# MissionSite top unreached locations



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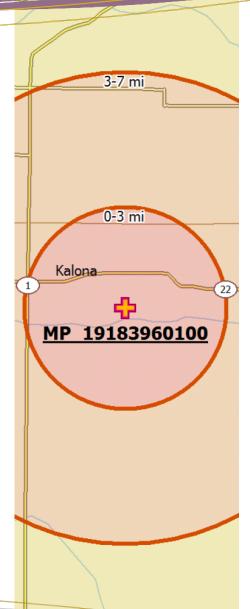
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#### Site Location Summary

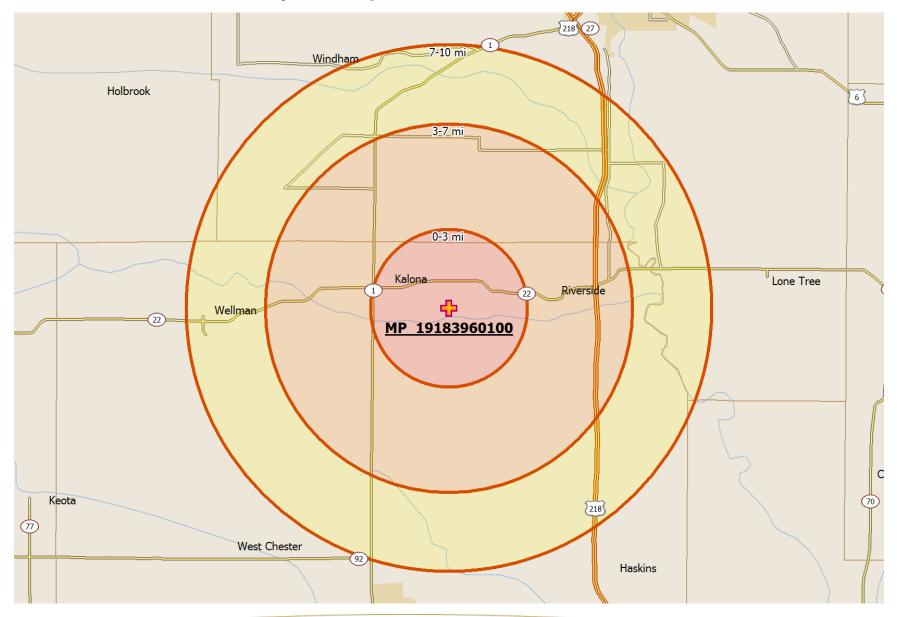
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	19183	Washington
4	Zipcode	52247	Washington
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-10000



Frederika Rathbun Whitten Buffalo Center Guernsey Walcott Laurens Deep River Valeria West Unice Monroe Montrose Barnes City Cedar Rapids Moorland Correction VII Farly Williams State Center Dedham Burt Popejoy Lanesboro Norway Riceville Fairfax Toledo Toledo Tolevilla Ministry Confectual Ministry Battle Creek St. Marys Delmar Alvord Hamilton Graenville

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



bon Slater Fenton Wallingford Davis City Asbury Mallard Paullina Jolley Winterset Grandview Har enandoan Ireton Marathon Ottosen Fontanelle Bassett Van Horne Rapid Intercultural Institute Winfield Mason City Hardy Havelock Belmond Lone Tree Prairie City Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Dim Oropyright 2014, Intercultural Institute for Contextual Ministry Alvord Rake Vinton Dawson Le Roy North English

#### 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 /	CO	EXPLANATION
	URBAN	DE	
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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Radeline Westheld Armstrong Earling Wilton Cincinnati Bassett Kinross Pione Strawberry Point Lite Newhall Benton Mingo New Providence Orchard Hillsboro Hinton Device fuel 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	3,683	4,379	4,672
2010 Households	1,368	1,450	1,753
2010 Group Quarters Population	70	0	106

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	14	5	7
Language Diversity National Index	57	77	54
Foreign Born Diversity National Index	23	33	47
Ancestry Diversity National Index	29	34	29
Racial Diversity National Index	7	5	5

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## Site Location Summary - County Environment

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

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

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

Melcher-Dallas Correctionville Allison Chelsea Newhall Rodman Washington Sidney Tennant Cla Hepburn Brunsville Morrison Low Moor Diagonal Humeston Prester Intercultural Institute Asqueton Princeton Indianola Silver City Muscatine Cushing Lost Nation To Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	215	15.72%
Mainstay Communities	Established, Diverse Households	385	28.14%
Working Communities	Blue-collar, Working Families	245	17.91%
Country Communities	Rural, Agri. & Mining Families	275	20.1%
Aspiring Communities	Young Singles / Aspiring-Multihousing	9	0.66%
Urban Communities	High Density, Inner-city Neighborhoods	240	17.54%

Callender Luxemburg Fostoria Ledyard Buckeye Larchwood Villisca Odebolt Blanchard Fairbank e Oak Eldridge Harpers Ferry Oskaloosa Nodaway Moorland Stanhope Intercultural Institute obins Milford St. Paul Ellston Gruver Windsor Heights Sheffield St. Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Moor Sheldahl <u>Callender</u> Templeton Pilot Mound De Witt Ireton Fertile Bristow Defiance Wilton Man tinburn Oskaloosa Buffalo Exline Clinton Alvord Lambs Grove Rockwert Hawardon Adair Logan Tip nville Underwood Thor Melvin Floyd Oxford Junction Dedham McCau Intercultural Institute elli Montezum Copyright 2014, Intercultural Institute for Contextual Ministry Manson Leland Dubuque Lawton Guttenberg Washga

