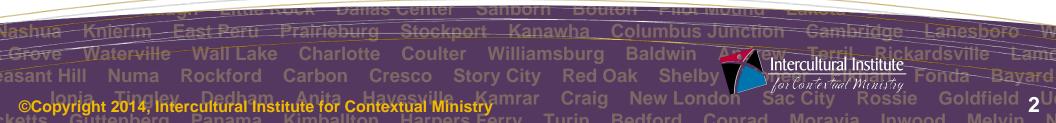
MissionSite top unreached locations

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Long Grove Walford Colo New Market Columbus Junction Milford Waterville Farley Rodney Union Tipton Russell Fairfax Duncombe Delmar Danbury Camanche Archer Runnells Bernard Boxh es©Copyright 2014;tintercultural Institute for Contextual Ministry Reinbeck Lineville Anita New Vienna Steamboat Rock M

MissionSite (TM) Table of Contents

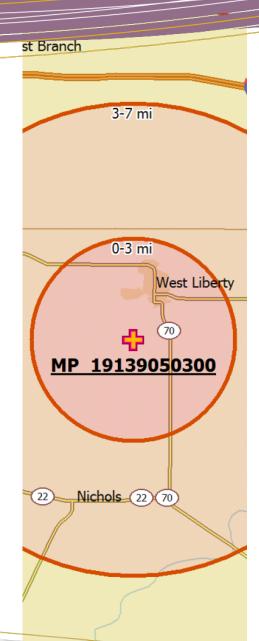
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Site Location Summary

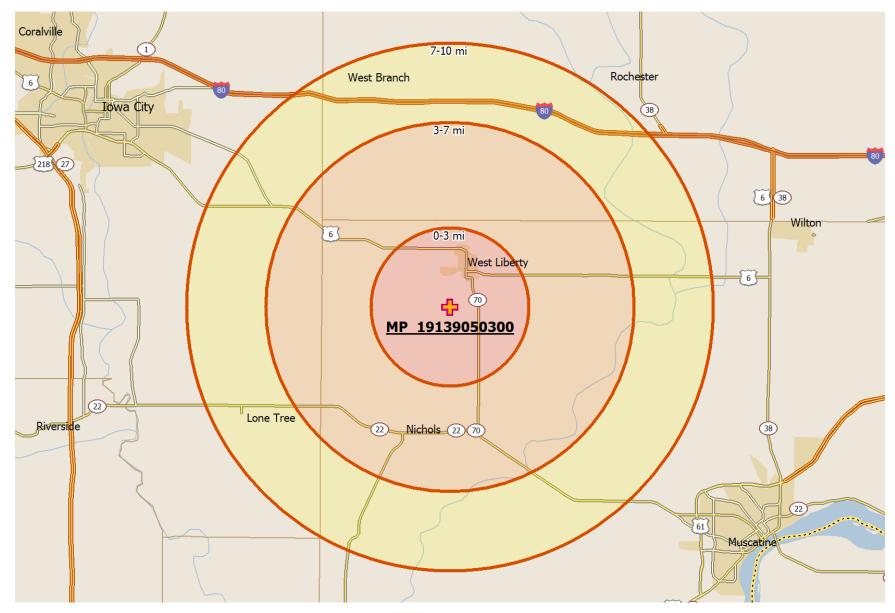
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1905	Southeast
3	County Location	19139	Muscatine
4	Zipcode	52776	Muscatine
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.12	Small towns adjacent to settlements
8	Sitescape Density Pattern	13	10000-2500-10000



Alden Monroe Solon Braddyville Coalville Garner St. Paul Kellerton Archer Plainfield Urbana New The Sumner Corydon Cascade Pomeroy Graettinger Manly Earling ity Adel Fairbank Whiting Clinton Westgate Ute De Witt Holstein Copyright 2014, Intercultural Institute for Contextual Ministry © Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Columbus City Ralmor Company Company Contextual Ministry Contextual Ministry Columbus City Ralmor Company Contextual Ministry Contextual Ministry Columbus City Ralmor Company Contextual Ministry

Site Location Summary - Map of the Site Location



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Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban	5	Micropolitan - counties in a micropolitan statistical area
	Codes		
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	52	Small town core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban
	Value		cluster)
8	Percent Commuting to	11	Percent commuting from non metro to metro areas
	Metro		

Ville St. Marys Lake View Alta Forest City Wheatland Radcliffe Deep River Waterloo Pacific Junction Hawarden Dickens Moravia Blakesburg Redding Lehigh Mover Debuter Volga Massena Cascade Gillett Grove Castana Maurice Dunlap Hartley Coggon For Contextual Ministry Malcom Colesburg Delhi Bedford Melvin Unionvil 5

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	4,005	2,131	5,438
2010 Households	1,400	823	2,171
2010 Group Quarters Population	52	23	91

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	12	4	12
Language Diversity National Index	80	23	21
Foreign Born Diversity National Index	4	15	41
Ancestry Diversity National Index	35	44	44
Racial Diversity National Index	67	23	13

den Grove Museatine Fayette Sandyville Marble Rock Mallard Paullina Nevada Martinsburg Moorhead Indian Molntire Clayton Harper Charles City Vincent Elma Clutier Flor Intercultural Institute Indiview Mondamin Lovilia Huxley Gravity Prescott Griswold Swaleda for Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Battle Creek Camanche Lewis Wyoming Lost Nation

Site Location Summary - County Environment

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

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

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

Joice Odebolt Hampton Duncombe Hansell Grand Mound Plymouth McCallsburg State Center Center and Lu Verne Granger Estherville Algona Libertyville Keomah Village Fertile Fredericksburg Aredale Anamosa Cleghorn Adair Agency OCopyright 2014, Intercultural Institute for Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry OCopyright 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	133	9.5%
Mainstay Communities	Established, Diverse Households	151	10.79%
Working Communities	Blue-collar, Working Families	956	68.29%
Country Communities	Rural, Agri. & Mining Families	67	4.79%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1	0.07%
Urban Communities	High Density, Inner-city Neighborhoods	92	6.57%

anly Bloomfield Clarinda Nashua Marne Merrill Early Wheatland Missouri Valley Raymond Keosauque Struble Alvord Brighton La Porte City Moville Hastings Pulaski Linder Market Sac City Oelwein Hedrick Johnston Panorama Park Balltown West Burlington Schaller Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

Issues for Your Consideration

- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
- 2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.



Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	10,822	949	8.77%
Unreached %	65.85%	67.82%	102.99
Religious But NOT Evangelical HH	2,168	212	9.79%
Religious But NOT Evangelical %	13.19%	15.16%	114.91
Spiritual But NOT Relig or Evang HH	1,748	134	7.65%
Spiritual But NOT Relig or Evang %	10.64%	9.55%	89.77
Not Evangelical, Not Interested HH	6,906	604	8.74%
Not Evangelical, Not Interested %	42.02%	43.11%	102.59



atavia Bonaparte Sidney Blairstown Palmer Grafton Ainsworth Goodell St. Paul Spragueville Le Gran phos Thor Hopkinton Altoona Rossie Geneva Olin Melrose Stanley Intercultural Institute Holy Cross Rake Merrill Irwin Magnolia Ledyard Zearing Chatsworth Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCIOWA Churches	0	0	0%
Active BCIOWA Attenders	0	0	0%
Active Evangelical Households	1,408	113	8.03%
Active Evangelical Percent	8.56%	8.07%	94.24
Inactive Evangelical Households	4,205	338	8.03%
Inactive Evangelical Percent	25.59%	24.11%	94.24
# New Churches Needed	8	1	8.52%





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

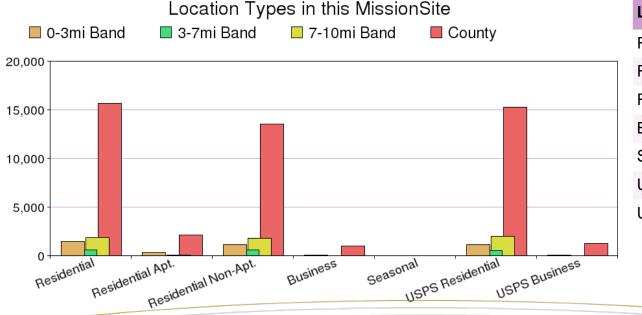
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Harpers Ferry Randalia Garrison Early Hillsboro Eldora Dayton Ossian Ionia Waterloo Tiffin Vaterloo Tiffin Vat

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	39,907	3,423	8.58%
2000 Population	41,722	3,835	9.19%
2010 Population	43,171	4,005	9.28%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	14,806	1,217	8.22%
2000 Households	15,847	1,334	8.42%
2010 Households	16,434	1,400	8.52%

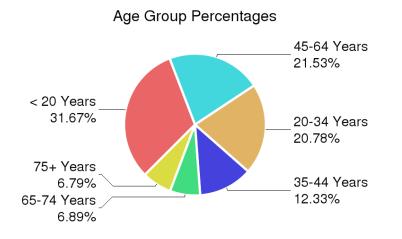


0-3mi Band **Location Type** Residential 1,489 Residential Apt. 326 Residential Non-Apt. 1,163 **Business** 70 Seasonal 0 **USPS** Residential 1,137 **USPS** Business 77

Cillett Grove Delta Mount Auburn What Cheer Andover Berkley Fort Madison East Peru Lawler La Gakland Lost Nation Blue Grass Blanchard Aplington St. Anthony Tiffin West Bend Decorah Ricketts Royal Macksburg Orange City ©Copyright 2014, Intercultural Institute 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.

