# MissionSite top unreached locations

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Menlo Chelsea Modale Martelle Randall ElkporCENSUS TRACT: 19157970300 Sun Presco Eldo Multiplygton Keystone Osterdock Harvey SREGION: Southeast Fairfield Urband ersville St. Marys New Liberty Sutherland COUNTY: Poweshiek oneer Leando Alta Vista Ko ombe Hanlontown Polk City Westside Hawarden Pulaski SITESCAPE: Townscape Iton New Hampton Early Titon In <sup>partnership</sup> with the: Titon In <sup>partnership</sup> with the: arnsburg, Little Sigux, Radcliffe Ireton Orleans Clear Lake Hospers Williamson Intercultural Institute ernsey Moravia Van Meine Marian Deloit Mount Vernon Deloit Mount Vernon Kirkville Daptist llogg Lor Contextual Ministry Van Wert Nora Spring ra Union Webster City Maquoketa Elliott Maurice Rowley onvention of Derby Carpenter Linn Grove Arne Beaconsfield Allerton Struble Forest City Massena Two ley Humeston Spencer Cumberlar Copyright 2014, Intercultural Institute for Contextual Ministry Council Bluffs Vail Ellsworth Burt Henderson Arispe

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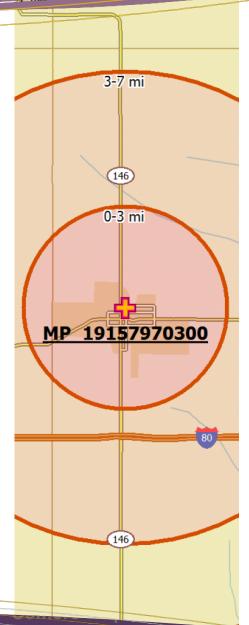
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#### Site Location Summary

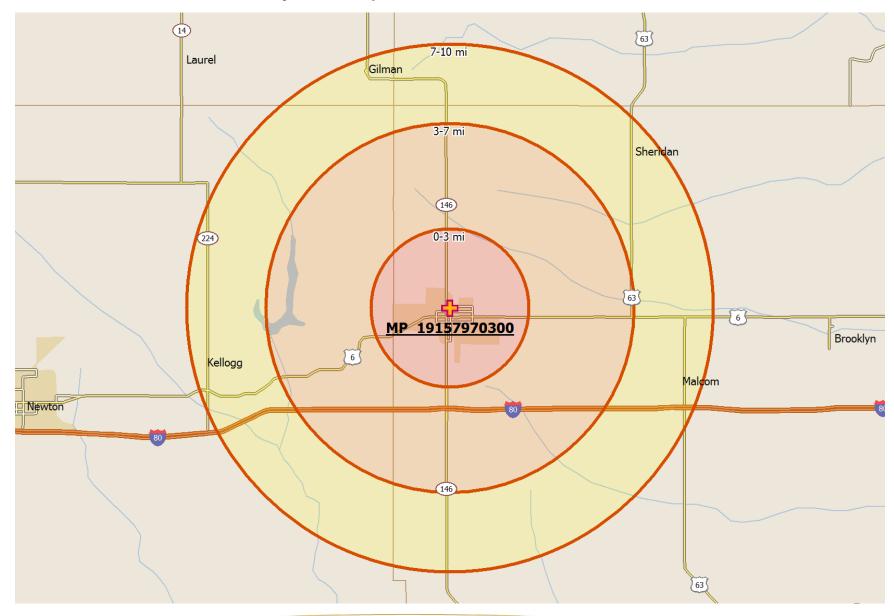
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

|   | Location Typography       | CODE  | LOCATION                             |
|---|---------------------------|-------|--------------------------------------|
| 1 | region                    | 1905  | Southeast                            |
| 3 | County Location           | 19157 | Poweshiek                            |
| 4 | Zipcode                   | 50112 | Poweshiek                            |
| 5 | Sitescape Category        | 2     | Townscape                            |
| 6 | Sitescape Group           | 2.2   | Medium Towns                         |
| 7 | Sitescape Subgroup        | 2.22  | Medium towns adjacent to settlements |
| 8 | Sitescape Density Pattern | 13    | 50000-2500-2500                      |



rit Lake Latimer Stout Dawson Holland Morrison Atkins Garber Luzerne Pocahontas Yetter Shelby Sterson Superior Elkader Ely Curlew Low Moor Winterset Hancock Intercultural Institute Toronto Lanesboro Princeton Oskaloosa What Cheer Lincoln Osago for Confectual Ministry Confectual Ministry Greeley 3 Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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



Ashton Dakota City Coggon West Burlington Wahpeton New Albin Arion Lamont Aplington Lowden alstock Oto Lamoni McCallsburg Udell Humeston Forest City Monticelly Aspinwall Red Oak Conrad Andrew Spencer Chester Bettendorf College Springs Rathbun River for Contextual Ministry Generation Aurelia Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Alvord Van Meter Elgin Missouri Valley Alden Chill

#### 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            | 9      | Noncore adjacent to micro area and contains a town of at least 2,500 residents   |
| 3      | Rural / Urban Continuum    | 7      |                                                                                  |
| 4      | NCHS Rural Urban Codes     | 6      | Noncore - counties that are neither metropolitan or micropolitan                 |
| 5      | NCES Urban Centric Locale  | 33     | Town: Remote: Territory inside an urban cluster that is more than 35 miles of an |
|        | Codes                      |        | urbanized area.                                                                  |
| 6      | IICM RUCA Values Index     | 49     | Small town core commuting: No additional code                                    |
| 7      | ERS RUCA Commuting Value   | 7      | Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small   |
|        |                            |        | urban cluster)                                                                   |
| 8      | Percent Commuting to Metro | 1      | Percent commuting from non metro to metro areas                                  |
| 7<br>8 |                            | 7<br>1 | urban cluster)                                                                   |

Shelby Farnhamville Hinton Rickardsville Pleasantville Fontanelle Plover Nodaway Calmar Dougher Sageville Garner Reinbeck Brighton Clarksville Coppock Melcher-Daller Intercultural Institute rville Holstein Montour Lucas Bertram Reasnor Sibley Waucoma Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

| BAND COMPOSITION               | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|--------------------------------|-----------|-----------|------------|
| 2010 Population                | 9,196     | 1,935     | 2,855      |
| 2010 Households                | 3,802     | 802       | 1,216      |
| 2010 Group Quarters Population | 1,442     | 0         | 0          |

| BAND COMPOSITION                      | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index     | 22        | 2         | 3          |
| Language Diversity National Index     | 26        | 17        | 4          |
| Foreign Born Diversity National Index | 77        | 41        | 23         |
| Ancestry Diversity National Index     | 83        | 48        | 65         |
| Racial Diversity National Index       | 13        | 4         | 2          |

airfield Beaman Irwin Fremont Lamoni Cylinder Ridgeway Decorah Alden Delta Bouton New Hamping Westwood Harlan Macksburg Dallas Center Stacyville Mitchellville Illiott Lansing Willey La Porte City Rudd Grimes Columbus Junction Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

| COUNTY ENVIRONMENT            | CODE | INDICATORS |
|-------------------------------|------|------------|
| Housing Stress County         | 0    | False      |
| Low-education County          | 0    | False      |
| Low-employment County         | 0    | False      |
| Persistent Poverty County     | 0    | False      |
| Population Loss County        | 1    | True       |
| Non-metro Recreation County   | 0    | False      |
| Retirement Destination County | 0    | False      |

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

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 Victor
 Intercultural Institute
 Gilmore City

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## 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        | 697   | 18.33%  |
| Mainstay Communities | Established, Diverse Households        | 405   | 10.65%  |
| Working Communities  | Blue-collar, Working Families          | 1,762 | 46.34%  |
| Country Communities  | Rural, Agri. & Mining Families         | 147   | 3.87%   |
| Aspiring Communities | Young Singles / Aspiring-Multihousing  | 425   | 11.18%  |
| Urban Communities    | High Density, Inner-city Neighborhoods | 364   | 9.57%   |



# 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.

aski Springbroek Woden Agency Welton Fairfax West Chester Fort Atkinson Vining Rudd Persia W Hexville Beaman Riverton Sully Spencer Rose Hill Brunsville University Intercultural Institute Illisca Durango Bertram Decatur City Otho Epworth Lehigh Reinbeck Fort Atkinson Vining Rudd Persia Wa at Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Association Person Field Persia Wa Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Minis

# 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?

on Aurora Ottosen Indianola Sutherland Asbury Stratford Galva Patterson Milton La Porte City North Shire Oelwein College Springs Houghton Lanesboro Cedar Rapids Altor Vielton Minden Robins Rand Dundee Sioux Rapids Hornick Macksburg Stanwood Castalia Larral for Contextual Ministry Contextual Ministry Centerville Rembrandt Hartwick Newton Reasnor Hartor Copyright 2014, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

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

| EVANGELSCAPE: SPIRITUALITY          | COUNTY | 0-3 MILE BAND | % INDEX |
|-------------------------------------|--------|---------------|---------|
| Unreached Households                | 5,099  | 2,589         | 50.76%  |
| Unreached %                         | 64.99% | 68.08%        | 104.76  |
| Religious But NOT Evangelical HH    | 925    | 498           | 53.79%  |
| Religious But NOT Evangelical %     | 11.79% | 13.09%        | 111.01  |
| Spiritual But NOT Relig or Evang HH | 824    | 475           | 57.61%  |
| Spiritual But NOT Relig or Evang %  | 10.51% | 12.49%        | 118.88  |
| Not Evangelical, Not Interested HH  | 3,350  | 1,616         | 48.24%  |
| Not Evangelical, Not Interested %   | 42.69% | 42.5%         | 99.55   |



Jewell Junction Sheffield Williams Redding Middletown Hillsboro Nichols Neola Oxford Victor S resville Vincent North Liberty Sheldahl Delaware Farley Portsmouth Clearfield Creston Lynnville Marne Webster Superior Wyoming Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Comparison Shellsburg West Burlington Berkley Early Clarind 11 Contextual Ministry Contextual Mi

# **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   | 861    | 380    | 44.1%   |
| Active Evangelical Percent      | 10.98% | 9.99%  | 91.01   |
| Inactive Evangelical Households | 1,886  | 832    | 44.11%  |
| Inactive Evangelical Percent    | 24.03% | 21.88% | 91.04   |
| # New Churches Needed           | 4      | 2      | 48.46%  |





# Using the Spirituality Indicators

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

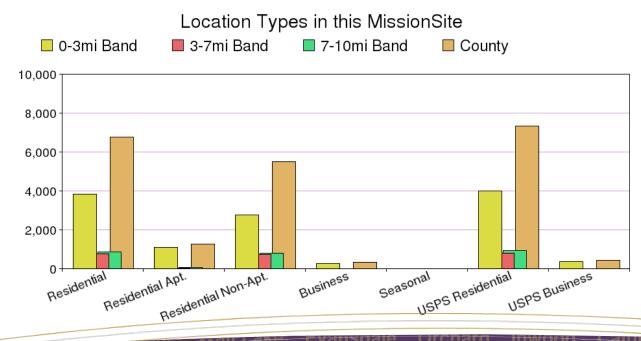
#### Issues for Your Consideration

- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
- 2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.



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

| EMOSCAPE        | COUNTY | BAND  | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Population | 19,033 | 9,383 | 49.3%   |
| 2000 Population | 18,815 | 9,559 | 50.81%  |
| 2010 Population | 18,303 | 9,196 | 50.24%  |

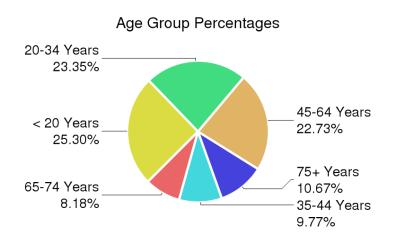


| Location Type        | 0-3mi Band |
|----------------------|------------|
| Residential          | 3,842      |
| Residential Apt.     | 1,084      |
| Residential Non-Apt. | 2,758      |
| Business             | 253        |
| Seasonal             | 0          |
| USPS Residential     | 3,989      |
| USPS Business        | 352        |

Le Grand Charlotte Truro Bondurant Lamont Beaconsfield Lake Park Beaver Superior Union Dune Oxford Fort Dodge Center Junction Ankeny Lockridge Pella Elgin La <u>Filston Sully</u> Havelock E Lime Springs Randall Turin Vining Keokuk Griswold Gilbertville Live Contextual Ministry ©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.

