Farnhamville Rathbun Intercultural Institute ille Melcher-Dallas Beacon Osterdock Hastings Bradgate Crawfordsvi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,943	5,149	10,070
2010 Households	1,171	1,976	4,220
2010 Group Quarters Population	78	239	539

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	10	9	9
Language Diversity National Index	11	8	13
Foreign Born Diversity National Index	46	52	33
Ancestry Diversity National Index	79	86	70
Racial Diversity National Index	3	13	5

Red Oak Rodney New Eiberty Beaver Carson Henderson Graettinger Winterset Waverly Hamburg He art Holy Cross Wesley Fontanelle Fairfax Atkins Calmar Greeley Were Intercultural Institute Logan Essex Eddyville Silver City Truro Modale Breda Holland Der Confextual Ministry Truesdale Battle <sup>f</sup> Copyright 2014, Intercultural Institute for Contextual Ministry St. Lucas Lone Tree Oto Larchwood Lovilia Hawkey6

## 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

Truro Greene Bertram Melcher Dallas Primghar Iowa Falls Gladbrook Decatur City Marcus Shenando Tor Zwingle University Heights Tripoli Whittemore Oakland Lincoln Intercultural Institute Richland Leighton Tingley Chester Garnavillo Adel Lake Park Mc for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Montour Houghton Clemons Farmersburg Rubbell

## 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	69	5.89%
Mainstay Communities	Established, Diverse Households	277	23.65%
Working Communities	Blue-collar, Working Families	577	49.27%
Country Communities	Rural, Agri. & Mining Families	213	18.19%
Aspiring Communities	Young Singles / Aspiring-Multihousing	16	1.37%
Urban Communities	High Density, Inner-city Neighborhoods	19	1.62%

Alcott Mingo Hansel Mount Ayr Churdan Duncombe Scranton Story City Hardy Wellsburg Keota H Hakesburg Wilton Coggon Hamilton McClelland Ruthven Exira Plymon Intercultural Institute Preston Keokuk Williamsburg Centralia Deloit West Des Moines Par (Sontextual Ministry) Sen Terril Ma ©Copyright 2014, Intercultural Institute for Contextual Ministry Willey Badger Victor Marpa Mitchell, Floyd, Bidger

# 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.

mghar Hanlontown Gruver Whiting Lineville Grafton Ollie Zearing Carlisle Beaver Ogden Centralia neuth Coggon Birmingham Balltown Thurman Orient State Center Correction Intercultural Institute lett Grove Shelby Fenton Prairieburg Knoxville Hills Carter Lake De State Contextual Ministry Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry What Cheer Auburn Sharpsburg Mechanicsville Sloan

# 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	9,769	780	7.98%
Unreached %	65.27%	66.58%	102.02
Religious But NOT Evangelical HH	1,835	166	9.04%
Religious But NOT Evangelical %	12.26%	14.17%	115.58
Spiritual But NOT Relig or Evang HH	1,702	142	8.37%
Spiritual But NOT Relig or Evang %	11.37%	12.17%	106.96
Not Evangelical, Not Interested HH	6,233	471	7.56%
Not Evangelical, Not Interested %	41.65%	40.25%	96.65



Buck Grove Blakesburg Coin North Buena Vista Kellerton Odebolt Princeton Floyd Farmington H Lake View Onslow Gladbrook Maysville Lorimor Springbrook Guernsed Intercultural Institute Fraser Meservey Letts Arion Saylorville Stockport McClelland Oxfor For Contextual Ministry Baldwin Yetter Muscatine Spirit Lake Oelwein Riverd 1 Copyright 2014, Intercultural Institute for Contextual Ministry Wayerly, Elkbart Lake Park, Bulaski, University Park, Fair

# **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	1,793	135	7.53%
Active Evangelical Percent	11.98%	11.52%	96.21
Inactive Evangelical Households	3,406	256	7.53%
Inactive Evangelical Percent	22.75%	21.89%	96.21
# New Churches Needed	7	1	7.82%



Hock Kelley Albert City St. Paul Coalville Truro Fredonia Millerton Grand Mound Scranton Coin Bur Frienda Derby Unionville Beaver Lohrville Ellsworth Waverly Fort Atter Corelville Jewell Junction Paullina Granville Plymouth Plainfield Lake View Tipton Sharpsburg for Confextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Calumet Fontanelle Maquoketa Rudd Victor Urbana 12

# 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

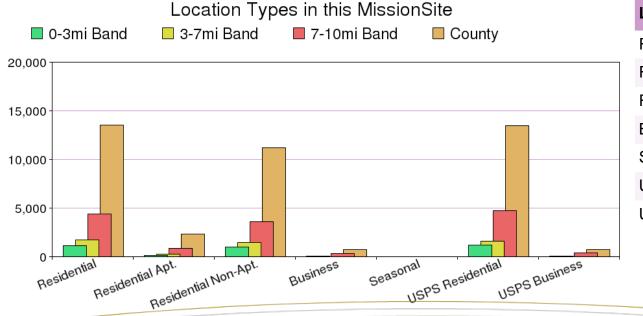
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	34,795	2,974	8.55%
2000 Population	37,213	3,003	8.07%
2010 Population	36,102	2,943	8.15%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	13,632	1,118	8.2%
2000 Households	14,689	1,135	7.73%
2010 Households	14,967	1,171	7.82%

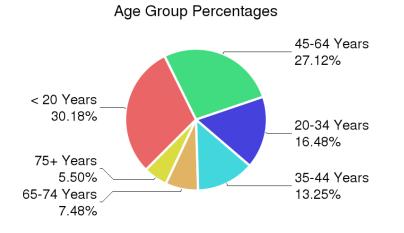


Location Type	0-3mi Band
Residential	1,104
Residential Apt.	136
Residential Non-Apt.	968
Business	64
Seasonal	0
USPS Residential	1,217
USPS Business	87

Prairie City Pleasantville Treynor West Point Superior Dexter Cumberland Collins Soldier Eldora Hield Morrison Nemaha Graettinger Persia Milo Hepburn Stockport Intercultural Institute Sageville Berk Ile Bennett Rake Barnum Creston State Center Lanesboro Carpenter for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

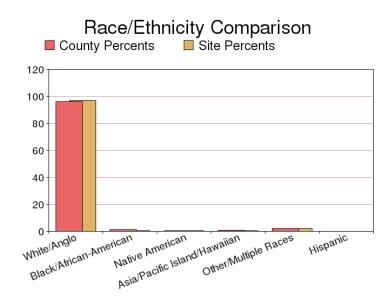


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	6.29%	117.79
4-5 Years	2.49%	2.48%	99.6
6-8 Years	3.66%	4.11%	112.3
9-11 Years	3.72%	4.79%	128.76
12-13 Years	2.53%	3.23%	127.67
14-17 Years	5.15%	6.12%	118.83
18-19 Years	2.61%	3.16%	121.07
0-5 Years	7.83%	8.77%	112.01
6-12 Years	8.64%	10.43%	120.72
13-19 Years	9.02%	10.98%	121.73
< 20 Years	25.49%	30.18%	118.4
20-34 Years	16.99%	16.48%	97
35-44 Years	12.65%	13.25%	104.74
45-64 Years	28.11%	27.12%	96.48
65-74 Years	8.48%	7.48%	88.21
75+ Years	8.27%	5.5%	66.51
Median Age	41	36	88.22
Median Age (Male)	39	36	90.62
Median Age (Female)	43	42	98.24