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	5,270	872	16.54%
Unreached %	62.45%	63.71%	102.01
Religious But NOT Evangelical HH	870	151	17.4%
Religious But NOT Evangelical %	10.31%	11.07%	107.33
Spiritual But NOT Relig or Evang HH	777	160	20.64%
Spiritual But NOT Relig or Evang %	9.21%	11.72%	127.32
Not Evangelical, Not Interested HH	3,623	560	15.45%
Not Evangelical, Not Interested %	42.94%	40.92%	95.3



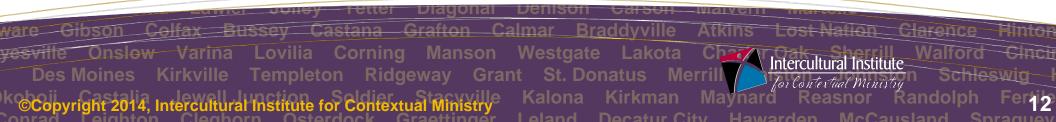
Jamaica Winthrop Malvern Wyoming Nora Springs Avoca Cedar Rapids Bode Dyersville Crawfordsville Lu Verne Menio Spillville Hopkinton Fairbank Harper South English Rudel Arion Hardy Albion Lytton Bridgewater Collins Britt Bristow Sioux Center Coppock Line Intercultural Institute for Confectual Ministry Confectual Ministry Bettendorf Roland Marion Ireton Kellerton Dunch Copyright 2014, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCIOWA Churches	0	0	0%
Active BCIOWA Attenders	0	0	0%
Active Evangelical Households	993	156	15.7%
Active Evangelical Percent	11.77%	11.40%	96.84
Inactive Evangelical Households	2,175	341	15.69%
Inactive Evangelical Percent	25.78%	24.96%	96.81
# New Churches Needed	4	1	16.21%





# 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.

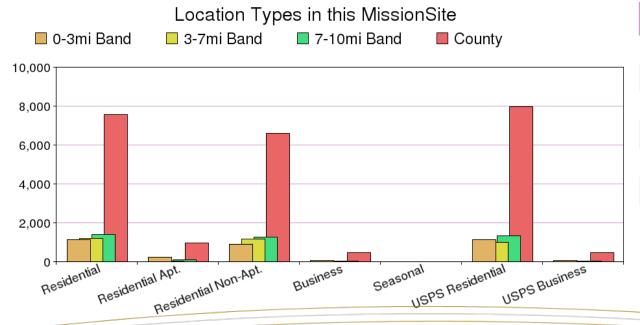
#### Issues for Your Consideration

- 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	19,612	2,946	15.02%
2000 Population	20,670	3,433	16.61%
2010 Population	21,310	3,683	17.28%

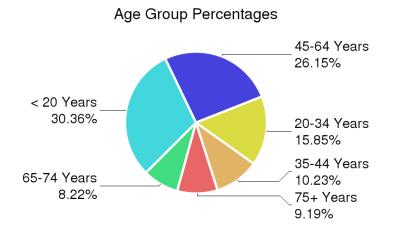


Location Type	0-3mi Band
Residential	1,120
Residential Apt.	221
Residential Non-Apt.	899
Business	63
Seasonal	0
USPS Residential	1,137
USPS Business	78

Carber Hawkeye Greene Mediapolis Miles Rockwell City Hansell Kanawha Osterdock Westgate Stanwood Treynor Braddyville Lohrville Cromwell Akron Epworth Monticello Newton Riverdale Steamboat Rock Decatur City Curlew Contextual 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.

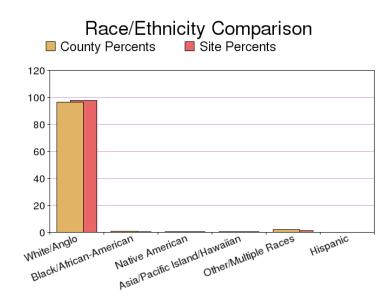


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.22%	5.81%	111.3
4-5 Years	2.86%	2.88%	100.7
6-8 Years	4.36%	4.67%	107.11
9-11 Years	4.31%	5.19%	120.42
12-13 Years	2.85%	3.86%	135.44
14-17 Years	5.5%	5.59%	101.64
18-19 Years	2.68%	2.39%	89.18
0-5 Years	8.08%	8.69%	107.55
6-12 Years	10.1%	11.87%	117.52
13-19 Years	9.61%	9.83%	102.29
< 20 Years	27.79%	30.39%	109.36
20-34 Years	15.79%	15.86%	100.44
35-44 Years	11.6%	10.24%	88.28
45-64 Years	27.67%	26.17%	94.58
65-74 Years	8.33%	8.23%	98.8
75+ Years	8.84%	9.2%	104.07
Median Age	41	37	89.74
Median Age (Male)	40	36	91.46
Median Age (Female)	42	37	88.2

Coalville Bradgate Glenwood Imogene Reasnor Rippey Calamus Kingsley Thornton Churdan Arthur It City Central City Anita Charlotte Salem Derby Moulton Spirit Lake Intercultural Institute Atalissa Ro odge Le Roy Newell Orange City Corydon Parkersburg Carter Lake Edit Contextual Ministry McCausland Ha "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.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	96.6%	97.66%	101.1
Black, African-American	0.85%	0.46%	54.05
Native American	0.3%	0.49%	165.32
Asian	0.31%	0.33%	103.63
Pacific Island, Hawaiian	0.03%	0.03%	82.66
Other/Multiple Races	1.9%	1.03%	54.29
Hispanic	0%	2.77%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,154	2,324	
Less than 9th Grade	6.05%	16.74%	36.17
No High School Diploma	3%	2.41%	124.61
High School Graduate	39.2%	33.65%	116.49
Some College, no degree	22.19%	21.94%	101.12
Associate Degree	10.24%	7.83%	130.81
College Degree	14.5%	12.65%	114.66