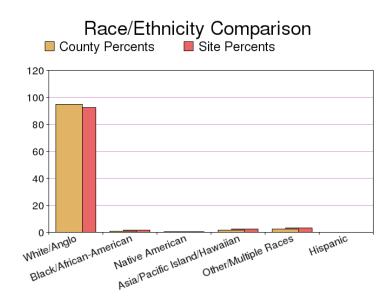


| 2010 POP. ESTIMATES | COUNTY | BAND   | INDEX  |
|---------------------|--------|--------|--------|
| 0-3 Years           | 4.98%  | 4.95%  | 99.4   |
| 4-5 Years           | 2.28%  | 1.89%  | 82.89  |
| 6-8 Years           | 3.31%  | 2.97%  | 89.73  |
| 9-11 Years          | 3.43%  | 2.82%  | 82.22  |
| 12-13 Years         | 2.31%  | 2.08%  | 90.04  |
| 14-17 Years         | 5.73%  | 5.49%  | 95.81  |
| 18-19 Years         | 2.93%  | 5.1%   | 174.06 |
| 0-5 Years           | 7.26%  | 6.84%  | 94.21  |
| 6-12 Years          | 7.89%  | 6.77%  | 85.8   |
| 13-19 Years         | 9.83%  | 11.68% | 118.82 |
| < 20 Years          | 24.98% | 25.29% | 101.24 |
| 20-34 Years         | 19.08% | 23.34% | 122.33 |
| 35-44 Years         | 10.9%  | 9.77%  | 89.63  |
| 45-64 Years         | 26.65% | 22.72% | 85.25  |
| 65-74 Years         | 9.09%  | 8.18%  | 89.99  |
| 75+ Years           | 9.31%  | 10.67% | 114.61 |
| Median Age          | 41     | 40     | 98.42  |
| Median Age (Male)   | 39     | 38     | 97.08  |
| Median Age (Female) | 42     | 42     | 99.52  |

Bevington Templeton Epworth Franklin Allison Protivin Conrad Lake Park Woodward Jolley Clermo Templeton Epworth Franklin Allison Protivin Conrad Lake Park Woodward Jolley Clermo Decatur City Colfax Columbus Junction Martensdale Northwood Bridge Intercultural Institute Reasnor Red Oak Readlyn Stanley Riverside Fort Atkinson Clinton Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



| COUNTY | BAND                                                                                                                | INDEX                                                                                                                                                                                                                                                                                |
|--------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|        |                                                                                                                     |                                                                                                                                                                                                                                                                                      |
| 94.83% | 92.31%                                                                                                              | 97.34                                                                                                                                                                                                                                                                                |
| 0.83%  | 1.52%                                                                                                               | 184.53                                                                                                                                                                                                                                                                               |
| 0.32%  | 0.37%                                                                                                               | 116.67                                                                                                                                                                                                                                                                               |
| 1.39%  | 2.5%                                                                                                                | 179.52                                                                                                                                                                                                                                                                               |
| 0.04%  | 0.09%                                                                                                               | 199.03                                                                                                                                                                                                                                                                               |
| 2.59%  | 3.22%                                                                                                               | 124.29                                                                                                                                                                                                                                                                               |
| 0%     | 2.49%                                                                                                               | 0                                                                                                                                                                                                                                                                                    |
|        |                                                                                                                     |                                                                                                                                                                                                                                                                                      |
|        |                                                                                                                     |                                                                                                                                                                                                                                                                                      |
| 12,151 | 5,633                                                                                                               |                                                                                                                                                                                                                                                                                      |
| 4.32%  | 4.3%                                                                                                                | 100.57                                                                                                                                                                                                                                                                               |
| 7.57%  | 9.04%                                                                                                               | 83.79                                                                                                                                                                                                                                                                                |
| 42.85% | 35.82%                                                                                                              | 119.62                                                                                                                                                                                                                                                                               |
| 19.54% | 18.3%                                                                                                               | 106.75                                                                                                                                                                                                                                                                               |
| 6.78%  | 7.62%                                                                                                               | 89.04                                                                                                                                                                                                                                                                                |
|        | 14.04%                                                                                                              | 85.86                                                                                                                                                                                                                                                                                |
|        | 94.83%<br>0.83%<br>0.32%<br>1.39%<br>0.04%<br>2.59%<br>0%<br>12,151<br>12,151<br>4.32%<br>7.57%<br>42.85%<br>19.54% | 94.83%       92.31%         0.83%       1.52%         0.32%       0.37%         1.39%       2.5%         0.04%       0.09%         2.59%       3.22%         0%       2.49%         12,151       5,633         4.32%       4.3%         7.57%       9.04%         19.54%       18.3% |

6.88%

10.88%

63.22

wton Lake City Cylinder Clarlon Sioux Rapids Plainfield West Point Boyden Atlantic Magnolia McCall del Albion Ankeny Archer Grimes Marquette Norwalk Williams Marguette Intercultural Institute Macksburg Soldier Salix Low Moor Buckeye Wall Lake Gravity Fred for Contextual Ministry <sup>Intercultural Institute for Contextual Ministry</sup> <sup>Intercultural Institute for Contextual Ministry</sup>

Graduate/Prof. degree

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

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

| 2010 HOUSEHOLD              | COUNTY | BAND   | INDEX  |
|-----------------------------|--------|--------|--------|
| ESTIMATES                   |        |        |        |
| Household Income            |        |        |        |
| < \$10,000                  | 5.85%  | 7.21%  | 132.11 |
| \$10,000 to \$19,999        | 11.87% | 13.49% | 113.71 |
| \$20,000 to \$29,999        | 12.08% | 12.68% | 104.92 |
| \$30,000 to \$49,999        | 23.55% | 22.2%  | 94.25  |
| \$50,000 to \$59,999        | 9.51%  | 9.92%  | 104.29 |
| \$60,000 to \$69,999        | 9.04%  | 7.73%  | 85.57  |
| \$70,000 to \$79,999        | 6.93%  | 5.5%   | 79.28  |
| \$80,000 to \$89,999        | 5.4%   | 4.45%  | 82.25  |
| \$90,000 to \$99,999        | 3.68%  | 3.24%  | 87.83  |
| \$100,000 to \$124,999      | 5.31%  | 6.23%  | 117.29 |
| \$125,000 to \$149,999      | 2.83%  | 3.18%  | 112.48 |
| \$150,000 to \$199,999      | 2.68%  | 2.71%  | 101.22 |
| \$200,000 to \$249,999      | 0.61%  | 0.58%  | 94.58  |
| \$250,000 or more           | 0.65%  | 0.82%  | 125.44 |
| Median Household            | 46,881 | 47,334 | 100.97 |
| Average Household           | 58,336 | 62,336 | 106.86 |
| Per Capita Household        | 26,129 | 26,154 | 100.1  |
| Family/Non-Family Household |        |        |        |
| Income                      |        |        |        |
| Median Family Income        | 59,254 | 63,230 | 106.71 |
| Average Family Income       | 71,396 | 77,371 | 108.37 |
| Median Non-Family Income    | 28,527 | 27,646 | 96.91  |
| Average Non-Family Income   | 33,626 | 29,427 | 87.51  |

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

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

| 2010 HOUSEHOLD                 | COUNTY | BAND   |         |
|--------------------------------|--------|--------|---------|
| ESTIMATES                      |        |        |         |
| Family Households              |        |        | Index   |
| % Family Households            | 65.42% | 59.63% | 91.14   |
| Families with Children         | 29.15% | 27.93% | 95.83   |
| Families without Children      | 36.27% | 31.69% | 87.38   |
| Non-Family Households          |        |        |         |
| % Non-Family Households        | 34.58% | 40.37% | 116.76  |
| Non-Families with Children     | 0.55   | 0.63   | 115.18  |
| Non-Families without Children  | 34.03  | 39.74  | 116.79  |
| Housing Units                  |        |        | Index   |
| Total Housing Units            | 9,124  | 4,063  |         |
| Vacant percent                 | 14.01% | 6.4%   | 45.69   |
| Owned percent                  | 61.98% | 61.8%  | 99.71%  |
| Rented Percent                 | 24.01% | 31.77% | 132.32  |
| Households by Size             |        |        | Index   |
| Avg household size             | 2.13   | 2.04   | 95.77   |
| Avg family hh size             | 2.64   | 2.60   | 98.48   |
| Avg non-family hh size         | 1.17   | 1.21   | 103.42  |
| Households By Count of Persons |        |        | Percent |
| One                            | 2,324  | 1,296  | 55.77%  |
| Тwo                            | 3,445  | 1,565  | 45.43%  |
| Three or Four                  | 1,772  | 815    | 45.99%  |
| Five+                          | 305    | 127    | 41.64%  |
|                                |        |        |         |

Ketlerton Seymour Ida Grove Ridgeway Paton Logan Cushing Le Claire Dyersville Fostoria Donahue Radciffe Coggon Stratford Rock Falls Worthington Polk City Sergean M. Badger Essex New Albin tle Sioux Lewis Walnut Palo Hull Rodney Vail Aspinwall Delhi Cart for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Hawkeye Wahpeton Shueyville Avoca Belle Plaine 18

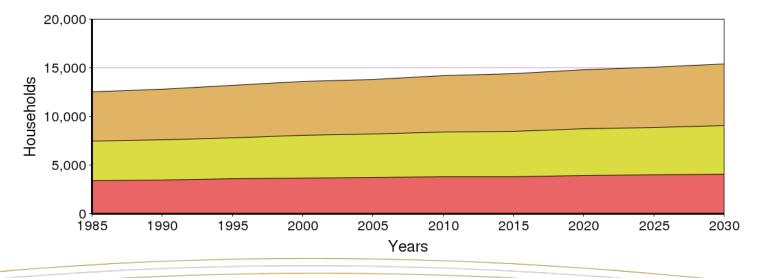
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

| DEMOSCAPE       | COUNTY | RING  | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Population | 19,033 | 9,383 | 49.3%   |
| 2000 Population | 18,815 | 9,559 | 50.81%  |
| 2010 Population | 18,303 | 9,196 | 50.24%  |
| 2015 Population | 17,712 | 8,881 | 50.14%  |

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

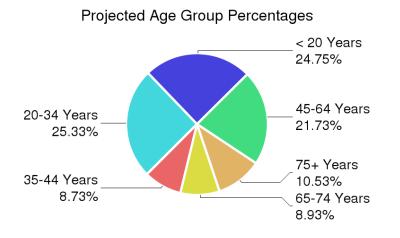
📕 0-10mi Ring



Converte Contextual Ministry Dows Rockwell Ringsted Leighton Hepburn Buck G19

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.

