# MissionSite top unreached locations

Truesdale Wellsburg Dallas Center OSKALOOSA, IA **Brighton** Klemme Sevmour Avrshire Colo Fraser Urbandale Parnell Clearfield Ashton Floyd Council Bluf CENSUS TRACT: 19123950500 Multiplyn Ackley Montour Gillett Grove Kirgegion: Southeast In Swaledale Sandyville Rock Falls TCOUNTY? Mahaska Iniversity Park Balltown Prairie City Sageville Eddyville Bridgewater SITESCAPE: TownscapeGuernsey Jesup Charlotte Clin partnership with the: Clin partnership with the: Clin partnership with the: ers Ferry Udell Blairstown Stanton Keystone Dunlap Goose Lake Garnavillo New Albin V R<mark>Intercultural Institute</mark>odney Aredale Montros, Aplication Larchwood Springville Armstro Newhall Daptist for Contextual Ministryewell Junction Walnut brook Raymond New Vienna Mill onvention of Neola Manning Royal Superior Mingo Davis City Aurora George Orleans Plymouth Forest City Delphos Va©Copyright 2014 dIntercultural Institute for Contextual Ministry Frederika Redfield Oelwein Rippey Miles Beaconsfiel

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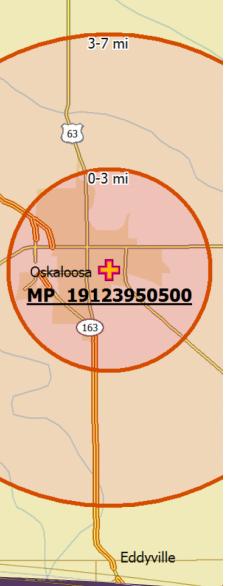
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#### Site Location Summary

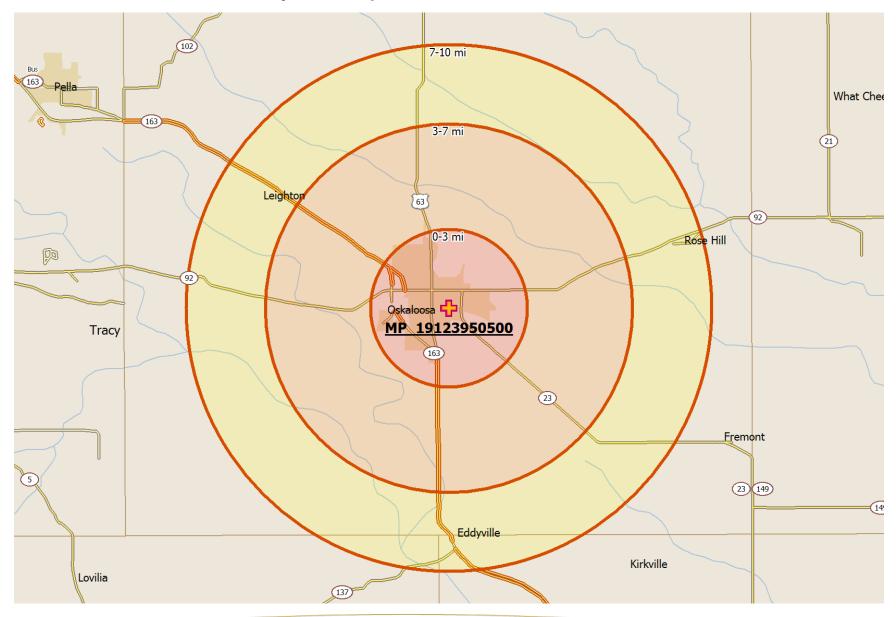
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1905	Southeast
3	County Location	19123	Mahaska
4	Zipcode	52577	Mahaska
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.23	Medium towns adjacent to a small town
8	Sitescape Density Pattern	К	50000-10000-10000



Conway Stacyville Ankeny Aurelia Mingo Saylorville Early Hawarden Masonville Milton Colesburg Al Sanborn Douds Sioux City Hospers Atkins Buckeye Winterset New Intercultural Institute Malcom University Park Oakville Wahpeton Brighton Fruitland Dura Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Recopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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



ntral City Packwood Traer Beacon Nemaha Hinton Beaman Algona Mystic Dayton Hastings Oelweit te Menlo Sutherland Dyersville Holy Cross Udell Matlock Fertile Unit Park Dickens Spillville kton Riceville Chelsea Peosta Hillsboro Altoona Camanche Rhodes <sup>st</sup> Copyright 2014, Intercultural Institute for Contextual Ministry <sup>st</sup> Copyright 2014, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL /	СО	EXPLANATION
	URBAN	DE	
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	8	Micropolitan area not adjacent to a metro area
3	Rural / Urban Continuum	7	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

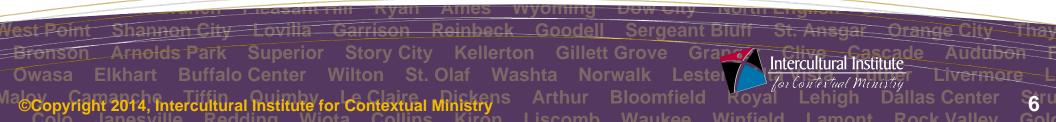
The Parkersburg Fonda Sheffield Burlington Vincent Seymour Oakland Acres Weldon Greeley Cresco Watcoma Thomburg Evansdale Sioux Center Wyoming West Okoboji Intercultural Institute Grove Millerton Lamont Archer Lime Springs Marble Rock Hills Oska for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	12,831	2,288	2,914
2010 Households	5,371	860	1,122
2010 Group Quarters Population	489	45	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	25	6	4
Language Diversity National Index	15	7	27
Foreign Born Diversity National Index	73	35	10
Ancestry Diversity National Index	80	61	52
Racial Diversity National Index	12	4	4



## Site Location Summary - County Environment

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

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

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

Promise City Buck Grove Pioneer Bertram Onslow Winthrop Westwood Gibson Yorktown Mitchell R Secret Prairie City Fredericksburg New Hartford Gillett Grove Monroe Intercultural Institute n Colfax Owasa Wayland Danbury Nodaway Lake City Washington JorContextual Ministry Henderson S 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	771	14.35%
Mainstay Communities	Established, Diverse Households	614	11.43%
Working Communities	Blue-collar, Working Families	2,890	53.81%
Country Communities	Rural, Agri. & Mining Families	592	11.02%
Aspiring Communities	Young Singles / Aspiring-Multihousing	76	1.42%
Urban Communities	High Density, Inner-city Neighborhoods	427	7.95%

Westwood Garrison Waverly Fredericksburg Monticello Floyd Villisca Hawarden Dethi Waukee May Liberon Logan Readlyn Colo Belmond Murray Keystone Luther Early Intercultural Institute Middletown Moorland Modale Gibson Sioux Rapids Coppock Lov Lov Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry December 2014, Intercultural Institute for Contextual Ministry Bertanni Montey Keystone Luther Early Montey Keystone Luther Early Ministry Montey Keystone Luther Early Ministry Montey Keystone Luther Early Montey Keystone Luther Early Ministry Ministry Ministry Ministry Ministry Ministry Montey Keystone Luther Early Ministry Mini

# 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.

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## 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?