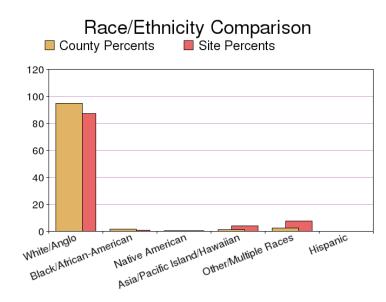


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.13%	6.89%	112.4
4-5 Years	2.98%	2.9%	97.32
6-8 Years	4.39%	4.47%	101.82
9-11 Years	4.27%	4.77%	111.71
12-13 Years	2.78%	2.95%	106.12
14-17 Years	5.49%	6.12%	111.48
18-19 Years	2.71%	3.57%	131.73
0-5 Years	9.11%	9.79%	107.46
6-12 Years	10.05%	10.71%	106.57
13-19 Years	9.59%	11.16%	116.37
< 20 Years	28.75%	31.66%	110.12
20-34 Years	18.37%	20.77%	113.06
35-44 Years	12.24%	12.33%	100.74
45-64 Years	27.21%	21.52%	79.09
65-74 Years	7.36%	6.89%	93.61
75+ Years	6.07%	6.79%	111.86
Median Age	37	35	93.19
Median Age (Male)	36	36	98.63
Median Age (Female)	38	37	96.1

Construction and Junction Eddyville Williamson Lynnville Kellerton St. Donatus Rippey St. Meriden West Chester Algona Oakland Acres Wilton Sioux City Intercultural Institute Colesburg Sloan Dyersville New Sharon Cumberland Fenton Rutland Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Melvin Batavia Oto Sanborn Jewell Junction Steam 5 Sanborn Jewell Junction Steam 5 Contextual Ministry Contextual Minis

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	94.79%	87.14%	91.93
Black, African-American	1.48%	0.67%	45.69
Native American	0.42%	0.57%	135.48
Asian	1.01%	3.85%	379
Pacific Island, Hawaiian	0.03%	0.05%	179.65
Other/Multiple Races	2.27%	7.69%	338.78
Hispanic	0%	42.7%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	28,086	2,457	

Total Adults over age 25 years.	28,086	2,457	
Less than 9th Grade	5.3%	10.01%	52.92
No High School Diploma	6.11%	6.63%	92.15
High School Graduate	34.12%	31.91%	106.93
Some College, no degree	19.17%	16.77%	114.32
Associate Degree	11.33%	11.23%	100.89
College Degree	14.86%	14.65%	101.41
Graduate/Prof. degree	9.11%	8.79%	103.6

Clive Allerton Sully Glidden Walnut Sutherland Buck Grove Chelsea Buckeye Albien Wieta Monona Mentrose Tingley Fostoria Wilton Dougherty Merrill Nemaha Dawson intercultural Institute n Mount Union Independence Prairie City Riceville Pierson Turin New Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.04%	5.14%	142.29
\$10,000 to \$19,999	11.24%	9.79%	87.02
\$20,000 to \$29,999	11.13%	14.71%	132.21
\$30,000 to \$49,999	16.72%	19.86%	118.75
\$50,000 to \$59,999	11.23%	17.21%	153.33
\$60,000 to \$69,999	8.94%	8.71%	97.42
\$70,000 to \$79,999	8.37%	6.71%	80.25
\$80,000 to \$89,999	7%	5.86%	83.7
\$90,000 to \$99,999	4.48%	3.64%	81.34
\$100,000 to \$124,999	7.57%	4.43%	58.5
\$125,000 to \$149,999	3.22%	1.86%	57.69
\$150,000 to \$199,999	3.01%	1.14%	38.02
\$200,000 to \$249,999	0.63%	0.43%	68.38
\$250,000 or more	0.43%	0.36%	82.67
Median Household	54,217	49,620	91.52
Average Household	66,792	59,908	89.69
Per Capita Household	25,584	20,947	81.88
Family/Non-Family Household			
Income			
Median Family Income	63,136	56,123	88.89
Average Family Income	76,821	66,709	86.84
Median Non-Family Income	29,984	30,445	101.54
Average Non-Family Income	43,185	24,432	56.58

Delaware Millersburg Balltown Clarinda Magnolia Laurens Jackson Junction Clear Lake Earling Magnolia Laurens Jackson Junction Contextual Ministry Contextual Magnolia Laurens Jackson Junction Randolph Imogene Batavia Marne Swap Laurens Jackson Claring Contextual Ministry Baldward Contextual Ministry Baldward Clear Law Statement Contextual Ministry Baldward Clear Law Statement Clear Law St

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	70.18%	71.07%	101.26
Families with Children	37.33%	41.36%	110.78
Families without Children	32.85%	29.71%	90.45
Non-Family Households			
% Non-Family Households	29.82%	28.93%	97.02
Non-Families with Children	0.1	0	0
Non-Families without Children	29.71	28.93	97.36
Housing Units			Index
Total Housing Units	18,064	1,500	
Vacant percent	9.02%	6.67%	73.88
Owned percent	72.01%	69.93%	97.12%
Rented Percent	18.97%	23.4%	123.38
Households by Size			Index
Avg household size	2.59	2.82	108.88
Avg family hh size	3.20	3.47	108.44
Avg non-family hh size	1.16	1.22	105.17
Households By Count of Persons			Percent
One	4,078	332	8.14%
Two	5,485	427	7.78%
Three or Four	5,123	414	8.08%
Five+	1,748	226	12.93%

Shambaugh After Portsmouth Spring Hill Moville Clarion Ashton Macedonia Clayton Ellsworth Hisburg Bancroft Manchester Gibson Maurice Dallas Center Dana West Libert Leand Larchwood Con Ruthven Ayrshire New Sharon Imogene Charter Oak Urbana Corver Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry in Contextual Ministry

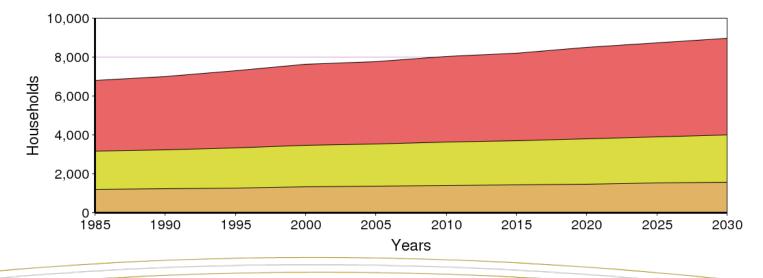
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	39,907	3,423	8.58%
2000 Population	41,722	3,835	9.19%
2010 Population	43,171	4,005	9.28%
2015 Population	44,344	4,110	9.27%

Household Change from 1985 to 2030

🔲 0-3mi Ring 👘 🔲 0-7mi Ring

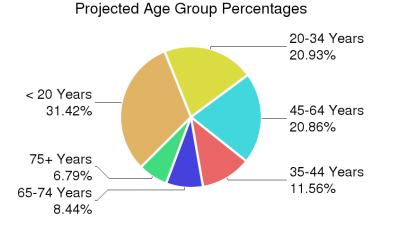
📕 0-10mi Ring



Schaller Lidderdale Carter Lake Wallingford Northwood St. Olaf Rutland Pleasant Hill Ainsworth E Schaller Lidderdale Carter Lake Wallingford Northwood St. Olaf Rutland Pleasant Hill Ainsworth I Cascade Spencer Algona Arthur Crawfordsville Sac City Coalville Jor Confectual Ministry Adel Mon 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

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.