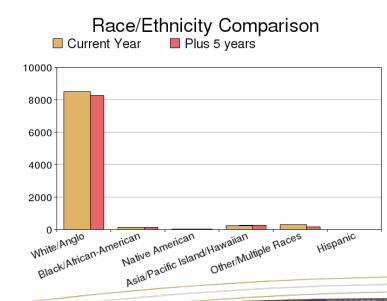


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------|---------|--------------|--------|
| 0-3 Years             | 4.95%   | 6.46%        | 130.51 |
| 4-5 Years             | 1.89%   | 2.21%        | 116.93 |
| 6-8 Years             | 2.97%   | 3.15%        | 106.06 |
| 9-11 Years            | 2.82%   | 3.03%        | 107.45 |
| 12-13 Years           | 2.08%   | 1.95%        | 93.75  |
| 14-17 Years           | 5.49%   | 4.61%        | 83.97  |
| 18-19 Years           | 5.1%    | 3.34%        | 65.49  |
| 0-5 Years             | 6.84%   | 8.67%        | 126.75 |
| 6-12 Years            | 6.77%   | 7.16%        | 105.76 |
| 13-19 Years           | 11.68%  | 8.92%        | 76.37  |
| < 20 Years            | 25.29%  | 24.75%       | 97.86  |
| 20-34 Years           | 23.34%  | 25.33%       | 108.53 |
| 35-44 Years           | 9.77%   | 8.73%        | 89.36  |
| 45-64 Years           | 22.72%  | 21.73%       | 95.64  |
| 65-74 Years           | 8.18%   | 8.93%        | 109.17 |
| 75+ Years             | 10.67%  | 10.53%       | 98.69  |
| Median Age            | 41      | 39           | 95.07  |
| Median Age (Male)     | 39      | 38           | 95.79  |
| Median Age (Female)   | 42      | 41           | 97.27  |

College Springs Clear Lake Keosaugua Sheffield Adel Kinross Grandview Mystic Corwith Ute G Wile Lineville Lehigh Maquoketa Pacific Junction Manchester Templet Intercultural Institute Oakland Gladbrook Clinton Mitchell Marne Greene Monroe Plano For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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



| CURRENT VS. PROJECTED           | CURRENT | PLUS 5 YRS | INDEX  |
|---------------------------------|---------|------------|--------|
| Race/Ethnicity                  |         |            |        |
| White, Anglo                    | 92.31%  | 93.04%     | 100.79 |
| Black, African-American         | 1.52%   | 1.68%      | 110.2  |
| Native American                 | 0.37%   | 0.38%      | 103.55 |
| Asian                           | 2.5%    | 2.79%      | 111.65 |
| Pacific Island, Hawaiian        | 0.09%   | 0.09%      | 103.55 |
| Other/Multiple Races            | 3.22%   | 2.02%      | 62.62  |
| Hispanic                        | 0%      | 0%         | 0      |
|                                 |         |            |        |
| Education of Adults (25 yrs+)   |         |            |        |
| Total Adults over age 25 years. | 5,633   | 5,641      |        |
| Less than 9th Grade             | 4.3%    | 4.08%      | 94.91  |
| No High School Diploma          | 9.04%   | 8.65%      | 95.74  |
| High School Graduate            | 35.82%  | 36.09%     | 100.75 |
| Some College, no degree         | 18.3%   | 18.54%     | 101.31 |
| Associate Degree                | 7.62%   | 7.85%      | 103.12 |
| College Degree                  | 14.04%  | 14.08%     | 100.24 |
| Graduate/Prof. degree           | 10.88%  | 10.71%     | 98.39  |

Onsion Bedford University Holghts Corning Dexter Mount Union Jewell Junction Randalia Earling Bio entere Ralston Sabula Mechanicsville Afton Renwick Greenfield Farrage Intercultural Institute kens Ida Grove Dundee Mitchellville Windsor Heights Marysville Gutter for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

| CURRENT VS. PROJECTED       | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------------|---------|--------------|--------|
| Household Income            |         |              |        |
| < \$10,000                  | 7.21%   | 6.27%        | 86.95  |
| \$10,000 to \$19,999        | 13.49%  | 13.13%       | 97.33  |
| \$20,000 to \$29,999        | 12.68%  | 11.1%        | 87.53  |
| \$30,000 to \$49,999        | 22.2%   | 20.68%       | 93.15  |
| \$50,000 to \$59,999        | 9.92%   | 10.81%       | 109.01 |
| \$60,000 to \$69,999        | 7.73%   | 7.05%        | 91.17  |
| \$70,000 to \$79,999        | 5.5%    | 5.82%        | 98.32  |
| \$80,000 to \$89,999        | 4.45%   | 4.93%        | 107.49 |
| \$90,000 to \$99,999        | 3.24%   | 3.39%        | 104.92 |
| \$100,000 to \$249,999      | 6.23%   | 7.47%        | 119.79 |
| \$125,000 to \$149,999      | 3.18%   | 3.73%        | 117.32 |
| \$150,000 to \$199,999      | 2.71%   | 3.26%        | 120.47 |
| \$200,000 to \$249,999      | 0.58%   | 0.63%        | 108.29 |
| \$250,000 or more           | 0.82%   | 1.23%        | 150.5  |
| Median Household            | 47,334  | 51,257       | 108.29 |
| Average Household           | 62,336  | 67,341       | 108.03 |
| Per Capita Household        | 26,154  | 29,480       | 112.72 |
|                             |         |              |        |
| Family/Non-Family Household |         |              |        |
| Income                      |         |              |        |
| Median Family Income        | 63,230  | 68,191       | 107.85 |
| Average Family Income       | 77,371  | 84,973       | 109.83 |
| Median Non-Family Income    | 27,646  | 29,768       | 107.68 |
| Average Non-Family Income   | 29,427  | 31,789       | 108.03 |

r Bonaparte Sully Agency Roland Steamboat Rock Ottosen Galt Leando Lorimor Fredonia Dexter Coburg Cedar Rapids Fonda Lehigh Hamilton Mondamin Chester Fredonia Dexter asantville McCausland Collins Carpenter Stuart West Burlington Webb Tor Contextual Ministry Motion Copyright 2014, Intercultural Institute for Contextual Ministry Panama Fraser Alden Fadde Grove Halbur Harcourt Farmersburg Henburn Dike Milo McClelland

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        | 59.63%  | 58.85%       | 98.7    |
| Families with Children     | 27.93   | 27.52        | 98.52   |
| Families without Children  | 31.69   | 31.12        | 98.2    |
| Non-Family Households      |         |              |         |
| % Non-Family Households    | 40.37%  | 41.15%       | 101.92  |
| Non-Families with Children | 0.63    | 0.5          | 101.92  |
| Non-Families without       | 39.74   | 40.65        | 102.29  |
| Children                   |         |              |         |
|                            |         |              |         |
| Housing Units              |         |              |         |
| Total Housing Units        | 4,063   | 4,087        | 100.59% |
| Vacant percent             | 6.4%    | 6.29%        | 98.27   |
| Owned percent              | 61.8%   | 61.73%       | 99.89   |
| Rented Percent             | 31.77%  | 31.98%       | 100.64  |
|                            |         |              |         |
| Households by Size         |         |              |         |
| Avg household size         | 2.04    | 1.94         | 95.1%   |
| Avg family hh size         | 2.60    | 2.49         | 95.77%  |
| Avg non-family hh size     | 1.21    | 1.16         | 95.87%  |
|                            |         |              |         |
| Households By Count of     |         |              |         |
| Persons                    |         |              |         |
| One                        | 1,296   | 1,324        | 102.16% |
| Two                        | 1,565   | 1,667        | 106.52% |
| Three or Four              | 815     | 772          | 94.72%  |
| Five+                      | 127     | 68           | 53.54%  |

rove Leighton <u>Blencoe</u> Plano Garwin <u>Battle Creek</u> Callender Lohrville Carroll Earlham Holy Cross S Pringhar Fairfield Fayette Struble Alburnett Remsen St. Charles <u>Intercultural Institute</u> Bedford Der Spring Hill Ricketts Kimballton Guthrie Center Maharishi Vedic City North *Confectual Ministry* Kens Cummin Intercultural Institute for Contextual Ministry Scopyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Kens Cummin

# **Ethnographic Summary**

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

| BORN IN:         | 0-3   | 3-7   | 7-10  | BORN IN:        |    | 0-3   | 0-3 3-7     |
|------------------|-------|-------|-------|-----------------|----|-------|-------------|
|                  | MILES | MILES | MILES |                 |    | MILES | MILES MILES |
| Foreign Born Pop | 287   | 26    | 15    | Eastern Africa  |    | 9     | 9 0         |
| Northern Europe  | 17    | 0     | 0     | Middle Africa   |    | 0     | 0 0         |
| Western Europe   | 49    | 2     | 7     | Northern Africa |    | 0     | 0 0         |
| Southern Europe  | 0     | 0     | 0     | Southern Africa |    | 0     | 0 0         |
| Eastern Europe   | 22    | 0     | 2     | Western Africa  |    | 7     | 7 0         |
| Other Europe     | 0     | 0     | 0     | Other Africa    | 0  | )     | 0           |
| Eastern Asia     | 30    | 7     | 0     | Oceania         | 0  |       | 0           |
| So. Central Asia | 70    | 7     | 0     | Caribbean       | 0  |       | 0           |
| SE Asia          | 23    | 4     | 4     | Central Amer.   | 5  |       | 5           |
| Western Asia     | 8     | 0     | 0     | South America   | 22 |       | 0           |
| Other Asia       | 0     | 0     | 0     | North America   | 25 |       | 1           |
|                  |       |       |       | 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   | 3-7   | 7-10  | SPOKEN AT HOME     | 0-3   | 3-7   | 7-10  |
|-----------------------|-------|-------|-------|--------------------|-------|-------|-------|
|                       | MILES | MILES | MILES |                    | MILES | MILES | MILES |
| English only          | 8,929 | 949   | 1,982 | Other Indo-Euro    | 0     | 0     | 0     |
| Spanish               | 165   | 20    | 9     | Asian/PI languages | 0     | 0     | 0     |
| Other Indo-Euro       | 236   | 7     | 37    | Chinese            | 18    | 0     | 0     |
| language              |       |       |       | Japanese           | 11    | 3     | 0     |
| French (incl. Patois, | 94    | 1     | 18    | Korean             | 8     | 0     | 0     |
| Cajun)                |       |       |       | Mon-Khmer,         | 0     | 0     | 0     |
| French Creole         | 0     | 0     | 0     | Cambodian          |       |       |       |
| Italian               | 0     | 0     | 0     | Miao, Hmong        | 0     | 0     | 0     |
| Portuguese            | 0     | 0     | 0     | Thai               | 0     | 12    | 0     |
| German                | 43    | 2     | 14    | Laotian            | 0     | 0     | 0     |
| Yiddish               | 0     | 0     | 0     | Vietnamese         | 17    | 0     | 0     |
| Other West Germanic   | 1     | 1     | 5     | Other Asian        | 0     | 0     | 0     |
| A Scandinavian        | 0     | 0     | 0     | Tagalog            | 0     | 0     | 0     |
| Language              |       |       |       | Other Pacific Is   | 0     | 0     | 0     |
| Greek                 | 0     | 0     | 0     | Other languages    | 39    | 0     | 0     |
| Russian               | 24    | 0     | 0     | Navajo             | 0     | 0     | 0     |
| Polish                | 9     | 0     | 0     | Other Native N.    | 6     | 0     | 0     |
| Serbo-Croatian        | 0     | 0     | 0     | American           |       |       |       |
| Other Slavic Language | 7     | 0     | 0     | Hungarian          | 0     | 0     | 0     |
| Armenian              | 0     | 0     | 0     | Arabic             | 17    | 0     | 0     |
| Persian               | 22    | 0     | 0     | Hebrew             | 0     | 0     | 0     |
| Gujarathi             | 0     | 0     | 0     | African languages  | 16    | 0     | 0     |
| Hindi                 | 36    | 0     | 0     | Other unspecified  | 0     | 0     | 0     |
| Urdu                  | 0     | 0     | 0     | •                  |       |       |       |

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Swan Asbury Mount Ayr Nemaha Pilot Mound Sac City Pulaski Coggon Preston Fenton Fairfax Elgin Ireton Anamosa Floris Dur Locate Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Ridgeway Plover Decorate Quimby West Chester 25

