MissionSite top unreached locations

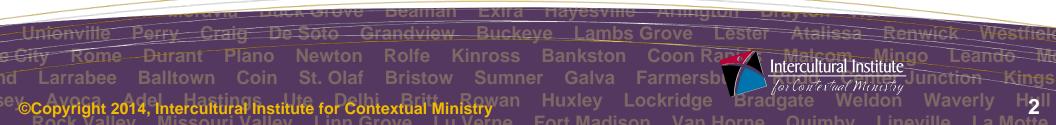
Mount Sterling Hedrick Massena Laurel Balavia Nort North LIBERTY, JA

terson Plainfield East Peru Brighton Melvin West Multiplyry City Colfax Rinard St. Marys Aden Rockwell City Dundee Andrew RCOUNTY JohnsonGrant Bayard Linden Bernard Redfield Yale Graf Ashton SITESCAPE: Townscape Arthur Sibley^{In partnership} with the: Bradgate Gowrie Elk Run Heigh DENSITY PATTERN: K effield Palo Sio Jor Contextual MinistryBondurant Nevada Family Dedham New Hampton Monona Derby Saylorville Springs Stout Earling Baldwin Lewis Melrose Clayton Floyd North English Casey Riverton Alleman Morris Ottumwa ©Copyright 2014; Intercultural Institute for Contextual Ministry Salem Silver City Center Junction Marble Rock Valeria

New CENSUS TRACT: 19103010300 herty Wallingford Har REGION: Southeast Clarence Rea SITESCAPE: Townscape ey Arthur ndependence Lambs Grove Okoboji Fostoria Durant Thornburg Leon Cylinder Mount Unior Intercultural Institute, Marysville Struble Paring Keokuk Slater Denver Holland I Daptist leasant Plain Traer Cromwell We vention of moux Center Lake City Thayer Spr

MissionSite (TM) Table of Contents

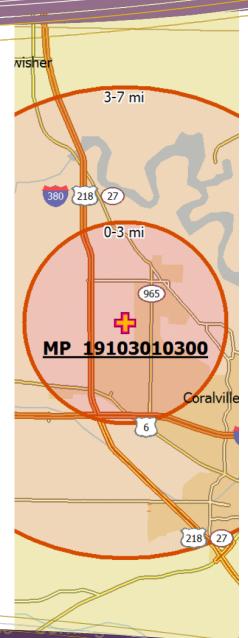
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	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

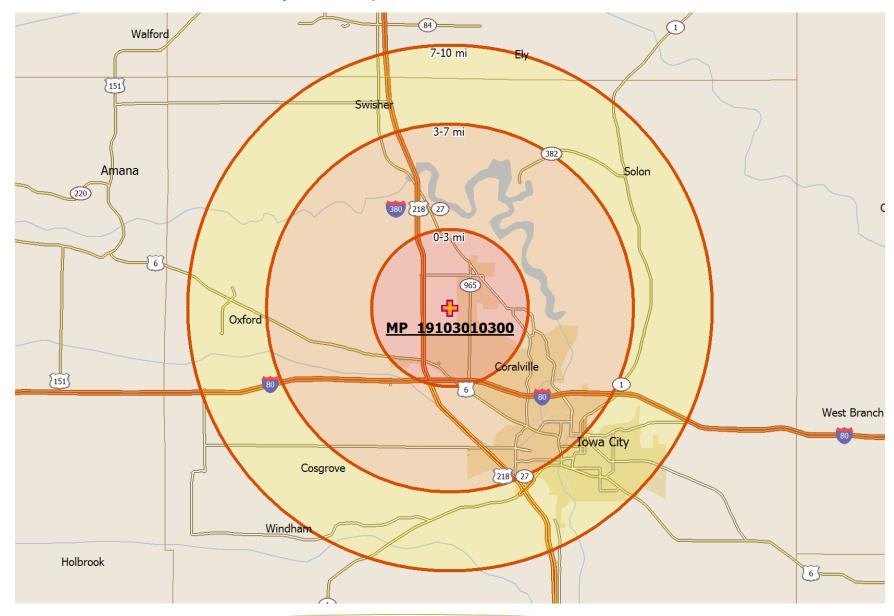
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	19103	Johnson
4	Zipcode	52317	Johnson
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	К	50000-50000-50000



Monroe Montezuma St. Marys Lake Park Pocahontas Hillsboro Carbon Boxholm Akron Westwood Encoe Hazleton Drakesville Exline Humboldt Churdan Bevington Russ Intercultural Institute Elkport North English Raymond Webb Earling Libertyville Hawarden Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Riverside New London Fraser Brunsville Albert City Thompson Wellman Swea City Manning North Engl Raiston Gilmore City Norway Zwingle Mechanicsville Preston Yale Cosie Fruitland Alvord Coo mming De Witt Benton Rock Valley St. Lucas Beaman Forest City Aft for Contextual Institute procopyright 2014, Intercultural Institute for Contextual Ministry Calamus Doon Stanhope Eldora Earlham Glenwood 4

Site Location Summary - Urbanicity

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

	RURAL / URBAN		EXPLANATION
		E	
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

New Liberty Packwood Latimer Mechanicsville Mount Union Hansell Pioneer Auburn Bronson Shells thwood Fredericksburg Andrew Clear Lake Maurice Fredonia Kanawha Anti Rock Minden Newton Bronson Clear etown Donahue Castana South English Dunkerton Deep River Floyd Contextual Ministry Contextual Institute for Contextual Ministry 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	17,279	51,801	56,983
2010 Households	6,413	19,419	23,264
2010 Group Quarters Population	750	6,308	1,219

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	29	34	34
Language Diversity National Index	31	60	38
Foreign Born Diversity National Index	50	56	65
Ancestry Diversity National Index	60	76	65
Racial Diversity National Index	18	35	25

Smithland Wheatland Eddyville Urbandale Grimes Liscomb Thayer Clarksville Havesville Cherok Vall Orange City Durango Albert City Drakesville University Heights Intercultural Institute baugh Portsmouth Kellogg Kanawha Solon Ashton Truesdale Panor Jocontextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
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	0	False
Federal/State government-dependent county indicator	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

Tripoli Sergeant Bluff Havelock Urbandale Ridgeway Randalia Montezuma Coppock Hanlontown Li Estwood Numa Earlville Corydon Exline Waterville Griswold Fergus Centerville Woodbine Russell Auburn Preston Lone Rock Struble Le Mars Andrew Union Galt for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,018	47.06%
Mainstay Communities	Established, Diverse Households	1,498	23.36%
Working Communities	Blue-collar, Working Families	645	10.06%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,246	19.43%
Urban Communities	High Density, Inner-city Neighborhoods	8	0.12%

hoxville Oelwein Colwell Ackley Missouri Valley Conway Manchester Gilbertville Panorama Park Water Lisbon Randolph Bankston West Union Chelsea Spring Hill Moorlap Intercultural Institute ellevue Maurice Lamoni Lone Tree Princeton Menlo Lockridge Kirkm Jos Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Aurora Onawa Deloit Greenfield Wiota Stanwood Da

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.

ourne Westphalia Farmersburg Centralia Bagley Bristow Saylorville Rippey Magnolia Lake City Kelley - Schleswig Olin Linden Neola Aurora Defiance Rock Rapids Delaver Shellsburg Avoca Rockford Cellerton Persia Henderson Clarion Treynor Swaledale Story City Cam Jor Confextual Ministry - Copyright 2014, Intercultural Institute for Contextual Ministry - Copyright 2014, Intercultural Institute for Contextual Ministry - Confextual Min

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	36,548	4,471	12.23%
Unreached %	70.77%	69.72%	98.52
Religious But NOT Evangelical HH	8,284	907	10.95%
Religious But NOT Evangelical %	16.04%	14.15%	88.2
Spiritual But NOT Relig or Evang HH	6,664	822	12.34%
Spiritual But NOT Relig or Evang %	12.9%	12.82%	99.33
Not Evangelical, Not Interested HH	21,602	2,742	12.69%
Not Evangelical, Not Interested %	41.83%	42.75%	102.21



Arengo West Point Tipton Bagley Ackworth Stockton Salem Mitchell Allison Lohrville Thompson Parend Keswick Cumming Joice Imogene Clarion Kirkman Urbana Chillicothe Roland Castana Preston Libertyville Lime Springs Ames Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCIOWA Churches	0	0	0%
Active BCIOWA Attenders	0	0	0%
Active Evangelical Households	1,893	244	12.88%
Active Evangelical Percent	3.67%	3.80%	103.7
Inactive Evangelical Households	13,201	1,700	12.88%
Inactive Evangelical Percent	25.56%	26.51%	103.69
# New Churches Needed	26	3	12.42%