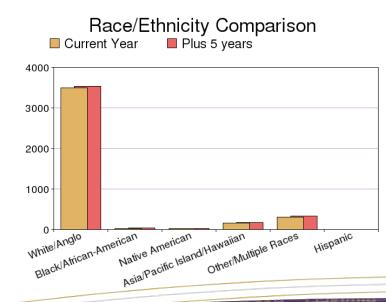


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.89%	6.96%	101.02
4-5 Years	2.9%	2.9%	100
6-8 Years	4.47%	4.33%	96.87
9-11 Years	4.77%	4.79%	100.42
12-13 Years	2.95%	2.9%	98.31
14-17 Years	6.12%	6.11%	99.84
18-19 Years	3.57%	3.43%	96.08
0-5 Years	9.79%	9.85%	100.61
6-12 Years	10.71%	10.56%	98.6
13-19 Years	11.16%	11%	98.57
< 20 Years	31.66%	31.41%	99.21
20-34 Years	20.77%	20.92%	100.72
35-44 Years	12.33%	11.56%	93.76
45-64 Years	21.52%	20.85%	96.89
65-74 Years	6.89%	8.44%	122.5
75+ Years	6.79%	6.79%	100
Median Age	37	35	94.15
Median Age (Male)	36	37	100.36
Median Age (Female)	38	37	96.49

Afton West Okoboji Alden Sloux City Avoca Mapleton Ladora Bode Lamoni Reinbeck Odebolt The Havelock Meservey Radcliffe Shell Rock Maxwell Eagle Grove Ackyon Intercultural Institute Vert Aurelia Minburn Mitchellville Bettendorf Milo Ute Aredale Woo Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	87.14%	85.89%	98.56
Black, African-American	0.67%	0.92%	137.15
Native American	0.57%	0.68%	118.63
Asian	3.85%	4.18%	108.83
Pacific Island, Hawaiian	0.05%	0.05%	97.45
Other/Multiple Races	7.69%	8.27%	107.57
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,457	2,510	
Less than 9th Grade	10.01%	7.61%	76
No High School Diploma	6.63%	4.78%	72.07
High School Graduate	31.91%	32.07%	100.51
Some College, no degree	16.77%	16.61%	99.08
Associate Degree	11.23%	12.83%	114.2
College Degree	14.65%	15.58%	106.32

8.79%

10.52%

119.64

Stacyville Matlock Crawfordsville Andover Creston Jackson Junction Delta Lake City Buffalo Grant Manly Fredonia Redfield Akron Adel Lovilia Arthur Kimballton <u>Intercultural Institute</u> St. Charles Ka Miles Lisbon Woden Preston Malcom Maysville Onslow Seymour for Confectual Ministry Confectual Ministry Henderson Ida Grove Mi21

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	5.14%	4.9%	95.18
\$10,000 to \$19,999	9.79%	9.37%	95.76
\$20,000 to \$29,999	14.71%	13.43%	91.25
\$30,000 to \$49,999	19.86%	17.9%	90.15
\$50,000 to \$59,999	17.21%	17.34%	100.75
\$60,000 to \$69,999	8.71%	9.02%	103.52
\$70,000 to \$79,999	6.71%	7.9%	105.19
\$80,000 to \$89,999	5.86%	6.15%	106.26
\$90,000 to \$99,999	3.64%	3.64%	99.82
\$100,000 to \$249,999	4.43%	5.31%	120.01
\$125,000 to \$149,999	1.86%	2.73%	146.85
\$150,000 to \$199,999	1.14%	1.33%	116.26
\$200,000 to \$249,999	0.43%	0.42%	97.9
\$250,000 or more	0.36%	0.35%	97.9
Median Household	49,620	51,815	104.42
Average Household	59,908	64,160	107.1
Per Capita Household	20,947	22,330	106.6
Family/Non-Family Household			
Income			
Median Family Income	56,123	58,284	103.85
Average Family Income	66,709	71,441	107.09
Median Non-Family Income	30,445	32,313	106.14
Average Non-Family Income	24,432	30,519	124.91

Witt Early Fonda Nashua Prescott Hinton Springbrook Guthrie Center Atlantic Colo Danbury Hume Gity Kimballton Dyersville Gilbertville Durango Hardy Bouton Oskalogo Fort Dodge Lacona Coulter Intercultural Institute for Contextual Ministry ell Copyright 2014, Intercultural Institute for Contextual Ministry ell Copyright 2014, Intercultural Institute for Contextual Ministry Bevington Ochevedan Joice Marshalltown Denison

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	71.07%	70.56%	99.28
Families with Children	41.36	41.33	99.93
Families without Children	29.71	30.07	101.2
Non-Family Households			
% Non-Family Households	28.93%	29.44%	101.77
Non-Families with Children	0	0	101.77
Non-Families without	28.93	29.44	101.77
Children			
Housing Units			
Total Housing Units	1,500	1,532	102.13%
Vacant percent	6.67%	6.66%	99.87
Owned percent	69.93%	69.65%	99.59
Rented Percent	23.4%	23.69%	101.26
Households by Size			
Avg household size	2.82	2.83	100.35%
Avg family hh size	3.47	3.53	101.73%
Avg non-family hh size	1.22	1.16	95.08%
Households By Count of			
Persons			
One	332	343	103.31%
Two	427	429	100.47%
Three or Four	414	423	102.17%
Five+	226	236	104.42%

Chillicothe Oto Logan Evansdale Barnum Thurman Nora Springs Muscatine Arien Osage South E Lanesboro Grundy Center Gravity Vining Center Point Vinton Fairfax West Okoboji Agency Parnell Waukon Nichols Low Moor Walcott Intercultural Institute Intercultural Institute for Contextual Ministry 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	867	22	117	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	3	1	4	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	7	0	2	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	0	0	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	0	2	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	8	5	18	Oceania	Oceania 0	Oceania 0 1
So. Central Asia	0	0	3	Caribbean	Caribbean 0	Caribbean 0 0
SE Asia	89	3	19	Central Amer.	Central Amer. 757	Central Amer. 757 5
Western Asia	0	2	3	South America	South America 3	South America 3 1
Other Asia	0	0	0	North America	North America 0	North America 0 4
				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	2,452	1,375	4,926	Other Indo-Euro	0	0	
Spanish	1,114	6	165	Asian/PI languages	0	0	0
Other Indo-Euro	24	12	83	Chinese	0	0	1
language	27	12	00	Japanese	0	0	0
French (incl. Patois,	8	1	7	Korean	0	12	2
Cajun)	0		,	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	0	0	Ū
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	9	0	1
German	13	7	50	Laotian	46	0	6
Yiddish	0	0	0	Vietnamese	48	0	12
Other West Germanic	0	0	5	Other Asian	0	0	7
A Scandinavian	0	1	3	Tagalog	0	2	1
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	3	1	5	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	2	13	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Nashua Aurelia Gilman I

Winterset Carponter Carbon Garden Grove Newton Pacific Junction Odebolt Stuart Halbur Beiley Alton Luxemburg Minburn Truesdale Fort Madison Webster Lating Intercultural Institute Whiting Beaver Sageville Clermont Ackworth Mount Auburn Clutier Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	3,271	1,092	4,224	Irish	Irish 184	Irish 184 103
Arab	0	2	5	Italian	Italian 46	Italian 46 12
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	5	0	2	Norwegian	Norwegian 47	Norwegian 47 23
British	10	4	15	Polish	Polish 11	Polish 11 13
Canadian	0	1	4	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	25	14	71	Russian	Russian 0	Russian 0 2
Czechoslovak	4	3	13	Scandinavian	Scandinavian 12	Scandinavian 12 1
Danish	82	22	123	Scotch-Irish	Scotch-Irish 35	Scotch-Irish 35 14
Dutch	95	27	114	Scottish	Scottish 23	Scottish 23 11
English	218	100	379	Slovak	Slovak 0	Slovak 0 1
European	13	3	13	Subsaharan Afr	Subsaharan African 0	Subsaharan African 0 0
Finnish	3	0	4	Swedish	Swedish 33	Swedish 33 22
French (not Basque)	56	13	55	Swiss	Swiss 16	Swiss 16 4
French Canadian	9	2	11	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	742	484	1,598	US/American	US/American 169	US/American 169 120
Greek	0	2	10	Welsh	Welsh 11	Welsh 11 4
Hungarian	0	2	7	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,422	Other 1,422 83