# 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  | AN   | ANCESTRY           | ANCESTRY 0-3          | ANCESTRY 0-3 3-7        |
|---------------------|-------|-------|-------|------|--------------------|-----------------------|-------------------------|
|                     | MILES | MILES | MILES |      |                    | MILES                 | MILES MILES             |
| Reporting ancestry  | 7,546 | 732   | 1,600 | Iris | Irish              | Irish 928             | Irish 928 59            |
| Arab                | 24    | 0     | 0     | Ita  | Italian            | Italian 125           | Italian 125 6           |
| Armenian            | 7     | 0     | 0     | Lit  | Lithuanian         | Lithuanian 6          | Lithuanian 6 2          |
| Austrian            | 0     | 0     | 0     | No   | Norwegian          | Norwegian 380         | Norwegian 380 37        |
| British             | 56    | 0     | 1     | Pc   | Polish             | Polish 69             | Polish 69 4             |
| Canadian            | 12    | 3     | 0     | Pc   | Portuguese         | Portuguese 16         | Portuguese 16 0         |
| Croatian            | 0     | 0     | 0     | Ro   | Romanian           | Romanian 0            | Romanian 0 0            |
| Czech               | 113   | 6     | 60    | Ru   | Russian            | Russian 60            | Russian 60 0            |
| Czechoslovak        | 14    | 0     | 2     | Sc   | Scandinavian       | Scandinavian 26       | Scandinavian 26 0       |
| Danish              | 119   | 4     | 14    | Sc   | Scotch-Irish       | Scotch-Irish 259      | Scotch-Irish 259 13     |
| Dutch               | 353   | 57    | 141   | Sc   | Scottish           | Scottish 179          | Scottish 179 11         |
| English             | 854   | 66    | 133   | Slo  | Slovak             | Slovak 0              | Slovak 0 1              |
| European            | 112   | 0     | 2     | Su   | Subsaharan African | Subsaharan African 16 | Subsaharan African 16 0 |
| Finnish             | 14    | 1     | 0     | Sv   | Swedish            | Swedish 134           | Swedish 134 10          |
| French (not Basque) | 156   | 20    | 37    | Sv   | Swiss              | Swiss 26              | Swiss 26 2              |
| French Canadian     | 31    | 6     | 1     | Uk   | Ukrainian          | Ukrainian 10          | Ukrainian 10 0          |
| German              | 1,889 | 256   | 472   | US   | US/American        | US/American 873       | US/American 873 119     |
| Greek               | 6     | 0     | 3     | W    | Welsh              | Welsh 44              | Welsh 44 3              |
| Hungarian           | 6     | 1     | 0     | W    | West Indian        | West Indian 0         | West Indian 0 0         |
| Iranian             | 22    | 0     | 0     | Yu   | Yugoslavian        | Yugoslavian 0         | Yugoslavian 0 1         |
|                     |       |       |       | Ot   | Other              | Other 607             | Other 607 44            |

Armstrong Nora Springs Brooklyn De Soto Floyd Ackworth Huxley Westgate Lakota Kimballton Sha Fer City Reasnor Cresco Le Grand Harcourt Nemaha Deep River Hiper Intercultural Institute nka Crawfordsville Sheffield Searsboro Corning Modale Sloan Menlo for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

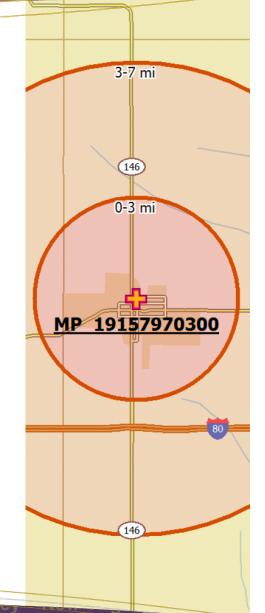
#### Issues for Your Consideration - continued

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



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

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



Steamboat Rock McCallsburg Britt Oskaloosa Emerson Sibley Westside Havelock Camanche Berna Horrison Lakota Matlock Popejoy Coon Rapids Kirkman Tripoli Grandview Burt Numa Balltown Elk Run Heights Auburn St. Ansgar [o: Contextual Ministry [o: Contextual Ministry] [o: Contextual Ministry [o: Contextual Ministry] [o: Contextual Ministry

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

| 2010 MOSAIC HHIds                                             | 0-3 HH & Percent |                      | Unreached HH & Percent |                   |
|---------------------------------------------------------------|------------------|----------------------|------------------------|-------------------|
| Total                                                         | 3,802            | 100%                 | 2,588                  | 100%              |
| AFFLUENT SUBURBIA                                             | 283              | 7.44%                | 196                    | 7.57%             |
| America's Wealthiest                                          | 0                | 0%                   | 0                      | 0%                |
| Dream Weavers                                                 | 8                | 0.21%                | 6                      | 0.23%             |
| White Collar Suburbia                                         | 0                | 0%                   | 0                      | 0%                |
| Upscale Suburbia                                              | 0                | 0%                   | 0                      | 0%                |
| Enterprising Couples                                          | 0                | 0%                   | 0                      | 0%                |
| Small Town Success                                            | 275              | 7.23%                | 190                    | 7.34%             |
| New Suburbia Fam.                                             | 0                | 0%                   | 0                      | 0%                |
| UPSCALE AMERICA                                               | 414              | 10.89%               | 278                    | 10.74%            |
| Status Conscious Consumers                                    | 0                | 0%                   | 0                      | 0%                |
| Affluent Urban Professionals                                  | 0                | 0%                   | 0                      | 0%                |
| Urban Commuter Fam.                                           | 414              | 10.89%               | 278                    | 10.74%            |
| Solid Suburban Mix                                            | 0                | 0%                   | 0                      | 0%                |
| 2nd Generation Success                                        | 0                | 0%                   | 0                      | 0%                |
| Successful Urban Sprawl                                       | 0                | 0%                   | 0                      | 0%                |
| SM TWN SUCCESS                                                | 118              | 3.1%                 | 76                     | 2.94%             |
| 2nd City Homebodies                                           | 7                | 0.18%                | 5                      | 0.19%             |
| Prime Middle America                                          | 40               | 1.05%                | 26                     | 1%                |
| Urban Optimists                                               | 0                | 0%                   | 0                      | 0%                |
| Family Convenience                                            | 71               | 1.87%                | 45                     | 1.74%             |
| Mid-Market Enterprise                                         | 0                | 0%                   | 0                      | 0%                |
| Prime Middle America<br>Urban Optimists<br>Family Convenience | 40<br>0<br>71    | 1.05%<br>0%<br>1.87% | 26<br>0<br>45          | 1%<br>0%<br>1.74% |

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Manchester Cambridge Westside Searsboro Coggon Walcott University Park Fort Dodge Stout Thay Helcher-Dallas Stockport Graettinger Garden Grove Fort Madison Pioner Intercultural Institute Elkhart Wheatland Blakesburg Menlo Oto Storm Lake Decatur City for Confectual 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                     | 3,802            | 100%   | 2,588                  | 100%   |
| BLUE COLLAR BACKBONE      | 1,160            | 30.51% | 734                    | 28.36% |
| Nuevo Hispanic Fam.       | 0                | 0%     | 0                      | 0%     |
| Working Rural Suburbia    | 675              | 17.75% | 407                    | 15.73% |
| Lower Income Essentials   | 227              | 5.97%  | 153                    | 5.91%  |
| Small Town Endeavors      | 258              | 6.79%  | 174                    | 6.72%  |
| AMER. DIVERSITY           | 287              | 7.55%  | 218                    | 8.42%  |
| Ethnic Urban Mix          | 0                | 0%     | 0                      | 0%     |
| Urban Blues               | 11               | 0.29%  | 7                      | 0.27%  |
| Professional Urbanites    | 105              | 2.76%  | 76                     | 2.94%  |
| Urban Advancement         | 11               | 0.29%  | 7                      | 0.27%  |
| Amer. Great Outdoors      | 8                | 0.21%  | 5                      | 0.19%  |
| Mature America            | 152              | 4%     | 123                    | 4.75%  |
| METRO FRINGE              | 602              | 15.83% | 413                    | 15.96% |
| Steadfast Conservative    | 570              | 14.99% | 391                    | 15.11% |
| Moderate Conventionalists | 0                | 0%     | 0                      | 0%     |
| Southern Blues            | 0                | 0%     | 0                      | 0%     |
| Urban Grit                | 0                | 0%     | 0                      | 0%     |
| Grass-Roots Living        | 32               | 0.84%  | 22                     | 0.85%  |

Corning Wahpeton St. Marys Manchester Dundee Aurora Storm Law Harcourt Melrose Ochey ville Bayard Bevington Garnavillo Craig Clinton Farnhamville Dana Intercultural Institute Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

| 2010 MOSAIC HHIds          | 0-3 HH & Percent |       | Unreached HH & Percent |       |
|----------------------------|------------------|-------|------------------------|-------|
| Total                      | 3,802            | 100%  | 2,588                  | 100%  |
| REMOTE AMERICA             | 5                | 0.13% | 3                      | 0.12% |
| Hardy Rural Fam.           | 5                | 0.13% | 3                      | 0.12% |
| Rural Southern Living      | 0                | 0%    | 0                      | 0%    |
| Coal & Crops               | 0                | 0%    | 0                      | 0%    |
| Native America             | 0                | 0%    | 0                      | 0%    |
| ASPIRING CONTEMP'S         | 141              | 3.71% | 102                    | 3.94% |
| Young Cosmopolitans        | 0                | 0%    | 0                      | 0%    |
| Minority Metro Communities | 8                | 0.21% | 6                      | 0.23% |
| Stable Careers             | 133              | 3.5%  | 96                     | 3.71% |
| Aspiring Hispania          | 0                | 0%    | 0                      | 0%    |
| RURAL VILLAGES & FARMS     | 142              | 3.73% | 82                     | 3.17% |
| Industrious Country Living | 0                | 0%    | 0                      | 0%    |
| America's Farmland         | 72               | 1.89% | 41                     | 1.58% |
| Comfy Country Living       | 5                | 0.13% | 3                      | 0.12% |
| Small Town Connections     | 65               | 1.71% | 38                     | 1.47% |
| Hinterland Fam.            | 0                | 0%    | 0                      | 0%    |

Cock Rapids Zwingle Anthon Pomeroy Thor Bedford Fairbank Ida Grove Lake Mills Rathbun Coalville Huxley Sibley Randolph Inwood Afton Springville Coppock Birner Calmar Lamont Winfield ord Kingsley Grand River Lorimor Center Point Ackley New Albin Boy Confectual Ministry Coopyright 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 |       |
|--------------------------|------------------|-------|------------------------|-------|
| Total                    | 3,802            | 100%  | 2,588                  | 100%  |
| STRUGGLING SOCIETIES     | 0                | 0%    | 0                      | 0%    |
| Rugged Southern Style    | 0                | 0%    | 0                      | 0%    |
| Latino Nuevo             | 0                | 0%    | 0                      | 0%    |
| Struggling city Centers  | 0                | 0%    | 0                      | 0%    |
| College Town Communities | 0                | 0%    | 0                      | 0%    |
| New Beginnings           | 0                | 0%    | 0                      | 0%    |
| URBAN ESSENCE            | 364              | 9.57% | 255                    | 9.85% |
| Unattached Multicultures | 0                | 0%    | 0                      | 0%    |
| Academic Necessities     | 20               | 0.53% | 12                     | 0.46% |
| Af. Amer. Neighborhoods  | 0                | 0%    | 0                      | 0%    |
| Urban Diversity          | 233              | 6.13% | 168                    | 6.49% |
| New Generation Activists | 111              | 2.92% | 75                     | 2.9%  |
| Getting By               | 0                | 0%    | 0                      | 0%    |
| VARYING LIFESTYLES       | 284              | 7.47% | 231                    | 8.93% |
| Military Family Life     | 0                | 0%    | 0                      | 0%    |
| Major University Towns   | 284              | 7.47% | 231                    | 8.93% |
| Gray Perspectives        | 0                | 0%    | 0                      | 0%    |

on Braddyville Maysville Merrill Lockridge Allerton Carbon Panama Coppock Festoria Newhall Sta ta Polk City Lineville Orchard Leland George Donnellson Perry Linevilles Silver City Morley New Is Davis City Ankeny Martelle East Peru New Sharon Kalona Rolfe for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Asserted Persia

# 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?

idderdale Joice Dixon Solon Kamrar Holstein Lincoln Crystal Lake Martensdale Raiston Little Rock Ackley Lost Nation Randall Clermont Winthrop Ferguson Ireton Protection Intercultural Institute Granger Marathon Windsor Heights Clio Mallard Van Wert Deep River Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