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

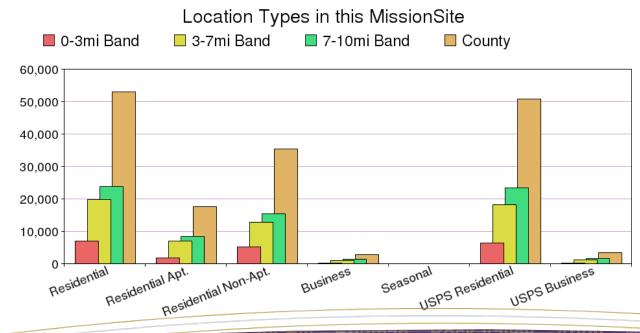
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Stort Mechanics Redfield South English Burlington Starton Stort Mechanics Redfield South English Burlington Starton Winterset Okoboji Kinross Malcom Swan Woolstock Orient Mechanics Intercultural Institute Eldon Valeria Radcliffe St. Charles Plymouth Denison Beaver Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	96,119	5,076	5.28%
2000 Population	111,006	8,636	7.78%
2010 Population	133,731	17,279	12.92%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	36,066	1,802	5%
2000 Households	44,080	3,194	7.25%
2010 Households	51,642	6,413	12.42%

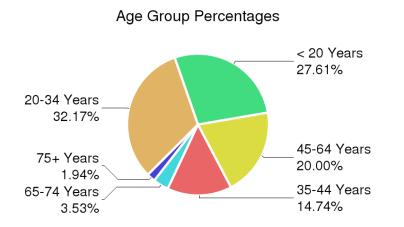


Location Type	0-3mi Band
Residential	7,082
Residential Apt.	1,854
Residential Non-Apt.	5,228
Business	246
Seasonal	0
USPS Residential	6,480
USPS Business	247

Manly Weldon Diagonal Malcom Thornburg Dumont Winthrop Burt Granger Pocahontas Anita H Rapids Le Claire Salem Luther Newell Rockwell City La Motte Moor Intercultural Institute Nashua Sherrill Henderson Washington Park View Yorktown Blairst For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Received Anamosa

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.

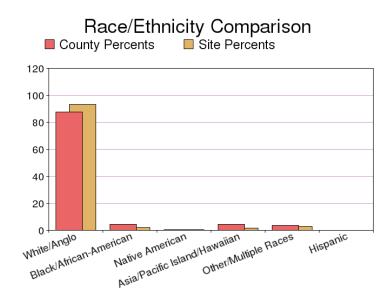


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.54%	8.11%	146.39
4-5 Years	2.36%	3.22%	136.44
6-8 Years	3.35%	4.59%	137.01
9-11 Years	3.12%	3.76%	120.51
12-13 Years	1.96%	2.3%	117.35
14-17 Years	5.34%	3.8%	71.16
18-19 Years	2.87%	1.81%	63.07
0-5 Years	7.9%	11.34%	143.54
6-12 Years	7.46%	9.57%	128.28
13-19 Years	9.19%	6.7%	72.91
< 20 Years	24.55%	27.61%	112.46
20-34 Years	34.59%	32.17%	93
35-44 Years	11.27%	14.74%	130.79
45-64 Years	20.7%	20%	96.62
65-74 Years	5%	3.53%	70.6
75+ Years	3.91%	1.94%	49.62
Median Age	29	34	115.62
Median Age (Male)	29	34	116.56
Median Age (Female)	29	33	114.69

Maysville Pale Cushing Mile Maynard Dana Rhodes Thornton Boyden Lake Park Wesley Pella G Newton Mitchell State Center Eldon Preston McGregor Harper Lake Month Plainfield Oto La Hanlontown Mount Sterling Elkport Beaman Packwood Grinnell V Intercultural Institute Confertual Ministry Plano Benton Waucoma Rathbun Danville Pioneer 15

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.



6.8
07
04
29
2.2
02

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	80,955	11,164	
Less than 9th Grade	1.81%	1.44%	125.31
No High School Diploma	1.74%	1.42%	123.07
High School Graduate	16.91%	19.23%	87.94
Some College, no degree	16.76%	18.88%	88.77
Associate Degree	9.51%	12.15%	78.33
College Degree	28.77%	28.05%	102.55
Graduate/Prof. degree	24.49%	18.83%	130.09

Whitten Merrill Little Sioux Sorgeant Bluff Calamus North Liberty Anita Gruver Udell Defiance Mason Eldora Marble Rock Mount Sterling Fraser Auburn Seymour Jamaica Intercultural Institute Riverdale Vail Woodburn Tingley Le Claire Schaller Blockton Moville Garbertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contex

Education of Adulta (DE vrau)

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.51%	2.88%	42.54
\$10,000 to \$19,999	11.1%	6.66%	59.97
\$20,000 to \$29,999	9.65%	8.45%	87.57
\$30,000 to \$49,999	17.08%	18.04%	105.62
\$50,000 to \$59,999	8.56%	9.71%	113.5
\$60,000 to \$69,999	7.97%	10.65%	133.56
\$70,000 to \$79,999	6.96%	7.39%	106.26
\$80,000 to \$89,999	5.56%	5.85%	105.25
\$90,000 to \$99,999	3.91%	4.41%	112.99
\$100,000 to \$124,999	8.26%	8.28%	100.28
\$125,000 to \$149,999	3.7%	3.93%	106.19
\$150,000 to \$199,999	4.58%	6.75%	147.56
\$200,000 to \$249,999	1.68%	2.68%	159.39
\$250,000 or more	2.49%	4.27%	171.71
Median Household	54,154	67,026	123.77
Average Household	75,951	98,431	129.6
Per Capita Household	30,166	36,545	121.15
Family/Non-Family Household			
Income			
Median Family Income	76,303	80,818	105.92
Average Family Income	101,105	114,639	113.39
Median Non-Family Income	30,979	42,725	137.92
Average Non-Family Income	45,739	60,751	132.82

Stanwood Runnells Cleghorn Dunkerton Rowley Northboro Brayton Rock Falls Dows Leighton Tashta Orange City Wilton Van Meter Lake Park Slater Alburnett Stanborg Intercultural Institute Spring Hill Radcliffe Pleasant Plain Douds Denison Soldier Welton Contextual Ministry Atkins Salem Spragueville Alvord Ayrshire Morning Atkins Salem Spragueville Atvord Ayrshire Morning Atkins Salem Spragueville Atvord Ayrshire Salem Spragueville Atvord Ayrshire Salem Spragueville Atvord Atvord Ayrshire Matkins Salem Spragueville Atvord Atvor

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	54.57%	65.34%	119.73
Families with Children	27.08%	36.22%	133.76
Families without Children	27.49%	29.11%	105.91
Non-Family Households			
% Non-Family Households	45.43%	34.66%	76.3
Non-Families with Children	0.15	0.12	80.53
Non-Families without Children	45.28	34.54	76.28
Housing Units			Index
Total Housing Units	56,314	7,140	
Vacant percent	8.3%	10.18%	122.73
Owned percent	57.04%	70.83%	124.17%
Rented Percent	34.66%	18.99%	54.79
Households by Size			Index
Avg household size	2.43	2.58	106.17
Avg family hh size	3.16	3.20	101.27
Avg non-family hh size	1.55	1.41	90.97
Households By Count of Persons			Percent
One	16,673	1,719	10.31%
Тwo	15,502	1,939	12.51%
Three or Four	14,974	2,149	14.35%
Five+	4,493	608	13.53%

Dnawa Conway Imogene Udell Churdan Denver Lewis Garnavillo Chester Arlington Sandyville Harth Sen City Elma Lytton Libertyville Rockwell City St. Olaf Aredale Emerson Intercultural Institute Imar Royal Grand River Fayette Rembrandt Ute South English Neola For Contextual Ministry MacCopyright 2014, Intercultural Institute for Contextual Ministry West Deboli, Contextual Institute for Contextual Ministry

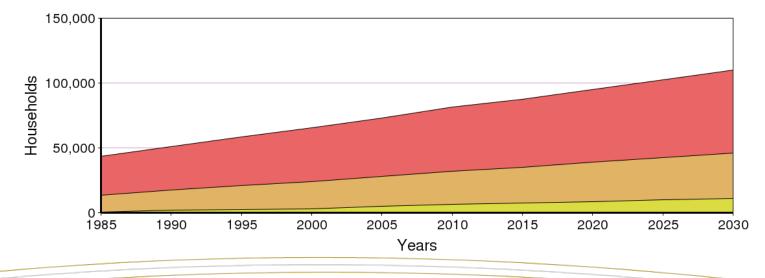
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	96,119	5,076	5.28%
2000 Population	111,006	8,636	7.78%
2010 Population	133,731	17,279	12.92%
2015 Population	147,313	20,954	14.22%

Household Change from 1985 to 2030

🗖 0-3mi Ring 🛛 🗖 0-7mi Ring

g 🛛 📕 0-10mi Ring

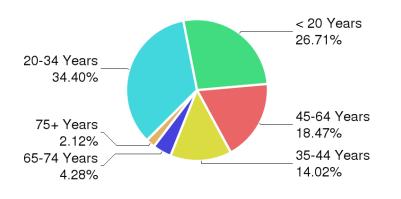


Ison Leland Granville Swea City New Hartford Ayrshire Fonda Carroli Polk City Valeria Coulter Bag Wile Lawton Balltown Olds Washington Lewis Everly Bettendorf Washington Intercultural Institute molds Park Grand Junction University Park Randall Mount Pleasant Brive Los Confectual Ministry Dayton Fairfi Copyright 2014, Intercultural Institute for Contextual Ministry Central City Breda Harpers Ferry Garnavillo Cylinder 19