Jaway Walford Archer Kirkman Lynnville Havelock Forest City Drakesville Emmetsburg Center Junctic ser Delphos Eldridge Jesup Eldon Craig Blue Grass Ionia Delta Intercultural Institute Iden Macksburg Ricketts Mediapolis Linden Holland Panora Waukon JorContextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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

North English Bellevue Cherokee Dougherty Maloy Rockford Lawler Pleasant Hill Thaver Traer Ida G Bristow Allison University Park Zwingle Wadena Rickardsville Danviller Intercultural Institute Rome Harpers Ferry Spragueville Plano Eldon Odebolt Slater Hartty for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Minburn Toledo Radcliffe Peosta Dundee Walnu 27

Using the Demographic Indicators

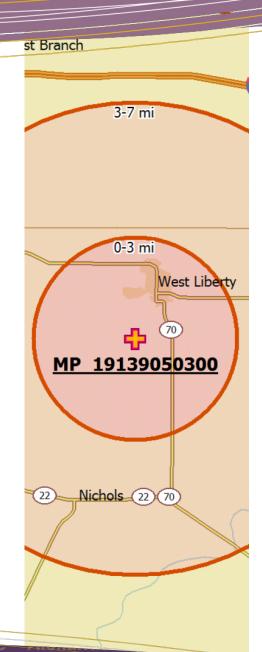
Issues for Your Consideration - continued

- 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?

ruesdale Rock Valley Walker Fontanelle Waterville Quasqueton Garden Grove Castana Le Claire Epwer Armstrong Rudd Scranton Stanton Matlock Zwingle Hartley Altooper Intercultural Institute aloosa Stratford Martinsburg Hampton Martelle Garber Delta Rathbu Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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.



Thor Dike Kelley Williamsburg Craig Alton Clemons Harper Melbourne Altoena East Peru Shel Ogden Council Bluffs Urbandale Forest City Oelwein Hancock Fonda intercultural Institute Northwood Klemme St. Ansgar Fairfax St. Donatus Earling Renwick Ontertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,400	100%	949	100%
AFFLUENT SUBURBIA	6	0.43%	4	0.42%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	6	0.43%	4	0.42%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	127	9.07%	88	9.27%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	87	6.21%	58	6.11%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	40	2.86%	30	3.16%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	151	10.79%	97	10.22%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	3	0.21%	2	0.21%
Urban Optimists	1	0.07%	1	0.11%
Family Convenience	147	10.5%	94	9.91%
Mid-Market Enterprise	0	0%	0	0%

alia Milford Ely University Heights Pleasantville Macksburg Morning Sun Montezuma Roland Doon Le aleosa Wallingford Onawa Westphalia Ackworth Evansdale Sheldon Intercultural Institute ickens Superior Ida Grove Jolley Fostoria Promise City Bayard Muse for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,400	100%	949	100%
BLUE COLLAR BACKBONE	337	24.07%	235	24.76%
Nuevo Hispanic Fam.	310	22.14%	218	22.97%
Working Rural Suburbia	20	1.43%	12	1.26%
Lower Income Essentials	7	0.5%	5	0.53%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	619	44.21%	423	44.57%
Steadfast Conservative	587	41.93%	402	42.36%
Moderate Conventionalists	32	2.29%	21	2.21%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Moulton Westgate Vinton Bristow Storm Lake Fonda Stockton Agency Clayton Salix College Spring et mey Thompson Shambaugh Nodaway Mount Auburn Plano Grandvier Stran Filiott La Porte City ell Rock Rapids De Soto Ainsworth Persia Hamilton Coburg Millerton for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,400	100%	949	100%
REMOTE AMERICA	30	2.14%	17	1.79%
Hardy Rural Fam.	7	0.5%	4	0.42%
Rural Southern Living	23	1.64%	13	1.37%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1	0.07%	1	0.11%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	1	0.07%	1	0.11%
RURAL VILLAGES & FARMS	37	2.64%	22	2.32%
Industrious Country Living	1	0.07%	1	0.11%
America's Farmland	36	2.57%	21	2.21%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

igs Oyens Bayard Hornick Vincent Mount-Union Lambs Grove Goodell Bernard Elkader Onslow State Cooklyn Fort Atkinson Millersburg West Okoboji Rockwell Irwin Odebolt Cristerid Ankeny Ellston De Sloan Fostoria Ely Algona St. Ansgar Dayton Woolstock College Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

0-3 HH & Percent		Unreached HH & Percent	
1,400	100%	949	100%
75	5.36%	51	5.37%
0	0%	0	0%
75	5.36%	51	5.37%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
17	1.21%	11	1.16%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
17	1.21%	11	1.16%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	1,400 75 0 75 0 75 0 0 0 0 17 0 0 0 17 0 0 17 0 0 17 0 0 0 17 0 0 0 0	1,400100%755.36%00%755.36%00%00%00%171.21%00%00%00%171.21%00%171.21%00%	1,400100%949755.36%5100%0755.36%5100%000%000%0171.21%1100%000%0170%000%0171.21%1100%0170%0171.21%1100%000%000%000%000%000%000%000%000%000%000%000%000%000%000%0

Wallingford Marathon Macedonia Kingsley Grundy Center Bristow Hedrick Delphos Donahue Spring F The Park Dunlap Mitchellville New Market Thornton Plano Richland Port Intercultural Institute bine Elkader Otho Diagonal Bennett Coalville Waukon Shelby Peter Intercultural Institute Vilton Northbor for Contextual Ministry Lucas Olin 33 Copyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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



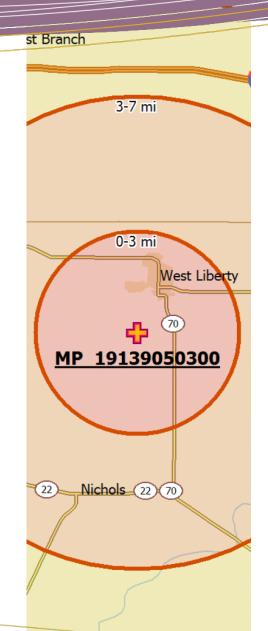
Potential Cultural Bridges

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).



Clarinda Oxford Prairieburg Cushing North English Rossie Rowley Dyersville St. Olaf Coggon G Ackley Albia Mondamin Union Onawa Fostoria Templeton Coburg Intercultural Institute Larrabee Northwood Maharishi Vedic City Princeton Ringsted What Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	75%	76%	78%
Use Comp. for Internet/E-mail	57%	59%	63%
Internet Use: E-Mail	44%	47%	51%
Use Comp. for Comp. Games	37%	40%	43%
Use Comp. for Word Processing	34%	38%	42%
Use Comp. for Education	32%	33%	34%
Use Comp. for Shopping	32%	35%	37%
Use Comp. for Digital Camera	29%	32%	35%
Photo Editing			
Use Comp. for Banking	29%	31%	33%
Internet Use: News/ Weather	26%	26%	27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	25%	26%	27%
Internet Use: Banking	22%	24%	26%
Use Comp. for News/Info./Data	20%	22%	24%
Service			
PC-Network-HH Has One	17%	17%	18%
Use Comp. for Personal Financial	12%	12%	13%
Mngmnt			
Use Comp. for Accounting	12%	15%	17%
Use Comp. for Filing/DB Mngmnt	11%	13%	14%
Internet Use: Research/ Education	11%	11%	11%
Internet Use: Shopping: Made A	10%	13%	14%
Purchase			
Internet Use: Shopping: Gathered Info. for Shopping	10%	11%	11%