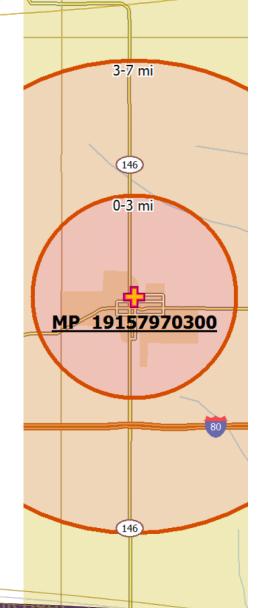
#### **Potential Cultural Bridges**

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

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

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

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



ha Harper Fredericksburg Dow City Bertram Millville Atlantic Millersburg Tabor Kimballton Iowa Falls Harcourt Moulton Humboldt Tennant Mediapolis Shueyville Beamary Intercultural Institute Delmar Dubuque Kamrar Walford Hanlontown Jackson Junction After Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Kanawha Wiota Whitten Frederika West Point Joice 35

#### **Potential Cultural Bridges**

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

| BRIDGES                       | 0-3   | 3-7   | 7-10  |
|-------------------------------|-------|-------|-------|
|                               | MILES | MILES | MILES |
| PC-HH Own                     | 76%   | 76%   | 76%   |
| Use Comp. for Internet/E-mail | 57%   | 58%   | 58%   |
| Internet Use: E-Mail          | 45%   | 46%   | 47%   |
| Use Comp. for Comp. Games     | 40%   | 41%   | 41%   |
| Use Comp. for Word Processing | 39%   | 40%   | 40%   |
| Use Comp. for Shopping        | 32%   | 34%   | 34%   |
| Use Comp. for Education       | 30%   | 30%   | 30%   |
| Use Comp. for Banking         | 30%   | 31%   | 31%   |
| Use Comp. for Digital Camera  | 30%   | 31%   | 32%   |
| Photo Editing                 |       |       |       |
| HH Owns DVD Player            | 29%   | 28%   | 28%   |

| BRIDGES                           | 0-3   | 3-7   | 7-10  |
|-----------------------------------|-------|-------|-------|
|                                   | MILES | MILES | MILES |
| Internet Use: News/ Weather       | 25%   | 25%   | 25%   |
| Use Comp. for News/Info./Data     | 22%   | 23%   | 23%   |
| Service                           |       |       |       |
| Internet Use: Banking             | 22%   | 23%   | 23%   |
| PC-Network-HH Has One             | 18%   | 18%   | 17%   |
| Use Comp. for Accounting          | 13%   | 14%   | 15%   |
| HH Owns Video/Webcam              | 13%   | 12%   | 11%   |
| Use Comp. for Personal Financial  | 13%   | 13%   | 13%   |
| Mngmnt                            |       |       |       |
| Use Comp. for Filing/DB Mngmnt    | 13%   | 13%   | 13%   |
| Internet Use: Shopping: Gathered  | 13%   | 13%   | 12%   |
| Info. for Shopping                |       |       |       |
| Internet Use: Research/ Education | 12%   | 12%   | 11%   |

Ique Beaman Aspinwall Lincoln Popejoy Alburnett Gray Riverside Shambaugh Audubon Promise City Lakota Bassett Churdan Melcher-Dallas Harlan Farmington Hepburn Alexander Rowley Rinard North Liberty Elliott Creston Clear Lake Sheffield Solon Intercultural Institute Confectual Ministry Mondamin F Copyright 2014, Intercultural Institute for Contextual Ministry Orange City Sioux Rapids Curlew Lamoni Cromwel 36

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         | 68%   | 68%   | 68%   |
| Dining Out (Not Fast Food) | 58%   | 59%   | 59%   |
| Reading Books              | 56%   | 55%   | 54%   |
| Card Games                 | 42%   | 43%   | 44%   |
| Cooking for Fun            | 37%   | 36%   | 36%   |
| Gardening                  | 34%   | 35%   | 36%   |
| Go To A Beach/Lake         | 34%   | 35%   | 35%   |
| Board Games                | 32%   | 32%   | 33%   |
| Going To                   | 21%   | 21%   | 21%   |
| Bars/Nightclubs/Dancing    |       |       |       |
| Visit Museum               | 18%   | 19%   | 19%   |
|                            |       |       |       |

| 0-3   | 3-7                                                                                | 7-10                                                                                                                                                                        |
|-------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MILES | MILES                                                                              | MILES                                                                                                                                                                       |
| 71%   | 70%                                                                                | 69%                                                                                                                                                                         |
| 45%   | 45%                                                                                | 44%                                                                                                                                                                         |
| 32%   | 31%                                                                                | 30%                                                                                                                                                                         |
| 25%   | 25%                                                                                | 24%                                                                                                                                                                         |
| 23%   | 23%                                                                                | 23%                                                                                                                                                                         |
| 23%   | 22%                                                                                | 22%                                                                                                                                                                         |
|       |                                                                                    |                                                                                                                                                                             |
| 21%   | 20%                                                                                | 20%                                                                                                                                                                         |
| 19%   | 19%                                                                                | 19%                                                                                                                                                                         |
| 19%   | 18%                                                                                | 18%                                                                                                                                                                         |
| 17%   | 17%                                                                                | 16%                                                                                                                                                                         |
|       | MILES<br>71%<br>45%<br>32%<br>25%<br>23%<br>23%<br>23%<br>23%<br>21%<br>19%<br>19% | MILES       MILES         71%       70%         45%       45%         32%       31%         25%       25%         23%       23%         21%       20%         19%       18% |

Farnhamville Rinard Conway Graf Wallingford Urbana Mondamin Colo Garden Grove Luther Red Newton Diagonal Pocahontas Kamrar Melrose Jesup Bassett Marchille Lambs Grove Sanbern Alexander Cedar Rapids Rathbun Whittemore Malvern Mount Verno Lor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

| BRIDGES                  | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Concert                  | 28.85% | 28.19% | 27.05% |
| Live Theater             | 19.87% | 19.81% | 19.23% |
| Live Theater Most Often  | 16.21% | 16.33% | 15.96% |
| Rock/Pop Concerts Most   | 15.99% | 15.56% | 14.75% |
| Often                    |        |        |        |
| Dance Performance        | 8.76%  | 8.32%  | 7.74%  |
| Comedy Club              | 8.48%  | 8.27%  | 7.99%  |
| Movies: Comedy           | 37.62% | 37.53% | 37.08% |
| Movies: Action/Adventure | 35.96% | 36.02% | 35.63% |
| Movies: Fam.             | 19.97% | 20.04% | 19.96% |

| BRIDGES                  | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Movies: Romantic Comedy  | 19.22% | 19.16% | 18.77% |
| Movies: Drama            | 16.72% | 16.4%  | 15.86% |
| Movies: Mystery          | 15.56% | 15.06% | 14.5%  |
| MLB Baseball Reg. Season | 6.19%  | 6.63%  | 6.82%  |
| College Football Reg.    | 5.41%  | 5.84%  | 6.06%  |
| Season                   |        |        |        |
| NFL Football Reg. Season | 4.96%  | 5.18%  | 5.2%   |
| College Basketball Reg.  | 4.62%  | 4.68%  | 4.66%  |
| Season                   |        |        |        |
| NBA Basketball Reg.      | 2.75%  | 2.78%  | 2.69%  |
| Season                   |        |        |        |
| Auto Racing Events       | 2.67%  | 2.7%   | 2.74%  |

Whiting Corydon Gelesburg Keokuk Woodbine Olds Martelle Camanche Borkley Plover Alden K Manilla Primghar Alburnett Madrid Manson Bassett Malcom Column Intercultural Institute Onawa Granger Winterset Montour Mount Pleasant Saylorville Rome For Confectual Ministry Confectual Ministry Grafton Kir38 Copyright 2014, Intercultural Institute for Contextual Ministry

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

| BRIDGES              | 0-3    | 3-7    | 7-10   | BRIDGES            | 0-3   | 3-7    |
|----------------------|--------|--------|--------|--------------------|-------|--------|
|                      | MILES  | MILES  | MILES  |                    | MILES | MILES  |
| Walking for Exercise | 40.05% | 40.77% | 40.97% | Baseball           | 10.7% | 10.92% |
| Swimming             | 31.8%  | 32.19% | 32.28% | Target Shooting    | 10.1% | 10.67% |
| Billiards/Pool       | 19%    | 18.62% | 18.19% | Backpacking/Hiking | 9.44% | 9.97%  |
| Bowling              | 18.77% | 19.72% | 20.36% | Power Boating      | 9.38% | 9.54%  |
| Freshwater Fishing   | 16.93% | 18.37% | 19.96% | Aerobics           | 9.14% | 8.87%  |
| Camping Trips        | 15.11% | 16.25% | 17.36% | Football           | 8.88% | 9.08%  |
| Weight Training      | 14.79% | 14.97% | 14.77% | Volleyball         | 7.57% | 7.99%  |
| Golf                 | 14.03% | 15.07% | 15.59% | Canoeing/Kayaking  | 7.24% | 7.43%  |
| Using Cardio Machine | 13.29% | 13.07% | 12.53% | Saltwater Fishing  | 6.92% | 6.62%  |
| Jogging/Running      | 12.92% | 13.14% | 13.05% | Motorcycling       | 6.91% | 7.15%  |
| Basketball           | 12.8%  | 13.44% | 13.8%  | Softball           | 6.72% | 7.29%  |
| Hunting              | 11.99% | 13.16% | 14.35% | Tennis             | 6.28% | 6.24%  |
| Mountain/Road Biking | 11.62% | 12.46% | 13.01% | Snorkeling         | 6.21% | 6.06%  |
| Stationary Cycling   | 11.06% | 11.1%  | 10.93% | Soccer             | 6.21% | 6.2%   |
|                      |        |        |        |                    |       |        |

ville Plano Jesup Leando Rickardsville Ocheyedan Benton Fontanelle Kellerton Templeton Allison New Virginia Dow City Winfield Buffalo Center Whitten Baxter Elk Horry Intercultural Institute rne Mount Sterling Janesville Stacyville Albert City Riverdale Westfield for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Market Promise City Clarion Hospers St. Marys Everly T39

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

| BRIDGES              | 0-3   | 3-7   | 7-10  |   |
|----------------------|-------|-------|-------|---|
|                      | MILES | MILES | MILES |   |
| Yoga                 | 5.68% | 5.6%  | 5.45% | _ |
| Horseback Riding     | 5.39% | 6.08% | 6.72% |   |
| Roller Skating       | 5.06% | 5.3%  | 5.48% |   |
| Jet Skiing           | 4.98% | 5.13% | 5.14% |   |
| Downhill & X-Country | 4.9%  | 5.01% | 5.06% |   |
| Skiing               |       |       |       |   |
| Rock Climbing        | 4.82% | 4.91% | 4.85% |   |
| Fly Fishing          | 4.67% | 4.8%  | 4.9%  |   |
| Ice Skating          | 4.58% | 4.84% | 5.03% |   |
| Water Skiing         | 4.44% | 4.66% | 4.82% |   |
| Auto Racing          | 4.43% | 4.16% | 3.94% |   |

| 0-3   | 3-7                                                                                                                                | 7-10                                                                                             |
|-------|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| MILES | MILES                                                                                                                              | MILES                                                                                            |
| 4.26% | 3.97%                                                                                                                              | 3.67%                                                                                            |
| 4.22% | 4.77%                                                                                                                              | 5.29%                                                                                            |
| 3.87% | 3.76%                                                                                                                              | 3.65%                                                                                            |
| 3.68% | 4.2%                                                                                                                               | 4.7%                                                                                             |
| 3.62% | 3.73%                                                                                                                              | 3.71%                                                                                            |
| 3.44% | 3.24%                                                                                                                              | 3.04%                                                                                            |
| 3.39% | 3.3%                                                                                                                               | 3.21%                                                                                            |
| 3.18% | 3.1%                                                                                                                               | 2.97%                                                                                            |
| 2.8%  | 2.96%                                                                                                                              | 3.09%                                                                                            |
| 2.67% | 2.81%                                                                                                                              | 2.9%                                                                                             |
|       | MILES         4.26%         4.22%         3.87%         3.68%         3.62%         3.44%         3.39%         3.18%         2.8% | MILESMILES4.26%3.97%4.22%4.77%3.87%3.76%3.68%4.2%3.62%3.73%3.44%3.24%3.39%3.3%3.18%3.1%2.8%2.96% |