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

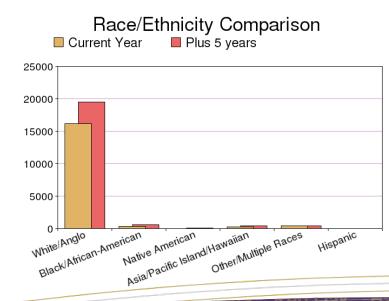


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	8.11%	8.6%	106.04
4-5 Years	3.22%	3.43%	106.52
6-8 Years	4.59%	4.8%	104.58
9-11 Years	3.76%	3.93%	104.52
12-13 Years	2.3%	2.3%	100
14-17 Years	3.8%	2.76%	72.63
18-19 Years	1.81%	0.89%	49.17
0-5 Years	11.34%	12.03%	106.08
6-12 Years	9.57%	9.93%	103.76
13-19 Years	6.7%	4.75%	70.9
< 20 Years	27.61%	26.71%	96.74
20-34 Years	32.17%	34.4%	106.93
35-44 Years	14.74%	14.02%	95.12
45-64 Years	20%	18.47%	92.35
65-74 Years	3.53%	4.28%	121.25
75+ Years	1.94%	2.12%	109.28
Median Age	29	34	117.52
Median Age (Male)	29	34	118.6
Median Age (Female)	29	34	117.06

Denahue Low Moor Le Claire North Buena Vista Ayrshire Walford Allerton Portsmouth Clutier Wah Chelsea Alvord Rodney Burt Dallas Center Macksburg Stanwood Brownie Mitord Armstrong Bur Malvern Westgate Marysville Correctionville Newton Rockwell Mans For Confectual 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 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	93.39%	93.25%	99.85
Black, African-American	2.14%	2.69%	126.04
Native American	0.23%	0.22%	97.26
Asian	1.55%	1.75%	113.04
Pacific Island, Hawaiian	0.05%	0.05%	100.79
Other/Multiple Races	2.64%	2.04%	77.22
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,164	14,646	
Less than 9th Grade	1.44%	1.17%	80.96
No High School Diploma	1.42%	1.03%	72.85
High School Graduate	19.23%	17.97%	93.44
Some College, no degree	18.88%	17.83%	94.45
Associate Degree	12.15%	13.24%	109
College Degree	28.05%	28.7%	102.32
Graduate/Prof. degree	18.83%	20.05%	106.51

ile Independence Fortile Davenport Lawton Mystic Newton Runnells Sabula West Point Hillsboro N edel Thurman Pleasanton Millerton Ledyard Alleman Dickens Gilbert in Seymour Shannon City ymond Alvord Zearing Oakland Salem Hartwick New London Hartford 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	2.88%	2.65%	91.9
\$10,000 to \$19,999	6.66%	6.03%	90.58
\$20,000 to \$29,999	8.45%	7.53%	89.09
\$30,000 to \$49,999	18.04%	16.45%	91.18
\$50,000 to \$59,999	9.71%	9.36%	96.33
\$60,000 to \$69,999	10.65%	11.19%	105.05
\$70,000 to \$79,999	7.39%	7.94%	96.84
\$80,000 to \$89,999	5.85%	6.14%	97.25
\$90,000 to \$99,999	4.41%	4.31%	97.62
\$100,000 to \$249,999	8.28%	9.04%	109.18
\$125,000 to \$149,999	3.93%	4.28%	108.96
\$150,000 to \$199,999	6.75%	7.22%	107
\$200,000 to \$249,999	2.68%	3%	111.7
\$250,000 or more	4.27%	4.59%	107.35
Median Household	67,026	69,856	104.22
Average Household	98,431	106,613	108.31
Per Capita Household	36,545	38,396	105.06
Femily/Nen Femily/Llaussheld			
Family/Non-Family Household Income			
Median Family Income	80,818	85,995	106.41
Average Family Income	114,639	124,126	108.28
Median Non-Family Income	42,725	46,051	107.78
Average Non-Family Income	60,751	64,229	105.73

St. Marys Westfield Fertile Willey Sabula Numa Long Grove Rinard Grand Junction Carter Lake Long and Stout Scarville Hudson Drakesville Farley Ladora Missouri Valley Fire Contextual Institute Stherville Sibley Tipton Creston Marion Bode Center Point Franklin 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	65.34%	65.52%	100.29
Families with Children	36.22	35.64	98.4
Families without Children	29.11	34.73	119.29
Non-Family Households			
% Non-Family Households	34.66%	34.48%	99.46
Non-Families with Children	0.12	0.08	99.46
Non-Families without	34.54	34.4	99.59
Children			
Housing Units			
Total Housing Units	7,140	8,399	117.63%
Vacant percent	10.18%	10.17%	99.86
Owned percent	70.83%	70.15%	99.05
Rented Percent	18.99%	19.67%	103.57
Households by Size			
Avg household size	2.58	2.68	103.88%
Avg family hh size	3.20	3.35	104.69%
Avg non-family hh size	1.41	1.39	98.58%
Households By Count of			
Persons			
One	1,719	2,073	120.59%
Two	1,939	1,998	103.04%
Three or Four	2,149	2,638	122.75%
Five+	608	834	137.17%

Sburg Anamosa Westwood Codar Rapids Toledo West Burlington Marne Rolfe Correctionville Hubbard Alleman Laurel Rockwell City Lockridge Farley Swaledale Walford Contextual Institute Cambridge Eldridge Eagle Grove Akron Braddyville Packwood Free 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:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	394	3,619	3,042	Eastern Africa	Eastern Africa 0	Eastern Africa 0 153
Northern Europe	11	97	133	Middle Africa	Middle Africa 0	Middle Africa 0 64
Western Europe	10	131	143	Northern Africa	Northern Africa 0	Northern Africa 0 218
Southern Europe	8	23	59	Southern Africa	Southern Africa 0	Southern Africa 0 8
Eastern Europe	6	214	265	Western Africa	Western Africa 1	Western Africa 1 69
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	44	1,405	629	Oceania	Oceania 9	Oceania 9 46
So. Central Asia	153	323	303	Caribbean	Caribbean 5	Caribbean 5 8
SE Asia	61	291	544	Central Amer.	Central Amer. 38	Central Amer. 38 177
Western Asia	2	186	151	South America	South America 14	South America 14 135
Other Asia	0	0	0	North America	North America 32	North America 32 71
				Born at sea	Born at sea 0	Born at sea 0 0

Tanch Bennett Tama Webster City Arispe Joice Huxley Solon Underwood Coalville Theyer Remsen HartinSburg Onslow Missouri Valley Rolfe Earling Martelle Elkport Hornick Monroe Orient Haverhill Clarksville Popejoy Pleasant Plain Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Bevington Melvin Graettinger Miles Hubbard Miner

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 MILE
English only	9,741	30,359	50,980	Other Indo-Euro	0	17	
Spanish	309	1,215	1,684		0	0	0
Other Indo-Euro	242	1,168	1,442	Asian/PI languages Chinese	0 41	890	463
	242	1,100	1,442		13	102	137
language French (incl. Patois,	31	345	243	Japanese Korean	13	446	137
· · ·	31	343	243				
Cajun)	0	9	0	Mon-Khmer,	0	1	69
French Creole	0	-	0	Cambodian	0	0	7
Italian	0	15	50	Miao, Hmong	0	8	7
Portuguese	0	29	26	Thai	0	47	22
German	78	161	406	Laotian	0	12	34
Yiddish	0	0	0	Vietnamese	23	92	257
Other West Germanic	0	0	67	Other Asian	3	51	101
A Scandinavian	19	21	26	Tagalog	21	39	38
Language				Other Pacific Is	6	57	27
Greek	8	24	18	Other languages	8	603	228
Russian	2	85	182	Navajo	0	0	0
Polish	0	11	23	Other Native N.	0	13	9
Serbo-Croatian	0	69	35	American			
Other Slavic Language	0	70	108	Hungarian	0	2	29
Armenian	0	0	0	Arabic	8	281	82
Persian	100	56	51	Hebrew	0	72	48
Gujarathi	3	96	33	African languages	0	235	40
Hindi	0	128	119	Other unspecified	0	0	20
Urdu	0	9	0	·			

i nanawna Piover Uskalousa Gliu

well Junction Lorimor Gilman Clemons Laurel Imogene West Point Drakesville Balliown Elliott Linder mana Templeton Stuart Delaware Creston Ryan Lansing East Peru Sarwin Rock Rapids Dubuque Brayton Swea City Grant Ainsworth Ca Jor Confectual Ministry Intercultural Institute for Contextual Ministry Preston Redfield Arion Ossian Klemme Milton Melv25