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	65%	66%	67%
Dining Out (Not Fast Food)	52%	55%	58%
Reading Books	48%	48%	50%
Card Games	38%	41%	44%
Gardening	34%	36%	38%
Go To A Beach/Lake	33%	35%	38%
Cooking for Fun	32%	33%	34%
Board Games	30%	32%	34%
Going To	20%	21%	21%
Bars/Nightclubs/Dancing			
Visit Zoo	20%	20%	20%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	64%	65%	67%
Gen./Fam. Practitioner	38%	40%	43%
Dentist	27%	27%	28%
None Of These	22%	21%	21%
Backache	21%	22%	23%
Eye Dr.	20%	21%	21%
Hypertension/High Blood	17%	18%	18%
Pressure			
High Cholesterol	17%	17%	18%
Any Arthritis	15%	15%	15%
Overweight (30 Pounds Or	14%	15%	16%
More)			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.44%	24.87%	25.25%
Live Theater	16.17%	16.79%	18.05%
Rock/Pop Concerts Most	14.65%	13.84%	13.7%
Often			
Live Theater Most Often	13.03%	13.88%	15.23%
Comedy Club	9.23%	8.41%	8.26%
Dance Performance	8.36%	7.35%	6.82%
Movies: Comedy	37.13%	37.31%	38.53%
Movies: Action/Adventure	36.92%	36.78%	37.27%
Movies: Fam.	19.26%	19.68%	19.9%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.53%	18.39%	18.65%
Movies: Drama	17.29%	16.3%	16.3%
Movies: Mystery	15.14%	14.16%	14.12%
MLB Baseball Reg. Season	6.94%	7.58%	8.15%
NFL Football Reg. Season	5.34%	5.66%	6.33%
College Football Reg. Season	4.58%	5.77%	6.72%
College Basketball Reg. Season	3.24%	3.91%	4.48%
NBA Basketball Reg. Season	2.95%	2.97%	3.21%
Auto Racing Events	2.73%	2.85%	3.09%

Thempson Estherville Brooklyn Lake City Coppock Grafton Struble Tipton Roland Camanche Ion Stacyville Ainsworth Parnell Melcher-Dallas Blue Grass Maysville Optimized Intercultural Institute adbrook Marengo Riverton Millerton Ute Williams Orange City Correct For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Recopyright 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	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	
Walking for Exercise	38.28%	39.84%	40.66%	Stationary Cycling		
U U						
Swimming	29.9%	31.41%	33.84%	Hunting	5	C
Billiards/Pool	20.76%	19.71%	19.7%	Soccer	Soccer 10.35%	Soccer 10.35% 8.79%
Bowling	20.44%	21.77%	22.68%	Football	Football 10.22%	Football 10.22% 10.17%
Freshwater Fishing	17.64%	20.8%	22.73%	Target Shooting	Target Shooting 9.47%	Target Shooting 9.47% 10.82%
Camping Trips	16.79%	18.69%	19.62%	Backpacking/Hiking	Backpacking/Hiking 9.26%	Backpacking/Hiking 9.26% 10.14%
Basketball	15.97%	16.1%	15.88%	Aerobics	Aerobics 9.16%	Aerobics 9.16% 8.38%
Jogging/Running	15.59%	14.84%	14.48%	Softball	Softball 8.9%	Softball 8.9% 9.14%
Weight Training	14.04%	14.69%	15.76%	Saltwater Fishing	Saltwater Fishing 7.36%	Saltwater Fishing 7.36% 6.77%
Using Cardio Machine	12.89%	12.39%	12.57%	Power Boating	Power Boating 7.19%	Power Boating 7.19% 7.99%
Baseball	12.85%	12.43%	11.84%	Tennis	Tennis 7.13%	Tennis 7.13% 6.68%
Golf	12.17%	14.52%	15.74%	Canoeing/Kayaking	Canoeing/Kayaking 6.84%	Canoeing/Kayaking 6.84% 7.18%
Mountain/Road Biking	11.73%	13.15%	14.05%	Yoga		
Volleyball	11.44%	10.88%	10.18%	Motorcycling	5	C C
Volicyball	11.11/0	10.0070	10.1070	Meteroyening	Wotoroyoling 0.7270	1.0070

Corydon Bagley Ridgeway Remsen Dougherty Milo Somers Macedonia Maysville Zwingle Blairs and Haverhill Knierim Arion Willey Stockport Steamboat Rock Derby Intercultural Institute on West Branch Emmetsburg Pierson Brunsville Oakville Webster City Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to 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	
Horseback Riding	6.42%	7.55%	8%	_
Roller Skating	5.46%	5.71%	5.65%	
Ice Skating	5.38%	5.46%	5.42%	
Archery	5.31%	6.14%	6.73%	
Racquetball	4.6%	3.92%	3.55%	
Hockey	4.59%	3.97%	3.52%	
Water Skiing	4.48%	4.77%	4.95%	
Downhill & X-Country	4.42%	4.64%	4.69%	
Skiing				
Fly Fishing	4.4%	4.69%	4.74%	
Snorkeling	4.17%	4.42%	4.61%	

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowmobiling	4.15%	4.88%	5.14%
Jet Skiing	4.1%	4.55%	4.75%
Rock Climbing	3.92%	4.21%	4.05%
Martial Arts	3.72%	3.12%	2.81%
Auto Racing	3.53%	3.14%	3.08%
Skateboarding	3.48%	3.44%	3.36%
Snowboarding	3.47%	3.58%	3.52%
Rowing	2.62%	2.75%	2.72%
Sailing	2.62%	2.49%	2.51%
Surfing & Windsurfing	2.54%	2.48%	2.38%

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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.

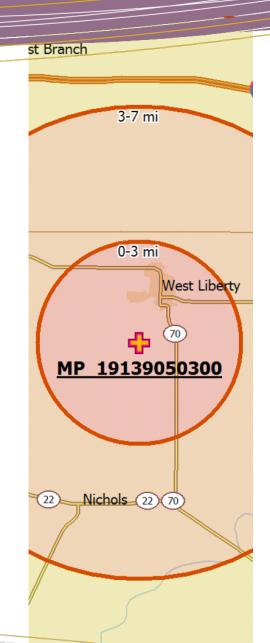
BIBLICAL BARRIERS

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.



Williamson Grand Junction Webb Logan Blairstown Brighton Tripoli Barnum Readlyn Doon Dur Redfield Westgate Arispe Washington Baldwin New Liberty Plymouth for Contextual Institute ter Huxley Na 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.

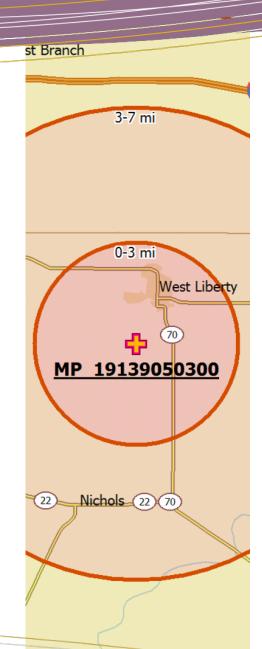
CULTURAL BARRIERS OF ACCEPTANCE

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.



Ames Schaller Goldfield Roland Brooklyn Meriden Buckeye Bedford Earling Ackley West Point A Hayesville Volga Thor Ridgeway Columbus Junction Granger Haverhuld Intercultural Institute Epworth Millersburg Bayard Remsen Newhall Spillville Marengo Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	48%	47%	47%	Like To Pursue Challenge/Novelty/Change	22%	18%	16%
Woman's Place Is In The Home	37%	38%	38%	Marijuana Should Be Legalized	21%	19%	18%
Prefer To Have Few	36%	34%	32%	Like to Stand Out In A Crowd	20%	20%	20%
Possessions As Possible				I Am A Workaholic	19%	18%	17%
Like Control Over People And Resources	36%	33%	32%	Rarely Sit Down to a Meal Together At Home	16%	17%	18%
Find It Difficult To Say No To My Kids	36%	37%	39%	Only Work Current Job for The Money	16%	15%	14%
Speak My Mind Even If It Upsets People	33%	33%	33%	We Should Strive for Equality for All	15%	13%	12%
Like To Do Unconventional Things	29%	30%	31%	Indulge My Kids With The Little Extras	13%	10%	9%
Friends More Important Than My Fam.	29%	26%	24%	Happy With My Standard Of Living	11%	10%	10%
Don't Judge People/Way They Live Life	28%	27%	26%	On Whole People Get What They Deserve	10%	9%	9%
Too Much Sponsorship In Arts/Sports	27%	24%	22%	More Important Do Duty Than Enjoy Life	8%	6%	5%
Money Is Best Measure Of Success	26%	26%	27%	Little I Can Do To Change My Life	8%	7%	7%
If Won Lottery Would Never Work Again	26%	26%	26%				

 Oketa
 Moorland
 Stater
 Jewell Junction
 Jefferson
 Chillicothe
 Greene
 Buckeye
 Somers
 Harris
 Fayette

 Intercultural Institute
 Janesville
 Milton
 Afton
 Everly
 Harper
 New Linesville
 Minthrop
 Wapello
 Hor Creation

 Burg
 Calumet
 Varina
 Craig
 Peosta
 Eldon
 Mason City
 Fostoria
 Marb
 Minthrop
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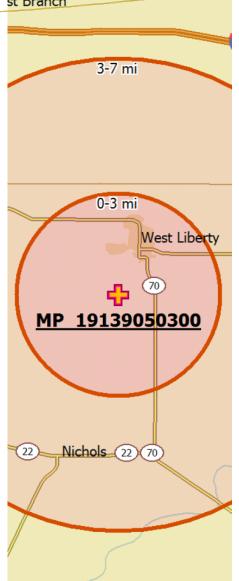
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st Branch

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.