4.8%

4.78%

100.59

Grove Calumet <u>Center Junction Seymour Boyden Stuart Libertyville Miles Beacon Westfield Hospers</u> Independence Colesburg Harpers Ferry Mount Auburn Conrad Bonder Meatland Eldridge Men Riverton Jesup Lynnville Welton Evansdale Carlisle Maurice Hanl <u>JorContextual Ministry</u> Plaine Mortey Persia Floris Mount Pleasant S16 and Williamson Mercultural Institute for Contextual Ministry

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	5.83%	6.8%	174.91
\$10,000 to \$19,999	9.91%	11.11%	112.16
\$20,000 to \$29,999	10.04%	13.16%	131.1
\$30,000 to \$49,999	20.38%	17.32%	85
\$50,000 to \$59,999	10.38%	10.67%	102.81
\$60,000 to \$69,999	13.89%	12.87%	92.64
\$70,000 to \$79,999	8.9%	6.36%	71.46
\$80,000 to \$89,999	5.5%	4.02%	73.12
\$90,000 to \$99,999	3.48%	2.56%	73.44
\$100,000 to \$124,999	5.69%	6.58%	115.67
\$125,000 to \$149,999	3.28%	5.41%	164.8
\$150,000 to \$199,999	2.03%	1.75%	86.58
\$200,000 to \$249,999	0.31%	0.58%	189.81
\$250,000 or more	0.39%	0.8%	205.63
Median Household	53,199	52,508	98.7
Average Household	62,252	66,163	106.28
Per Capita Household	24,843	24,579	98.94
Family/Non-Family Household			
Income			
Median Family Income	62,350	64,112	102.83
Average Family Income	73,359	76,880	104.8
Median Non-Family Income	29,388	27,236	92.68
Average Non-Family Income	40,098	39,514	98.54

Atkins Bonaparte Manson New Vienna Blockton Swan Lester Leland Danbury Houghton Hopkin Magnolia Lu Verne Gruver Anita Le Mars Rockwell City Marysville Intercultural Institute Sloan Castana Lime Springs Alexander Grant Kinross Gladbrook Rake For Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	66.61%	64.99%	97.56
Families with Children	32.11%	31.65%	98.57
Families without Children	34.49%	33.33%	96.63
Non-Family Households			
% Non-Family Households	33.39%	35.01%	104.86
Non-Families with Children	1.28	1.1	85.68
Non-Families without Children	32.11	33.92	105.62
Housing Units			Index
Total Housing Units	8,982	1,430	
Vacant percent	6.05%	4.34%	71.72
Owned percent	71.05%	71.75%	100.98%
Rented Percent	22.9%	23.92%	104.43
Households by Size			Index
Avg household size	2.48	2.64	106.45
Avg family hh size	3.17	3.48	109.78
Avg non-family hh size	1.12	1.09	97.32
Households By Count of Persons			Percent
One	2,450	428	17.47%
Тwo	2,875	413	14.37%
Three or Four	2,240	334	14.91%
Five+	874	193	22.08%

ssa Primghar North Buena Vista Roland Monmouth Kalona Marcus Sibley Pleasanton Saylorville Down with Blockton Weldon New London Letts Reinbeck New Albin Woden <u>Intercultural Institute</u> Under Drakesville ruk Sandyville New Sharon Meservey St. Marys Harper Oyens Lorimov for Contextual Ministry at Copyright 2014, Intercultural Institute for Contextual Ministry Harris Glenwood Melcher-Dallas Columbus Junction 18

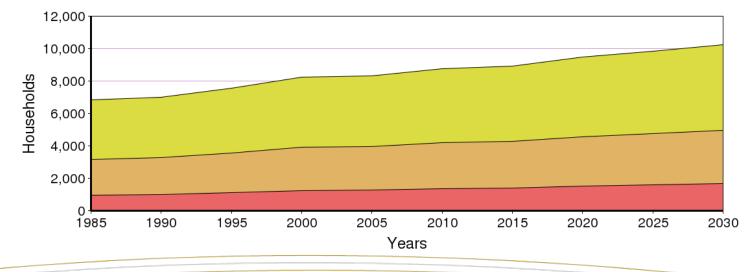
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	19,612	2,946	15.02%
2000 Population	20,670	3,433	16.61%
2010 Population	21,310	3,683	17.28%
2015 Population	21,564	3,801	17.63%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

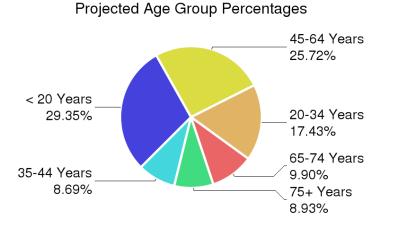
📃 0-10mi Ring



Searsboro Coralville Riverside Bradgate Martelle Rock Falls Wellsburg Oxford Junction Webb Pacific estgate Aurora New Market Lidderdale Woodbine Humeston Melrose Intercultural Institute Galva Bellevue Farragut Sully West Burlington Floyd Marshalltow Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Manual Mediapolis Paullina Thornton Beaver Leland Down

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.