Fairbank Plover Lynnville Parnell Lamont Sageville Leighton Princeton Clarence Lake Mills Le Gran Paulina Adel Udell Corning Osceola Newton Fertile Doon Moravia Che Shueyville Buran Vebster Blue Grass Cascade Ely Ridgeway Fayette Emerson Fostoria Vebster Blue Grass Cascade Ely Ridgeway Fayette Emerson Fostoria Vebster Blue Grass Cascade Ely Ridgeway Fayette Emerson Fostoria Copyright 2014, Intercultural Institute for Contextual Ministry Rateburge Vashta Alta Vista Luana Keswick Larchy

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	95.91%	96.91%	101.04
Black, African-American	1.09%	0.54%	49.69
Native American	0.27%	0.37%	140.56
Asian	0.75%	0.27%	36.48
Pacific Island, Hawaiian	0.07%	0%	0
Other/Multiple Races	1.91%	1.9%	99.7
Hispanic	0%	1.46%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	24,788	1,875	
Less than 9th Grade	3.59%	3.25%	110.49
No High School Diploma	5.78%	5.97%	96.71
High School Graduate	44.22%	49.33%	89.64
Some College, no degree	21.52%	21.55%	99.89
Associate Degree	8.08%	6.93%	116.55
College Degree	12.56%	10.24%	122.68

4.24%

2.72%

155.88

New Hartford Merrill Panama Beaver Conrad Clarion Bristow Arlington Lincoln North Washington Kelley Oskaloosa Titonka Mount Auburn Arispe Pleasantville Center Provident Arthur Anita Ports sen Zearing Eagle Grove St. Marys Harpers Ferry Dubuque Benton River for Confectual Ministry ay Copyright 2014, Intercultural Institute for Contextual Ministry Lacona Rowan Ocheyedan Elma Vincent Udell 16

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.29%	5.21%	112.99
\$10,000 to \$19,999	12.78%	17.76%	138.97
\$20,000 to \$29,999	9.59%	8.88%	92.63
\$30,000 to \$49,999	24.85%	24.08%	96.89
\$50,000 to \$59,999	9.82%	10.42%	106.08
\$60,000 to \$69,999	8.2%	4.7%	57.25
\$70,000 to \$79,999	6.21%	6.66%	107.31
\$80,000 to \$89,999	4.65%	6.4%	137.73
\$90,000 to \$99,999	3.12%	3.93%	125.9
\$100,000 to \$124,999	8.49%	8.71%	102.65
\$125,000 to \$149,999	2.55%	1.2%	46.97
\$150,000 to \$199,999	2.57%	1.96%	76.56
\$200,000 to \$249,999	0.42%	0%	0
\$250,000 or more	0.46%	0%	0
Median Household	47,423	46,634	98.34
Average Household	58,246	59,397	101.98
Per Capita Household	24,660	23,646	95.89
Family/Non-Family Household			
Income			
Median Family Income	59,260	55,756	94.09
Average Family Income	69,918	66,471	95.07
Median Non-Family Income	28,644	23,967	83.67
Average Non-Family Income	35,664	29,287	82.12

arling Iowa Falls Mount Auburn Mason City Martensdale Wallingford Rock Valley Ruthven Conesville E City Duncombe Callender Elkport Cantril Rake Cylinder Riverside Intercultural Institute nsey Greenville Wesley Johnston Zwingle Newton Lansing Luxembu Govrie Elma Neola Coral 17 Copyright 2014, Intercultural Institute for Contextual Ministry Standard Dickens Spillville West Chester Morrison Ply

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	65.93%	67.46%	102.33
Families with Children	28.35%	32.02%	112.96
Families without Children	37.58%	35.44%	94.31
Non-Family Households			
% Non-Family Households	34.07%	32.54%	95.48
Non-Families with Children	1.1	1.88	171.46
Non-Families without Children	32.98	30.66	92.96
Housing Units			Index
Total Housing Units	16,289	1,283	
Vacant percent	8.12%	8.65%	106.6
Owned percent	67.71%	72.1%	106.47%
Rented Percent	24.17%	19.25%	79.65
Households by Size			Index
Avg household size	2.30	2.45	106.52
Avg family hh size	2.86	3.04	106.29
Avg non-family hh size	1.21	1.22	100.83
Households By Count of Persons			Percent
One	4,075	307	7.53%
Two	6,025	422	7%
Three or Four	3,965	357	9%
Five+	902	85	9.42%

arling Bronson Davenport Thompson Anita Westwood Tama Barnes City Rathbun Oto Morning Sun Mystic Lehigh Ames Nichols Milton Bettendorf Quimby Cushing Intercultural Institute Ryan Clemons Dundee Des Moines Montour Clare Creston Galt Ran St Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

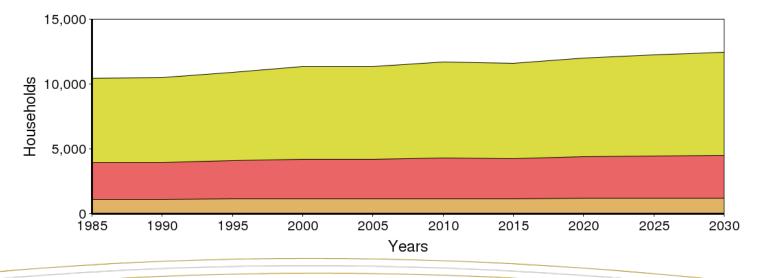
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	34,795	2,974	8.55%
2000 Population	37,213	3,003	8.07%
2010 Population	36,102	2,943	8.15%
2015 Population	35,320	2,850	8.07%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

ı 🛛 🗌 0-10mi Ring

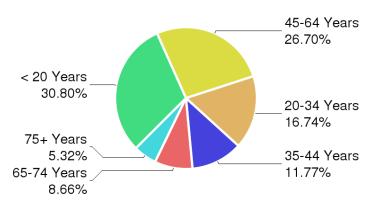


kuk Redding <u>Moravia Hampton Le Roy Sioux Center Waucoma</u> Clarion College Springs Buffalo Brig Tona Kingsley Bonaparte Gowrie Linn Grove Swisher Alta Maharishi <u>Intercultural Institute</u> Joice Marsha Vail Council Bluffs Little Rock Colfax Cotter Gilmore City Graettin *Intercultural Institute* Beaman Rolar ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

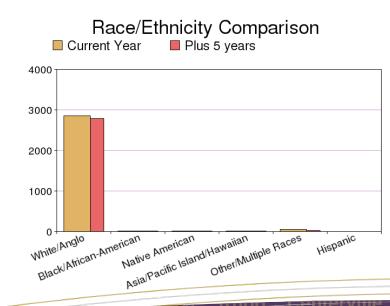


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.29%	7.51%	119.4
4-5 Years	2.48%	2.77%	111.69
6-8 Years	4.11%	4.28%	104.14
9-11 Years	4.79%	4.6%	96.03
12-13 Years	3.23%	2.98%	92.26
14-17 Years	6.12%	5.96%	97.39
18-19 Years	3.16%	2.74%	86.71
0-5 Years	8.77%	10.28%	117.22
6-12 Years	10.43%	10.39%	99.62
13-19 Years	10.98%	10.18%	92.71
< 20 Years	30.18%	30.85%	102.22
20-34 Years	16.48%	16.77%	101.76
35-44 Years	13.25%	11.79%	88.98
45-64 Years	27.12%	26.74%	98.6
65-74 Years	7.48%	8.67%	115.91
75+ Years	5.5%	5.33%	96.91
Median Age	41	35	86.35
Median Age (Male)	39	34	87.36
Median Age (Female)	43	39	90.12