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	9,018	30,905	48,420	Irish	Irish 923	Irish 923 3,883
Arab	17	166	158	Italian	Italian 181	Italian 181 665
Armenian	0	0	0	Lithuanian	Lithuanian 29	Lithuanian 29 60
Austrian	9	49	86	Norwegian	Norwegian 301	Norwegian 301 1,301
British	38	136	179	Polish	Polish 110	Polish 110 551
Canadian	17	29	84	Portuguese	Portuguese 0	Portuguese 0 29
Croatian	2	39	43	Romanian	Romanian 0	Romanian 0 29
Czech	299	958	1,399	Russian	Russian 39	Russian 39 191
Czechoslovak	68	192	209	Scandinavian	Scandinavian 21	Scandinavian 21 67
Danish	146	399	566	Scotch-Irish	Scotch-Irish 92	Scotch-Irish 92 349
Dutch	199	585	1,079	Scottish	Scottish 148	Scottish 148 402
English	821	2,166	3,648	Slovak	Slovak 0	Slovak 0 17
European	102	526	943	Subsaharan African	Subsaharan African 2	Subsaharan African 2 570
Finnish	24	33	66	Swedish	Swedish 197	Swedish 197 704
French (not Basque)	128	500	755	Swiss	Swiss 60	Swiss 60 131
French Canadian	9	115	240	Ukrainian	Ukrainian 1	Ukrainian 1 17
German	3,058	9,136	15,635	US/American	US/American 738	US/American 738 1,327
Greek	36	125	137	Welsh	Welsh 55	Welsh 55 215
Hungarian	49	43	101	West Indian	West Indian 6	West Indian 6 28
Iranian	86	97	85	Yugoslavian	Yugoslavian 0	Yugoslavian 0 96
				Other	Other 1,008	Other 1,008 4,980

nett Grove Spillville Quintby 1

Harne Garrison Grimes Monroe Williams Beaver Delaware Atkins Oto Elk Horn Holy Cross Titonka He Hazleton Marysville Conrad Wadena Barnum Oskaloosa Storm Laker Carpenter Clermont Grimell Meter Independence Traer Middletown Lambs Grove Rinard Cresco La for Confectual Ministry Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Contextual Contextual Contextual Contextual Ministry Confectual Ministry Contextual Ministry Confectual Ministry Contextual Contextual Contextual Contextual Ministry Confectual Contextual Ministry Contextual Contextual Contextual Contextual Contextual Contextual Ministry Contextual Ministry Contextual Context

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?

orthwood Walnut Castalia Ellsworth Ionia Zwingle Alvord Carson Centerville Rutland Stockton Mar teleher-Dallas Gravity Winterset Stockport Rockwell City Graf Lovilia Intercultural Institute Eddyville Hillsboro Lake Park Le Roy Rock Falls Stacyville St. Luca Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

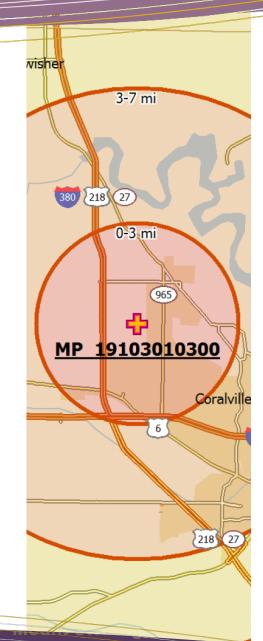
Issues for Your Consideration - continued

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



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.



Elberon Mystic Donahue Carpenter Macedonia Stanton Salem Marble Rock Millen Norway Arcadie Riverside Kalona Maquoketa Waukon Hubbard North Buena Vista Intercultural Institute Central City Sharpsburg Arion Eddyville Denver Graf Bertram Monistry for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,413	100%	4,469	100%
AFFLUENT SUBURBIA	1,848	28.82%	1,272	28.46%
America's Wealthiest	0	0%	0	0%
Dream Weavers	234	3.65%	167	3.74%
White Collar Suburbia	38	0.59%	31	0.69%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	20	0.31%	13	0.29%
Small Town Success	606	9.45%	420	9.4%
New Suburbia Fam.	950	14.81%	641	14.34%
UPSCALE AMERICA	1,170	18.24%	870	19.47%
Status Conscious Consumers	12	0.19%	8	0.18%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	93	1.45%	62	1.39%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	1,065	16.61%	800	17.9%
SM TWN SUCCESS	1,498	23.36%	980	21.93%
2nd City Homebodies	2	0.03%	1	0.02%
Prime Middle America	1,358	21.18%	884	19.78%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	138	2.15%	95	2.13%



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	6,413	100%	4,469	100%
BLUE COLLAR BACKBONE	2	0.03%	1	0.02%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	2	0.03%	1	0.02%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	643	10.03%	433	9.69%
Steadfast Conservative	63	0.98%	43	0.96%
Moderate Conventionalists	580	9.04%	390	8.73%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Winthrop Taber Des Moines Crawfordsville Cumming Lambs Grove Pringhar Montour Meservey Ge Ladora Malvern Maurice Gilbertville Persia Long Grove New Hamper Intercultural Institute burg Le Mars Villisca Kimballton Columbus City Lawler West Point ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Delmar Bedford Rake Chillicothe North English

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	6,413	100%	4,469	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,242	19.37%	904	20.23%
Young Cosmopolitans	130	2.03%	102	2.28%
Minority Metro Communities	0	0%	0	0%
Stable Careers	1,112	17.34%	802	17.95%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Melrose Union Independence Newhall Dedham Pierson Rhodes Altoona Eagle Grove Riverton G Hound Newell Meservey Aurora Diagonal Lohrville Traer Fontane intercultural Institute Wadena Reasnor Ryan Holstein Waterloo Promise City Cylinder Or for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	6,413	100%	4,469	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
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	8	0.12%	6	0.13%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	8	0.12%	6	0.13%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	4	0.06%	3	0.07%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	4	0.06%	3	0.07%

ian Hudson Waverly Nashua Pacific Junction Ionia Lakeside Rockwell Ricketts Alden Riverdale Partie Bevington Elkhart Weldon Johnston Floris Cresco Rhodes White Intercultural Institute kinton Le Mars Decorah Clear Lake Sibley Iowa City Sanborn Lytton Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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?

a Coralville Carwin Lambs Grove Sully Holstein Brandon Webster Quasqueton Arthur Beaver Ventu Independence Conrad Vining Ellsworth Stanley Clemons Anthon Intercultural Institute Shelby Marengo Garden Grove Algona Corwith Pleasant Plain Winterse Confectual Ministry Intercultural Institute for Contextual Ministry and Copyright 2014, Intercultural Institute for Contextual Ministry and Copyright 2014, Intercultural Institute for Contextual Ministry

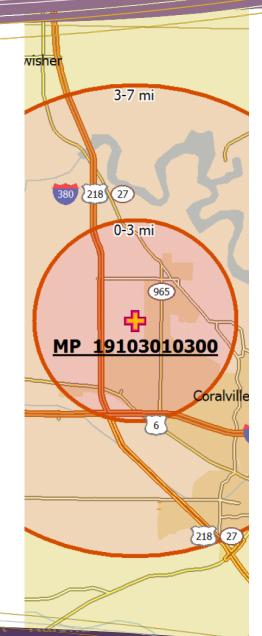
Potential Cultural Bridges

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).



Meriden Defiance Keosauqua Ashton Bridgewater Sioux City Seymour Lakota Stockton West Union Struble Rodney North Washington Sabula Joice Smithland Princeton Intercultural Institute Anthon West Point New Liberty University Heights Pioneer Lucas Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential 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	84%	83%	83%
Use Comp. for Internet/E-mail	72%	71%	71%
Internet Use: E-Mail	61%	62%	61%
Use Comp. for Word Processing	52%	48%	45%
Use Comp. for Shopping	47%	46%	42%
Use Comp. for Comp. Games	45%	42%	40%
Use Comp. for Banking	45%	44%	40%
Use Comp. for Digital Camera	43%	42%	39%
Photo Editing			
Use Comp. for Education	40%	37%	39%
HH Owns DVD Player	37%	34%	35%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: Banking	35%	36%	33%
Internet Use: News/ Weather	34%	37%	38%
Use Comp. for News/Info./Data	32%	33%	31%
Service			
PC-Network-HH Has One	25%	24%	21%
Use Comp. for Personal Financial	19%	19%	18%
Mngmnt			
Internet Use: Shopping: Gathered	17%	18%	16%
Info. for Shopping			
Use Comp. for Accounting	17%	18%	16%
Use Comp. for Telecommuting	15%	16%	13%
Internet Use: Shopping: Made A	15%	15%	14%
Purchase			
Use Comp. for Filing/DB Mngmnt	15%	15%	14%

Ley Allison Webster City Lone Tree Ollie Woodburn Maxwell Sioux City Denison Popejoy Wyoming Searsbore New Hartford Okoboji Audubon Turin Pella Delmar Eary Intercultural Institute Prairie City St. Paul Menlo Wall Lake Elkader Lester Camanche Web for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Bairstown