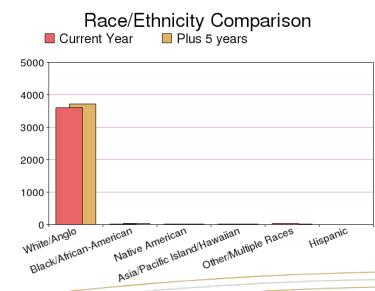


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.81%	5.87%	101.03
4-5 Years	2.88%	2.66%	92.36
6-8 Years	4.67%	4.66%	99.79
9-11 Years	5.19%	4.68%	90.17
12-13 Years	3.86%	3.5%	90.67
14-17 Years	5.59%	5.37%	96.06
18-19 Years	2.39%	2.6%	108.79
0-5 Years	8.69%	8.52%	98.04
6-12 Years	11.87%	11.15%	93.93
13-19 Years	9.83%	9.66%	98.27
< 20 Years	30.39%	29.33%	96.51
20-34 Years	15.86%	17.42%	109.84
35-44 Years	10.24%	8.68%	84.77
45-64 Years	26.17%	25.7%	98.2
65-74 Years	8.23%	9.89%	120.17
75+ Years	9.2%	8.92%	96.96
Median Age	41	37	90.6
Median Age (Male)	40	36	90.63
Median Age (Female)	42	39	92.36

Anilla Elkhart Aurora Guernsey Lewis Reinbeck Braddyville Nevada Arcadia Oskaloosa Charter Oak Richland Emerson Montezuma Ocheyedan Westphalia Webb Clarer Intercultural Institute Glenwood Reasnor Allerton Vail Pioneer Rickardsville Moulton Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	97.66%	97.68%	100.02
Black, African-American	0.46%	0.71%	153.89
Native American	0.49%	0.55%	113.04
Asian	0.33%	0.39%	121.12
Pacific Island, Hawaiian	0.03%	0.03%	96.9
Other/Multiple Races	1.03%	0.61%	58.65
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,324	2,409	
Less than 9th Grade	16.74%	13.37%	79.86
No High School Diploma	2.41%	1.54%	63.74
High School Graduate	33.65%	33.91%	100.79
Some College, no degree	21.94%	23.16%	105.55

7.83%

12.65%

4.78%

8.68%

14.24%

5.11%

110.78

112.55

106.9

Hamburg Wallingford West Point New Albin Murray Spring Hill Wesley Hepburn Mediapelis Massen Grand Colesburg Lockridge Ottosen Melrose Belle Plaine Oskaloosa erry Point Newell Adel Lester Manchester Otho Williamsburg Lehigh Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Associate Degree

Graduate/Prof. degree

**College Degree** 

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.8%	6.74%	99.11
\$10,000 to \$19,999	11.11%	9.5%	85.53
\$20,000 to \$29,999	13.16%	11.84%	90.01
\$30,000 to \$49,999	17.32%	15.11%	87.2
\$50,000 to \$59,999	10.67%	9.08%	85.06
\$60,000 to \$69,999	12.87%	15.04%	116.87
\$70,000 to \$79,999	6.36%	7.59%	110.4
\$80,000 to \$89,999	4.02%	4.61%	114.66
\$90,000 to \$99,999	2.56%	2.7%	105.34
\$100,000 to \$249,999	6.58%	7.73%	117.5
\$125,000 to \$149,999	5.41%	6.45%	119.31
\$150,000 to \$199,999	1.75%	1.99%	113.19
\$200,000 to \$249,999	0.58%	0.57%	97.02
\$250,000 or more	0.8%	0.78%	97.02
Median Household	52,508	57,096	108.74
Average Household	66,163	73,850	111.62
Per Capita Household	24,579	27,399	111.47
Family/Non-Family Household			
Income			
Median Family Income	64,112	68,597	107
Average Family Income	76,880	86,434	112.43
Median Non-Family Income	27,236	30,988	113.78
Average Non-Family Income	39,514	43,197	109.32

orn Ferguson <u>Meservey Fayette Rockford Casey Birmingham Minburn Panora Panama Millersburg</u> Martinsburg Ackworth Graettinger Spring Hill Leon Jamaica Ashtern <u>Intercultural Institute</u> Early Moorhead Dolliver Paton Stanwood Little Rock Rowley Hand <u>Intercultural Institute</u> City Shamk Copyright 2014, Intercultural Institute for Contextual Ministry Sumner Gravity Madrid Le Claire Montrose Mount V22

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	64.99%	63.55%	97.79
Families with Children	31.65	30.71	97.02
Families without Children	33.33	32.84	98.51
Non-Family Households			
% Non-Family Households	35.01%	36.45%	104.11
Non-Families with Children	1.1	1.28	104.11
Non-Families without	33.92	35.18	103.71
Children			
Housing Units			
Total Housing Units	1,430	1,471	102.87%
Vacant percent	4.34%	4.15%	95.64
Owned percent	71.75%	71.79%	100.06
Rented Percent	23.92%	24.07%	100.62
Households by Size			
Avg household size	2.64	2.65	100.38%
Avg family hh size	3.48	3.56	102.3%
Avg non-family hh size	1.09	1.05	96.33%
Households By Count of			
Persons			
One	428	455	106.31%
Two	413	409	99.03%
Three or Four	334	342	102.4%
Five+	193	205	106.22%

on Dow City Schaller Eigin Hanlontown Barnes City Salix Remsen Fraser Ellsworth Ruthven Forest Center Junction Hopkinton Inwood Aplington New Market Clear Lake of Intercultural Institute Macksburg Newhall Hansell Spillville Onawa Donnellson Parkersburg <sup>n</sup> ©Copyright 2014, Intercultural Institute for Contextual Ministry <sup>n</sup> ©Copyright 2014, Intercultural Institute for Contextual Ministry

# Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN	:	: 0-3	: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	0	87	9	Eastern Africa		0	0 3
Northern Europe	0	4	2	Middle Africa		0	0 0
Western Europe	0	4	4	Northern Africa		0	0 0
Southern Europe	0	0	0	Southern Africa		0	0 0
Eastern Europe	0	40	1	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa	(	C	0 0
Eastern Asia	0	3	2	Oceania	0		0
So. Central Asia	0	3	0	Caribbean	0		0
SE Asia	0	7	0	Central Amer.	0		23
Western Asia	0	0	0	South America	0		0
Other Asia	0	0	0	North America	0		0
				Born at sea	0		0

The second second manage woodburn Lakota Long Grove Rew Liberty Redding Monona Every plington Windsor Heights Macksburg Lincoln Donnellson Zearing Leland Mest Point Aredale Unionville Buckeye Manly Centralia Halbur Center Point Alleman North Wash for Confertual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Marshalltown Hamburg Woodburn City Quasqueton Orchard Bock Valley Wadena

# 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	0	5,999	2,276	Other Indo-Euro	0	0	0
Spanish	0	76	31	Asian/PI languages	0	0	0
Other Indo-Euro	0	1,377	116	Chinese	0	0	2
language				Japanese	0	2	4
French (incl. Patois,	0	4	0	Korean	0	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	5	Thai	0	3	0
German	0	950	81	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	5	0
Other West Germanic	0	368	9	Other Asian	0	0	0
A Scandinavian	0	2	5	Tagalog	0	2	0
Language				Other Pacific Is	0	0	0
Greek	0	0	9	Other languages	0	0	1
Russian	0	31	2	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	1
Serbo-Croatian	0	18	0	American			
Other Slavic Language	0	4	5	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

ia Lockridge Northboro Cleghorn Radcliffe Lohrville Ayrshire Westside Holy Cross Quimby Pleasan adjuille Ankeny Titonka Clinton Curlew Washington Sandyville De Win Intercultural Institute Intercultural Institute City Westphal wood Stout Villisca Rippey Alleman Lenox Decorah Britt Bayard becopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	0	5,981	1,869	Irish	Irish 0	Irish 0 573
Arab	0	0	0	Italian	Italian 0	Italian 0 27
Armenian	0	0	2	Lithuanian	Lithuanian 0	Lithuanian 0 8
Austrian	0	10	4	Norwegian	Norwegian 0	Norwegian 0 136
British	0	1	4	Polish	Polish 0	Polish 0 62
Canadian	0	0	2	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	192	23	Russian	Russian 0	Russian 0 31
Czechoslovak	0	32	0	Scandinavian	Scandinavian 0	Scandinavian 0 8
Danish	0	44	6	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 91
Dutch	0	83	46	Scottish	Scottish 0	Scottish 0 53
English	0	282	133	Slovak	Slovak 0	Slovak 0 0
European	0	95	16	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	0	2	0	Swedish	Swedish 0	Swedish 0 70
French (not Basque)	0	115	57	Swiss	Swiss 0	Swiss 0 254
French Canadian	0	8	2	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	0	2,791	883	US/American	US/American 0	US/American 0 642
Greek	0	0	0	Welsh	Welsh 0	Welsh 0 63
Hungarian	0	0	0	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 20
				Other	Other 0	Other 0 289

ake Weldon Morrison St. Paul Letts Macksburg Readlyn Delaware Parragut Hanlontown Orleans G Hount Vernon Spring Hill Westphalia Coralville Graf Kelley Thornburg Intercultural Institute Inslow Allison Miles Williamsburg Cotter Bellevue Dawson Milton Hon for Contextual Ministry Contextual Ministry Bonaparte Rock Falls Promise City Elberon Goode 26 Ryan Deland Corant Lawler Factor Contextual Ministry

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## Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Correctionville University Park Kelley Ionia Parkersburg Polk City Moorhead Lockridge Prairie City Greenfield Hospers Clinton Belmond Melrose Battle Creek Central Intercultural Institute Kens Marne Maxwell Nodaway Welton Lisbon Runnells Rose Hill S Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Marcus Leland Waukon Tingley Lobryille Nashua

# Using the Demographic Indicators

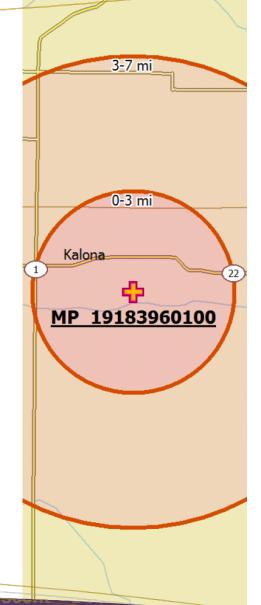
#### Issues for Your Consideration - continued

- 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.



son Ottumwa <u>Knoxville</u> Barnes City Osage Ledyard Randall Houghton Sidney Atlantic Albion West Haworth Kellogg Wapello Janesville Corydon Salem Aredale Polk City Intercultural Institute Pierson Atkins Wheatland Hornick Iowa City Kalona Rowley Windsor <u>Intercultural Institute</u> Valido Tipton Secopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,368	100%	870	100%
AFFLUENT SUBURBIA	92	6.73%	64	7.36%
America's Wealthiest	0	0%	0	0%
Dream Weavers	5	0.37%	4	0.46%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	87	6.36%	60	6.9%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	123	8.99%	83	9.54%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	117	8.55%	79	9.08%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	6	0.44%	4	0.46%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	292	21.35%	186	21.38%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	22	1.61%	14	1.61%
Urban Optimists	0	0%	0	0%
Family Convenience	270	19.74%	172	19.77%
Mid-Market Enterprise	0	0%	0	0%