Luana St. Olaf Urbandale Beaman Dunkerton Panora Renwick Earling Malcom West Burlington Mac Ashton Haverhill Zwingle Washington Dayton Collins Alexander Armer Intercultural Institute West Bend Sloan Packwood Maxwell Coburg Sanborn South Englis 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 VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	96.91%	97.96%	101.09
Black, African-American	0.54%	0.63%	116.17
Native American	0.37%	0.32%	84.49
Asian	0.27%	0.35%	129.08
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.9%	0.74%	38.72
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,875	1,785	
Less than 9th Grade	3.25%	2.52%	77.49
No High School Diploma	5.97%	5.32%	89.1
High School Graduate	49.33%	49.19%	99.7
Some College, no degree	21.55%	21.9%	101.66
Associate Degree	6.93%	7.73%	111.51
College Degree	10.24%	10.76%	105.04
Graduate/Prof. degree	2.72%	2.58%	94.74

City Floyd <u>Diagonal Sherrill Deloit Stratford Lamoni Macksburg</u> Forest City Cherokee Wapello G Scenter Mondamin Searsboro Kelley Hamilton Atkins Paullina Grand Ministry Arina University Heights Olds Anita Tingley Dumont Carpenter Jesup for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	5.21%	4.82%	92.51
\$10,000 to \$19,999	17.76%	16.95%	95.45
\$20,000 to \$29,999	8.88%	7.06%	79.46
\$30,000 to \$49,999	24.08%	23.92%	99.35
\$50,000 to \$59,999	10.42%	10.33%	99.12
\$60,000 to \$69,999	4.7%	4.39%	93.45
\$70,000 to \$79,999	6.66%	7.14%	96.9
\$80,000 to \$89,999	6.4%	6.88%	104.81
\$90,000 to \$99,999	3.93%	4.3%	109.54
\$100,000 to \$249,999	8.71%	10.5%	120.53
\$125,000 to \$149,999	1.2%	1.38%	115.17
\$150,000 to \$199,999	1.96%	2.58%	131.45
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0%	0%	0
Median Household	46,634	48,944	104.95
Average Household	59,397	62,092	104.54
Per Capita Household	23,646	25,330	107.12
Family/Non-Family Household			
Income			
Median Family Income	55,756	59,056	105.92
Average Family Income	66,471	69,457	104.49
Median Non-Family Income	23,967	27,884	116.34
Average Non-Family Income	29,287	31,422	107.29

Tama Arcadia Hampton Colwell Goodell Epworth Farragut Grimes Nora Springs Westside Albie and Elma Sageville Alexander Osage Steamboat Rock Cushing Parnel Andrew Brooklyn Orange City harishi Vedic City New Sharon Clarinda Earling Thompson Norway Way Gottestual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	67.46%	65.49%	97.08
Families with Children	32.02	28.92	90.29
Families without Children	35.44	33.22	93.73
Non-Family Households			
% Non-Family Households	32.54%	34.51%	106.06
Non-Families with Children	1.88	1.72	106.06
Non-Families without	30.66	32.79	106.95
Children			
Housing Units			
Total Housing Units	1,283	1,270	98.99%
Vacant percent	8.65%	8.58%	99.2
Owned percent	72.1%	72.05%	99.93
Rented Percent	19.25%	19.45%	101.02
Households by Size			
Avg household size	2.45	2.39	97.55%
Avg family hh size	3.04	3.02	99.34%
Avg non-family hh size	1.22	1.18	96.72%
Households By Count of			
Persons			
One	307	324	105.54%
Two	422	437	103.55%
Three or Four	357	330	92.44%
Five+	85	70	82.35%

Monona Clear Lake Grant Martinsburg Malcom Nodaway Lone Tree Rodman Quasqueton Johnston Weea Atlantic Farley Danville New Vienna Afton Sutherland Westgate Intercultural Institute ner Wayland Kirkville Somers Meservey Parkersburg Sageville Clearfier (Socontextual Ministry She Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7
	MILES	MILES	MILES		MILES	MILE
Foreign Born Pop	0	37	151	Eastern Africa	0	0
Northern Europe	0	9	6	Middle Africa	0	0
Western Europe	0	7	38	Northern Africa	0	0
Southern Europe	0	2	0	Southern Africa	0	0
Eastern Europe	0	2	22	Western Africa	0	0
Other Europe	0	0	0	Other Africa	0	0
Eastern Asia	0	2	3	Oceania	0	0
So. Central Asia	0	0	39	Caribbean	0	0
SE Asia	0	2	10	Central Amer.	0	3
Western Asia	0	0	3	South America	0	0
Other Asia	0	0	0	North America	0	10
				Born at sea	0	0

Boxholm Solon Eagle Grove Palmer Redfield Treynor Hinton Van Wert Leland Willey Chillicothe Bankston Smithland Vincent Mapleton Renwick Hillsboro Evansdale Intercultural Institute Welton Shelby Eddyville Stockport Blockton Hampton New Albin Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only		8,102	8,732	Other Indo-Euro	0	0	0
Spanish	0	179	0,752 114	Asian/PI languages	0	0	0
Other Indo-Euro	0	80	102	Chinese	0	2	0
	0	80	102		0		Ū
language	0	45	40	Japanese		0	0
French (incl. Patois,	0	15	13	Korean Mara Kharan	0	0	0
Cajun)	0	0	0	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	0	0	0
Italian	0	2	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	4	3
German	0	24	31	Laotian	0	0	21
Yiddish	0	0	0	Vietnamese	0	2	2
Other West Germanic	0	23	33	Other Asian	0	0	0
A Scandinavian	0	7	0	Tagalog	0	0	0
Language				Other Pacific Is	0	3	0
Greek	0	0	0	Other languages	0	7	14
Russian	0	0	12	Navajo	0	0	0
Polish	0	5	0	Other Native N.	0	5	14
Serbo-Croatian	0	4	0	American			
Other Slavic Language	0	0	9	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	2	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Humeston Dunkerton Ossian Rinard New Sharon Mondamin Thayer Princeton Harpers Ferry Wallin Orient Alta Vista Beacon Martinsburg Okoboji Wheatland Masonville Intercultural Institute psburg Cresco Fort Madison Sibley Thurman Underwood Cantril Cott (or Confectual Ministry in ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	0	6,518	6,641	Irish	lrish 0	Irish 0 652
Arab	0	6	8	Italian	Italian 0	Italian 0 67
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	2	7	Norwegian	Norwegian 0	Norwegian 0 190
British	0	8	15	Polish	Polish 0	Polish 0 50
Canadian	0	13	4	Portuguese	Portuguese 0	Portuguese 0 2
Croatian	0	14	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	32	68	Russian	Russian 0	Russian 0 6
Czechoslovak	0	4	14	Scandinavian	Scandinavian 0	Scandinavian 0 19
Danish	0	62	85	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 180
Dutch	0	792	613	Scottish	Scottish 0	Scottish 0 139
English	0	788	702	Slovak	Slovak 0	Slovak 0 1
European	0	103	68	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	0	8	1	Swedish	Swedish 0	Swedish 0 174
French (not Basque)	0	139	124	Swiss	Swiss 0	Swiss 0 25
French Canadian	0	14	15	Ukrainian	Ukrainian 0	Ukrainian 0 4
German	0	1,619	1,728	US/American	US/American 0	US/American 0 919
Greek	0	0	0	Welsh	Welsh 0	Welsh 0 96
Hungarian	0	2	8	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 19
				Other	Other 0	Other 0 368

City Truro Hazleton Harlan Sac City Auburn Garrison Zearing Shannon City Rathburn Leighton Free Latavia Udell Bristow Bevington Valeria Westphalia Kellogg Hillsboro Intercultural Institute ille Weldon Shell Rock Blockton Millville Williamsburg Van Horne David (ontextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

# 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

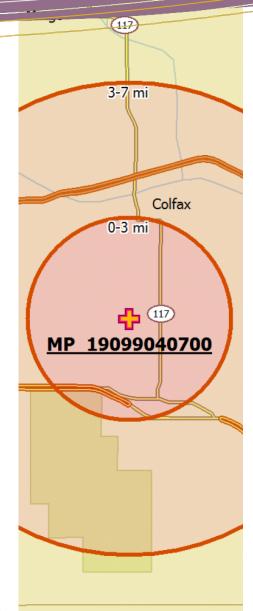
#### Issues for Your Consideration - continued

- 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.