Mount Auburn Humeston Brandon Rickardsville Otho Charter Oak Wapelio Newton La Motte Suther Heleott Oyens Sioux Center Ames St. Ansgar Norway Elk Run Heights Intercultural Institute Protivin Lorimor Lamont Wallingford Victor Lamoni Melcher-Dallas Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	5,590	3,502	62.65%
Unreached %	63.22%	65.21%	103.14
Religious But NOT Evangelical HH	1,005	696	69.26%
Religious But NOT Evangelical %	11.37%	12.96%	114.02
Spiritual But NOT Relig or Evang HH	839	652	77.66%
Spiritual But NOT Relig or Evang %	9.49%	12.14%	127.85
Not Evangelical, Not Interested HH	3,746	2,154	57.51%
Not Evangelical, Not Interested %	42.36%	40.11%	94.68



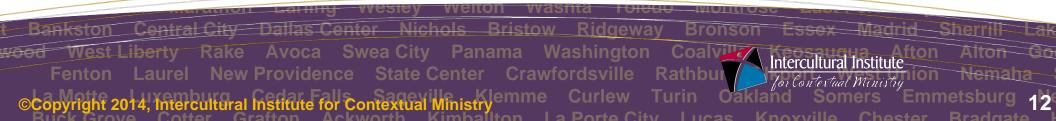
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## **Spirituality Indicators - Churchscape**

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	1,427	820	57.43%
Active Evangelical Percent	16.14%	15.26%	94.54
Inactive Evangelical Households	1,825	1,048	57.44%
Inactive Evangelical Percent	20.64%	19.51%	94.56
# New Churches Needed	4	3	60.74%





## 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

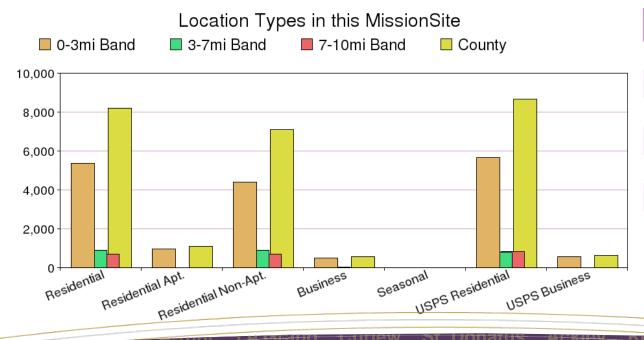
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Floris Burt Fenton Paimer Walcott Shelby Afton Ashton Alden Harvey Patterson Schleswig Albie Templeton Goodell New Vienna Eddyville Lime Springs Riceville Cin for Contextual Institute Copyright 2014, Intercultural Institute for Contextual Ministry Pleasanto 13 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	21,522	12,778	59.37%
2000 Population	22,335	13,233	59.25%
2010 Population	21,954	12,831	58.44%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	8,306	5,109	61.51%
2000 Households	8,880	5,476	61.67%
2010 Households	8,842	5,371	60.74%

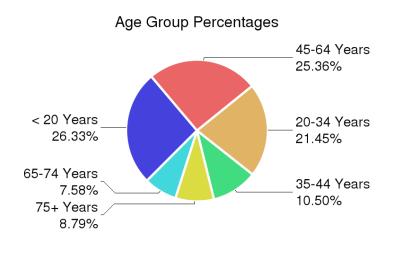


Location Type	0-3mi Band
Residential	5,363
Residential Apt.	971
Residential Non-Apt.	4,392
Business	501
Seasonal	0
USPS Residential	5,678
USPS Business	563

Panora Ackworth Ottumwa Victor Ridgeway Alden Andover Swaledale Greenville Le Mars Keswick Haron Melrose Hepburn Thornton Charter Oak Westwood Van Wert Intercultural Institute Meriden Milo Ashton Nodaway Conway Leando Humeston Alburn for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

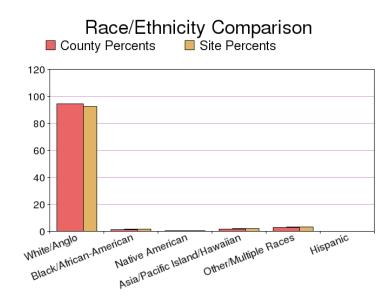


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.44%	6.93%	107.61
4-5 Years	2.71%	2.45%	90.41
6-8 Years	3.8%	3.51%	92.37
9-11 Years	3.84%	3.41%	88.8
12-13 Years	2.56%	2.27%	88.67
14-17 Years	5.28%	5%	94.7
18-19 Years	2.63%	2.74%	104.18
0-5 Years	9.14%	9.38%	102.63
6-12 Years	8.92%	8.07%	90.47
13-19 Years	9.19%	8.86%	96.41
< 20 Years	27.25%	26.31%	96.55
20-34 Years	19.2%	21.44%	111.67
35-44 Years	11.37%	10.49%	92.26
45-64 Years	26.57%	25.34%	95.37
65-74 Years	7.77%	7.58%	97.55
75+ Years	7.83%	8.78%	112.13
Median Age	38	38	99.9
Median Age (Male)	36	37	102.09
Median Age (Female)	40	40	98.86

d Fonda Little Sioux Casey Northboro Stanley Bronson Shueyville Stater McIntire Le Glaire Kirkman Macedonia Donahue Calumet Modale Willey Ralston Battle Creek Perophysical Institute Bagley Epworth Strawberry Point Griswold Wyoming Webster Tabor To Contestual Ministry Weilsburg Oak Copyright 2014, Intercultural Institute for Contextual Ministry Albert City Randalia Davenport Union Sergeant Bluff 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.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	94.6%	92.6%	97.89
Black, African-American	1.07%	1.7%	158.05
Native American	0.25%	0.32%	129.91
Asian	1.39%	2%	143.7
Pacific Island, Hawaiian	0.04%	0.05%	114.07
Other/Multiple Races	2.64%	3.33%	125.97
Hispanic	0%	2.21%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,513	8,418	
Less than 9th Grade	4.4%	4.63%	94.89
No High School Diploma	6.4%	7.2%	88.92
High School Graduate	45.17%	42.54%	106.19
Some College, no degree	16.52%	17.55%	94.13
Associate Degree	10.82%	8.23%	131.41
College Degree	12.11%	13.98%	86.64
Graduate/Prof. degree	4.58%	5.87%	78.08

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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	4.99%	6.2%	391.57
\$10,000 to \$19,999	14.05%	16.5%	117.44
\$20,000 to \$29,999	11.47%	12.05%	105.04
\$30,000 to \$49,999	23.18%	22.62%	97.57
\$50,000 to \$59,999	8.21%	8.19%	99.77
\$60,000 to \$69,999	10.59%	10.61%	100.25
\$70,000 to \$79,999	7.24%	6.2%	85.66
\$80,000 to \$89,999	5.09%	4.3%	84.51
\$90,000 to \$99,999	3.27%	2.7%	82.6
\$100,000 to \$124,999	6.6%	5.34%	80.9
\$125,000 to \$149,999	2.48%	2.42%	97.72
\$150,000 to \$199,999	0.95%	1.12%	117.59
\$200,000 to \$249,999	0.32%	0.45%	141.11
\$250,000 or more	1.57%	1.34%	85.27
Median Household	45,589	43,937	96.38
Average Household	56,596	54,886	96.98
Per Capita Household	23,075	23,023	99.77
Family/Non-Family Household			
Income			
Median Family Income	58,226	55,856	95.93
Average Family Income	66,221	66,285	100.1
Median Non-Family Income	24,244	22,504	92.82
Average Non-Family Income	33,066	29,673	89.74

Hornick Columbus City Rippey Hazleton Elgin Manning Carter Lake Sheidon Larchwood Numa Branch Cylinder Lincoln Dunlap Low Moor Maquoketa Winterset While Intercultural Institute der Jamaica Princeton Alburnett Rinard Bettendorf Coalville Lorimor for Contextual Ministry Recopyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	70.97%	66.32%	93.45
Families with Children	32.21%	30.26%	93.93
Families without Children	38.76%	36.06%	93.05
Non-Family Households			
% Non-Family Households	29.03%	33.68%	116.01
Non-Families with Children	0.02	0.04	164.62
Non-Families without Children	29.01	33.64	115.98
Housing Units			Index
Total Housing Units	9,804	5,915	
Vacant percent	9.81%	9.2%	93.73
Owned percent	66.89%	63.52%	94.96%
Rented Percent	23.3%	27.3%	117.2
Households by Size			Index
Avg household size	2.42	2.30	95.04
Avg family hh size	2.90	2.83	97.59
Avg non-family hh size	1.23	1.25	101.63
Households By Count of Persons			Percent
One	2,029	1,421	70.03%
Тwo	3,670	2,203	60.03%
Three or Four	2,492	1,424	57.14%
Five+	651	323	49.62%

Laurens Missouri Valley West Point Dunlap Delta Rock Falls Titonka Blakesburg New Albin Alton Ba Lacona Woodbine Norway Leighton Keomah Village Elgin Paton Minercultural Institute ana Holland Ottumwa Tabor Traer Colwell Bonaparte Hospers Cobu Contextual Ministry df Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

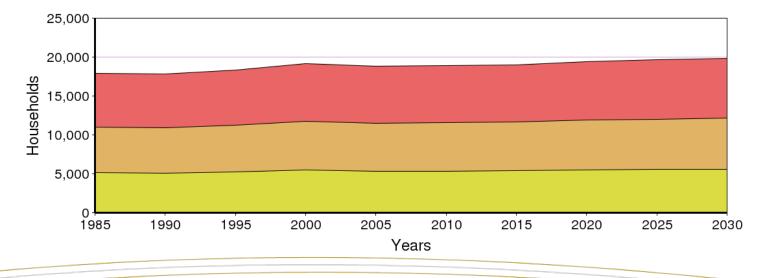
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	21,522	12,778	59.37%
2000 Population	22,335	13,233	59.25%
2010 Population	21,954	12,831	58.44%
2015 Population	21,715	12,797	58.93%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

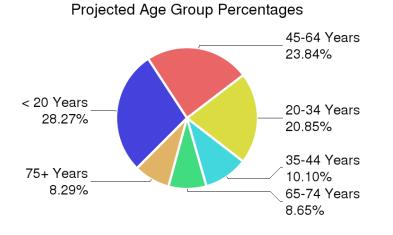
📕 0-10mi Ring



od Spirit Lake Galva Osterdock Aspinwall Alvord Walcott Osage Norwalk Scranten Wahpeton University Bristow George Blairstown Woden Toledo Rossie Rutland Calumeter Intercultural Institute Okoboji McIntire Charles City Mondamin Ellsworth Tennant Laure for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Farmhamville, Dallas Center Pacific Hunction Rockford Mediapolis Larchwood Jesup Farming 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.