Delhi Clermont Danbury McGregor Osterdock What Cheer Hepburn Dunlap Charles City Greene randt Plymouth Shelby Ackley Churdan Oyens Wheatland Eagle Group Intercultural Institute uscatine Menlo Miles Millville Rockwell City Vining Ainsworth Bradge Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,368	100%	870	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	93	6.8%	66	7.59%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	71	5.19%	51	5.86%
Urban Advancement	18	1.32%	12	1.38%
Amer. Great Outdoors	4	0.29%	3	0.34%
Mature America	0	0%	0	0%
METRO FRINGE	245	17.91%	167	19.2%
Steadfast Conservative	215	15.72%	147	16.9%
Moderate Conventionalists	30	2.19%	20	2.3%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Davenport Zwingle Alison Bouton Montezuma Lanesboro Wapello Hedrick Fonda Victor Sutherland Kamrar Rock Falls Fremont Andover Clarion Kelley Bonaparte View Lidderdale New Sharon Andrew Onawa Corwith Alden Exira Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,368	100%	870	100%
REMOTE AMERICA	21	1.54%	13	1.49%
Hardy Rural Fam.	14	1.02%	9	1.03%
Rural Southern Living	7	0.51%	4	0.46%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	9	0.66%	6	0.69%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	9	0.66%	6	0.69%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	254	18.57%	145	16.67%
Industrious Country Living	51	3.73%	35	4.02%
America's Farmland	154	11.26%	88	10.11%
Comfy Country Living	0	0%	0	0%
Small Town Connections	14	1.02%	8	0.92%
Hinterland Fam.	35	2.56%	14	1.61%

Burt Clinton Maysville Spirit Lake Arcadia Badger Fort Atkinson Thornburg Aurelia Creston Coral E Eigin Calamus Bassett Bode Oakland Acres Ottumwa Nashua Arecultural Institute Colfax Dows Knoxville Greene Hillsboro Griswold Garwin North for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,368	100%	870	100%
STRUGGLING SOCIETIES	230	16.81%	134	15.4%
Rugged Southern Style	230	16.81%	134	15.4%
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	10	0.73%	6	0.69%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	10	0.73%	6	0.69%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Jarion Earling Marne Guthrie Center Goodell Mount Pleasant Redfield New Sharon Bayard Luzerne S Gilbert Blairstown St. Paul Lone Rock Durant Spragueville Corwith Jor Confectual Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Lorimor Lester Bloomfield What Cheer Granger Wall Lake Vail Fertile Carson College Springs Freme Kinross Ossian Cincinnati Allerton Renwick Forest City Postville Intercultural Institute Story City Lenox Keystone Lawton Knierim Ventura Dike Moville New Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

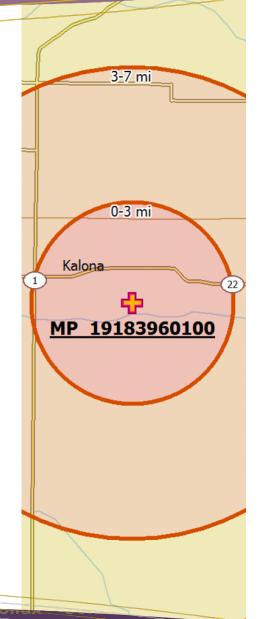
#### **Potential Cultural Bridges**

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

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

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

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



The Market Leands West Des Moines Inwood Protivin Conrad Sheldon Nova Springs Andover Ind Central City Robins Waverly Udell Beacon Center Point Lakeside Intercultural Institute In Marne Popejoy Maxwell Welton Sully West Burlington Stockport Confectual Ministry On New London Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

### **Potential Cultural Bridges**

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	78%	77%	77%
Use Comp. for Internet/E-mail	62%	62%	62%
Internet Use: E-Mail	51%	51%	51%
Use Comp. for Word Processing	44%	44%	44%
Use Comp. for Comp. Games	42%	43%	44%
Use Comp. for Shopping	38%	39%	38%
Use Comp. for Digital Camera	35%	36%	35%
Photo Editing			
Use Comp. for Education	32%	32%	32%
Use Comp. for Banking	31%	33%	33%
Internet Use: News/ Weather	28%	26%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	26%	25%	25%
Use Comp. for News/Info./Data	24%	26%	26%
Service			
Internet Use: Banking	24%	25%	26%
PC-Network-HH Has One	16%	15%	16%
Use Comp. for Accounting	16%	18%	18%
Use Comp. for Filing/DB Mngmnt	14%	14%	14%
Use Comp. for Personal Financial	13%	12%	12%
Mngmnt			
Internet Use: Shopping: Gathered	12%	11%	11%
Info. for Shopping			
Internet Use: Shopping: Made A	12%	14%	15%
Purchase			
Internet Use: Research/ Education	10%	10%	9%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	67%	67%
Dining Out (Not Fast Food)	61%	60%	60%
Reading Books	54%	51%	50%
Card Games	44%	46%	46%
Gardening	39%	39%	39%
Go To A Beach/Lake	38%	38%	38%
Cooking for Fun	35%	33%	34%
Board Games	33%	34%	34%
Going To	21%	22%	22%
Bars/Nightclubs/Dancing			
Photography	20%	20%	20%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	70%	69%	68%
Gen./Fam. Practitioner	44%	44%	44%
Dentist	29%	28%	27%
Eye Dr.	23%	23%	23%
Backache	23%	23%	23%
Hypertension/High Blood	22%	21%	20%
Pressure			
High Cholesterol	19%	19%	19%
None Of These	19%	20%	20%
Any Arthritis	17%	16%	15%
Overweight (30 Pounds Or More)	16%	18%	18%