Mason City Menlo Minden Shenandoah Jolley Asbury Camanche Volga Blanchard Luxemburg Sh Edgewood Pomeroy Afton Coggon Zearing Polk City Charter Oak Duro Intercultural Institute Nount Sterling Melbourne Turin Clio McCausland Oakville Jamaica Plot 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	1,171	100%	781	100%
AFFLUENT SUBURBIA	10	0.85%	7	0.9%
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	10	0.85%	7	0.9%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	59	5.04%	40	5.12%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	59	5.04%	40	5.12%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	197	16.82%	126	16.13%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	11	0.94%	7	0.9%
Urban Optimists	0	0%	0	0%
Family Convenience	186	15.88%	119	15.24%
Mid-Market Enterprise	0	0%	0	0%

Springs Miles Superior Jolley Deloit Buffalo Center Lu Verne Muscatine Sutherland Melrose Red Oak essauqua Lowden New Sharon Malcom Mason City Macksburg Winthred Intercultural Institute Matlock Fremont Sabula Gilbert Anita Tripoli Swan La Motte Way for Confectual Ministry St. Anthony Ca ecopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry West Lunion North Liberty Calmar, New Providence, Dows Rhow

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,171	100%	781	100%
BLUE COLLAR BACKBONE	25	2.13%	15	1.92%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	25	2.13%	15	1.92%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	80	6.83%	57	7.3%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	72	6.15%	52	6.66%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	8	0.68%	5	0.64%
Mature America	0	0%	0	0%
METRO FRINGE	552	47.14%	378	48.4%
Steadfast Conservative	525	44.83%	360	46.09%
Moderate Conventionalists	27	2.31%	18	2.3%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Rowley Brayton Marshalltown Badger Ayrshire Centerville Stanley Belle Plaine Red Oak Hancock A Hartford Ledyard Rowan Callender Pella Fredonia Everly Crescent Intercultural Institute romise City Dow City Ralston Masonville St. Olaf Orleans Schleswig Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,171	100%	781	100%
REMOTE AMERICA	59	5.04%	35	4.48%
Hardy Rural Fam.	10	0.85%	6	0.77%
Rural Southern Living	49	4.18%	29	3.71%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	16	1.37%	12	1.54%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	16	1.37%	12	1.54%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	154	13.15%	100	12.8%
Industrious Country Living	107	9.14%	73	9.35%
America's Farmland	38	3.25%	22	2.82%
Comfy Country Living	0	0%	0	0%
Small Town Connections	8	0.68%	5	0.64%
Hinterland Fam.	1	0.09%	0	0%

e Eldora Maxwell Runnells Wahpeton Woodward Moulton Webb Ryan New Liberty Swisher Leland Grafton Carbon Elgin Varina Dana Adel Lucas Orient Dow City Intercultural Institute Pleasanton Central City Seymour Jamaica Arnolds Park Whittemore Low Confectual Ministry Copyright 2014, Intercultural Institute for Confectual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,171	100%	781	100%
STRUGGLING SOCIETIES	19	1.62%	11	1.41%
Rugged Southern Style	19	1.62%	11	1.41%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

ton Leando Vining La Motte Arcadia Corwith Le Claire Waterville Newell Earlyille Hubbard Millyille Indianola Braddyville Minburn Lowden Letts Van Horne Whitten Marchith Guasqueton Peosta B Lamoni Lidderdale Van Meter Titonka Lu Verne Polk City Eldridge Pole Confectual Ministry a Copyright 2014, Intercultural Institute for Contextual Ministry Biverdale Stockton Diagonal Maysville Ottumwa Houghton

# 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?

Carwin Deloit Thaver Whitten Sheldon New London Hamburg Cylinder St. Lucas Grinnell Rolfe L Le Claire Colo Fairfield Maurice Collins Kalona New Sharon Storrey in Sanborn Otho Ackley Camanche Archer Shellsburg Spencer Clayton Colwell Panorama Par Corteviual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

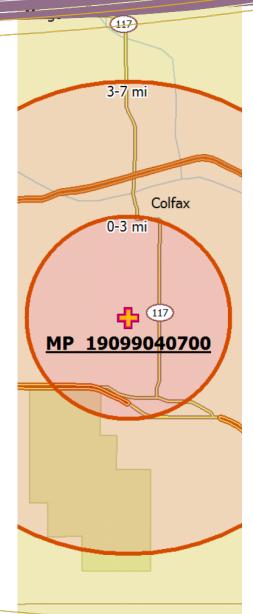
#### **Potential Cultural Bridges**

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

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

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

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



The Rock Lake Mills Merrill New Hartford Dayton Hepburn Davenport Plover Willey Guttenberg Hull Heothe Rose Hill Albion Archer University Heights Batavia Hartley Vor St. Charles Salem East Per Primghar St. Anthony Gillett Grove Monmouth Ionia Lacona Rich Confectual Ministry Confectual Ministry Spragueville Sabula Durango Tennant Lewis New A35 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	79%	80%	80%
Use Comp. for Internet/E-mail	63%	64%	64%
Internet Use: E-Mail	50%	52%	52%
Use Comp. for Comp. Games	43%	43%	44%
Use Comp. for Word Processing	42%	43%	44%
Use Comp. for Shopping	37%	38%	38%
Use Comp. for Digital Camera	35%	36%	35%
Photo Editing			
Use Comp. for Education	33%	34%	34%
Use Comp. for Banking	32%	34%	34%
Internet Use: News/ Weather	28%	29%	29%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	28%	28%	29%
Internet Use: Banking	24%	26%	26%
Use Comp. for News/Info./Data	23%	24%	25%
Service			
PC-Network-HH Has One	17%	17%	18%
Use Comp. for Accounting	15%	16%	16%
Use Comp. for Personal Financial	13%	13%	14%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	13%	14%	15%
Internet Use: Shopping: Gathered	12%	13%	14%
Info. for Shopping			
Internet Use: Shopping: Made A	12%	12%	13%
Purchase			
Internet Use: Research/ Education	11%	11%	12%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	68%	69%
Dining Out (Not Fast Food)	60%	60%	61%
Reading Books	53%	53%	55%
Card Games	44%	45%	45%
Gardening	40%	39%	38%
Go To A Beach/Lake	37%	38%	38%
Cooking for Fun	36%	36%	37%
Board Games	35%	35%	35%
Going To	20%	21%	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	45%	45%	45%
Dentist	29%	29%	30%
Backache	23%	23%	23%
Eye Dr.	23%	22%	23%
Hypertension/High Blood	21%	20%	21%
Pressure			
None Of These	20%	20%	20%
High Cholesterol	19%	19%	20%
Any Arthritis	17%	16%	16%
Overweight (30 Pounds Or More)	16%	17%	17%