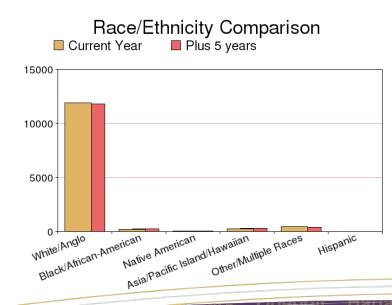


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.93%	8.39%	121.07
4-5 Years	2.45%	3.05%	124.49
6-8 Years	3.51%	4.21%	119.94
9-11 Years	3.41%	3.64%	106.74
12-13 Years	2.27%	2.09%	92.07
14-17 Years	5%	4.57%	91.4
18-19 Years	2.74%	2.32%	84.67
0-5 Years	9.38%	11.44%	121.96
6-12 Years	8.07%	8.95%	110.9
13-19 Years	8.86%	7.89%	89.05
< 20 Years	26.31%	28.28%	107.49
20-34 Years	21.44%	20.86%	97.29
35-44 Years	10.49%	10.1%	96.28
45-64 Years	25.34%	23.85%	94.12
65-74 Years	7.58%	8.65%	114.12
75+ Years	8.78%	8.29%	94.42
Median Age	38	37	97.28
Median Age (Male)	36	36	99.04
Median Age (Female)	40	39	95.82

Blairstown Runnells Park View Newton Royal Maxwell Hudson Postville Salem Williamsburg Co Paimer Winterset Bellevue Lawton Chariton Woden Solon Denison Intercultural Institute Hansell Calumet Diagonal Burlington Davis City Spencer Archer Archer Archer Confectual 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	92.6%	92.38%	99.76
Black, African-American	1.7%	1.88%	110.38
Native American	0.32%	0.31%	97.82
Asian	2%	2.21%	110.41
Pacific Island, Hawaiian	0.05%	0.05%	100.27
Other/Multiple Races	3.33%	3.18%	95.57
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,418	8,202	
Less than 9th Grade	4.63%	3.67%	79.21
No High School Diploma	7.2%	5.74%	79.77
High School Graduate	42.54%	44.64%	104.93
Some College, no degree	17.55%	16.04%	91.45
Associate Degree	8.23%	10.41%	126.48
College Degree	13.98%	13.67%	97.75
Graduate/Prof. degree	5.87%	5.83%	99.31

Greeley Ollie Houghton Colfax St. Marys Douds Donahue Polk City North Liberty Galt Solon Be Urbana Lone Tree Randolph Primghar Oto Mystic Miles Pioneer Sand Intercultural Institute Wilton Numa College Springs Rickardsville Center Junction Brayton Spirit Lake Spirit Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Hartley Cumming Walcoma Hawkeye Central City 21

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.2%	5%	80.6
\$10,000 to \$19,999	16.5%	16.38%	99.3
\$20,000 to \$29,999	12.05%	10.81%	89.73
\$30,000 to \$49,999	22.62%	21.41%	94.66
\$50,000 to \$59,999	8.19%	7.31%	89.24
\$60,000 to \$69,999	10.61%	11.73%	110.57
\$70,000 to \$79,999	6.2%	6.77%	103.59
\$80,000 to \$89,999	4.3%	4.98%	108.44
\$90,000 to \$99,999	2.7%	3%	111.06
\$100,000 to \$249,999	5.34%	6.39%	119.5
\$125,000 to \$149,999	2.42%	2.76%	113.94
\$150,000 to \$199,999	1.12%	1.15%	102.72
\$200,000 to \$249,999	0.45%	0.43%	95.27
\$250,000 or more	1.34%	1.67%	124.26
Median Household	43,937	47,524	108.16
Average Household	54,886	60,192	109.67
Per Capita Household	23,023	25,474	110.65
Family/Non-Family Household			
Income			
Median Family Income	55,856	59,516	106.55
Average Family Income	66,285	72,800	109.83
Median Non-Family Income	22,504	23,197	103.08
Average Non-Family Income	29,673	30,636	103.25

Okoboji Mystie Millerton Lake Mills Deloit Van Meter Orient Stockport Spencer Correctionville Alto Spirit Lake Newton Dayton Grand River Independence Greenfield Lone Intercultural Institute ine East Peru Ledyard Lakota Boone Inwood Marne Allerton Northbold Intercultural Institute 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	66.32%	67%	101.03
Families with Children	30.26	29.74	98.31
Families without Children	36.06	36.92	102.38
Non-Family Households			
% Non-Family Households	33.68%	33%	97.98
Non-Families with Children	0.04	0	97.98
Non-Families without	33.64	33	98.09
Children			
Housing Units			
Total Housing Units	5,915	5,951	100.61%
Vacant percent	9.2%	9.21%	100.13
Owned percent	63.52%	63.64%	100.19
Rented Percent	27.3%	27.16%	99.46
Households by Size			
Avg household size	2.30	2.27	98.7%
Avg family hh size	2.83	2.79	98.59%
Avg non-family hh size	1.25	1.20	96%
Households By Count of			
Persons			
One	1,421	1,324	93.17%
Тwo	2,203	2,358	107.04%
Three or Four	1,424	1,433	100.63%
Five+	323	288	89.16%

St. Charles Mount Union Raymond Wellsburg Mingo Nichols Wadena Pomeroy New Albin Asbury of Ralston Collins therland Albert City Ames Alburnett Johnston Lambs Grove Irwin Bal <u>Intercultural Institute</u> aukon Matloc Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	286	16	23	1	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	16	0	1		Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	26	5	0		Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	14	0	0		Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	12	3	0		Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0		Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	51	1	16		Oceania	Oceania 18	Oceania 18 0
So. Central Asia	20	0	0		Caribbean	Caribbean 0	Caribbean 0 0
SE Asia	69	1	1		Central Amer.	Central Amer. 41	Central Amer. 41 5
Western Asia	0	0	3		South America	South America 0	South America 0 0
Other Asia	0	0	0		North America	North America 19	North America 19 1
					Born at sea	Born at sea 0	Born at sea 0 0



# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	11,899	2,765	2,225	Other Indo-Euro	0	0	0
Spanish	175	32	32	Asian/PI languages	0	0	0
Other Indo-Euro	187	34	44	Chinese	0	0	30
language		-		Japanese	33	1	0
French (incl. Patois,	45	13	7	Korean	0	0	0
Cajun)				Mon-Khmer,	9	0	0
French Creole	0	0	0	Cambodian			
Italian	13	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	38	6	4	Laotian	5	0	0
Yiddish	0	0	0	Vietnamese	42	6	0
Other West Germanic	52	15	29	Other Asian	8	0	0
A Scandinavian	0	0	0	Tagalog	8	0	2
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	3	2	12
Russian	19	0	4	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	1	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	5	0	0	Hungarian	3	0	0
Armenian	0	0	0	Arabic	0	0	12
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	1	0
Hindi	15	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Stanton Durango Kingsley Du

Elgin Holy Cross Note Liberry Hawarden Lakota Northboro Greene Westgate Faragut Chariton With Engine Frairie City St. Anthony La Motte Lockridge Wadena Jefferson Intercultural Institute Co Meservey Lake City Atalissa Stratford East Peru Luxemburg Walfor (ontextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Context