Dayton De Witt Bronson Wayland Iowa Falls Grimes Audubon Wall Lake Glenwood Danbury Davis Goose Lake Bridgewater Casey Rockwell Exline Johnston Lincoln Intercultural Institute ade Victor Center Point Goodell Charter Oak Buck Grove Klemme Co for Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

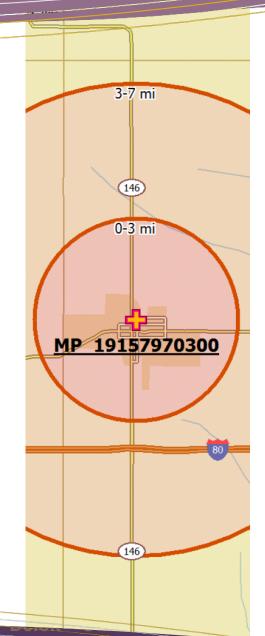
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Pisgah Middletewn Bradgate Kensett Luxemburg Roland Clayton Clare Ottoson Shenandoah Fairlay tand Buck Grove Rose Hill Bouton Bristow New Hartford Rudd Luans Intercultural Institute uble Redfield Farmington Lytton Alden Earlham Runnells Nichols Of Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

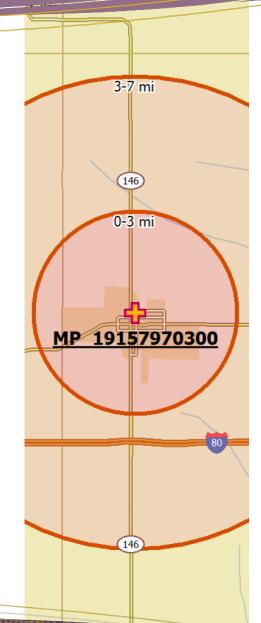
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### Unreached People Group

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





## **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.

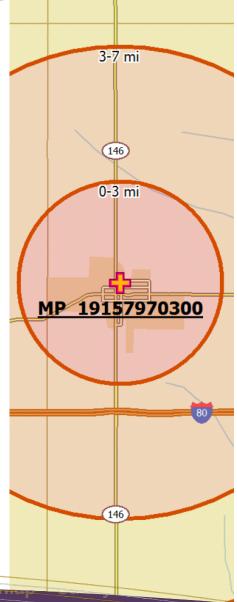
| BARRIERS                                 | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | BARRIERS                                  | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|------------------------------------------|--------------|--------------|---------------|-------------------------------------------|--------------|--------------|---------------|
| Important Continue Learning              | 51%          | 50%          | 49%           | Marijuana Should Be Legalized             | 19%          | 18%          | 18%           |
| New Things                               |              |              |               | Like To Pursue                            | 18%          | 17%          | 17%           |
| Woman's Place Is In The Home             | 35%          | 36%          | 36%           | Challenge/Novelty/Change                  |              |              |               |
| Prefer To Have Few                       | 34%          | 34%          | 33%           | Like to Stand Out In A Crowd              | 18%          | 18%          | 18%           |
| Possessions As Possible                  |              |              |               | Rarely Sit Down to a Meal                 | 16%          | 16%          | 17%           |
| Speak My Mind Even If It Upsets          | 34%          | 34%          | 34%           | Together At Home                          |              |              |               |
| People                                   | 000/         | 000/         | 0.494         | Only Work Current Job for The             | 14%          | 14%          | 14%           |
| Find It Difficult To Say No To My        | 32%          | 33%          | 34%           |                                           | 4.40/        | 4.407        | 4 5 0 /       |
| Kids                                     | 040/         | 040/         | 040/          | I Am A Workaholic                         | 14%          | 14%          | 15%           |
| Like To Do Unconventional<br>Things      | 31%          | 31%          | 31%           | We Should Strive for Equality<br>for All  | 13%          | 12%          | 11%           |
| Don't Judge People/Way They<br>Live Life | 31%          | 30%          | 29%           | Happy With My Standard Of<br>Living       | 11%          | 11%          | 11%           |
| Like Control Over People And Resources   | 30%          | 29%          | 29%           | On Whole People Get What<br>They Deserve  | 9%           | 9%           | 8%            |
| Friends More Important Than My Fam.      | 27%          | 27%          | 26%           | More Important Do Duty Than<br>Enjoy Life | 8%           | 7%           | 6%            |
| Money Is Best Measure Of<br>Success      | 25%          | 26%          | 26%           | Indulge My Kids With The Little Extras    | 7%           | 7%           | 7%            |
| If Won Lottery Would Never<br>Work Again | 25%          | 26%          | 26%           | Little I Can Do To Change My<br>Life      | 7%           | 7%           | 7%            |
| Too Much Sponsorship In<br>Arts/Sports   | 21%          | 20%          | 20%           |                                           |              |              |               |

Woodbine Charter Oak Yetter Reinbeck Elberon Onawa Somers New Sharon Alter Lohrville Forest S hua Clear Lake Sigourney Barnes City Evansdale Lu Verne Okoboji Intercultural Institute Menlo St. Ansgar Adair Diagonal Fonda Wapello Aurelia Grand Rive Tor Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Nater Alexander Waukee Muscatine Sheffield Batavia Harper Wapello Kellerton Paullina Middletown Edgewood Bussey Rockwell Estherville Clare Elberon Gilmore City Intercultural Institute Rodney Callender Urbana Story City Riverside Curlew Cylinder Gil Intercultural Institute Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

| THEMES                                        | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | THEMES              | 6                                             | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|-----------------------------------------------|--------------|--------------|---------------|---------------------|-----------------------------------------------|--------------|--------------|---------------|
| You Should Seize Opportunities<br>In Life     | 56%          | 55%          | 55%           |                     | n Don't Cry<br>About Pollution Caused         | 18%<br>17%   | 17%<br>17%   | 16%<br>17%    |
| Important To Respect Customs<br>And Beliefs   | 55%          | 56%          | 57%           | By Cars<br>Looking  | for New Ideas To Improve                      | 15%          | 14%          | 14%           |
| Like To Understand About                      | 40%          | 38%          | 37%           | Home                |                                               |              |              |               |
| Nature<br>Important Feel Respected By My      | 36%          | 35%          | 35%           | Try Not 7<br>Future | To Worry About The                            | 14%          | 14%          | 13%           |
| Peers                                         |              |              |               |                     | portant Part Of Who I Am                      | 14%          | 14%          | 13%           |
| Prefer To Have Few<br>Possessions As Possible | 34%          | 34%          | 33%           | Provide I<br>Extras | My Kids With The Little                       | 10%          | 10%          | 10%           |
| Prefer Work Part Of Team Than Alone           | 34%          | 33%          | 33%           | Enjoy Sp<br>Fam.    | pending Time With My                          | 10%          | 10%          | 10%           |
| Important To Juggle Various                   | 31%          | 30%          | 29%           | Feel Ver            | y Alone In The World                          | 7%           | 7%           | 7%            |
| Tasks                                         | 000/         | 000/         | 000/          |                     | Should Be Allowed To                          | 6%           | 5%           | 5%            |
| Good At Fixing Things                         | 29%          | 29%          | 28%           |                     | Themselves                                    | 40/          | 40/          | <b>F</b> 0/   |
| Have Keen Sense Of Adventure                  | 26%          | 26%          | 26%           | -                   | ending Most Time With                         | 4%           | 4%           | 5%            |
| Like To Just Enjoy Life                       | 22%          | 21%          | 21%           | Fam.                | articular Interact To Ma                      | 20/          | 20/          | 3%            |
| People Have To Take Me As<br>They Find Me     | 22%          | 22%          | 22%           |                     | articular Interest To Me<br>ike To Set Up Own | 3%<br>2%     | 3%<br>3%     | 3%<br>3%      |
| Consider Myself Interested In<br>The Arts     | 21%          | 20%          | 19%           | Business            | 6                                             |              |              |               |

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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.



3-7 mi

146

0-3 mi

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## **Potential Shared Places:**

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

0-3

**MILES** 

19.48%

14.21%

12.88%

12.24%

12.19%

12.19%

11.97%

10.15%

9.84%

9.76%

9.15%

10.26%

3-7

**MILES** 

19.57%

14.37%

13.03%

12.03%

12.35%

11.88%

11.65%

9.99%

10.14%

9.84%

9.63%

8.81%

7-10

**MILES** 

19.42%

14.51%

13.17%

12.13%

12.09%

11.57%

11.05%

9.71%

10.25%

9.52%

9.17%

8.18%

| PLACE                        | 0-3    | 3-7    | 7-10   | PLACE                     |
|------------------------------|--------|--------|--------|---------------------------|
|                              | MILES  | MILES  | MILES  |                           |
| Fast Food/Drive-In           | 82.55% | 83.41% | 84.26% | Olive Garden              |
| Restaurant-Visit Any         |        |        |        | Red Lobster               |
| Fam. Restaurants/Steak       | 81.15% | 82.15% | 82.74% | Cracker Barrel            |
| Houses-Visit Any             |        |        |        | Sonic                     |
| McDonald's                   | 52.69% | 53.53% | 54.41% | Outback Steakhouse        |
| Burger King                  | 33.09% | 33.91% | 34.76% | Domino's Pizza            |
| Applebee's                   | 29.17% | 29.4%  | 29.53% | Chili's Grill and Bar     |
| Subway                       | 27.54% | 28.51% | 29.29% | IHOP (International House |
| Taco Bell                    | 27.17% | 27.32% | 27.42% | Pancakes)                 |
| Kentucky Fried Chicken (KFC) | 26.28% | 26.51% | 26.87% | Denny's                   |
| Wendy's                      | 25.58% | 25.68% | 25.66% | Starbucks                 |
| Arby's                       | 21.35% | 22.19% | 23.11% | TGI Friday's              |
| Dairy Queen                  | 20.5%  | 21.37% | 22.27% | Dunkin' Donuts            |
| Pizza Hut                    | 20.36% | 21.27% | 22.17% |                           |
|                              |        |        |        |                           |

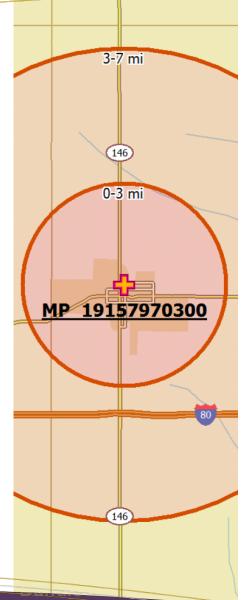


#### **Potential Shared Projects**

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!