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	25.23%	25.45%	27.3%
Live Theater	18.69%	19.18%	20.08%
Live Theater Most Often	15.7%	16.09%	16.84%
Rock/Pop Concerts Most	13.3%	13.55%	15.18%
Often			
Comedy Club	7.93%	8.32%	8.34%
Dance Performance	6.96%	6.84%	7.43%
Movies: Comedy	37.41%	39.15%	39.93%
Movies: Action/Adventure	36.66%	37.64%	38.69%
Movies: Fam.	18.86%	19.88%	20.52%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.18%	18.91%	19.77%
Movies: Drama	16.8%	16.73%	17.26%
Movies: Mystery	15.25%	14.55%	15.34%
MLB Baseball Reg. Season	7.2%	8.22%	8.18%
NFL Football Reg. Season	6.02%	6.81%	6.5%
College Football Reg.	5.9%	6.72%	6.7%
Season			
College Basketball Reg.	3.94%	4.34%	5.1%
Season			
Auto Racing Events	3.02%	3.32%	3.23%
NBA Basketball Reg.	2.65%	3.33%	3.63%
Season			



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
Valking for Exercise	41.01%	41.47%	41.97%		Stationary Cycling	Stationary Cycling 11.46%	Stationary Cycling 11.46% 11.28%
Swimming	34.34%	34.53%	34.5%	Ba	ackpacking/Hiking	ackpacking/Hiking 10.53%	ackpacking/Hiking 10.53% 10.53%
Freshwater Fishing	22.4%	22.15%	21.53%	Bas	seball	seball 10.33%	seball 10.33% 10.58%
Bowling	21.67%	22.17%	21.51%	Volleyb	all	oall 9.42%	oall 9.42% 9.32%
Camping Trips	19.52%	19.49%	18.51%	Power Bo	pating	pating 9.4%	bating 9.4% 8.84%
Billiards/Pool	18.68%	19.29%	19.68%	Softball		8.64%	8.64% 8.69%
Weight Training	14.85%	15.96%	15.8%	Football		8.49%	8.49% 9.09%
Golf	14.47%	14.99%	15.76%	Canoeing/Kaya	king	king 7.97%	king 7.97% 7.74%
Mountain/Road Biking	14.27%	14.11%	14.18%	Aerobics		7.95%	7.95% 8.09%
Hunting	14.08%	14.5%	14.61%	Saltwater Fishing		7.73%	7.73% 7.71%
Basketball	13.39%	14.5%	13.87%	Motorcycling		7.41%	7.41% 7.61%
Jogging/Running	13.33%	13.81%	13.75%	Horseback Riding		6.92%	6.92% 7.15%
Using Cardio Machine	12.59%	13.04%	13.48%	Archery		6.41%	6.41% 6.55%
Target Shooting	12.11%	11.68%	11.08%	Soccer		6.4%	6.4% 6.5%

Ayr Mechanicsville Centralia De Soto Milford Breda Eagle Grove Independence Cromwell Monmouth Arthur Remsen Dickens McCausland West Burlington Bonaparte <u>Intercultural Institute</u> Wall Lake Marysville Stuart Plymouth Oelwein Onslow Superior Bonaparte Confectual Ministry and Contextual Ministry Confectual Ministry Contextual Institute for Contextual Ministry Buena Vista

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Yoga	6.23%	6.24%	6.41%
Tennis	5.92%	6.25%	6.35%
Roller Skating	5.3%	5.58%	5.51%
Ice Skating	5.25%	5.21%	5.23%
Water Skiing	4.8%	4.64%	4.82%
Snowmobiling	4.7%	4.69%	4.38%
Downhill & X-Country	4.66%	4.78%	4.9%
Skiing			
Fly Fishing	4.58%	4.47%	4.73%
Snorkeling	4.2%	4.47%	5.22%
Jet Skiing	4.15%	4.35%	5.06%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Auto Racing	3.8%	3.28%	3.86%
Racquetball	3.47%	3.33%	3.41%
Rock Climbing	3.4%	3.56%	3.96%
Hockey	3.37%	3.2%	3.58%
Skateboarding	3.15%	3.18%	3.15%
Snowboarding	3.05%	3.3%	3.49%
Sailing	2.72%	2.58%	3.18%
Martial Arts	2.68%	2.73%	2.94%
Rowing	2.66%	2.6%	2.68%
Surfing & Windsurfing	2.14%	2.33%	2.7%

Lime Springs Riceville Barnes City Walford Springville Bonaparte Ashton Richland St. Olaf Grafton Spring Hill Meriden Corning Oskaloosa Geneva Blue Grass Aspinwall in Intercultural Institute rd Camanche Fontanelle Eldora Berkley Kellerton Schaller Yale Has for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 1)

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

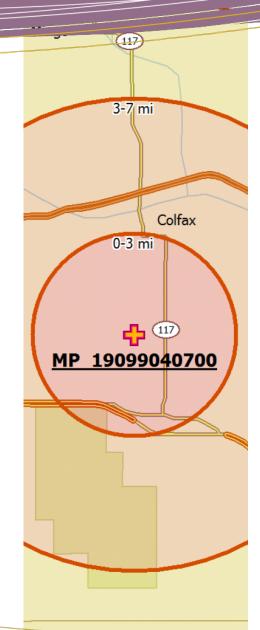
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Rockwell Russell Drakesville Westwood Maynard Wyoming Ackley Le Mars Sutherland Alta Vista Geneva Hudson Keswick Silver City Marcus Coburg Solon Swan Intercultural Institute Jesup Agency Albion Dumont Hawarden Shell Rock Grand Juncti Jos Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

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

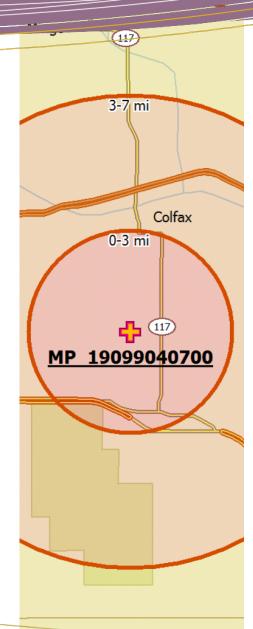
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Meerland Westwood Manson Lansing Ossian Agency Meservey Deep River Leando Sheldahi Kirk Hull Newell Holland Columbus Junction Charlotte Portsmouth Shelby Intercultural Institute Oelwein Centerville Le Mars Wheatland Orleans Coburg Washta Cry for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	48%	49%	50%	Like to Stand Out In A Crowd	21%	21%	20%
New Things				Rarely Sit Down to a Meal	18%	18%	17%
Find It Difficult To Say No To My	39%	40%	38%	Together At Home	100/	4.007	4.004
Kids				Marijuana Should Be Legalized	18%	18%	18%
Noman's Place Is In The Home	36%	37%	36%	Like To Pursue	17%	16%	17%
Speak My Mind Even If It Upsets	35%	34%	34%	Challenge/Novelty/Change			
People				I Am A Workaholic	15%	16%	15%
Prefer To Have Few Possessions As Possible	33%	32%	34%	Only Work Current Job for The Money	14%	14%	14%
ike Control Over People And	32%	31%	30%	We Should Strive for Equality for	12%	12%	12%
Resources				All			
ike To Do Unconventional	31%	31%	31%	Happy With My Standard Of Living	10%	10%	11%
Money Is Best Measure Of Success	27%	26%	26%	On Whole People Get What They Deserve	9%	9%	9%
Don't Judge People/Way They Live Life	27%	26%	28%	Indulge My Kids With The Little Extras	9%	9%	8%
f Won Lottery Would Never Nork Again	27%	27%	26%	Little I Can Do To Change My Life	8%	8%	8%
Friends More Important Than My Fam.	26%	24%	26%	Willing To Give Up Time With Fam. To Advance	6%	6%	6%
Foo Much Sponsorship In Arts/Sports	22%	22%	21%				