# 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	8,831	1,989	1,729		Irish	Irish 876	Irish 876 196
Arab	0	0	3		Italian	Italian 138	Italian 138 24
Armenian	0	0	0		Lithuanian	Lithuanian 3	Lithuanian 3 2
Austrian	2	0	0		Norwegian	Norwegian 191	Norwegian 191 31
British	13	5	5		Polish	Polish 92	Polish 92 9
anadian	11	0	0	Portu	uguese	uguese 4	uguese 4 0
Croatian	10	3	1	Romaniar	۱		
Zech	33	11	7	Russian		10	10 3
Szechoslovak	37	3	3	Scandinavian		46	46 0
Danish	21	11	5	Scotch-Irish		178	178 39
Dutch	1,661	534	508	Scottish		128	128 23
English	929	196	142	Slovak		21	21 5
European	70	18	8	Subsaharan African		19	19 0
Finnish	0	0	0	Swedish		252	252 59
French (not Basque)	168	38	23	Swiss		72	72 7
French Canadian	16	0	0	Ukrainian		0	0 0
German	1,793	392	349	US/American		1,133	1,133 264
Greek	13	0	1	Welsh		107	107 22
Hungarian	11	0	0	West Indian		0	0 0
Iranian	0	0	0	Yugoslavian		0	0 0
				Other		775	775 95

Belle Plaine Hawkeye Randall Radcliffe Rathbun Donahue Lenox Lynnville Yetter Coin Lovilia West Intercultural Institute Monroe Charter Oak Harvey Ocheyedan Lorimor Hampton Moorla Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry North Buena Vista Lester Minburn Kanawha Linn Gro26

## Using the Demographic Indicators

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

#### Issues for Your Consideration

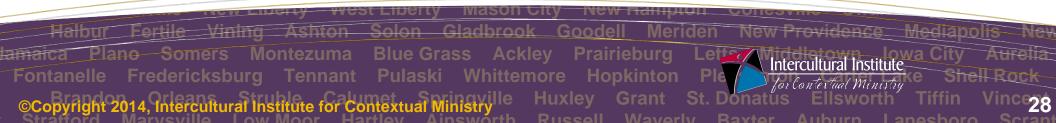
- 1. The Demoscape information on page 19 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing,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



# Using the Demographic Indicators

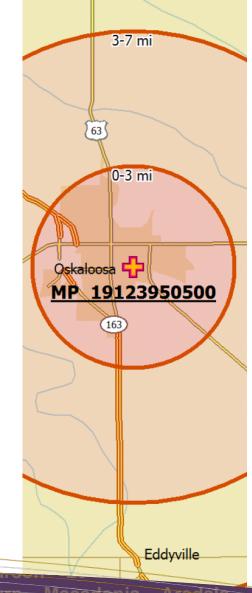
#### Issues for Your Consideration - continued

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



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

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



Renwick Whitten Lesup Janesville Corning Delaware Walford Burt Auburn Macedonia Aredale A Hernick Riverdale Walker Kingsley Sageville Anamosa Keo Intercultural Institute Marble Rock Chester Plano Andrew Sidney Mapleton Rose Hill Delp 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	5,371	100%	3,502	100%
AFFLUENT SUBURBIA	363	6.76%	270	7.71%
America's Wealthiest	154	2.87%	124	3.54%
Dream Weavers	52	0.97%	37	1.06%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	157	2.92%	109	3.11%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	408	7.6%	274	7.82%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	408	7.6%	274	7.82%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	424	7.89%	271	7.74%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	79	1.47%	51	1.46%
Urban Optimists	0	0%	0	0%
Family Convenience	345	6.42%	220	6.28%
Mid-Market Enterprise	0	0%	0	0%

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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	5,371	100%	3,502	100%
BLUE COLLAR BACKBONE	1,772	32.99%	1,094	31.24%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	1,420	26.44%	856	24.44%
Lower Income Essentials	97	1.81%	66	1.88%
Small Town Endeavors	255	4.75%	172	4.91%
AMER. DIVERSITY	190	3.54%	134	3.83%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	6	0.11%	4	0.11%
Professional Urbanites	143	2.66%	103	2.94%
Urban Advancement	10	0.19%	7	0.2%
Amer. Great Outdoors	31	0.58%	20	0.57%
Mature America	0	0%	0	0%
METRO FRINGE	1,118	20.82%	767	21.9%
Steadfast Conservative	955	17.78%	654	18.68%
Moderate Conventionalists	16	0.3%	11	0.31%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	147	2.74%	102	2.91%

Carson Lorimor Spirit Lake New Hampton Monmouth Marcus Essex Neola Millersburg Janesville Ha ton Carlisle Lincoln Otho Onawa Quasqueton Whittemore Conway Intercultural Institute Baxter Elkport Corydon Newell Ireton Ricketts Beaconsfield St. Don for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,371	100%	3,502	100%
REMOTE AMERICA	64	1.19%	38	1.09%
Hardy Rural Fam.	35	0.65%	21	0.6%
Rural Southern Living	29	0.54%	17	0.49%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	76	1.42%	56	1.6%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	76	1.42%	56	1.6%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	528	9.83%	323	9.22%
Industrious Country Living	184	3.43%	125	3.57%
America's Farmland	211	3.93%	120	3.43%
Comfy Country Living	86	1.6%	53	1.51%
Small Town Connections	32	0.6%	19	0.54%
Hinterland Fam.	15	0.28%	6	0.17%

 Swea City
 Long Grove
 Lisbon
 Riverton
 Walford
 Kirkville
 Martinsburg
 Corwith
 Brandon
 West B

 Beacon
 McClelland
 Raymond
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 New Sharon
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 For Contextual Ministry

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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 & Percer	it
Total	5,371	100%	3,502	100%
STRUGGLING SOCIETIES	140	2.61%	82	2.34%
Rugged Southern Style	140	2.61%	82	2.34%
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	287	5.34%	193	5.51%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	51	0.95%	31	0.89%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	65	1.21%	47	1.34%
New Generation Activists	171	3.18%	115	3.28%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Sibley Ottosen Evansdate Waucoma Fontanelle Holy Cross Ackley Fredonia Hills Hamilton Edgeword Gromwell Olin Lu Verne Graettinger Lovilia Graf Numa Quasquetor Fredonia Hills Hamilton Edgeword Thor Luxemburg Pleasant Hill Mapleton Kellerton Henderson Bonap for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Hartford Hastings Walker Rembrandt Bondurant North English Clemons Westgate Solon Imogene

# 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?

Maquoketa Gray Rockford Stockton Magnolia Fredericksburg Calmar Lovilia Carpenter Parnell Robin Farmington Hubbard Readlyn Melbourne Nashua Brandon Grand Moura Baldwin Colar Rapids Bear Prescott Alleman Guernsey Persia Aurelia Decatur City Tripoli Bear Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

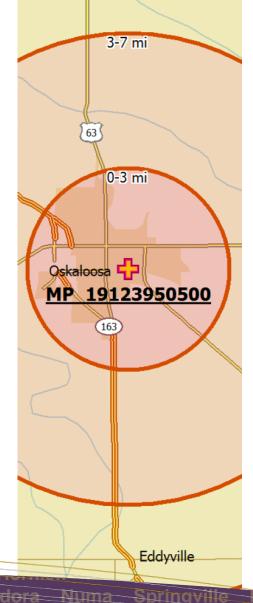
#### **Potential Cultural Bridges**

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

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

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

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



Buena Vista Mechanicsville Alta Keokuk Davenport Ferguson Shellsburg Ladora Numa Springville R berry Point Monmouth Holland Benton Remsen Drakesville Larchwood Intercultural Institute Rembrandt Mediapolis Russell Ottumwa East Peru Williamson Dun Gontextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry iberty New Market Spencer St. Donatus Laurens Lir35