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	72%	73%	72%
Dining Out (Not Fast Food)	65%	68%	64%
Reading Books	58%	62%	59%
Card Games	45%	44%	44%
Go To A Beach/Lake	45%	44%	41%
Cooking for Fun	39%	43%	44%
Board Games	38%	36%	36%
Gardening	32%	33%	33%
Going To	25%	28%	25%
Bars/Nightclubs/Dancing			
Visit Museum	25%	27%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	66%	66%	66%
Gen./Fam. Practitioner	43%	41%	42%
Dentist	30%	32%	32%
None Of These	21%	22%	22%
Eye Dr.	21%	21%	21%
Backache	19%	20%	20%
High Cholesterol	17%	18%	17%
Hypertension/High Blood	17%	17%	17%
Pressure			
OB/GYN	13%	13%	13%
Acid Reflux Disease (GERD)	13%	13%	13%

City Rodman Pioneer Agency Hansell Odebolt Hartford Pulaski Bayard Denver Charles City Parnel Haquoketa Monona Blanchard Seymour Toledo Asbury Dike Delphon Intercultural Institute Tell Donnellson Corydon Andrew Oskaloosa Meservey Victor Galva Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	32.8%	37.16%	33.66%
Live Theater	23.78%	27.43%	24.72%
Rock/Pop Concerts Most	20.05%	23.07%	20.76%
Often			
Live Theater Most Often	19.36%	22.75%	20.53%
Comedy Club	13.08%	10.74%	9.82%
Comedy Club Most Often	9.87%	7.79%	7.29%
Movies: Comedy	43.66%	40.96%	39.78%
Movies: Action/Adventure	41.88%	40.74%	39.21%
Movies: Fam.	22.62%	19.42%	20.2%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	22.45%	23.62%	21.23%
Movies: Romantic Comedy	22.28%	22.33%	22.79%
Movies: Mystery	16.34%	18.47%	16.74%
MLB Baseball Reg. Season	12.48%	12.37%	10.87%
NFL Football Reg. Season	11.2%	9.51%	8.57%
College Football Reg. Season	9.87%	9.62%	8.6%
NBA Basketball Reg. Season	6.89%	6.14%	5.15%
College Basketball Reg. Season	6.03%	7.13%	6.09%
NHL Hockey Reg. Season	4.57%	4.78%	4.1%

Walford Park View Cotter Panorama Park Bode Aredale Washington Hansel Coralville Bevington Ea Armstrong Conrad Hepburn Marcus West Liberty Orange City Bradder Intercultural Institute Hartwick Cambridge Atalissa Iowa Falls Coulter Paton Crystal Lake Copyright 2014, Intercultural Institute for Contextual Ministry Braddate University Park Jackson Junction University Park

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	44.38%	45.48%	42.38%	Baseball	Baseball 11.64%	Baseball 11.64% 10.85%
Swimming	39.73%	39.75%	40.85%	Aerobics	Aerobics 10.56%	Aerobics 10.56% 11%
Bowling	23.22%	23.35%	22.39%	Football	Football 10.02%	Football 10.02% 11.41%
Billiards/Pool	22.02%	24.77%	23.45%	Tennis	Tennis 8.95%	Tennis 8.95% 10.34%
Weight Training	21.42%	21.27%	18.99%	Yoga	Yoga 8.67%	Yoga 8.67% 10.46%
Using Cardio Machine	18.24%	18.92%	16.9%	Softball	Softball 8.4%	Softball 8.4% 8.28%
Jogging/Running	17.8%	19.72%	17.34%	Soccer	Soccer 8.31%	Soccer 8.31% 9.52%
Golf	17.04%	18.51%	17.78%	Canoeing/Kayaking	Canoeing/Kayaking 8%	Canoeing/Kayaking 8% 7.65%
Freshwater Fishing	16.4%	15.75%	15.68%	Saltwater Fishing	Saltwater Fishing 7.97%	Saltwater Fishing 7.97% 7.13%
Camping Trips	16.1%	15.11%	16.39%	Power Boating	Power Boating 7.87%	Power Boating 7.87% 8.22%
Basketball	15.2%	16.15%	15.61%	Target Shooting	Target Shooting 7.74%	Target Shooting 7.74% 7.37%
Mountain/Road Biking	15.18%	17.87%	18.33%	Motorcycling	Motorcycling 7.39%	Motorcycling 7.39% 6.02%
Stationary Cycling	13.44%	14.51%	13.33%	Hunting	Hunting 7.1%	Hunting 7.1% 7.01%
Backpacking/Hiking	13.38%	14.34%	12.82%	Volleyball	Volleyball 7%	Volleyball 7% 7.43%

Buckeye Ely Farnhamville Boone Callender Van Meter Sioux Center Mingo Protivin Glidden Elkad Ute Farmersburg Eldridge Dickens Kensett Ruthven Cotter Mason Kiskman Whiting Keomah Odebolt Castalia Graf Lake View Coulter Greene Northwood Chariton Intercultural Institute Confertual Ministry Lincoln Carbon Pleasant Hill Ledyard Quasqueton 39 Copyright 2014, Intercultural Institute for Contextual Ministry

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
Jet Skiing	6.35%	6.36%	6.54%
Downhill & X-Country	6.09%	5.9%	8.61%
Skiing			
Snorkeling	6.06%	5.96%	7.65%
Horseback Riding	5.79%	6.02%	5.56%
Roller Skating	5.78%	6.44%	6.76%
Ice Skating	5.47%	6.5%	6.69%
Water Skiing	4.89%	5.24%	5.65%
Rock Climbing	4.66%	4.7%	4.39%
Martial Arts	4.29%	4.21%	3.62%
Snowboarding	4.13%	4.41%	5.04%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Fly Fishing	3.98%	3.95%	3.97%
Archery	3.7%	3.52%	3.75%
Hockey	3.62%	3.53%	4.23%
Sailing	3.49%	3.84%	4.3%
Snowmobiling	3.48%	3.26%	4.06%
Rowing	3.31%	2.76%	2.6%
Racquetball	3.24%	3.44%	4.12%
Skateboarding	3.15%	2.77%	3.61%
Surfing & Windsurfing	3.1%	3.13%	3.91%
Auto Racing	3.08%	3.14%	2.95%

neva Ogden Sanborn Vining Woodburn Martensdale Mount Ayr Frederika Lake City Red Oak Welton Welton Hastings Keystone Colo Osterdock Robins Marathon Denver New Intercultural Institute Runnells Grand Junction Norway Sumner Carson Rinard Cromwell Intercultural Institute for Contextual Ministry Marshalltown Prescott Contextual Ministry Marshalltown Prescott

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.

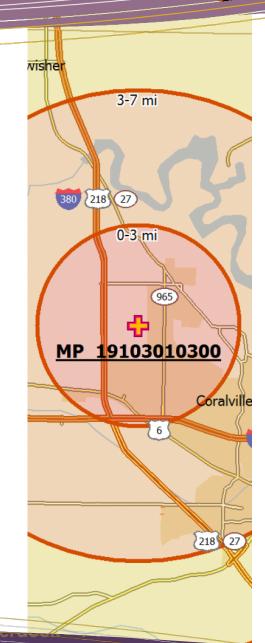
BIBLICAL BARRIERS

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.



Wyoming Laurens Essex Luxemburg West Liberty Humeston Low Moor Alvord Pleasanton Stout Grove Muscatine Hillsboro Granger Pioneer Anamosa Lincoln Man <u>Intercultural Institute</u> Rake Spencer Beaver Le Roy Ventura Fertile Shelby Bertram Tor Confectual Ministry Copyright 2014, Intercultural Institute for 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.

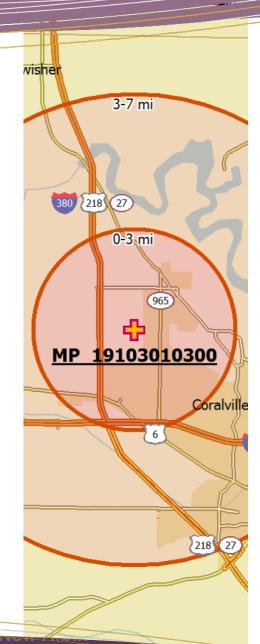
CULTURAL BARRIERS OF ACCEPTANCE

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.



The Jackson Junction Hartford Van Meter Promise City Soldier Vinton Deimar Mount Union Marshallter West Des Moines Conesville North Buena Vista Mount Pleasant Holy Cross Intercultural Institute Dunlap Coralville De Witt Adel Liscomb Victor Pleasant Plain Bar 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.