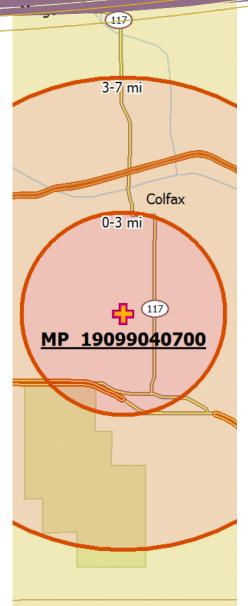
rika Goose Lake wount alering

Mount Union Salix Westgate Wallingford Lawton Rossie Franklin Charles City Hull Nodeway Lucas Hand Dunlap Yorktown Atkins Bernard Oxford Dakota City Paton Extra Intercultural Institute Le Claire New Providence New Liberty Iowa Falls Coalville Calumet for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Mail Lake Casey Rutland Alburnett Lovilla Linn G

#### **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.



Sena Woolstock New Hartford Keystone Calumet Asbury Riverdale Tripoli Ionia Smithland Garner Sen Palmer Arispe Gilman Moulton Maquoketa Columbus City Graetter Mestopalia Harlan Plymon Fontanelle Shueyville Carter Lake Postville Rock Valley Rudd De Soto (onfectual Ministry Coropyright 2014, Intercultural Institute for Contextual Ministry Matlock Udell Conrad Havelock Walford Decorah 44

## **Potential Cultural Themes:**

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

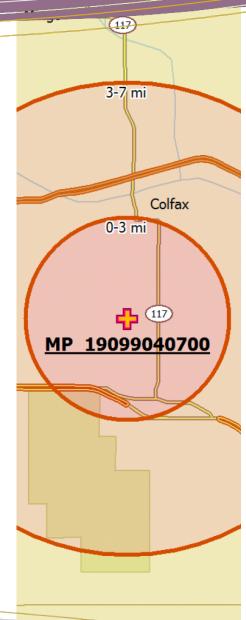
THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	63%	65%	63%	Worried About Pollution Caused By Cars	17%	18%	18%
You Should Seize Opportunities	57%	57%	56%	Is An Important Part Of Who I Am	16%	15%	15%
In Life				Looking for New Ideas To Improve	15%	15%	15%
Like To Understand About	36%	36%	38%	Home			
Nature				Real Men Don't Cry	15%	15%	15%
Important Feel Respected By My Peers	34%	33%	34%	Try Not To Worry About The Future	13%	13%	13%
Prefer Work Part Of Team Than Alone	34%	33%	33%	Enjoy Spending Time With My Fam.	12%	12%	11%
Prefer To Have Few Possessions As Possible	33%	32%	34%	Provide My Kids With The Little Extras	10%	11%	10%
Important To Juggle Various Tasks	29%	28%	28%	Like Spending Most Time With Fam.	6%	6%	5%
Good At Fixing Things	27%	27%	28%	Children Should Be Allowed To	5%	5%	5%
Have Keen Sense Of Adventure	27%	26%	26%	Express Themselves			
People Have To Take Me As	23%	24%	24%	Feel Very Alone In The World	5%	5%	5%
They Find Me				Decor Particular Interest To Me	4%	4%	3%
Like To Just Enjoy Life	22%	21%	21%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	18%	18%	19%	Business			

a woornead St. Olar Sloan

Aarcus Bondurant Graf Clutier Searsboro Logan Bonaparte Gray Alleman Hornton Renwick Delta Santri Knoxville Lineville Ireton Harris Inwood Bode Marion Marne Intercultural Institute Rock Rapids Havelock Bradgate Mount Auburn Bridgewater Moulto Jor Contextual Ministry De Copyright 2014, Intercultural Institute for Contextual Ministry Marble Rock 45

#### **Potential Shared Places**

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



Webster Farley Hamilton Yale Lambs Grove Templeton Galt New Vienna Shannen City Floris Luxen Postville Spring Hill Crystal Lake Alexander Wellsburg Franklin Linn Medianelis Monmouth Medianelis Authven Grundy Center St. Anthony Rockwell Le Roy Volga Prairieburg for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87%	87.77%	86.86%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.78%	85.22%	84.85%
Houses-Visit Any			
McDonald's	58.41%	59.2%	57.41%
Burger King	38.79%	39.1%	36.13%
Subway	31.48%	32.84%	31.17%
Applebee's	31.39%	31.85%	31.55%
Wendy's	29.92%	30.15%	28.39%
Taco Bell	29.62%	29.85%	28.73%
Kentucky Fried Chicken (KFC)	28.68%	29.05%	27.98%
Arby's	26.54%	27.14%	26.24%
Pizza Hut	23.52%	24.04%	23.57%
Dairy Queen	21.42%	21.66%	21.58%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	20.33%	20.16%	20.32%
Red Lobster	16.55%	16.39%	15.56%
Cracker Barrel	16.51%	16%	15.17%
Sonic	12.95%	12.85%	12.97%
Outback Steakhouse	12.51%	13.13%	13.6%
Denny's	12.3%	12.06%	10.72%
Hardee's	12.15%	11.83%	10.15%
Domino's Pizza	12.04%	12.3%	12%
IHOP (International House Of	11.95%	12.38%	11.78%
Pancakes)			
Golden Corral	11.8%	11.86%	9.77%
Chick-Fil-A	11.57%	12.43%	11.05%
Chili's Grill and Bar	10.38%	11.17%	11.67%

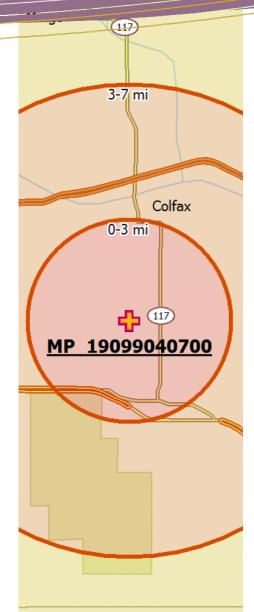


#### **Potential Shared Projects**

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

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

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



on Martensdale Linden Schaller Everly Jewell Junction Riceville Charter Oak Macksburg Fredericksburg Hodes Yorktown Yetter Jamaica Bevington Larrabee Davis City Swisher <u>Intercultural Institute</u> Coppock Albert Pulaski Kanawha Lanesboro Monona Milford Stockton North Liberty [or Contextual Ministry] Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 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	51.23%	51.63%	51.59%
Recycled products	37.83%	38.37%	38.48%
Worked as volunteer (non political)	18%	18.6%	19.23%
Engaged in fund raising	11.5%	12.12%	12.24%
Religious club member	7.49%	8.07%	8.26%
Union member	6.3%	6.39%	6.04%

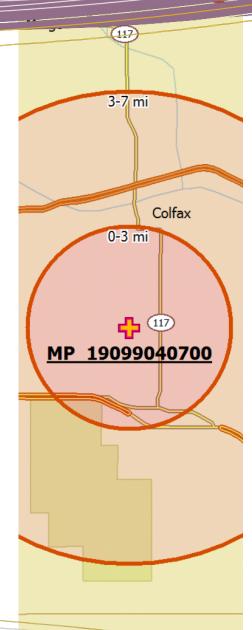
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	6.3%	6.64%	6.8%
Charitable Organization	6.11%	6.42%	6.42%
Wrote to editor of mag or newspaper	5.99%	6.11%	6.22%
Fraternal order member	5.27%	5.17%	5.38%
Took active part in local civic issue	5.26%	5.28%	5.29%
Addressed a public meeting	5.22%	5.62%	5.59%

Tennant Hepkinten Hillsboro Merrill Pleasant Hill Plano Ames Moravia Northwood Dow City Pier South English Delphos Sheldon Fairbank Carson Avoca Millville Intercultural Institute fiance Dolliver Hedrick Lawton Tipton Hospers Asbury Rodman Ollive for Contextual Ministry Moolstock English 2014, Intercultural Institute for Contextual Ministry 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.