Little Rock Webb Renwick Sharpsburg Soldier Marcus Brandon Owasa Cherokee Lanesboro New Soldier Elliott Oxford Pulaski Dayton Randall Brayton Crescent Searshar Intercultural Institute ell Modale Albert City Algona Casey Packwood Blanchard Keystone for Contextual Ministry ynn ville Hepbu Copyright 2014, Intercultural Institute for Contextual Ministry Heights Dexter Fairfield Massena Dumont New Vir48

## **Potential Shared Projects**

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

| PROJECTS                              | 0-3    | 3-7    | 7-10   |
|---------------------------------------|--------|--------|--------|
|                                       | MILES  | MILES  | MILES  |
| Voted in fed/state/local election     | 48.36% | 49.41% | 49.85% |
| Recycled products                     | 35.53% | 36.12% | 36.08% |
| Worked as volunteer (non political)   | 17.61% | 18.1%  | 18.14% |
| Engaged in fund raising               | 10.83% | 11.27% | 11.49% |
| Religious club member                 | 7.9%   | 8.06%  | 8.13%  |
| Wrote to elected offcl about publ bus | 6.09%  | 6.24%  | 6.26%  |

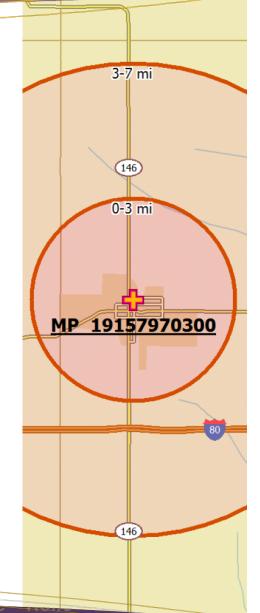
| PROJECTS                        | 0-3   | 3-7   | 7-10  |
|---------------------------------|-------|-------|-------|
|                                 | MILES | MILES | MILES |
| Wrote to editor of mag or       | 5.8%  | 5.8%  | 5.72% |
| newspaper                       |       |       |       |
| Charitable Organization         | 5.62% | 5.96% | 6.21% |
| Fraternal order member          | 5.55% | 5.43% | 5.25% |
| Union member                    | 5.22% | 5.55% | 5.75% |
| Took active part in local civic | 5.18% | 5.32% | 5.37% |
| issue                           |       |       |       |
| Addressed a public meeting      | 4.93% | 5.36% | 5.64% |

Quasqueton Grand Marine Yorktown Keokuk Plymouth Tipton Spencer New Vienna Lu Verne Martens ekwell Promise City Kellerton Ollie Columbus City Yale Pleasanton Rock Rapids Remsen West Union Calumet Lowden Mitchellville Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Van Meter Dunlap Martelle Woden Nichols Parnell Lockridge Ellsworth Deimar What Cheer Kingsley Moulton Cumming Carson Hazleton Rhodes Buckeye Scranton Boyden Andrew Floris Lake Mills Sumner Winfield Griswold De Marysville Mount Pleasant Will 50 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                          | 17.16% | 16.73% | 16.05% |
| Children's Books               | 12.31% | 12.54% | 12.48% |
| Mystery                        | 12.2%  | 12.05% | 11.78% |
| Cookbooks                      | 10.58% | 10.74% | 10.73% |
| Religious (not Bibles)         | 8.46%  | 8.59%  | 8.63%  |
| Biography                      | 6.91%  | 6.58%  | 6.11%  |
| Romance                        | 6.66%  | 6.72%  | 6.69%  |
| History                        | 6.62%  | 6.52%  | 6.4%   |
| Personal/Business<br>Self-help | 6.18%  | 6.33%  | 6.25%  |

| MAGAZINES               | 0-3    | 3-7    | 7-10   |
|-------------------------|--------|--------|--------|
|                         | MILES  | MILES  | MILES  |
| Newspaper Distributed   | 68.46% | 68.03% | 67.17% |
| Gen. Editorial          | 45%    | 44.68% | 44.19% |
| Womens                  | 40.34% | 39.87% | 39.22% |
| Service                 | 34.43% | 34.65% | 34.62% |
| Mens                    | 18.48% | 17.99% | 17.55% |
| <b>Business/Finance</b> | 16.17% | 16.1%  | 15.38% |
| Sports                  | 15.26% | 14.72% | 14.12% |
| Mature Market           | 13.54% | 13.57% | 13.51% |
| Automotive              | 13.09% | 13.11% | 13.28% |

raer Webster Fairbank Oxford Morning Sun Clive Brayton St. Lucas Winthrop McCausland Urbandak Loden Luana Rake South English Fort Atkinson Coon Rapids Carter Laker Springville Brunsville Akron halltown Garwin Monticello Barnum Lake Mills Humboldt Hawkeye Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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## Potential Print & Audio Media Content:

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

| NEWSPAPERS               | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Gen. News                | 58.57% | 58.94% | 58.95% |
| Classified               | 35.03% | 35.31% | 35.87% |
| Editorial Page           | 33.7%  | 33.97% | 34.11% |
| Sport                    | 32.86% | 33.28% | 33.69% |
| Comics                   | 30.21% | 30.22% | 30.25% |
| Business/Finance         | 29.73% | 29.88% | 29.47% |
| Food/Cooking             | 26.26% | 26.36% | 26.16% |
| Movie Listings & Reviews | 26.03% | 25.51% | 24.72% |
| TV/Radio Listings        | 23.91% | 23.66% | 23.43% |
| Home/Gardening           | 21.25% | 21.7%  | 21.89% |
| Travel                   | 19.13% | 19.15% | 18.84% |
| Science/Technology       | 18.77% | 18.55% | 18.03% |
| Fashion                  | 13.13% | 13.27% | 13.17% |

| RADIO                 | 0-3    | 3-7    | 7-10   |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| Country               | 23.34% | 25.4%  | 27.82% |
| Adult Contemporary    | 19.02% | 19.14% | 19.17% |
| CHR Contemp Hit Radio | 17.72% | 16.96% | 16.4%  |
| Rock                  | 12.86% | 12.87% | 12.81% |
| News/Talk             | 12.08% | 12.39% | 12.14% |
| Oldies                | 11.68% | 12.08% | 12.26% |
| Classic Rock          | 11.55% | 11.93% | 12.08% |
| Alternative           | 8.82%  | 8.52%  | 7.92%  |
| Urban Contemporary    | 8.15%  | 7.57%  | 6.99%  |
| Variety               | 7.48%  | 7.62%  | 7.51%  |
| Religious             | 5.85%  | 6.04%  | 6.09%  |
| Soft Contemporary     | 5.44%  | 5.34%  | 5.03%  |
| All News              | 4.28%  | 4.28%  | 4.02%  |
| Classic Hits          | 4.13%  | 3.94%  | 3.79%  |
| Sports                | 3.86%  | 3.84%  | 3.61%  |
| Hispanic              | 3.72%  | 3.48%  | 3.25%  |
| All Talk              | 3.54%  | 3.5%   | 3.36%  |
| Classical             | 3.48%  | 3.44%  | 3.23%  |
|                       |        |        |        |

Dana Jolley Cedar Rapids Keosauqua Milford Iowa Falls Diagonal Leon Goodell Osceola Aredale No se Hill Templeton Plover West Point Boone Coon Rapids Silver City Devent Floworth Unionville Ho Badger Hansell New London Knierim Buck Grove Rome Archer Groepyright 2014, Intercultural Institute for Contextual Ministry Lime Springs Renwick Sageville Eldon Eddyville L52

## **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   | N | MULTIMEDIA: TV             | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|---|----------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |   |                            | MILES  | MILES  | MILES  |
| Fox News Channel         | 59.39% | 61%    | 62.31% | ι | JSA Network                | 24.69% | 24.75% | 24.66% |
| Satellite Dish           | 53.74% | 54.97% | 55.41% | T | TCM (Turner Classic        | 24.45% | 24.6%  | 24.57% |
| Soapnet                  | 50.13% | 50.18% | 49.96% | Ν | Movies)                    |        |        |        |
| Other Video-On-Demand    | 40.63% | 41.68% | 42.5%  | T | TV Info From Newspapers    | 24.1%  | 24.88% | 25.41% |
| Sci-Fi Channel           | 34.13% | 35.94% | 37.5%  | S | Subscribe Digital Cable    | 24.01% | 25.9%  | 27.12% |
| Comedy Central           | 31.85% | 31.02% | 29.73% | A | ABC Fam.                   | 23.57% | 23.11% | 22.23% |
| MSNBC                    | 30.84% | 32.21% | 33.46% | ٢ | Nick At Nite               | 23.39% | 24.87% | 26.07% |
| Adult Pay Per View TV    | 30.35% | 31.72% | 32.45% | F | Hallmark Channel           | 22.04% | 23.23% | 23.96% |
| TV Info From Sunday TV   | 26.56% | 27%    | 27.26% | Т | The Golf Channel           | 22%    | 21.92% | 21.56% |
| Magazine                 |        |        |        | Г | TV Info From Monthly Cable | 21.05% | 21.48% | 21.73% |
| Nickelodeon              | 25.12% | 27.16% | 29.03% | C | Guide                      |        |        |        |
| Adult Swim               | 24.8%  | 26.85% | 28.4%  | E | ESPN Classic               | 20.16% | 19.71% | 18.81% |
| BET (Black Entertainment | 24.72% | 25.09% | 25.15% | E | ESPN2                      | 18.72% | 19.28% | 19.42% |
| TV)                      |        |        |        | Г | TV Info From Other         | 18.57% | 18.91% | 19.12% |

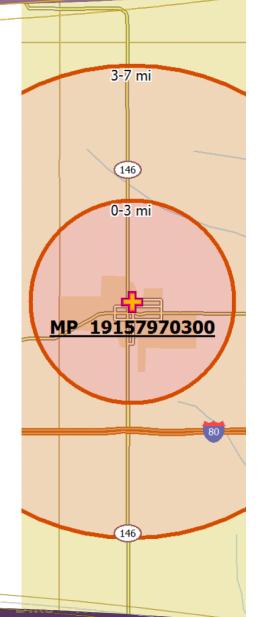
e Essex Callender Honticello Dougherty Pleasant Plain Glenwood Ringsted Pierson Keomah Village Hitchell Marathon Carlisle Wesley Lawton Cylinder Wadena Kellerter Defiance New Liberty Hass Ely Van Wert Dakota City Bedford Calamus Klemme Delmar Pleasar for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

#### **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.



Marion Olds Arispe Stockport Audubon Corydon Clemons Gilman Blue Grass Farmersburg Newe Dunkerton Mediapolis Fontanelle Aurora Ossian Centerville Lincoln Intercultural Institute Shire Hudson Charlotte Badger Volga Owasa Maxwell Bennett Hills for Confertual 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+)    | 19.81% | 19.58% | 19.07% |
| Medium Users (4-6)  | 10.33% | 10.22% | 9.96%  |
| Light Users (1-3)   | 21.25% | 21.08% | 20.84% |
| Quintiles (20%)     |        |        |        |
| Newspaper I (Heavy) | 1.12%  | 1.21%  | 1.35%  |
| Newspaper II        | 1.55%  | 1.56%  | 1.59%  |
| Newspaper III       | 2.06%  | 2.11%  | 2.15%  |
| Newspaper IV        | 0.53%  | 0.56%  | 0.62%  |
| Newspaper V (Light) | 1.55%  | 1.55%  | 1.54%  |

| MILES  | MILES                                                                                                                    |                                                                                                                          |
|--------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
|        |                                                                                                                          | MILES                                                                                                                    |
|        |                                                                                                                          |                                                                                                                          |
| 17.3%  | 17.72%                                                                                                                   | 18.25%                                                                                                                   |
| 7.44%  | 7.6%                                                                                                                     | 7.83%                                                                                                                    |
| 9.22%  | 9.57%                                                                                                                    | 9.96%                                                                                                                    |
| 10.5%  | 10.49%                                                                                                                   | 10.56%                                                                                                                   |
| ).45%  | 0.51%                                                                                                                    | 0.51%                                                                                                                    |
| 5.3%   | 5.13%                                                                                                                    | 5%                                                                                                                       |
| 2.37%  | 2.13%                                                                                                                    | 1.97%                                                                                                                    |
| 2.82%  | 2.82%                                                                                                                    | 2.85%                                                                                                                    |
| 17.54% | 17.16%                                                                                                                   | 16.87%                                                                                                                   |
| 25%    | 25.29%                                                                                                                   | 25.6%                                                                                                                    |
| 14.92% | 14.59%                                                                                                                   | 14.34%                                                                                                                   |
|        |                                                                                                                          |                                                                                                                          |
| 4.76%  | 4.57%                                                                                                                    | 4.42%                                                                                                                    |
| 1.23%  | 4.15%                                                                                                                    | 4.08%                                                                                                                    |
| 23.61% | 22.9%                                                                                                                    | 22.55%                                                                                                                   |
| 2.54%  | 2.37%                                                                                                                    | 2.28%                                                                                                                    |
|        | 22%<br>0.5%<br>0.5%<br>0.45%<br>0.3%<br>0.37%<br>0.37%<br>0.82%<br>7.54%<br>0.5%<br>0.4.92%<br>0.76%<br>0.23%<br>0.3.61% | .44%7.6%.22%9.57%0.5%10.49%.45%0.51%.3%5.13%.3%2.13%.82%2.82%7.54%17.16%.5%25.29%4.92%14.59%.76%4.57%.23%4.15%3.61%22.9% |