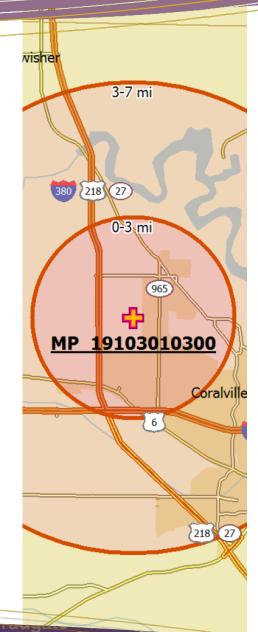
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	48%	46%	Too Much Sponsorship In Arts/Sports	20%	17%	19%
Find It Difficult To Say No To My Kids	40%	41%	41%	Like to Stand Out In A Crowd	19% 19%	20% 20%	19% 17%
Prefer To Have Few Possessions As Possible	36%	43%	42%	Like To Pursue Challenge/Novelty/Change	17%	19%	18%
Woman's Place Is In The Home Speak My Mind Even If It Upsets	34% 34%	31% 33%	31% 32%	Rarely Sit Down to a Meal Together At Home	16%	16%	15%
People If Won Lottery Would Never	31%	33%	30%	We Should Strive for Equality for All	14%	14%	13%
Work Again Like Control Over People And	30%	30%	28%	Happy With My Standard Of Living	13%	18%	18%
Resources Don't Judge People/Way They	29%	29%	30%	Only Work Current Job for The Money	13%	11%	12%
Live Life Like To Do Unconventional	27%	24%	24%	On Whole People Get What They Deserve	10%	13%	12%
Things				Indulge My Kids With The Little	9%	10%	9%
Friends More Important Than My Fam.		29%	28%	Extras Little I Can Do To Change My	7%	6%	6%
Money Is Best Measure Of Success	24%	26%	25%	Life I Am A Perfectionist	7%	9%	8%
Marijuana Should Be Legalized	21%	20%	19%				

nce Bayard Rolfe Sibley Holstein University Heights Rickardsville Luverne Mitchellville Waverly Dan Bode Westgate Indianola Parnell Chillicothe Dedham Conway Har Intercultural Institute Braddyville Belmond Marquette Long Grove Linn Grove Fenton Park Confectual Ministry Schleswig Sheffield Shellsburg Urbana Nashua P43

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.



West Des Moines Leighton Hinton Rudd Onslow Olin Story City Russell Moville Lamont Balltown Altoona Welton Patterson Stockton Numa Richland Gravity Donah Intercultural Institute Randolph Leon Millersburg Marshalltown Kinross Osage Fraser Store for Contextual Ministry Greenfield Oa Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

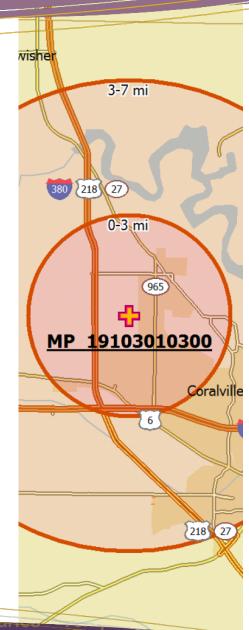
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	71%	69%	67%	Consider Myself Interested In The Arts	18%	17%	17%
You Should Seize Opportunities In Life	57%	57%	55%	Real Men Don't Cry Is An Important Part Of Who I Am	17% 15%	15% 14%	15% 14%
Like To Understand About Nature	38%	39%	37%	Looking for New Ideas To Improve Home		12%	12%
Prefer To Have Few Possessions As Possible	36%	43%	42%	Try Not To Worry About The Future	13%	13%	12%
Prefer Work Part Of Team Than Alone	32%	32%	31%	Enjoy Spending Time With My Fam.	12%	11%	10%
Important Feel Respected By My Peers	32%	33%	32%	Provide My Kids With The Little Extras	9%	10%	10%
Good At Fixing Things People Have To Take Me As	27% 27%	28% 24%	32% 24%	Children Should Be Allowed To Express Themselves	6%	6%	6%
They Find Me				Like Spending Most Time With	5%	5%	5%
Important To Juggle Various Tasks	26%	26%	25%	Fam. Feel Very Alone In The World	4%	4%	4%
Have Keen Sense Of Adventure	25%	27%	27%	Decor Particular Interest To Me	4%	3%	6%
Worried About Pollution Caused By Cars	24%	27%	27%	Would Like To Set Up Own Business	3%	3%	3%
Like To Just Enjoy Life	23%	24%	23%				

Shenandoah Silver City Hartley Mallard Castalia Magnolia Plainfield Swisher Ballown Sioux Center Bristow Aurora Logan Smithland Anthon New Vienna Wallingford Saliy Raymond Chester Atlantic Lake Park Luzerne Andrew West Des Moines Melcher-Dallas ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



Ackworth Melbourne New Albin Millville Cambridge Van Horne Wall Lake Shelby Castana Atkins Tripe Libertyville Waverly McGregor Hospers Fairfax Monona McCallsburg Intercultural Institute cott Audubon Correctionville Brooklyn Whittemore West Des Moines A 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		PLACE	PLACE 0-3	PLACE 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fast Food/Drive-In	86.5%	83.69%	82.22%		Chili's Grill and Bar	Chili's Grill and Bar 19.8%	Chili's Grill and Bar 19.8% 17.7%
Restaurant-Visit Any					Outback Steakhouse	Outback Steakhouse 19.2%	Outback Steakhouse 19.2% 17.42%
Fam. Restaurants/Steak	85.91%	83.64%	83.81%		Chick-Fil-A	Chick-Fil-A 17.69%	Chick-Fil-A 17.69% 14.65%
Houses-Visit Any					Dairy Queen	Dairy Queen 17.14%	Dairy Queen 17.14% 16%
McDonald's	58.26%	55.57%	53.86%		Starbucks	Starbucks 17.02%	Starbucks 17.02% 18.51%
Burger King	38.52%	34.36%	35.29%		IHOP (International House Of	IHOP (International House Of 16.94%	IHOP (International House Of 16.94% 16.02%
Subway	34.83%	32.45%	30.72%		Pancakes)	Pancakes)	Pancakes)
Taco Bell	34.32%	28.58%	28.02%		Sonic	Sonic 15.53%	Sonic 15.53% 12.34%
Applebee's	33.66%	33.32%	33.01%		Red Lobster	Red Lobster 15.44%	Red Lobster 15.44% 14.99%
Wendy's	32.9%	29.16%	28.14%		Cracker Barrel	Cracker Barrel 15.39%	Cracker Barrel 15.39% 15.22%
Kentucky Fried Chicken (KFC)	26.58%	24.22%	24.37%		TGI Friday's	TGI Friday's 14.32%	TGI Friday's 14.32% 14.66%
Arby's	26.09%	22.54%	21.3%		Quiznos Sub	Quiznos Sub 13.94%	Quiznos Sub 13.94% 13.79%
Olive Garden	24.69%	22.33%	20.77%		Domino's Pizza	Domino's Pizza 13.88%	Domino's Pizza 13.88% 14.24%
Pizza Hut	21.63%	18.99%	19.09%				

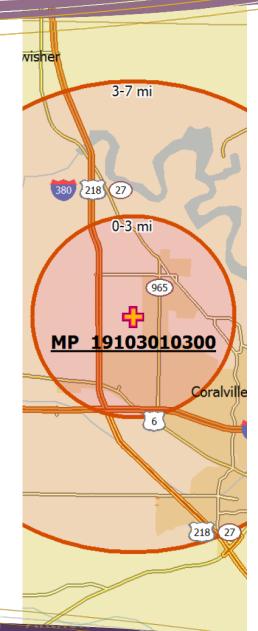
Dumon Bode Conwav nstitute Intercultura Douds Fonda Orient te for Contextual Ministry 47 Insuu

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!



Bernard Aurora Greenfield Curlew Reinbeck Brighton Bassett Westphalia Andrew Yetter Adel Eliston Brooklyn Belle Plaine New Providence Ely Williams Exline Denver Keomah Village Guthrie Center Packwood Livermore Rowley Intercultural Institute Confectual Ministry Tingley Mitchellville Anita Quimby Lansing Lakesid48

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	48.32%	48%	47.13%
Recycled products	40.5%	40.82%	39.04%
Worked as volunteer (non political)	18.91%	19.76%	19.07%
Engaged in fund raising	11.41%	12.11%	11.66%
Religious club member	7.85%	7.52%	7.48%
Wrote to elected offcl about publ bus	7.39%	7.18%	6.83%

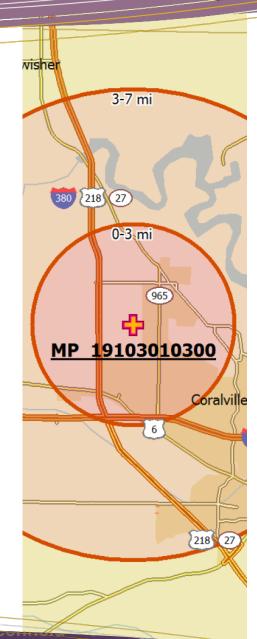
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	6.58%	7.02%	6.57%
newspaper			
Union member	5.3%	5.34%	5.32%
Took active part in local civic	5.21%	5.72%	5.51%
issue			
Wrote to editor of mag or	5.2%	4.65%	4.4%
newspaper			
Addressed a public meeting	5.2%	5.55%	5.3%
Charitable Organization	5.17%	6.19%	5.93%