tt Nichols Dana Fredericksburg Wallingford Carbon Williamsburg Buffalo Earlham Keosauqua Eik Ho trafford Kelley New Virginia Prescott McGregor Gilbert Ackley Schlesson Intercultural Institute Rose Hill Columbus Junction Elkader Ossian Greenfield Mount Stern for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Paverbill Royan Norway Copyright 2014, Intercultural Institute for Contextual Ministry Paverbill Royan Norway Contextual Ministry Paverbill Royan Norway 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	E	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Concert	25.81%	23.9%	24.16%		Movies: Romantic Comedy	Movies: Romantic Comedy 18.77%	Movies: Romantic Comedy 18.77% 18.02%
Live Theater	19.64%	17.95%	17.42%	ſ	Movies: Drama	Movies: Drama 16.4%	Movies: Drama 16.4% 14.64%
Live Theater Most Often	16.79%	15.35%	14.86%	Μ	lovies: Mystery	lovies: Mystery 13.58%	lovies: Mystery 13.58% 12.24%
Rock/Pop Concerts Most	12.56%	11.78%	12.12%	M	LB Baseball Reg. Season	LB Baseball Reg. Season 8.7%	LB Baseball Reg. Season 8.7% 8.7%
Often				C	College Football Reg.	College Football Reg. 7.1%	College Football Reg. 7.1% 7.82%
Country Concerts Most	7.88%	7.65%	7.65%		Season	Season	Season
Often				Ν	IFL Football Reg. Season	NFL Football Reg. Season 6.37%	NFL Football Reg. Season 6.37% 6.1%
Comedy Club	7.32%	6.67%	6.83%	С	ollege Basketball Reg.	ollege Basketball Reg. 4.59%	ollege Basketball Reg. 4.59% 5.07%
Movies: Comedy	37.43%	37.16%	36.99%	ç	Season	Season	Season
Movies: Action/Adventure	35.33%	35.02%	35.24%	ļ	Rodeo	Rodeo 3.82%	Rodeo 3.82% 4.84%
Movies: Fam.	19.12%	19.89%	19.87%		Auto Racing Events	Auto Racing Events 3.46%	Auto Racing Events 3.46% 3.23%

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	42.01%	42.24%	41.86%	Backpacking/Hiking	Backpacking/Hiking 11.26%	Backpacking/Hiking 11.26% 11.36%
Swimming	34.62%	33.46%	33.55%	Stationary Cycling	Stationary Cycling 10.97%	Stationary Cycling 10.97% 10.09%
Freshwater Fishing	23.67%	25.99%	26.38%	Power Boating	Power Boating 10.57%	Power Boating 10.57% 9.65%
Bowling	21.79%	22.85%	23.05%	Baseball	Baseball 10.54%	Baseball 10.54% 11.21%
Camping Trips	19.91%	21.22%	21.21%	Football	Football 8.9%	Football 8.9% 9.63%
Billiards/Pool	17.84%	17.47%	17.74%	Canoeing/Kayaking	Canoeing/Kayaking 8.38%	Canoeing/Kayaking 8.38% 7.75%
Golf	16.92%	18.3%	18%	Volleyball	Volleyball 8.27%	Volleyball 8.27% 9.18%
Hunting	15.6%	18.66%	18.5%	Softball	Softball 8.2%	Softball 8.2% 8.9%
Weight Training	14.8%	14.83%	14.79%	Motorcycling	Motorcycling 7.64%	Motorcycling 7.64% 8.21%
Mountain/Road Biking	14.6%	14.99%	14.89%	Aerobics	Aerobics 7.42%	Aerobics 7.42% 6.61%
Basketball	14.04%	15.35%	15.43%	Horseback Riding	Horseback Riding 7.31%	Horseback Riding 7.31% 8.82%
Jogging/Running	13.86%	13.22%	13.13%	Archery	Archery 6.78%	Archery 6.78% 7.39%
Target Shooting	12.44%	12.88%	12.87%	Saltwater Fishing	Saltwater Fishing 6.72%	Saltwater Fishing 6.72% 5.56%
Using Cardio Machine	12.11%	10.96%	10.97%	Soccer	Soccer 6.01%	Soccer 6.01% 5.66%

Lowden Superior Whitten Fostoria Tennant Pleasant Plain Casey Slater Andrew Massena Buck Gro Des Moines Nemaha Onawa Granville Blairstown Lewis Mount Auburg Stanley Lost Nation Fairfax View Boxholm Dawson Delta Ossian Rowan Keosauqua Washington (onfectual Ministry) Deloit Alta ©Copyright 2014, Intercultural Institute for Contextual Ministry by Manual Le Roy Le Mars Clayton Grand 39

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
Tennis	6%	5.72%	5.64%
Downhill & X-Country	5.7%	5.32%	5.24%
Skiing			
Yoga	5.65%	4.65%	4.68%
Roller Skating	5.64%	5.98%	5.98%
Snowmobiling	5.63%	6.15%	6.05%
Fly Fishing	5.24%	5.22%	5.29%
Water Skiing	5.07%	5%	4.97%
Ice Skating	4.92%	5.14%	5.08%
Snorkeling	4.81%	4.68%	4.58%
Jet Skiing	4.72%	5.01%	5%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Rock Climbing	3.53%	4.21%	4.24%
Sailing	3.42%	2.6%	2.54%
Snowboarding	3.31%	3.46%	3.43%
Skateboarding	3.15%	3.12%	3.11%
Hockey	3.12%	2.84%	2.84%
Auto Racing	3.02%	2.31%	2.33%
Racquetball	2.97%	2.49%	2.56%
Surfing & Windsurfing	2.59%	2.35%	2.35%
Rowing	2.55%	2.65%	2.72%
Martial Arts	2.48%	1.9%	1.86%

aware Northbore Breda Corning Ralston Sully Le Grand Smithland Hospers Ventura Elberon Manual Clemons Lorimor Davis City Danbury Lester La Motte Denver Lost in Sabula Rossie Lames of rengo Merrill Polk City Bankston Nevada Osterdock Meriden Persia for Contextual Ministry On Copyright 2014, Intercultural Institute for Contextual Ministry Decopyright 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.