#### **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	78%	77%	77%
Use Comp. for Internet/E-mail	59%	59%	59%
Internet Use: E-Mail	47%	47%	47%
Use Comp. for Comp. Games	43%	43%	43%
Use Comp. for Word Processing	41%	42%	42%
Use Comp. for Shopping	34%	35%	35%
Use Comp. for Digital Camera	32%	32%	33%
Photo Editing			
Use Comp. for Education	31%	31%	31%
Use Comp. for Banking	30%	30%	31%
HH Owns DVD Player	29%	28%	28%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	28%	27%	26%
Use Comp. for News/Info./Data	23%	24%	24%
Service			
Internet Use: Banking	23%	23%	23%
PC-Network-HH Has One	18%	18%	17%
Use Comp. for Accounting	15%	16%	16%
Use Comp. for Filing/DB Mngmnt	14%	14%	14%
Use Comp. for Personal Financial	14%	14%	13%
Mngmnt			
Internet Use: Shopping: Gathered	12%	12%	12%
Info. for Shopping			
HH Owns Video/Webcam	12%	12%	11%
Internet Use: Shopping: Made A	12%	13%	13%
Purchase			

aconsfield Deloit Bankston Stockport Modale Martelle Richland Holstein Swisher Pringhar Milford Franklin Gilmore City Westside Randall Roland Elkader West Chester Intercultural Institute Redfield Curlew Mystic Guernsey Perry Protivin Webb Le Roy Arling Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Redfield Curley Struble Lone Rock New Pringhar Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	69%	69%	68%
Dining Out (Not Fast Food)	59%	59%	58%
Reading Books	55%	54%	53%
Card Games	44%	45%	45%
Gardening	38%	38%	38%
Cooking for Fun	37%	36%	36%
Board Games	35%	35%	35%
Go To A Beach/Lake	34%	35%	35%
Going To	23%	23%	23%
Bars/Nightclubs/Dancing			
Photography	21%	21%	21%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	68%
Gen./Fam. Practitioner	45%	44%	44%
Dentist	29%	28%	28%
Hypertension/High Blood	23%	22%	22%
Pressure			
Backache	23%	23%	23%
Eye Dr.	23%	23%	23%
High Cholesterol	20%	20%	20%
None Of These	20%	20%	20%
Acid Reflux Disease (GERD)	19%	18%	18%
Overweight (30 Pounds Or More)	17%	17%	17%
,			

Iolland Treynor Owasa Lynnville St. Olaf Montour Windsor Heights Long Grove Rowan Belmond Carr Junction Ricketts Delmar Carter Lake Reinbeck Orient Glenwood Russ Intercultural Institute Wall Lake Independence Adel Armstrong Allerton Pomeroy Batavia Copyright 2014, Intercultural Institute for Contextual Ministry egor Sioux Center Story City Gladbrook Anita Grae 37

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	27.04%	26.49%	25.9%
Live Theater	17.83%	17.72%	17.34%
Rock/Pop Concerts Most	15.42%	14.99%	14.53%
Often			
Live Theater Most Often	14.97%	14.92%	14.59%
Comedy Club	7.93%	7.73%	7.5%
Country Concerts Most	7.33%	7.21%	7.08%
Often			
Movies: Comedy	39.29%	38.73%	38.12%
Movies: Action/Adventure	38.19%	37.77%	37.22%
Movies: Fam.	20.26%	20.31%	20.31%

Estherville Fredericksburg Nodaway Chelsea Preston Eldora Anthon Hartley North Buena Vista Wat Valeria Calumet Dubuque Ferguson Superior Curlew Fairfax Index Intercultural Institute tor Harvey Randall Rickardsville Tama Dayton Corydon Libertyville Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 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
	MILES	MILES	MILES
Walking for Exercise	41.43%	41.7%	41.75%
Swimming	32.83%	32.82%	32.54%
Freshwater Fishing	22.28%	23%	23.69%
Bowling	20.04%	20.59%	21.05%
Billiards/Pool	19.81%	19.29%	18.8%
Camping Trips	17.62%	18.31%	18.92%
Hunting	16.27%	16.95%	17.41%
Golf	14.81%	15.5%	15.97%
Weight Training	13.5%	13.67%	13.65%
Mountain/Road Biking	13.1%	13.57%	13.75%
Jogging/Running	12.96%	13%	12.87%
Basketball	12.95%	13.46%	13.85%
Using Cardio Machine	12.49%	12.19%	11.8%
Target Shooting	11.21%	11.62%	11.82%

nilton Dayton <u>Struble Westwood Aredale Harper Stockport</u> Carbon Stanwood Mount Sterling East Per Moulton Coon Rapids Gladbrook Corning Davenport Alta Vista Ute <u>Intercultural Institute</u> Corwith Albert City Bennett Strawberry Point Melrose Granger Ralst <u>Intercultural Institute</u> Summer McInti Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 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
Snorkeling	5.64%	5.58%	5.43%
Tennis	5.61%	5.6%	5.57%
Jet Skiing	5.24%	5.35%	5.39%
Auto Racing	5.2%	4.9%	4.5%
Fly Fishing	5.11%	5.2%	5.29%
Roller Skating	5.06%	5.28%	5.44%
Archery	5.02%	5.37%	5.59%
Water Skiing	4.95%	5.06%	5.05%
Ice Skating	4.94%	5.12%	5.15%
Downhill & X-Country Skiing	4.62%	4.75%	4.8%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Rock Climbing	4.31%	4.48%	4.61%
Snowmobiling	4.29%	4.68%	4.91%
Hockey	3.91%	3.81%	3.68%
Sailing	3.72%	3.55%	3.34%
Snowboarding	3.29%	3.39%	3.43%
Martial Arts	3.18%	3.02%	2.83%
Racquetball	3.16%	3.06%	2.95%
Skateboarding	2.99%	3.1%	3.13%
Surfing & Windsurfing	2.83%	2.8%	2.74%
Rowing	2.69%	2.81%	2.87%

City Rhodes Blairsburg Elberon Carson Waterville Dakota City Holland Peosta Panama Chester Gree City Clarion Hancock Spillville Bettendorf Mount Vernon Fostoria West Chester Clearfield Pilot Mound Marquette Churdan Fort Atkinson Stout Kelley Cascade Confertual Ministry Sil Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Floris Harris 40

#### 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.

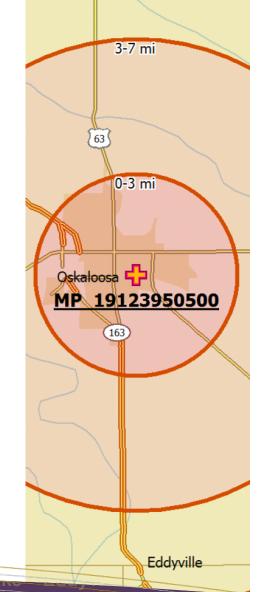
#### **BIBLICAL BARRIERS**

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.



ms Alton North Washington Wilton Beaconsfield Hornick Ringsted Walnut Randal Plover Solon No Strawberry Point Martinsburg Oskaloosa Marble Rock Clemons Dicker Erenklin, Seymour De Solo en Brooklyn Floris Le Roy Morrison Afton Denison Elkhart Mount for 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.

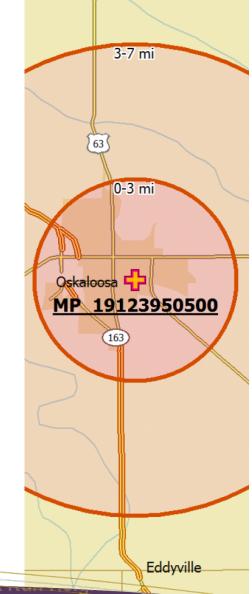
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



West Liberty New Albin Centralia Hartford Westfield Brighton Cleghorn Prairie City Woodbine Udell West Liberty New Albin Centralia Hartford Westfield Brighton Cleghorn Prairie City Woodbine Udell West Liberty Liberty Intercultural Institute burg Huxley Winterset Jamaica Allison Newton Melrose Gladbrook Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Mitchelly Washington Emmotsburg Handerson

## **Potential Cultural Barriers:**

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

BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	51%	50%	50%	Like to Stand Out In A Crowd	19%	19%	19%
New Things				Marijuana Should Be Legalized	18%	18%	17%
Woman's Place Is In The Home	36%	36%	36%	Like To Pursue	18%	18%	17%
Find It Difficult To Say No To My	35%	35%	35%	Challenge/Novelty/Change			
Kids				Rarely Sit Down to a Meal	17%	17%	17%
Speak My Mind Even If It Upsets	34%	34%	33%	Together At Home			
People				I Am A Workaholic	16%	16%	16%
Prefer To Have Few	32%	32%	31%	Only Work Current Job for The	15%	15%	15%
Possessions As Possible				Money			
Don't Judge People/Way They	32%	31%	30%	We Should Strive for Equality	13%	13%	12%
Live Life	000/	000/	040/	for All	4.4.07	4.00/	4.00/
Like To Do Unconventional Things	30%	30%	31%	Happy With My Standard Of Living	11%	10%	10%
Like Control Over People And	30%	30%	29%	On Whole People Get What	9%	9%	8%
Resources				They Deserve			
Money Is Best Measure Of Success	27%	27%	27%	Indulge My Kids With The Little Extras	8%	8%	7%
Friends More Important Than My	25%	25%	24%	Little I Can Do To Change My	7%	7%	7%
Fam.				Life			
If Won Lottery Would Never Work Again	24%	24%	24%	More Important Do Duty Than Enjoy Life	6%	6%	5%
Too Much Sponsorship In Arts/Sports	22%	21%	21%				