Andrew Keokuk Pulaski Estherville Agency Davenport Bronson Donnelison Orange City Garden Gro spers Floris Riverton Welton Oxford Marathon Nichols Fenton Thomas Intercultural Institute Rock Atalissa Livermore Seymour Elma Russell Douds Lamont Dur Intercultural Ministry Copyright 2014, Intercultural Institute for Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

| MEDIUM                                      | 0-3    | 3-7    | 7-10   | MEDIUM                                | 0-3    | 3-7    | 7-10  |
|---------------------------------------------|--------|--------|--------|---------------------------------------|--------|--------|-------|
|                                             | MILES  | MILES  | MILES  |                                       | MILES  | MILES  | MILE  |
| Radio Drive Time Quntiles<br>(fifths / 20%) |        |        |        | TV Prime Time Quntiles (fifths / 20%) |        |        |       |
| Drive Time I & II (Heavy)                   | 2.33%  | 2.53%  | 2.87%  | Prime Time I & II (Heavy)             | 3.79%  | 3.78%  | 3.839 |
| Drive Time III (Medium)                     | 0.46%  | 0.41%  | 0.41%  | Prime Time III (Medium)               | 1.84%  | 1.95%  | 2.049 |
| Radio IV & V (Light)                        | 2.53%  | 2.59%  | 2.63%  | Prime Time IV & V (Light)             | 8.72%  | 8.2%   | 7.819 |
| Radio Media Quntiles (fifths /              |        |        |        | TV Early/Late Fringe Quntiles         |        |        |       |
| 20%)                                        |        |        |        | (fifths / 20%)                        |        |        |       |
| Radio I & II (Heavy)                        | 8.15%  | 8.11%  | 8.17%  | Fringe I & II (Heavy)                 | 42.22% | 41.68% | 41.24 |
| Radio III (Medium)                          | 4.36%  | 4.65%  | 4.92%  | Fringe III (Medium)                   | 57.25% | 57.35% | 57.5  |
| Radio IV & V (Light)                        | 2.66%  | 2.8%   | 2.89%  | Fringe IV (Light)                     | 59.07% | 58.18% | 57.52 |
| Cable TV Quntiles (fifths /                 |        |        |        | TV All Day Quntiles (fifths /         |        |        |       |
| 20%)                                        |        |        |        | 20%)                                  |        |        |       |
| Cable I & II (Heavy)                        | 11.83% | 12.25% | 12.4%  | All Day I & II (Heavy)                | 12.73% | 12.22% | 11.94 |
| Cable III (Medium)                          | 3.48%  | 3.36%  | 3.3%   | All Day III (Medium)                  | 24.26% | 24.02% | 23.9  |
| Cable IV & V (Light)                        | 30.47% | 31.29% | 32.06% | All Day IV (Light)                    | 11.77% | 11.13% | 10.5  |

Manchester Rossie Letts ireton Winthrop Buffalo Clear Lake Blairstown Charter Oak Kellerton Dell Lawler Pulaski Terril Oakville Colo Lenox Gowrie Belmond Moort Flight Soldier Red Oak Andover Albion Bridgewater Luzerne Westside Humboldt Victor Clay For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Comparison Person Westfield Rembrandt Nodaway Northboro Wahpeton Westfield Manual Contextual Ministry Comparison Person Pe

# Potential Audio & Prime Time TV Media Usage:

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

| USAGE              | 0-3    | 3-7    | 7-10   |
|--------------------|--------|--------|--------|
|                    | MILES  | MILES  | MILES  |
| Day-time Radio     |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 9.2%   | 9.76%  | 10.11% |
| 6:00am - 10:00am   | 15.79% | 15.33% | 14.61% |
| 10:00am - 3:00pm   | 5.48%  | 5.2%   | 4.76%  |
| 3:00pm - 7:00pm    | 14.42% | 14.48% | 14.43% |
| 7:00pm - Midnight  | 12.54% | 12.95% | 12.82% |
| Midnight - 6:00am  | 4.94%  | 5.01%  | 4.99%  |
| Weekend Radio      |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 12.59% | 13.33% | 13.82% |
| 6:00am - 10:00am   | 3.45%  | 3.37%  | 3.12%  |
| 10:00am-3:00pm     | 5.9%   | 5.59%  | 5.19%  |
| 3:00pm - 7:00pm    | 5.68%  | 5.88%  | 6.01%  |
| 7:00pm - Midnight  | 7.89%  | 7.68%  | 7.38%  |
| Midnight - 6:00am  | 11.61% | 10.87% | 10.04% |

| USAGE                  | 0-3    | 3-7    | 7-10   |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Prime Time TV Viewers  |        |        |        |
| 8:00-11:00pm           | 7.63%  | 8.02%  | 8.15%  |
| Saturday: 8:00-11:00pm | 8.85%  | 8.73%  | 8.55%  |
| Sunday: 7:00-11:00pm   | 9.25%  | 9.86%  | 10.24% |
| 9:00am-1:00pm          | 23.39% | 24.87% | 26.07% |
| 9:00am-4:00pm          | 27.73% | 29.1%  | 30.15% |
| 4:00pm-7:00pm          | 28.36% | 28.53% | 28.28% |
| 11:00pm-1:00am         | 39.51% | 40.37% | 41.19% |
| AVG Prime time         | 1.98%  | 2.06%  | 2.06%  |
| Mon-Sun                |        |        |        |

olliver Bondurant Lincoln West Liberty Winthrop Zearing Ayrshire Fremont Modale Milford Mount Ver Valeria Quimby Emerson Plover Goose Lake Thayer Leando Lewis Intercultural Institute Goldfield Ferguson Chester Fostoria Bridgewater Grant Gowrie Iow Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Corpyright 2014, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

| TV VIEWERS | 0-3    | 3-7    | 7-10   |  | <b>TV VIEWERS</b> | TV VIEWERS 0-3      | TV VIEWERS 0-3 3-7         |
|------------|--------|--------|--------|--|-------------------|---------------------|----------------------------|
|            | MILES  | MILES  | MILES  |  |                   | MILES               | MILES MILES                |
| Weekday    |        |        |        |  | Weekend           | Weekend             | Weekend                    |
| 6-7am      | 16.56% | 16.52% | 16.23% |  | Sat: 7-10am       | Sat: 7-10am 18.38%  | Sat: 7-10am 18.38% 18.54%  |
| 7-9am      | 18.72% | 19.28% | 19.42% |  | Sat: 10am-1pm     | Sat: 10am-1pm 5.87% | Sat: 10am-1pm 5.87% 6.17%  |
| 9am-12noon | 19.56% | 21.04% | 22.19% |  | Sat: 1-4pm        | Sat: 1-4pm 22.26%   | Sat: 1-4pm 22.26% 22.49%   |
| 12noon-4pm | 8.17%  | 8.05%  | 7.97%  |  | Sat: 4-6pm        | Sat: 4-6pm 4.85%    | Sat: 4-6pm 4.85% 5.23%     |
| 4-6pm      | 44.23% | 45.5%  | 45.89% |  | Sat: 6-7pm        | Sat: 6-7pm 1.49%    | Sat: 6-7pm 1.49% 1.69%     |
| 6-7pm      | 19.63% | 20.81% | 21.87% |  | Sat: 7-8pm        | Sat: 7-8pm 1.06%    | Sat: 7-8pm 1.06% 1.12%     |
| 7-7:30pm   | 0.94%  | 1.03%  | 1.07%  |  | Sat: 8-11pm       | Sat: 8-11pm 8.85%   | Sat: 8-11pm 8.85% 8.73%    |
| 7:30-8pm   | 8.98%  | 9.03%  | 9.14%  |  | Sat: 11pm-1am     | Sat: 11pm-1am 4.13% | Sat: 11pm-1am 4.13% 4.13%  |
| 8-11pm     | 7.63%  | 8.02%  | 8.15%  |  | Sat: 1am-7pm      | Sat: 1am-7pm 24.69% | Sat: 1am-7pm 24.69% 24.75% |
| 11pm-12am  | 30.84% | 32.21% | 33.46% |  | Sun: 7-10am       | Sun: 7-10am 2.08%   | Sun: 7-10am 2.08% 2.11%    |
| 11pm-1am   | 39.51% | 40.37% | 41.19% |  | Sun: 10am-1pm     | Sun: 10am-1pm 6.61% | Sun: 10am-1pm 6.61% 7.19%  |
| 1-6am      | 32.02% | 31.97% | 31.63% |  | Sun: 1-4pm        | Sun: 1-4pm 6.24%    | Sun: 1-4pm 6.24% 6.08%     |
|            |        |        |        |  | Sun: 4-7pm        | Sun: 4-7pm 11.72%   | Sun: 4-7pm 11.72% 12.43%   |
|            |        |        |        |  | Sun: 7-11pm       | Sun: 7-11pm 9.25%   | Sun: 7-11pm 9.25% 9.86%    |
|            |        |        |        |  | Sun: 11pm-1am     | Sun: 11pm-1am 3.64% | Sun: 11pm-1am 3.64% 3.83%  |
|            |        |        |        |  | Sun: 1-7am        | Sun: 1-7am 19.81%   | Sun: 1-7am 19.81% 20.71%   |

Soldier Brunsville Coppock Miles Stacyville Castana La Porte City Mystic Wellsburg Cuthrie Cent Ryan Princeton Granger Gray Carbon Rome Marion Sully New Loop Intercultural Institute ester Sloan West Liberty Worthington Oakland Acres Odebolt Elgin Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

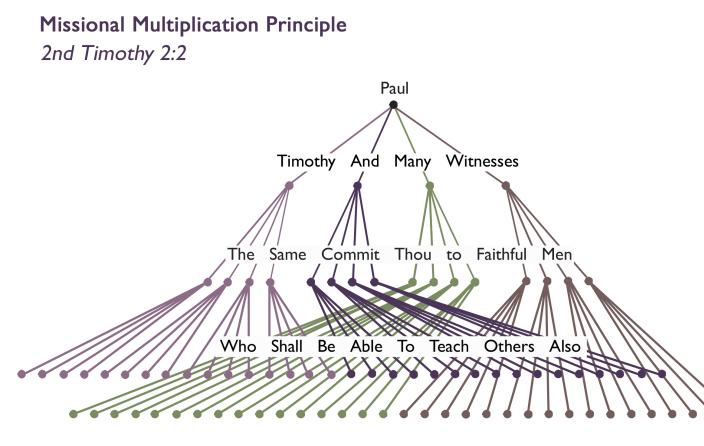
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

varden Spencer Lovilia Yorktown McCausland Oakland Stacyville Toledo Birmingham Granville Blais Gland Martinsburg Postville Breda Newhall Baxter Grinnell Lineville <u>Intercultural Institute</u> Melvin Nemaha Ackley Fort Madison Diagonal Ames Dike Plano <u>for Contextual Ministry</u> Contextual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



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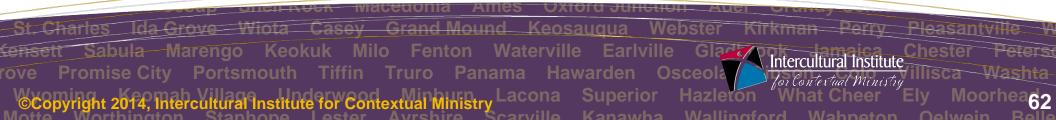
## **Establishing Redemptive Relationships**

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.



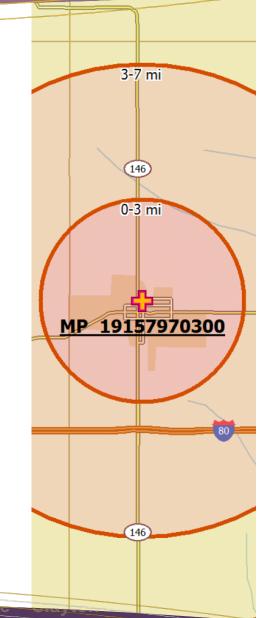


#### Your MissionSite and the Missional Suite

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



Ledyard Walford Springbrook Logan Shelby Riverton Sioux Rapids Winfield Grandview Harper Hashington Charles City Tipton Macksburg Hubbard Ferguson Ear <u>Intercultural Institute</u> Roy Beaver idderdale Decorah Jackson Junction Correctionville Newhall Volga Martins Jor Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry Rodman Rossie Callender Hawkeye Martinsburg

### 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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