Brunsville New Virginia St. Donatus Intercultural Institute Orchard Durant Hastings for Contextual Ministry oyright 2014, Intercultural Institute for Contextual Ministry Pleasantvill

Potential Cultural Themes:

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

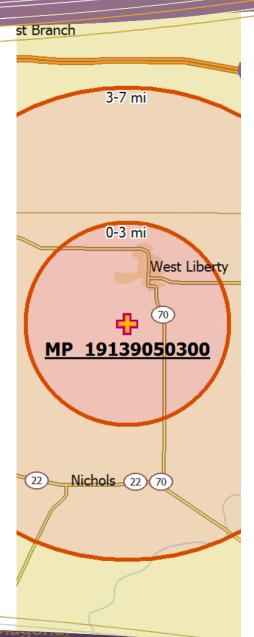
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	57%	59%	63%	Looking for New Ideas To Improve Home		16%	15%
You Should Seize Opportunities In Life	56%	55%	55%	Real Men Don't Cry Worried About Pollution Caused	18% 18%	16% 18%	15% 18%
Like To Understand About	38%	36%	36%	By Cars			
Nature	000/	0.40/	000/	Is An Important Part Of Who I Am	17%	16%	15%
Prefer To Have Few Possessions As Possible	36%	34%	32%	Try Not To Worry About The Future	15%	14%	13%
Important Feel Respected By My Peers	34%	33%	33%	Enjoy Spending Time With My Fam.	14%	12%	12%
Prefer Work Part Of Team Than Alone	32%	31%	32%	Provide My Kids With The Little Extras	12%	11%	10%
Important To Juggle Various Tasks	31%	28%	27%	Children Should Be Allowed To Express Themselves	7%	6%	5%
Good At Fixing Things	29%	27%	26%	Like Spending Most Time With	7%	7%	6%
Have Keen Sense Of Adventure	25%	25%	25%	Fam.			
Like To Just Enjoy Life	24%	21%	20%	Feel Very Alone In The World	7%	6%	5%
People Have To Take Me As	23%	23%	24%	Decor Particular Interest To Me	5%	4%	4%
They Find Me				Would Like To Set Up Own	4%	4%	3%
Consider Myself Interested In The Arts	20%	18%	17%	Business			

Hubbard Akron McCallsburg Hills Galt Gilbertville Eldridge Montour Rock Rapids Monticello Hills Underwood Ute Richland Laurens Magnolia Fort Madison Rodman <u>Intercultural Institute</u> Haverhill The Cincinnati Elgin State Center Stanhope Perry Earlville Cresco Londertad Ministry Confectual Ministry Sageville Hawatha Reinbeck Anita Trur 45

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Potential Shared Places

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



Inder Lidderdale Brighton Marysville Cascade Gibson Ruthven Schaller Eagle Grove Henderson Generation and Mary Market Standard Market Good Market Ma Market Market

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.

LACE	0-3	3-7	7-10		PLACE	PLACE 0-3	PLACE 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fast Food/Drive-In	84.82%	85.93%	87.09%		Dairy Queen	Dairy Queen 17.67%	Dairy Queen 17.67% 20.65%
Restaurant-Visit Any					Domino's Pizza	Domino's Pizza 15.84%	Domino's Pizza 15.84% 13.9%
Fam. Restaurants/Steak	79.66%	82.09%	84.3%		Denny's	Denny's 15.69%	Denny's 15.69% 13.65%
Houses-Visit Any					Red Lobster	Red Lobster 15.07%	Red Lobster 15.07% 14.89%
McDonald's	55.32%	56.58%	58.3%		IHOP (International House Of	IHOP (International House Of 13.04%	IHOP (International House Of 13.04% 11.5%
Burger King	39.2%	38.82%	38.76%		Pancakes)	Pancakes)	Pancakes)
Taco Bell	29.9%	29.4%	29.87%		Starbucks	Starbucks 12.01%	Starbucks 12.01% 11.03%
Subway	28.93%	30.56%	32.18%		Cracker Barrel	Cracker Barrel 11.99%	Cracker Barrel 11.99% 12.67%
Kentucky Fried Chicken (KFC)	27.62%	27.8%	28.66%		Sonic	Sonic 11.08%	Sonic 11.08% 11.37%
Applebee's	27.45%	28.68%	30.74%		Jack-In-The-Box	Jack-In-The-Box 10.98%	Jack-In-The-Box 10.98% 8.62%
Wendy's	26.9%	26.5%	28.22%		Outback Steakhouse	Outback Steakhouse 10.93%	Outback Steakhouse 10.93% 11.37%
Pizza Hut	24.3%	25.05%	25%		Chili's Grill and Bar	Chili's Grill and Bar 10.63%	Chili's Grill and Bar 10.63% 10.34%
Arby's	21.32%	23.46%	26%		Chick-Fil-A	Chick-Fil-A 10.33%	Chick-Fil-A 10.33% 9.9%
Olive Garden	18.43%	18.77%	19.62%				

elhi Cumberland Lohrville Kensett Johnston Webb Jamaica Story City Williamsburg Yorktown Muses Icintire Lynnville Clarinda Armstrong Cromwell Spillville Deloit Harvey Marshalltown Waukon Coggo Beaconsfield Perry Baxter Paullina Jackson Junction Clemons Promise for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

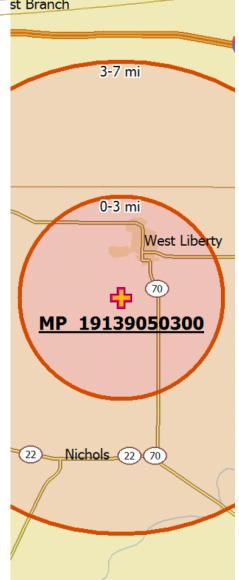
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Potential Shared Projects

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!



odawa Dougherty Hardv Intercultural Institute Dixon Gilbert lor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 48

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	44.25%	47.37%	49.71%
Recycled products	35.94%	36.68%	37.48%
Worked as volunteer (non political)	15.16%	16.79%	18.17%
Engaged in fund raising	10.15%	11.16%	11.86%
Religious club member	6.81%	7.48%	7.98%
Wrote to editor of mag or newspaper	5.89%	5.78%	5.87%

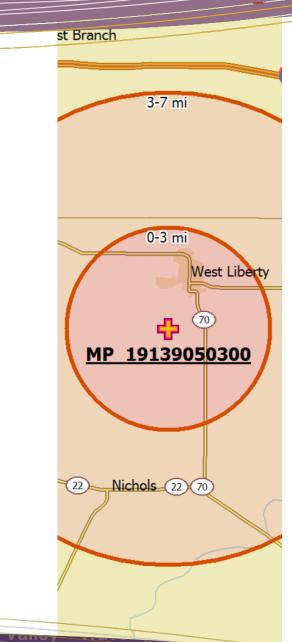
0-3	3-7	7-10
MILES	MILES	MILES
5.41%	6.22%	6.52%
5.16%	5.73%	6.23%
5.04%	5.69%	6.19%
4.87%	5.11%	5.19%
4.21%	4.36%	4.73%
4.03%	5.23%	5.77%
	MILES 5.41% 5.16% 5.04% 4.87% 4.21%	MILES MILES 5.41% 6.22% 5.16% 5.73% 5.04% 5.69% 4.87% 5.11% 4.21% 4.36%

Concerned Melcher-Dallas Shell Rock Dunlap Raymond Marble Rock Columbus Junction Elk Run Heights Dixon Mount Auburn Bagley Plover Mount Vernon Alleman Breda Alston Clidden Fraser Spirit Pilot Mound Houghton Norway Corwith Woodburn Red Oak North English Contextual Institute der Defiance Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Communication Media Content