Truro Ayrshire Braddyville Onslow Afton Lamoni Ferguson Ainsworth Meservey Garden Grove Rad Ck Templeton Kalona Rockwell City Dundee Walford Creston Lakes of <u>Intercultural Institute</u> Swaledale Ck harlotte Carter Lake Quimby Andrew Rock Rapids Kelley Lake Park Contextual Ministry Nodaway Blakesburg Wahpeton Luana Buffalo Stu43 Wahpeton Luana Buffalo Stu43

#### **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.



Ridgeway Dixon Swan Protivin Eldora Gladbrook Okoboji Silver City Lamont Dundee Lanesbor Helsburg Alden Story City Manilla Tama Postville Morrison Guernsey Intercultural Institute Paul Dedham Sully Berkley West Branch Gilbert Dunlap Owasa Des for Contextual Ministry Socopyright 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 Themes:**

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	58%	58%	58%	Worried About Pollution Caused By Cars	17%	17%	17%
You Should Seize Opportunities	56%	55%	55%	Real Men Don't Cry	15%	15%	15%
In Life				Looking for New Ideas To Improve	15%	14%	14%
Like To Understand About	39%	38%	37%	Home			
Nature				Try Not To Worry About The	14%	13%	13%
Important Feel Respected By My	37%	36%	35%	Future			
Peers				Is An Important Part Of Who I Am	13%	13%	13%
Prefer Work Part Of Team Than Alone	33%	33%	32%	Enjoy Spending Time With My Fam.	9%	9%	9%
Prefer To Have Few	32%	32%	31%	Provide My Kids With The Little	9%	9%	9%
Possessions As Possible				Extras			
Important To Juggle Various	30%	29%	28%	Feel Very Alone In The World	6%	6%	6%
Tasks				Children Should Be Allowed To	4%	4%	4%
Good At Fixing Things	30%	29%	28%	Express Themselves			
Have Keen Sense Of Adventure	26%	26%	26%	Like Spending Most Time With	4%	4%	4%
People Have To Take Me As	23%	23%	22%	Fam.			
They Find Me				Decor Particular Interest To Me	3%	3%	3%
Consider Myself Interested In	21%	20%	20%	Would Like To Set Up Own	2%	2%	3%
The Arts				Business			
Like To Just Enjoy Life	21%	20%	19%				

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Clayton Hinton Aurora Webb West Des Moines Le Grand Aplington Intercultural Institute Keystone Wapello Seymour What Cheer Salix Mount Vernon Vint Intercultural Institute Bonaparte Maquoketa 45 Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

mmetsburg

Dexter

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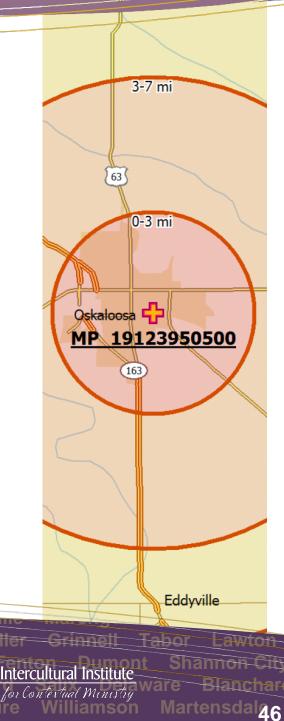
While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit 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.

Le Grand

Camanche

Marquette

Irwin



## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	86.65%	86.8%	86.9%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.85%	84.22%	84.41%
Houses-Visit Any			
McDonald's	55.18%	55.51%	55.73%
Burger King	33.54%	34.1%	34.71%
Applebee's	31.25%	31.01%	30.77%
Subway	29.2%	29.69%	30.12%
Kentucky Fried Chicken (KFC)	28.7%	28.63%	28.55%
Taco Bell	28.56%	28.43%	28.3%
Arby's	26.22%	26.23%	26.13%
Wendy's	25.6%	25.33%	24.97%
Pizza Hut	24.01%	24.47%	25.05%
Dairy Queen	22.98%	23.61%	24.26%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19%	18.97%	18.95%
Red Lobster	14.91%	14.82%	14.8%
Cracker Barrel	14.69%	14.39%	14.06%
Sonic	13.75%	13.52%	13.52%
Outback Steakhouse	12.03%	11.86%	11.67%
Domino's Pizza	11.9%	11.65%	11.47%
Chili's Grill and Bar	10.46%	10.27%	10.01%
IHOP (International House Of	10.39%	9.97%	9.61%
Pancakes)			
A and W	10.29%	10.34%	10.45%
Denny's	9.69%	9.64%	9.63%
Hardee's	9.52%	9.93%	10.48%
TGI Friday's	9.4%	9.08%	8.64%



#### **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!



Yorktown Gilbert Gray Maurice Willey Chariton Rembrandt Webb Humboldt Albia Hernick Fertile Lenox Dows Van Wert Everly Frederika Riverside Marshalltown Der Intercultural Institute Mount Auburn Exline Perry Bristow Bonaparte West Liberty Windsor (or Contextual Ministry) Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	48.64%	49.18%	49.44%
Recycled products	35.35%	35.52%	35.4%
Worked as volunteer (non political)	17.8%	17.99%	17.97%
Engaged in fund raising	11.57%	11.78%	11.91%
Religious club member	8.3%	8.37%	8.38%
Wrote to elected offcl about publ bus	6.24%	6.27%	6.24%

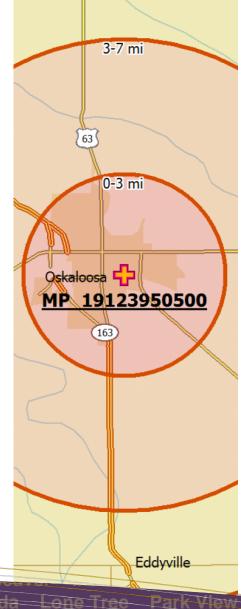
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	6%	6.25%	6.48%
Wrote to editor of mag or	5.74%	5.69%	5.58%
newspaper			
Union member	5.69%	5.85%	5.9%
Fraternal order member	5.48%	5.3%	5.08%
Took active part in local civic	5.23%	5.3%	5.33%
issue			
Church Board	4.96%	5.3%	5.58%

Carpenter Lake Mills Millville Burlington Alton Monticello Mount Union Marquette Rippey Magnolia Harper Patterson Blairsburg Farnhamville Rock Falls Millersburg Production Intercultural Institute Centerville Arlington Lineville Dundee Winthrop Weldon Grandview River (ontextual Ministry Vi Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Coalville Helland Creston Farmersburg Bedford Maynard Atlantic Clarinda Long Tree Park View Garber Carson Lawton Cedar Rapids Runnells Clutier Williams Freme Intercultural Institute Atkins Peosta Plymouth Emmetsburg Beaman Ferguson Reasnor Long 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	16.3%	15.84%	15.24%
Children's Books	12.6%	12.63%	12.56%
Mystery	11.56%	11.43%	11.3%
Cookbooks	10.55%	10.6%	10.57%
Religious (not Bibles)	8.95%	8.99%	9.04%
Biography	6.65%	6.27%	5.85%
Romance	6.42%	6.45%	6.41%
History	6.17%	6.09%	6%
Personal/Business Self-help	5.86%	5.9%	5.85%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	67.87%	67.09%	66.06%
Gen. Editorial	45.24%	44.73%	44.16%
Womens	40.02%	39.47%	38.88%
Service	35.93%	35.73%	35.39%
Mens	18%	17.59%	17.27%
<b>Business/Finance</b>	15.3%	14.99%	14.49%
Fishing/Hunting	14.71%	15.4%	16.1%
Automotive	14.08%	13.96%	13.92%
Sports	13.99%	13.58%	13.17%

nett Luana Nemaha Rock Falls Walcott Lytton Bevington Hawkeye Ledyard Granville Hartley Blair Carnavillo Springbrook Clearfield Reinbeck Nodaway Clinton Persia Intercultural Institute Gowrie Merrill Lone Rock Ringsted Clive Guernsey Durango Modal Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	59.63%	59.65%	59.48%
Classified	36.84%	37.01%	37.2%
Editorial Page	35.04%	35.08%	35.01%
Sport	33.78%	33.97%	34.11%
Comics	30.76%	30.68%	30.62%
Business/Finance	28.87%	28.78%	28.46%
Food/Cooking	26.78%	26.61%	26.39%
Movie Listings & Reviews	25.19%	24.57%	23.89%
TV/Radio Listings	24.01%	23.6%	23.19%
Home/Gardening	22.79%	22.79%	22.67%
Science/Technology	18.91%	18.47%	17.9%
Travel	18.53%	18.37%	18.06%
Fashion	14.03%	13.91%	13.82%