Gilbertville Drakesville Bradgate Tripoli Rippey Lime Springs Jamaica Fairbank Newhall West Libert berry Point Graf Brunsville Donahue Melvin New Providence Bernard Intercultural Institute Keokuk Crescent Fonda Clermont Clarinda Princeton Harvey Fort A for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	15.78%	16.17%	17.14%
Children's Books	12.19%	12.9%	13.25%
Mystery	11.64%	11.46%	12.2%
Cookbooks	10.9%	10.93%	11.1%
Religious (not Bibles)	8.65%	9.04%	9.11%
History	6.99%	6.88%	6.93%
Romance	6.45%	6.8%	7.01%
Personal/Business	6.45%	6.94%	6.93%
Self-help			
Biography	5.98%	5.84%	6.53%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	70.69%	70.34%	70.47%
Gen. Editorial	45.34%	45.04%	45.51%
Womens	39.54%	40.64%	40.79%
Service	36.42%	36.28%	36.72%
Mens	17.98%	18.02%	17.93%
Fishing/Hunting	15.77%	15.41%	14.49%
Automotive	15.46%	14.69%	13.97%
<b>Business/Finance</b>	14.85%	15.98%	16.92%
Sports	14.66%	14.24%	14.4%

Shambaugh Martelle St. Marys State Center Andover Gilbert Little Rock Dow City Lorimor Van Meter Dougs Delhi Gravity Rock Falls Sioux Center Laurens Ringsted View Intercultural Institute Pleasanton Preston Raymond Lamoni Hartford Nora Springs Bedfo View Gentertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	58.35%	58.37%	59.82%
Classified	36.5%	36.14%	35.61%
Sport	35.27%	35.19%	35.02%
Editorial Page	33.94%	33.51%	34.58%
Comics	30.2%	29.66%	30.27%
Business/Finance	29.7%	30%	31.05%
Food/Cooking	26.29%	25.83%	26.78%
Movie Listings & Reviews	26.08%	25.98%	26.36%
TV/Radio Listings	25.7%	25.2%	25.17%
Home/Gardening	23.76%	23.98%	23.98%
Travel	19.93%	20.31%	20.81%
Science/Technology	18.34%	18.22%	19.1%
Fashion	13.06%	13.66%	14.16%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	28.22%	28.2%	27.05%
Adult Contemporary	19.95%	19.78%	20.15%
CHR Contemp Hit Radio	17.55%	17.27%	16.84%
Rock	14.69%	14.68%	14.07%
News/Talk	12.21%	12.63%	13.41%
Oldies	12.13%	12.13%	12.2%
Classic Rock	11.5%	11.65%	12.08%
Alternative	9.12%	8.97%	8.98%
Urban Contemporary	7.61%	9.11%	7.95%
Variety	6.48%	7.42%	7.22%
Religious	6.33%	6.56%	6.62%
Soft Contemporary	5.6%	6.4%	6.55%
Classic Hits	4.54%	4.53%	4.64%
All News	3.96%	4.37%	4.73%
All Talk	3.81%	3.72%	3.84%
Sports	3.45%	3.73%	4.02%
Adult Standards	3.12%	2.83%	3.04%
Classical	3.05%	3.19%	3.45%

ock Peterson <u>Hillerton Wellsburg Waterloo Missouri Valley</u> Shannon City Blockton Swan Elkader Alfa Leas Sheldon Grand River Kellerton Luther Webster City Imogene Gur <u>Intercultural Institute</u> Dows Blairsburg Manchester Des Moines Manning Brighton Sidn for Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Contextual Ministry

### **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

IULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	65.91%	66.33%	64.03%
Satellite Dish	55.42%	55.98%	57.99%
Soapnet	50.06%	50.37%	50.98%
Other Video-On-Demand	42.21%	42.31%	42.95%
Sci-Fi Channel	38.43%	39.5%	37.61%
MSNBC	35.69%	36.5%	34.98%
Adult Pay Per View TV	35.5%	35.23%	35.04%
Nickelodeon	31.22%	32.83%	30.49%
Comedy Central	30.14%	29.03%	31.75%
Adult Swim	29.57%	31.45%	30.04%
TV Info From Sunday TV	29.05%	28.85%	28.88%
Magazine			
Subscribe Digital Cable	28.08%	29.61%	28.37%



Encore

19.96%

21.23%

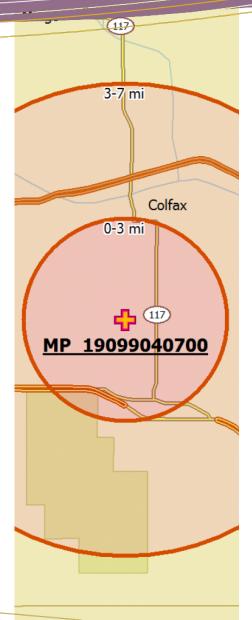
20.4%

#### **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.



derdale Alexander Kelley Milford Grand Junction Gowrie Odebolt Rowley Garwin Clarence Douds G Jamaica Adel Janesville Beaconsfield Coalville Tabor Long Grove Est Intercultural Institute Center Badger Stuart Shueyville Birmingham Volga Udell Britt Boo Joi Confextual Ministry Coopyright 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+)	19.04%	19.3%	19.92%
Medium Users (4-6)	10.53%	10.9%	11.02%
Light Users (1-3)	20.83%	21.15%	21.78%
Quintiles (20%)			
Newspaper I (Heavy)	1.81%	1.79%	1.36%
Newspaper II	1.74%	1.77%	1.76%
Newspaper III	2.24%	2.21%	2.17%
Newspaper IV	0.82%	0.82%	0.71%
Newspaper V (Light)	1.31%	1.32%	1.45%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.61%	20.03%	18.85%
Magazines II	9.02%	9.21%	8.34%
Magazines III	9.78%	10%	9.6%
Magazines IV	11.12%	11.36%	10.82%
Magazines V (Light)	0.17%	0.35%	0.43%
Outdoor I (Heavy)	5.83%	6.09%	5.63%
Outdoor II	2.37%	2.28%	2.32%
Outdoor III	3.13%	3.04%	2.84%
Outdoor IV	16.33%	15.76%	16.98%
Outdoor V (Light)	27.27%	26.67%	27.33%
Yellow Pages I	15.08%	14.87%	14.54%
(Heavy)			
Yellow Pages II	5.2%	5.25%	4.96%
Yellow Pages III	4.18%	4.31%	4.09%
Yellow Pages IV	22.36%	22.04%	22.39%
Yellow Pages V (Light)	2.75%	2.64%	2.29%
Yellow Pages III Yellow Pages IV	4.18% 22.36%	4.31% 22.04%	4.09% 22.39%

Ferguson Plainfield St. Lucas Shannon City Bernard Hamilton Waucoma Magnelia Park View Roc Colesburg Webster City Pomeroy Braddyville Tama Pleasant Hill Approximation Anamosa Stacyville We Bevington Lake City Hopkinton Westfield Wadena New Market Toledo Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Role Randall Brighton Lovilla Orden Persia Colfax Shell

# Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	/		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.94%	3.75%	3.18%	Prime Time I & II (Heavy)	3.95%	4.01%	3.76%
Drive Time III (Medium)	0.67%	0.71%	0.54%	Prime Time III (Medium)	2.08%	2.09%	2.01%
Radio IV & V (Light)	2.54%	2.71%	2.4%	Prime Time IV & V (Light)	7.33%	7.34%	7.64%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.21%	8.38%	8.08%	Fringe I & II (Heavy)	41.13%	40.29%	41.359
Radio III (Medium)	5.74%	5.82%	5.19%	Fringe III (Medium)	56.11%	55.19%	56.639
Radio IV & V (Light)	3.04%	3.13%	2.9%	Fringe IV (Light)	57.56%	56.78%	58.289
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	11.82%	12.78%	12.93%	All Day I & II (Heavy)	12.01%	11.86%	12.069
Cable III (Medium)	3.69%	3.84%	3.93%	All Day III (Medium)	24.87%	24.32%	24.859
Cable IV & V (Light)	32.01%	32.01%	31.72%	All Day IV (Light)	10.63%	10.91%	11.32



# 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]	12.17%	12.17%	11.52%
6:00am - 10:00am	13.92%	13.84%	15.12%
10:00am - 3:00pm	4.52%	4.63%	5.02%
3:00pm - 7:00pm	13.15%	14.07%	14.13%
7:00pm - Midnight	11.45%	11.78%	13.18%
Midnight - 6:00am	4.71%	4.78%	4.91%
Weekend Radio			
Listeners			
Dayparts [summary]	15.09%	16.11%	14.92%
6:00am - 10:00am	3.2%	3%	3.18%
10:00am-3:00pm	4.69%	4.51%	4.96%
3:00pm - 7:00pm	6.39%	6.78%	6.66%
7:00pm - Midnight	7.84%	8.56%	8.45%
Midnight - 6:00am	9.52%	9.39%	10.14%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8%	8.75%	9.03%
Saturday: 8:00-11:00pm	7.9%	8.2%	9.01%
Sunday: 7:00-11:00pm	10.13%	10.56%	9.91%
9:00am-1:00pm	26.74%	28.35%	27.63%
9:00am-4:00pm	30.66%	32.42%	32.29%
4:00pm-7:00pm	28.16%	29.06%	28.68%
11:00pm-1:00am	43.53%	44.14%	42.33%
AVG Prime time	2.24%	2.4%	2.38%
Mon-Sun			

Maleom Luzerne Harpers Ferry Collins Rhodes West Burlington Fairbank Summer Waverly Lake View Hariton Trure Packwood Ackley Sigourney Westgate Ocheyedan Caston Olds Cuttenberg Dakota Ca Boone Ashton Haverhill Gruver Sidney Grinnell Saylorville Elkport for Contextual Ministry <sup>19</sup> Contextual Ministry <sup>10</sup> Contextual Institute for Contextual Ministry <sup>10</sup> Contextual Ministry <sup>1</sup>

## 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	15.75%	16.03%	17.4%	Sat: 7-10am	Sat: 7-10am 18.33%	Sat: 7-10am 18.33% 18.35%
7-9am	21.22%	21.53%	20.99%	Sat: 10am-1pm	Sat: 10am-1pm 7.09%	Sat: 10am-1pm 7.09% 7.47%
9am-12noon	22.71%	24.55%	23.48%	Sat: 1-4pm	Sat: 1-4pm 24.77%	Sat: 1-4pm 24.77% 24.99%
12noon-4pm	7.95%	7.87%	8.82%	Sat: 4-6pm	Sat: 4-6pm 6.54%	Sat: 4-6pm 6.54% 6.61%
4-6pm	46.17%	48.31%	47.97%	Sat: 6-7pm	Sat: 6-7pm 2.17%	Sat: 6-7pm 2.17% 2.23%
6-7pm	21.95%	22.63%	22.02%	Sat: 7-8pm	Sat: 7-8pm 0.68%	Sat: 7-8pm 0.68% 0.92%
7-7:30pm	1.39%	1.58%	1.37%	Sat: 8-11pm	Sat: 8-11pm 7.9%	Sat: 8-11pm 7.9% 8.2%
7:30-8pm	11%	11.11%	10.34%	Sat: 11pm-1am	Sat: 11pm-1am 4.32%	Sat: 11pm-1am 4.32% 4.45%
8-11pm	8%	8.75%	9.03%	Sat: 1am-7pm	Sat: 1am-7pm 25.4%	Sat: 1am-7pm 25.4% 25.11%
11pm-12am	35.69%	36.5%	34.98%	Sun: 7-10am	Sun: 7-10am 2.08%	Sun: 7-10am 2.08% 2.25%
11pm-1am	43.53%	44.14%	42.33%	Sun: 10am-1pm	Sun: 10am-1pm 7.74%	Sun: 10am-1pm 7.74% 8.32%
1-6am	30.87%	31.11%	32.06%	Sun: 1-4pm	Sun: 1-4pm 6.11%	Sun: 1-4pm 6.11% 5.99%
				Sun: 4-7pm	Sun: 4-7pm 14.56%	Sun: 4-7pm 14.56% 15.36%
				Sun: 7-11pm	Sun: 7-11pm 10.13%	Sun: 7-11pm 10.13% 10.56%
				Sun: 11pm-1am	Sun: 11pm-1am 4.71%	Sun: 11pm-1am 4.71% 5.04%
				Sun: 1-7am	Sun: 1-7am 21.84%	Sun: 1-7am 21.84% 23.26%

nt Coalville Wesley Thurman Camanche St. Olaf George Kanawha Jeweit Junction Rock Valley Colo Bode Willey Livermore Sherrill Badger Crystal Lake Greeley Know Intercultural Institute Dodge Springville Farley Grandview Wellman Inwood Randalia Sumn for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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

Toledo Grundy Center Kiron Fremont Silver City Lovilia Fontanelle Alvord Maysville Humboldt Trey Reland Somers Wallingford Carroll Arthur Ottosen Curlew Batavia Arion Aredale North Washington Parkersburg Elkader Durant Fayette Geopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# 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?

Winterset Andrew Rock Falls West Okoboji Pisgah Clermont West Point Swaledale Geose Lake Ve the Rock Plymouth Stratford Tennant West Branch Wheatland Iowa Clercon Intercultural Institute Floris Rockford Fort Dodge Colfax Buck Grove Chatsworth Indianola Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **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.



Timothy And Many Witnesses The Same Commit Thou to Faithful Men Who Shall Be Able To Teach Others Also

Milton State Center Shueyville Ackley Swaledale Curlew Swisher Garwin Graf Dickens Ainswort Cedar Rapids Lowden Hawarden Unionville Libertyville Bradgate Waden Intercultural Institute Dawson Leon Ringsted Bonaparte University Heights Montezuma Dako Copyright 2014, Intercultural Institute 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.



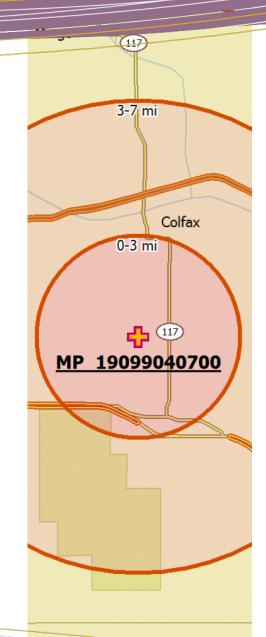


#### Your MissionSite and the Missional Suite

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





## Notes and Sources

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





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



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

#### CONTACT US:

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