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

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



Adair Sibley Wyoming Maquoketa Drakesville Norwalk Parnell Cherokee Walnut Lake Mills Carlisle C Lineville Low Moor Lansing Indianola Truro Stratford Pulaski Saley Intercultural Institute Rodman New Market Yale Meriden Oakland Acres Baxter Fort Madiso Voi 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	14.74%	14.48%	15.11%
Children's Books	11.62%	12.21%	12.92%
Mystery	10.28%	10.57%	11.06%
Cookbooks	9.76%	10.24%	10.71%
Religious (not Bibles)	7.47%	8.09%	8.6%
History	6.99%	6.63%	6.56%
Personal/Business	6.27%	6.45%	6.77%
Self-help			
Romance	5.79%	6.2%	6.79%
Biography	5.75%	5.28%	5.3%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	63.5%	63.97%	66%
Gen. Editorial	42.46%	42.27%	42.97%
Womens	37.97%	37.78%	38.72%
Service	30.92%	32.54%	34.61%
Mens	18.61%	17.46%	16.87%
Automotive	15.56%	14.78%	14.27%
Sports	14.03%	13.1%	12.9%
Parenthood	13.33%	12.63%	12.35%
Fishing/Hunting	13.06%	15.02%	15.79%

Fisle Beacon Pleasantville New Albin Preston Benton Morning Sun Webster Stacyville Bertram Jama Autom Panama Elgin Volga Crescent Magnolia Toronto Clear Lake Intercultural Institute Adel Bedford Shellsburg Balltown Columbus Junction Panora Garden Grove New Join Contestual Ministry Copyright 2014, Intercultural Institute for 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	51.78%	54.65%	56.98%
Classified	32.56%	34.29%	35.56%
Sport	31.29%	32.82%	33.98%
Editorial Page	26.97%	29.77%	31.9%
Comics	26.6%	27.86%	28.87%
Business/Finance	25.44%	26.85%	28.38%
Movie Listings & Reviews	24.11%	23.6%	24.11%
Food/Cooking	23.2%	24.17%	25.18%
TV/Radio Listings	22%	22.28%	23.37%
Home/Gardening	20.3%	21.6%	22.95%
Travel	17.77%	18.18%	19.15%
Science/Technology	15.53%	15.91%	16.79%
Fashion	12.22%	12.67%	13.09%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
CHR Contemp Hit Radio	21.93%	18.9%	17.03%
Country	21.15%	26.9%	29.6%
Adult Contemporary	17.22%	18.18%	19.08%
Hispanic	14.66%	10.24%	6.04%
Rock	13.15%	13.16%	13.66%
Oldies	11.96%	12.45%	12.45%
Variety	10.9%	9.75%	8.62%
News/Talk	10.22%	11.06%	12.05%
Urban Contemporary	9.88%	7.98%	7.65%
Classic Rock	9.24%	10.68%	11.52%
Alternative	8.51%	7.74%	7.96%
Religious	6.24%	6.39%	6.63%
Soft Contemporary	4.89%	4.93%	5.6%
Classic Hits	3.92%	3.68%	3.9%
All News	3.84%	3.79%	3.97%
Sports	3.33%	3.39%	3.65%
All Talk	3.21%	3.12%	3.2%
Jazz	2.9%	2.77%	3.12%

Hartwick Henderson Windsor Heights Linden Essex Muscatine Cleghorn Benton Livermore Pauline For Rockwell Postville Andover Morley Lanesboro Luana North Washing Intercultural Institute kaloosa Webster Elkader Shenandoah Alleman Newhall Menlo Shelda for Contextual Ministry al Copyright 2014, Intercultural Institute for Contextual Ministry antivide Fort 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	63.7%	65.31%	66.5%		TV Info From Newspapers	TV Info From Newspapers 26.01%	TV Info From Newspapers 26.01% 26.85%
Satellite Dish	58.77%	59.01%	58.7%		ABC Fam.	ABC Fam. 25.75%	ABC Fam. 25.75% 23.72%
Soapnet	49.39%	49.55%	50.35%		Comedy Central	Comedy Central 25.65%	Comedy Central 25.65% 25.4%
Other Video-On-Demand	46.76%	46.41%	44.81%		Hallmark Channel	Hallmark Channel 25.3%	Hallmark Channel 25.3% 26.49%
Sci-Fi Channel	37.39%	39.91%	40.69%		BET (Black Entertainment	BET (Black Entertainment 24.14%	BET (Black Entertainment 24.14% 24.74%
Adult Pay Per View TV	36.96%	36.83%	36.44%		TV)	TV)	TV)
MSNBC	34.69%	36.19%	36.91%		TCM (Turner Classic	TCM (Turner Classic 23.38%	TCM (Turner Classic 23.38% 23.69%
Subscribe Digital Cable	31.63%	32.61%	32.25%		Movies)	Movies)	Movies)
Nickelodeon	29.82%	32.59%	33.86%		TV Info From Monthly Cable	TV Info From Monthly Cable 22.95%	TV Info From Monthly Cable 22.95% 23.09%
TV Info From Sunday TV	29.12%	29.02%	29.54%		Guide	Guide	Guide
Magazine					USA Network	USA Network 22.55%	USA Network 22.55% 23.15%
Adult Swim	28.22%	31.38%	32.81%		Video-On-Demand Movies	Video-On-Demand Movies 22.42%	Video-On-Demand Movies 22.42% 22.62%
Nick At Nite	26.42%	28.54%	29.64%		The Golf Channel	The Golf Channel 21.89%	The Golf Channel 21.89% 21.6%
					Lifetime	Lifetime 21.41%	Lifetime 21.41% 21.29%



ESPN2

20.75%

19.67%

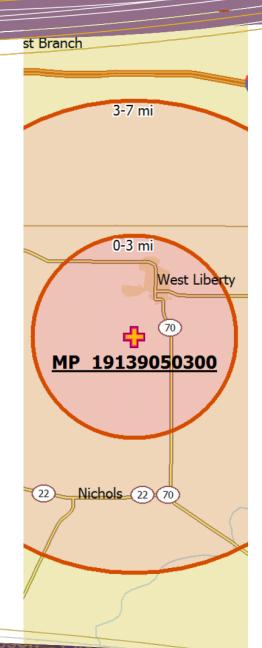
20.05%

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.



Neola Boone East Peru Williamsburg Lakeside Hillsboro Delmar Exine West Chester Whitten Loring Elley Jackson Junction Farmersburg Hospers New London Evansdale Intercultural Institute Superior State Center Hancock Tama Wadena Modale Plainfield Divertial Ministry Copyright 2014, Intercultural Institute 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+)	17.56%	17.64%	18.51%
Medium Users (4-6)	10.16%	10.02%	10.3%
Light Users (1-3)	20.72%	20.54%	20.61%
Quintiles (20%)			
Newspaper I (Heavy)	1.42%	1.49%	1.52%
Newspaper II	1.61%	1.65%	1.68%
Newspaper III	1.74%	1.94%	2.13%
Newspaper IV	0.86%	0.85%	0.82%
Newspaper V (Light)	1.13%	1.33%	1.39%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.91%	19.5%	19.96%
Magazines II	8.44%	8.5%	8.75%
Magazines III	9.33%	10%	10.41%
Magazines IV	11.48%	11.38%	11.21%
Magazines V (Light)	0.52%	0.56%	0.53%
Outdoor I (Heavy)	9.49%	7.62%	6.23%
Outdoor II	4.63%	3.3%	2.38%
Outdoor III	5.04%	4.2%	3.5%
Outdoor IV	18.12%	17.06%	16.34%
Outdoor V (Light)	25.39%	25.8%	26.01%
Yellow Pages I	16.79%	15.65%	15.05%
(Heavy)			
Yellow Pages II	7.06%	5.85%	5.28%
Yellow Pages III	6.53%	5.38%	4.5%
Yellow Pages IV	23.55%	22.27%	21.58%
Yellow Pages V (Light)	5.3%	3.95%	2.96%