0-3	3-7	7-10
MILES	MILES	MILES
27.41%	29.13%	30.84%
20.06%	19.96%	19.77%
17.19%	16.59%	16.05%
12.73%	12.63%	12.46%
11.91%	12.19%	12.29%
11.87%	12.11%	12.27%
11.67%	11.7%	11.48%
7.69%	7.27%	6.79%
7.39%	6.83%	6.4%
6.58%	6.72%	6.76%
6.24%	6.29%	6.27%
5.41%	5.15%	4.84%
4.64%	4.43%	4.16%
4.33%	4.1%	3.9%
3.5%	3.42%	3.26%
3.19%	3.13%	3.03%
3.05%	2.97%	2.82%
2.87%	2.75%	2.63%
	MILES         27.41%         20.06%         17.19%         12.73%         11.91%         11.87%         11.67%         7.69%         7.39%         6.58%         6.24%         5.41%         4.64%         4.33%         3.5%         3.19%         3.05%	MILESMILES27.41%29.13%20.06%19.96%17.19%16.59%12.73%12.63%11.91%12.19%11.87%12.11%11.67%7.27%7.69%7.27%6.83%6.72%6.24%6.29%5.41%5.15%4.64%4.43%4.33%4.1%3.5%3.42%3.19%2.97%

Farley Lowden Auburn Charter Oak Brooklyn Orient Moulton Kingsley Rome Royal Orange City Royal Heights Carter Lake Grimes Lincoln Van Horne Bedford McClellar Intercultural Institute Allerton Floris What Cheer Brayton Treynor Braddyville Sioux Rapids Confectual Ministry Confectual Institute for Contextual Ministry Confectual Clutier Princeton Centerville Plover 5 Confectual Ministry Confectual Minis

### **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	60.25%	61.46%	62.26%		TV Info From Newspapers	TV Info From Newspapers 25.85%	TV Info From Newspapers 25.85% 26.21%
Satellite Dish	58.74%	59%	58.83%		USA Network	USA Network 25.48%	USA Network 25.48% 25.32%
Soapnet	50.23%	50.11%	49.81%		Subscribe Digital Cable	Subscribe Digital Cable 24.83%	Subscribe Digital Cable 24.83% 26.09%
Other Video-On-Demand	44.15%	44.58%	45.07%		BET (Black Entertainment	BET (Black Entertainment 24.09%	BET (Black Entertainment 24.09% 24.36%
Sci-Fi Channel	35.39%	36.86%	38.07%		TV)	TV)	TV)
Adult Pay Per View TV	33.85%	34.25%	34.33%		TCM (Turner Classic	TCM (Turner Classic 23.95%	TCM (Turner Classic 23.95% 24.07%
MSNBC	33.36%	34.25%	34.83%		Movies)	Movies)	Movies)
Comedy Central	31.06%	30.08%	28.84%		ABC Fam.	ABC Fam. 22.76%	ABC Fam. 22.76% 22.18%
Nickelodeon	28.25%	29.66%	30.84%		TV Info From Monthly Cable	TV Info From Monthly Cable 22.41%	TV Info From Monthly Cable 22.41% 22.49%
TV Info From Sunday TV	27.44%	27.59%	27.49%		Guide	Guide	Guide
Magazine					Hallmark Channel	Hallmark Channel 22.31%	Hallmark Channel 22.31% 23.22%
Nick At Nite	27.13%	27.93%	28.42%		The Golf Channel	The Golf Channel 21.1%	The Golf Channel 21.1% 20.91%
Adult Swim	26.58%	28.01%	29.21%		ESPN Classic	ESPN Classic 20.22%	ESPN Classic 20.22% 19.53%
					TV Info From Other	TV Info From Other 19.2%	TV Info From Other 19.2% 19.34%



Lifetime

19%

18.84%

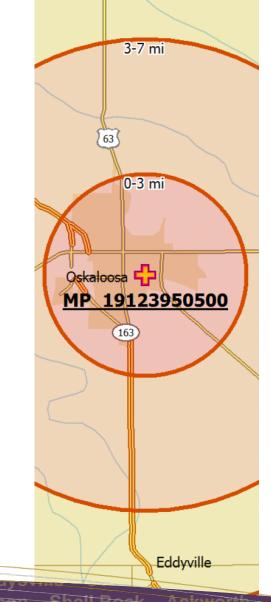
18.54%

#### **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.



Wiota Plover Williamson Slater Birmingham Bedford Fremont Henderson Shell Rock Ackworth Hette Polk City Houghton Yorktown Plainfield Elk Horn Council Bluffs Intercultural Institute Pierson Benton Hazleton Edgewood Columbus Junction Roland Redo for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.94%	18.65%	18.2%
Medium Users (4-6)	10.11%	9.9%	9.64%
Light Users (1-3)	21.47%	21.23%	20.99%
Quintiles (20%)			
Newspaper I (Heavy)	1.06%	1.17%	1.26%
Newspaper II	1.7%	1.69%	1.71%
Newspaper III	2.12%	2.15%	2.16%
Newspaper IV	0.65%	0.68%	0.71%
Newspaper V (Light)	1.3%	1.35%	1.4%

0-3	3-7	7-10
MILES	MILES	MILES
17.82%	18.2%	18.5%
7.63%	7.74%	7.81%
9.62%	9.94%	10.12%
9.94%	10.1%	10.34%
0.33%	0.38%	0.42%
5.23%	5.01%	4.88%
2.67%	2.42%	2.21%
2.78%	2.78%	2.82%
18.69%	18.23%	17.84%
27.15%	27.06%	27.03%
13.56%	13.39%	13.35%
4.87%	4.6%	4.4%
4.12%	4.03%	3.97%
24.18%	23.64%	23.21%
2.12%	2.01%	2%
	MILES         17.82%         7.63%         9.62%         9.94%         0.33%         5.23%         2.67%         2.78%         18.69%         27.15%         13.56%         4.87%         4.12%         24.18%	MILES       MILES         17.82%       18.2%         17.63%       7.74%         9.62%       9.94%         9.94%       10.1%         0.33%       0.38%         5.23%       5.01%         2.67%       2.42%         18.69%       18.23%         27.15%       27.06%         13.56%       13.39%         4.87%       4.6%         4.12%       23.64%

Popejoy Liscomb Silver City Pilot Mound Millville Mount Ayr Rudd New Vienna Missouri Valley Bi Dyersville Oakland Rhodes Harcourt Castana Oyens Meservey When Figure Essex Le Mars Hambe Rockwell City Tabor Dedham Atkins Sioux Rapids Oakville Klemn for Confectual Ministry Liberty Pomer Copyright 2014, Intercultural Institute for Contextual Ministry Grove Auburn Oskaloosa Conrad Ricketts Jolley V55

## Potential Multimedia Usage

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

MEDIUM 0-3	3-7	7-10
MILES	MILES	MILES
Radio Drive Time Quntiles (fifths / 20%)		
Drive Time I & II (Heavy) 2.74%	2.89%	3.03%
Drive Time III (Medium) 0.4%	0.37%	0.36%
Radio IV & V (Light) 1.88%	2.05%	2.26%
Radio Media Quntiles (fifths /		
20%)		
Radio I & II (Heavy) 8.11%	8.16%	8.15%
Radio III (Medium) 4.54%	4.77%	4.91%
Radio IV & V (Light) 2.75%	2.88%	2.97%
Cable TV Quntiles (fifths /		
20%)		
Cable I & II (Heavy) 11.6%	11.95%	12.15%
Cable III (Medium) 3.93%	3.76%	3.66%
Cable IV & V (Light) 31.66%	32.28%	32.99%