Shington Farmington Cleghorn Knierim Spring Hill Granger Garner Hills Ferguson Rose Hill Westpha Baugh Hayesville Denver Garwin Laurens Woolstock Harpers Ferry Bir Intercultural Institute Duncombe Grand River Danville Corning Corydon Readlyn Rossie How for Contextual Ministry Contextual Ministry Providence Neola Center Point Lenox Chatsworth 49

Communication Media Content

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

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



Blakesburg Millerton Mitchell Lawton Asbury Hull McCallsburg Morley Edgewood Madrid Colwell Hodaway Iowa Falls Udell Marengo Thompson Cherokee Centerville Intercultural Institute Sburg Plymouth Shelby Rockwell Palo Aredale Boyden Saylorville Copyright 2014, Intercultural Institute 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	21.45%	21.76%	20.28%
Children's Books	15.19%	14.72%	14.18%
Mystery	13.94%	14.45%	13.7%
Cookbooks	11.4%	11.98%	11.5%
Religious (not Bibles)	9.17%	8.53%	8.45%
History	8.76%	8.38%	7.79%
Personal/Business	8.38%	8.64%	8.08%
Self-help			
Romance	7.92%	7.22%	7.28%
Biography	7.49%	7.84%	7.46%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	70.13%	70.53%	69.33%
Gen. Editorial	45.96%	47.96%	47.18%
Womens	43.65%	43.74%	43.08%
Service	38.26%	37.46%	36.73%
Mens	20.52%	20.99%	20.75%
Business/Finance	19.87%	21.33%	19.75%
Sports	16.96%	18.35%	17.6%
Parenthood	14.98%	13.87%	13.4%
Health	13.51%	13.22%	13.23%

Holstein Eagle Grove Marcus Avoca Gilbert Chillicothe Davenport North Buena Vista Colo Waucom Intercultural Institute Canawha Klemme Tiffin Dickens Crystal Lake Elma Centerville Remse for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Marys Lynnville Raymond Polk City Letts Lineville Stacyville Montezuma Shellsburg Valeria Blockton

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	57.69%	57.42%	57.35%
Sport	33.2%	33.71%	33.52%
Business/Finance	32.49%	33.42%	32.25%
Classified	32.43%	32.68%	33.27%
Editorial Page	30.41%	30.95%	31.27%
Comics	27.96%	28.48%	28.85%
Movie Listings & Reviews	27.49%	29.1%	28.91%
Food/Cooking	25.47%	26.1%	25.99%
TV/Radio Listings	23.2%	23.04%	23.35%
Home/Gardening	21.87%	21.74%	21.35%
Travel	21.72%	22.6%	21.47%
Science/Technology	18.58%	20.13%	19.59%
Fashion	14.75%	14.84%	14.73%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Adult Contemporary	22.76%	21.46%	20.79%
Country	22.21%	19.45%	20.44%
CHR Contemp Hit Radio	20.3%	20.21%	19.84%
News/Talk	15.67%	16.14%	15.04%
Rock	15.3%	14.93%	14.87%
Alternative	13.16%	13.19%	12.5%
Classic Rock	12.71%	12.96%	12.67%
Oldies	11.48%	11.43%	11.38%
Urban Contemporary	10.27%	10.76%	10.84%
Variety	8.93%	9.21%	9.19%
Soft Contemporary	8.92%	8.21%	7.78%
Religious	7.02%	6.17%	6.24%
Classic Hits	6.53%	5.46%	5.34%
All Talk	5.73%	5.38%	4.95%
All News	5.67%	6.09%	5.54%
Sports	5.31%	5.33%	4.9%
Jazz	4.32%	4.58%	4.21%
Classical	4.14%	5.03%	4.62%

Cher-Dallas Victor Soldier De Witt Camanche Bassett Bettendorf Rowley Laurel Shannon City Hende Ida Grove Cincinnati Cotter Kirkman Fraser Garrison Welton Bassett Intercultural Institute Hartley Ogden Swaledale Algona Jamaica Mechanicsville Aurora Stecopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for 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

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	68.03%	67.48%	65.37%		Adult Pay Per View TV	Adult Pay Per View TV 30.27%	Adult Pay Per View TV 30.27% 28.49%
Satellite Dish	55.13%	50.9%	50.76%		TV Info From Newspapers	TV Info From Newspapers 29.82%	TV Info From Newspapers 29.82% 27.64%
Soapnet	54.72%	52.56%	51.45%		Nick At Nite	Nick At Nite 29.56%	Nick At Nite 29.56% 28.79%
Other Video-On-Demand	39.88%	39.15%	37.21%		The Golf Channel	The Golf Channel 28.94%	The Golf Channel 28.94% 28.53%
Sci-Fi Channel	39.68%	37.71%	34.99%		TCM (Turner Classic	TCM (Turner Classic 28.67%	TCM (Turner Classic 28.67% 27.85%
Comedy Central	39.08%	43.31%	41.03%		Movies)	Movies)	Movies)
MSNBC	36.53%	36.47%	34.21%		ESPN Classic	ESPN Classic 28.65%	ESPN Classic 28.65% 32.9%
Adult Swim	32.5%	34.88%	32.43%		Video-On-Demand Movies	Video-On-Demand Movies 28.59%	Video-On-Demand Movies 28.59% 26.13%
Nickelodeon	32.42%	29.7%	29.49%		TV Info From Monthly Cable	TV Info From Monthly Cable 27.76%	TV Info From Monthly Cable 27.76% 26.52%
TV Info From Sunday TV	31.98%	29.24%	28.66%		Guide	Guide	Guide
Magazine					BET (Black Entertainment	BET (Black Entertainment 27.2%	BET (Black Entertainment 27.2% 29.33%
Hallmark Channel	31.22%	30.27%	28.46%		TV)	TV)	TV)
ABC Fam.	30.41%	32.82%	29.47%		USA Network	USA Network 26.9%	USA Network 26.9% 25.36%
					ESPN2	ESPN2 26.8%	ESPN2 26.8% 28.65%



Subscribe Digital Cable

25%

25.48%

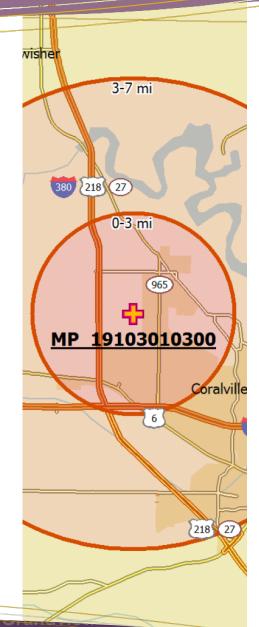
24.59%

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.



Waukon Livermore Garnavillo Emmetsburg Sidney Templeton Tama Sheidon Van Wert Mount Pleasa Greeley Colfax Postville Calmar Sutherland Ely Manilla Irwin Correction Intercultural Institute New Hampton Rowan Elk Horn Ringsted Charter Oak Salix Chariton Confectual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry Cocopyright 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+)	23.53%	24.96%	23.44%
Medium Users (4-6)	12.84%	12.2%	11.71%
Light Users (1-3)	21.73%	21.57%	21.49%
Quintiles (20%)			
Newspaper I (Heavy)	2.91%	1.79%	1.82%
Newspaper II	1.62%	1.42%	1.38%
Newspaper III	1.86%	2.21%	1.96%
Newspaper IV	0.76%	0.4%	0.38%
Newspaper V (Light)	0.99%	0.93%	1.62%

0-3	3-7	7-10
MILES	MILES	MILES
21.12%	20.79%	19.94%
9.99%	8.34%	7.95%
10.54%	10.97%	10.88%
12.01%	10.38%	10.72%
0.56%	0.56%	0.48%
7.5%	6.88%	6.43%
2.16%	2.32%	2.62%
3.3%	2.71%	2.55%
15.3%	14.82%	14.78%
23.55%	22.66%	23.37%
13.69%	13.24%	13.06%
6.28%	6.14%	6%
5.63%	7.06%	6.77%
22.92%	22.4%	21.81%
2.99%	2.86%	3.41%
	MILES 21.12% 9.99% 10.54% 12.01% 0.56% 7.5% 2.16% 3.3% 15.3% 23.55% 13.69% 6.28% 5.63% 22.92%	MILESMILES21.12%20.79%9.99%8.34%10.54%10.97%12.01%10.38%0.56%0.56%7.5%6.88%2.16%2.32%3.3%2.71%15.3%14.82%23.55%22.66%13.69%13.24%5.63%7.06%22.92%22.4%

Mile Ute Akron Dixon Coon Rapids Birmingham Bancroft Williams Oxford Alleman La Porte City New Market Williamson Eldridge Pisgah Pleasanton Baldwin Cumberly Intercultural Institute do Dakota City Monticello Dike Whittemore Sabula Lehigh Ainsworth Confectual Ministry for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry arter Oak

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.