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	7-10	3-7	0-3	MEDIUM
	MILES	MILES	MILES	
TV Prime Time Quntiles (fif				Radio Drive Time Quntiles
20%)				(fifths / 20%)
Prime Time I & II (Heavy)	3.42%	3.31%	3.11%	Drive Time I & II (Heavy)
Prime Time III (Medium)	0.58%	0.66%	0.83%	Drive Time III (Medium)
Prime Time IV & V (Light)	2.43%	2.57%	2.42%	Radio IV & V (Light)
TV Early/Late Fringe Quntile				Radio Media Quntiles (fifths /
(fifths / 20%)				20%)
Fringe I & II (Heavy)	8.75%	8.86%	9.21%	Radio I & II (Heavy)
Fringe III (Medium)	5.82%	5.49%	5.05%	Radio III (Medium)
Fringe IV (Light)	3.1%	3.11%	2.97%	Radio IV & V (Light)
TV All Day Quntiles (fifths /				Cable TV Quntiles (fifths /
20%)				20%)
All Day I & II (Heavy)	13.38%	13.43%	13.42%	Cable I & II (Heavy)
All Day III (Medium)	3.62%	3.69%	4.09%	Cable III (Medium)
All Day IV (Light)	32.56%	33.2%	32.61%	Cable IV & V (Light)

oton Lineville Aredale Westfield New Vienna Masonville Beaver Elk Run Heights Waukon McCallsburg Goldfield Stanhope Kalona Lake Park Shelby Riverton St. Charles Intercultural Institute Badger Magnolia Larrabee Farmersburg Asbury Shueyville Farragut ©Copyright 2014, Intercultural Institute for Contextual Ministry Blakesburg Adel Atlantic Bloomfield Panora Rock 56 Panora Rock 56

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.38%	10.95%	11.67%
6:00am - 10:00am	12.31%	12.24%	12.69%
10:00am - 3:00pm	5.27%	4.43%	4.12%
3:00pm - 7:00pm	13.95%	14.27%	14.28%
7:00pm - Midnight	10.97%	11.81%	12.06%
Midnight - 6:00am	4.92%	4.83%	4.65%
Weekend Radio			
Listeners			
Dayparts [summary]	15.27%	15.86%	16.44%
6:00am - 10:00am	2.81%	2.72%	2.99%
10:00am-3:00pm	4.86%	4.33%	4.11%
3:00pm - 7:00pm	6.57%	6.61%	6.78%
7:00pm - Midnight	8.43%	7.97%	8.35%
Midnight - 6:00am	8.4%	7.85%	8.3%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.88%	8.47%	9.05%
Saturday: 8:00-11:00pm	8.66%	8.49%	8.7%
Sunday: 7:00-11:00pm	9.12%	10.36%	11.02%
9:00am-1:00pm	26.42%	28.54%	29.64%
9:00am-4:00pm	30.27%	32.36%	33.65%
4:00pm-7:00pm	30.06%	29.61%	29.5%
11:00pm-1:00am	43.6%	44.09%	44.39%
AVG Prime time	3.45%	3.01%	2.67%
Mon-Sun			

Masonville Nashua Orient Clarence Renwick Churdan Postville Salix St. Donatus Harris Sumner B Clutier Scarville Letts Brooklyn Bassett Richland Portsmouth Camanche Creston Marion Durango Coppock Coburg Crescent For Contextual Ministry Copyright 2014, Intercultural Institute for Contextua

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.83%	17.09%	16.57%	Sat: 7-10am	Sat: 7-10am 18.67%	Sat: 7-10am 18.67% 18.72%
7-9am	19.67%	20.05%	20.75%	Sat: 10am-1pm	Sat: 10am-1pm 7.94%	Sat: 10am-1pm 7.94% 7.89%
9am-12noon	21.48%	24.09%	25.64%	Sat: 1-4pm	Sat: 1-4pm 24.86%	Sat: 1-4pm 24.86% 24.38%
12noon-4pm	8.79%	8.27%	8.01%	Sat: 4-6pm	Sat: 4-6pm 6.88%	Sat: 4-6pm 6.88% 6.79%
4-6pm	47.47%	48.38%	49.37%	Sat: 6-7pm	Sat: 6-7pm 2.15%	Sat: 6-7pm 2.15% 2.26%
6-7pm	20.8%	22.98%	23.59%	Sat: 7-8pm	Sat: 7-8pm 0.77%	Sat: 7-8pm 0.77% 0.9%
7-7:30pm	2.12%	1.79%	1.55%	Sat: 8-11pm	Sat: 8-11pm 8.66%	Sat: 8-11pm 8.66% 8.49%
7:30-8pm	11.84%	11.03%	10.86%	Sat: 11pm-1am	Sat: 11pm-1am 4.98%	Sat: 11pm-1am 4.98% 4.55%
8-11pm	7.88%	8.47%	9.05%	Sat: 1am-7pm	Sat: 1am-7pm 22.55%	Sat: 1am-7pm 22.55% 23.15%
11pm-12am	34.69%	36.19%	36.91%	Sun: 7-10am	Sun: 7-10am 2.24%	Sun: 7-10am 2.24% 2.2%
11pm-1am	43.6%	44.09%	44.39%	Sun: 10am-1pm	Sun: 10am-1pm 6.55%	Sun: 10am-1pm 6.55% 7.83%
1-6am	31.26%	30.82%	30.41%	Sun: 1-4pm	Sun: 1-4pm 5.44%	Sun: 1-4pm 5.44% 5.46%
				Sun: 4-7pm	Sun: 4-7pm 12.59%	Sun: 4-7pm 12.59% 13.95%
				Sun: 7-11pm	Sun: 7-11pm 9.12%	Sun: 7-11pm 9.12% 10.36%
				Sun: 11pm-1am	Sun: 11pm-1am 4.9%	Sun: 11pm-1am 4.9% 4.97%
				Sun: 1-7am	Sun: 1-7am 20.15%	Sun: 1-7am 20.15% 22.06%

Elgin Hawarden Conway Aurora Tracr Rowan Gravity Ankeny Windsor Heights Lime Springs Springs Spring Spring

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

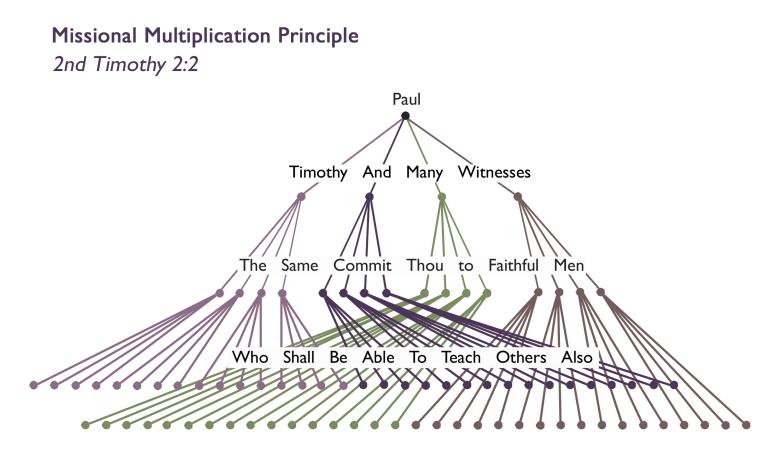
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Boyden Ackley Fairbank Deep River North Washington Smithland Aredale Stratford Kalona Leland Fulaski Linden Blockton Mallard Bridgewater Vincent Melbourne <u>Intercultural Institute</u> k Le Roy Castana Dedham Dunkerton Blakesburg Van Horne New Vir for Confectual Ministry of Copyright 2014, Intercultural Institute for Contextual Ministry North Liberty Reinbeck Hornick Harcourt Breda Del 60

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.



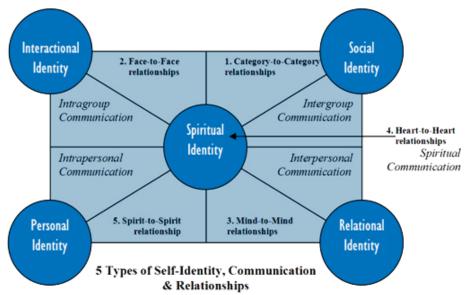


Establishing Redemptive Relationships

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.



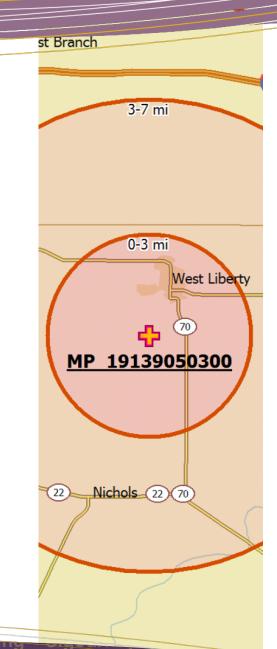


Your MissionSite and the Missional Suite

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



 falo
 New Sharon
 Oakville
 Forest City
 West Bend
 Dike
 Imogene
 Gilman
 Danbury
 St. Ansgar
 Mingo
 Jacobia

 Letts
 Kelley
 Lakota
 Baldwin
 Meservey
 Craig
 Sabula
 Struble
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Notes and Sources

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





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