# 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]	9.35%	9.64%	9.82%
6:00am - 10:00am	14.25%	13.88%	13.34%
10:00am - 3:00pm	5.2%	4.87%	4.47%
3:00pm - 7:00pm	14.3%	14.38%	14.34%
7:00pm - Midnight	12.63%	12.76%	12.74%
Midnight - 6:00am	4.4%	4.47%	4.49%
Weekend Radio			
Listeners			
Dayparts [summary]	13.19%	13.64%	13.82%
6:00am - 10:00am	2.72%	2.61%	2.46%
10:00am-3:00pm	4.87%	4.67%	4.38%
3:00pm - 7:00pm	6%	6.04%	6.04%
7:00pm - Midnight	7.12%	6.9%	6.66%
Midnight - 6:00am	10.12%	9.55%	8.89%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.69%	8.78%	8.72%
Saturday: 8:00-11:00pm	9.94%	9.68%	9.33%
Sunday: 7:00-11:00pm	8.5%	9.13%	9.64%
9:00am-1:00pm	27.13%	27.93%	28.42%
9:00am-4:00pm	32.52%	33.08%	33.29%
4:00pm-7:00pm	25.8%	26.17%	26.31%
11:00pm-1:00am	40.7%	41.33%	41.64%
AVG Prime time	2.25%	2.25%	2.23%
Mon-Sun			

Aelvin Nichols Corydon George Goldfield Delaware Varina Fruitland West Liberty Superior Scarville Erguson Boxholm Rose Hill Springville Coon Rapids Elkhart Searsborn Intercultural Institute 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	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.36%	17.13%	16.79%	Sat: 7-10am	Sat: 7-10am 18.13%	Sat: 7-10am 18.13% 18.22%
7-9am	18.41%	18.61%	18.64%	Sat: 10am-1pm	Sat: 10am-1pm 6.84%	Sat: 10am-1pm 6.84% 6.87%
9am-12noon	22.4%	23.27%	23.83%	Sat: 1-4pm	Sat: 1-4pm 23.01%	Sat: 1-4pm 23.01% 22.95%
12noon-4pm	10.12%	9.81%	9.46%	Sat: 4-6pm	Sat: 4-6pm 5.83%	Sat: 4-6pm 5.83% 5.96%
4-6pm	42.73%	43.78%	44.32%	Sat: 6-7pm	Sat: 6-7pm 1.46%	Sat: 6-7pm 1.46% 1.56%
6-7pm	21.58%	22.53%	23.29%	Sat: 7-8pm	Sat: 7-8pm 1.05%	Sat: 7-8pm 1.05% 1.08%
7-7:30pm	0.87%	0.91%	0.94%	Sat: 8-11pm	Sat: 8-11pm 9.94%	Sat: 8-11pm 9.94% 9.68%
7:30-8pm	9.3%	9.25%	9.15%	Sat: 11pm-1am	Sat: 11pm-1am 4.08%	Sat: 11pm-1am 4.08% 4.01%
8-11pm	8.69%	8.78%	8.72%	Sat: 1am-7pm	Sat: 1am-7pm 25.48%	Sat: 1am-7pm 25.48% 25.32%
11pm-12am	33.36%	34.25%	34.83%	Sun: 7-10am	Sun: 7-10am 1.71%	Sun: 7-10am 1.71% 1.77%
11pm-1am	40.7%	41.33%	41.64%	Sun: 10am-1pm	Sun: 10am-1pm 6.77%	Sun: 10am-1pm 6.77% 7.24%
1-6am	32.53%	32.32%	31.82%	Sun: 1-4pm	Sun: 1-4pm 5.22%	Sun: 1-4pm 5.22% 5.21%
				Sun: 4-7pm	Sun: 4-7pm 12.49%	Sun: 4-7pm 12.49% 13%
				Sun: 7-11pm	Sun: 7-11pm 8.5%	Sun: 7-11pm 8.5% 9.13%
				Sun: 11pm-1am	Sun: 11pm-1am 4.03%	Sun: 11pm-1am 4.03% 4.1%
				Sun: 1-7am	Sun: 1-7am 18.9%	Sun: 1-7am 18.9% 19.75%

Dunlap Rodman Redfield Schaller Toledo Blairstown Superior Battle Creek Bondurant Waterloo Side ah Galt Delphos Clinton Granger Diagonal Deep River Mediapolis Intercultural Institute Paullina Peosta Guttenberg Frederika Eagle Grove Gravity Alta Visto Confectual Ministry Shambaugh <sup>il</sup>©Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Lehigh Ruthven Rowan Earlham Park View Universite Corthered Side Science Field S

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



## Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

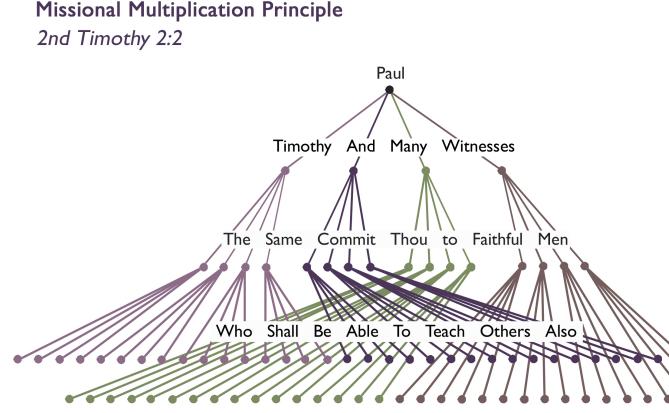
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Des Moines Ainsworth Lost Nation Garrison Barnum Carpenter Crescent Somers Cedar Rapids St. Falls Floyd Danville Oxford Maloy McCausland Zearing Jesup Intercultural Institute Rock Ledyard Mystic Searsboro Mount Pleasant Bankston Solon Volution Intercultural Institute for Contextual Ministry Compyright 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.



Hansell Maynard Ote Randalia Everly Geneva Fertile Aurelia Marquette Pleasant Hill Panora Shuey Hitchellville Duncombe Allison Hepburn Farnhamville Newton Allert Intercultural Institute Danbury Soldier Burt Oxford Pulaski Sumner Urbana North Libert for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

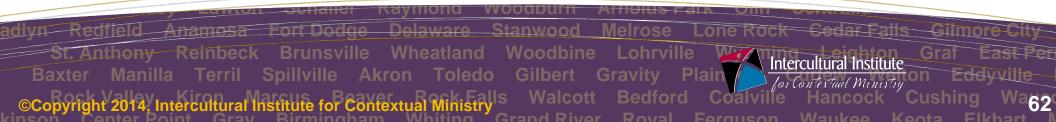
## **Establishing Redemptive Relationships**

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.



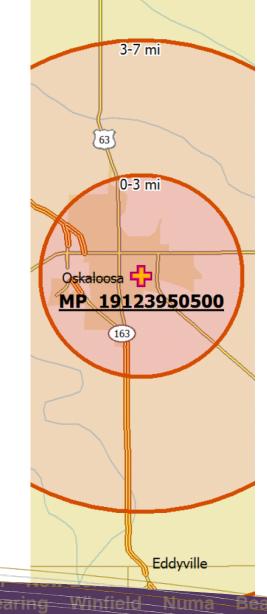


#### Your MissionSite and the Missional Suite

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:

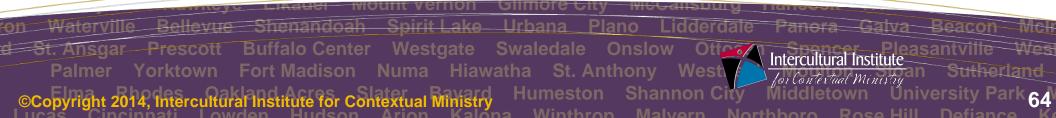
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



Washta What Cheer Harion Clutter Gilbertville Hastings Keomah Village Zearing Winfield Numa Bear Larchwood West Burlington Denver Colwell New Liberty Belmond Intercultural Institute Norwalk Hartley Red Oak Mount Union Perry Afton Clarence Mont For Confectual Ministry Marys Donnells Copyright 2014, Intercultural Institute for Contextual Ministry Clarion Central City Martelle Coalville Raymond A 63

## 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.
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- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.





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