NUM	7-10	3-7	0-3	MEDIUM
	MILES	MILES	MILES	
Prime Time Quntiles (fif				Radio Drive Time Quntiles
)				(fifths / 20%)
e Time I & II (Heavy)	4.7%	5.06%	3%	Drive Time I & II (Heavy)
e Time III (Medium)	1.03%	0.44%	0.54%	Drive Time III (Medium)
e Time IV & V (Light)	2.34%	2.22%	2.38%	Radio IV & V (Light)
arly/Late Fringe Quntile				Radio Media Quntiles (fifths /
s / 20%)				20%)
ge I & II (Heavy)	7.38%	7.85%	9.84%	Radio I & II (Heavy)
ge III (Medium)	5.18%	4.75%	5.64%	Radio III (Medium)
ge IV (Light)	3.27%	3.42%	3.97%	Radio IV & V (Light)
All Day Quntiles (fifths /				Cable TV Quntiles (fifths /
)				20%)
ay I & II (Heavy)	16.2%	18.13%	18.45%	Cable I & II (Heavy)
ay III (Medium)	4.85%	5.6%	4.92%	Cable III (Medium)
ay IV (Light)	30.24%	32.51%	33.41%	Cable IV & V (Light)

kridge Swea City St. Olaf Garnavillo West Okoboji Ridgeway Charter Oak Rock Falls Little Sioux Thurs Ringsted Charles City Walker Galva Casey Nodaway Rockford Keswer <u>Intercultural Institute</u> Coralville Berk Manchester Tipton Packwood Laurel Gibson Stacyville South English Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 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]	13.32%	13.25%	12.37%
6:00am - 10:00am	17.94%	20.57%	19.88%
10:00am - 3:00pm	6.07%	8.44%	7.45%
3:00pm - 7:00pm	14.43%	12.73%	14.1%
7:00pm - Midnight	14.63%	14.71%	14%
Midnight - 6:00am	5.54%	5.8%	5.52%
Weekend Radio			
Listeners			
Dayparts [summary]	16.78%	14.43%	15.89%
6:00am - 10:00am	4.25%	5.28%	4.73%
10:00am-3:00pm	6.48%	8.25%	8.9%
3:00pm - 7:00pm	7.64%	6.77%	6.71%
7:00pm - Midnight	10.52%	10.42%	9.75%
Midnight - 6:00am	11.04%	10.86%	10.52%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	11.17%	12.17%	12.22%
Saturday: 8:00-11:00pm	9.49%	8.59%	8.17%
Sunday: 7:00-11:00pm	12.18%	13.2%	11.86%
9:00am-1:00pm	29.56%	28.79%	26.94%
9:00am-4:00pm	33.77%	32.9%	30.92%
4:00pm-7:00pm	33.17%	31.74%	29.64%
11:00pm-1:00am	43.71%	44.31%	41.73%
AVG Prime time Mon-Sun	2.63%	2.65%	2.49%

Traer Greene Humeston Riverdale Lovilia Hills Gladbrook Prescott Pisgah Walcott Arlington Ag areus Knierim Clarion Brandon Toronto Carbon Wilton Bouton Crass Sharon Sioux City Hudse Sigourney Riverton Varina Worthington Collins Gilbertville Casey Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	20.7%	21.3%	20.91%	Sat: 7-10am	Sat: 7-10am 22.33%	Sat: 7-10am 22.33% 22.76%
7-9am	26.8%	28.65%	26.44%	Sat: 10am-1pm	Sat: 10am-1pm 7.95%	Sat: 10am-1pm 7.95% 8.54%
9am-12noon	25.1%	24.07%	22.51%	Sat: 1-4pm	Sat: 1-4pm 28.78%	Sat: 1-4pm 28.78% 26.36%
12noon-4pm	8.67%	8.83%	8.41%	Sat: 4-6pm	Sat: 4-6pm 8.6%	Sat: 4-6pm 8.6% 8.44%
4-6pm	58.21%	56.11%	52.69%	Sat: 6-7pm	Sat: 6-7pm 1.8%	Sat: 6-7pm 1.8% 2.1%
6-7pm	20.07%	19.31%	19.95%	Sat: 7-8pm	Sat: 7-8pm 1.42%	Sat: 7-8pm 1.42% 1.53%
7-7:30pm	2.85%	2.52%	2.59%	Sat: 8-11pm	Sat: 8-11pm 9.49%	Sat: 8-11pm 9.49% 8.59%
7:30-8pm	10.55%	11.44%	10.38%	Sat: 11pm-1am	Sat: 11pm-1am 5.58%	Sat: 11pm-1am 5.58% 5.62%
8-11pm	11.17%	12.17%	12.22%	Sat: 1am-7pm	Sat: 1am-7pm 26.9%	Sat: 1am-7pm 26.9% 25.36%
11pm-12am	36.53%	36.47%	34.21%	Sun: 7-10am	Sun: 7-10am 2.3%	Sun: 7-10am 2.3% 2.34%
11pm-1am	43.71%	44.31%	41.73%	Sun: 10am-1pm	Sun: 10am-1pm 7.78%	Sun: 10am-1pm 7.78% 7.35%
1-6am	36.33%	35.96%	33.41%	Sun: 1-4pm	Sun: 1-4pm 8.84%	Sun: 1-4pm 8.84% 8.01%
				Sun: 4-7pm	Sun: 4-7pm 16.26%	Sun: 4-7pm 16.26% 16.51%
				Sun: 7-11pm	Sun: 7-11pm 12.18%	Sun: 7-11pm 12.18% 13.2%
				Sun: 11pm-1am	Sun: 11pm-1am 5.97%	Sun: 11pm-1am 5.97% 6.58%
				Sun: 1-7am	Sun: 1-7am 25.15%	Sun: 1-7am 25.15% 25.48%

Denison Mystic Montrose Pomeroy Victor West Okoboji Weldon Latimer La Porte City Centerville River Cedar Rapids Bloomfield Dickens Derby Greeley Rock Rapids Intercultural Institute Arthur Alvord Searsboro Lakota Hudson Bettendorf Frederika Slave Intercultural Institute Soto Cascad Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Manual Contextual 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.

Struble Decatur City Lidderdale Murray Windsor Heights Conway Doon Sac City Aredale Truro Huds will Hawkeye Welton Moulton Zwingle Blue Grass New Albin Woodbird Edgewood Parkersburg Plan ngton Keokuk Whiting Silver City Peosta Mingo Waterville Armstrong TorContextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Hayesville Kanawha Oxford Lu Verne Jolley Frankli59 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

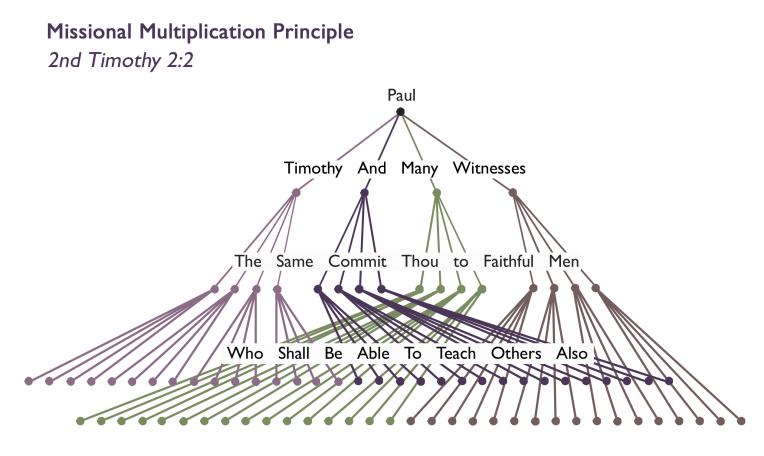
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Clermont Akron Charles City Zearing Elk Run Heights Mechanicsville Centralia Masonville Forest City Atalissa St. Ansgar Waverly Grafton Kellogg Stuart Beacon Core Intercultural Institute am Wayland Delmar University Park Park View Lakota Denver Garder 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.



anger Spillville North Buena Vista Greeley Slater Pleasantville Corwith Grimes Floris Treynor Mailard Thornton Elberon Bassett Decorah Sheffield Red Oak Lorimor Intercultural Institute Hubbard Wedd a Grand Mound Rinard Princeton Massena Milo Allison Garber Che 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.



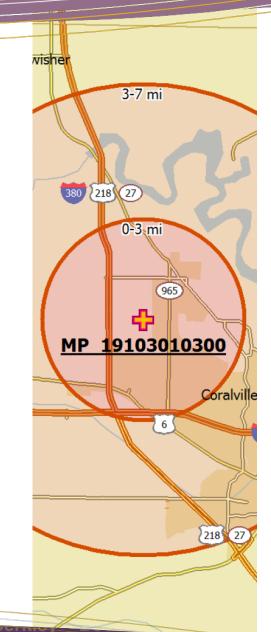


Your MissionSite and the Missional Suite

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



ent Gladbrook Promise City Oxford Junction Woodburn Lakota Denison Floyd Urbandale Millersburg Harcourt Rickardsville Cincinnati Fayette Hartford Larrabee Arlington Intercultural Institute dubon Union Crescent Middletown Bloomfield Tiffin Redfield Plymou for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Notes and Sources

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





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



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

CONTACT US:

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