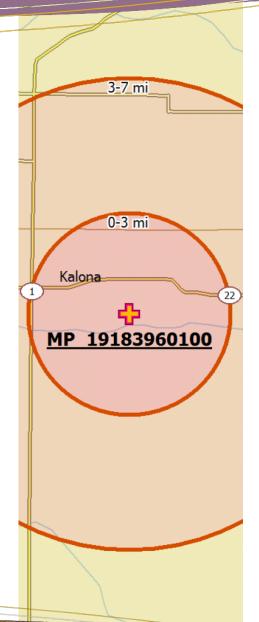
#### **BIBLICAL BARRIERS**

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.



Belle Plaine Pioneer Shenandoah Auburn Goldfield Stout Dunkerton Deloit Otho Bertram Swaleda Winthrop Gillett Grove Ankeny Keswick West Okoboji Knoxville Marker Anes Columbus Junction Clear Lake Slater Ventura Victor Kirkville Dixon Pleasant Plain Confectual Ministry 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.

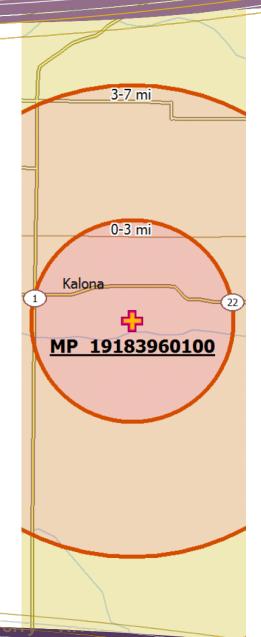
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



terville Correctionville Rowley Elkader Wall Lake Dumont Andover Lehigh Scranton Lime Springs Ch terville Columbus City Washington Alexander Woodbine Grandview Rom Intercultural Institute tey Manly Boyden St. Charles Grand Mound North Liberty Ellston Har Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	47%	47%
Find It Difficult To Say No To My	39%	38%	38%
Kids Woman's Place Is In The Home	37%	38%	38%
Speak My Mind Even If It Upsets People		33%	33%
Prefer To Have Few	33%	30%	30%
Possessions As Possible			
Like Control Over People And Resources	31%	29%	29%
ike To Do Unconventional Things	30%	31%	31%
Money Is Best Measure Of Success	27%	27%	27%
Won Lottery Would Never /ork Again	27%	27%	26%
Don't Judge People/Way They	26%	24%	24%
Friends More Important Than My	25%	22%	22%
Fam.			
Like to Stand Out In A Crowd	21%	20%	20%

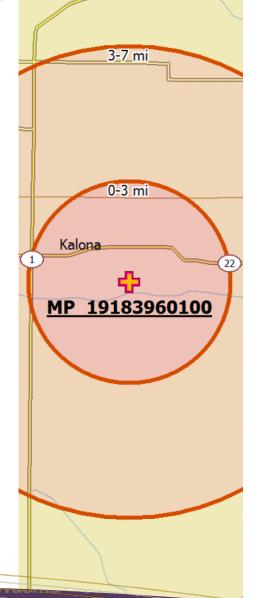
ster Leignton Gliaden

Andena Lenox Council Blufts Cherokee Eliston Shelby Stanley Wiley Jackson Junction Marcus Haharishi Vedic City Calamus Le Grand Urbandale Dolliver Carpenter Intercultural Institute er Storm Lake Zearing Chatsworth Packwood Casey Readlyn Harvey for Contextual Ministry a Copyright 2014, Intercultural Institute for 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.



Baxter Chelsea Woden Schleswig Stacyville Luzerne Lewis Richland Clemons Persia Mount Un Gotoffield Wadena Luxemburg West Chester Hamburg Leon George Intercultural Institute Arnolds Park Guernsey Gilbert Havelock Coburg Patterson Cotter e Copyright 2014, Intercultural Institute for Contextual Ministry atbourg Farracult Smithland Washington Ferguson Allison Moorland Primabar Birmingham Rockwell

## **Potential Cultural Themes:**

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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	63%	62%	62%	Worried About Pollution Caused By Cars	17%	17%	17%
You Should Seize Opportunities	55%	53%	53%	Is An Important Part Of Who I Am	16%	14%	13%
In Life				Real Men Don't Cry	15%	14%	13%
Like To Understand About Nature	36%	34%	34%	Looking for New Ideas To Improve Home	13%	12%	12%
Prefer Work Part Of Team Than Alone	34%	32%	32%	Try Not To Worry About The Future	13%	11%	11%
Important Feel Respected By My Peers	33%	32%	32%	Enjoy Spending Time With My Fam.	11%	10%	10%
Prefer To Have Few Possessions As Possible	33%	30%	30%	Provide My Kids With The Little Extras	10%	10%	10%
Important To Juggle Various Tasks	27%	24%	24%	Like Spending Most Time With Fam.	6%	6%	6%
Have Keen Sense Of Adventure	27%	24%	24%	Feel Very Alone In The World	5%	5%	5%
Good At Fixing Things	26%	24%	24%	Children Should Be Allowed To	5%	4%	4%
People Have To Take Me As	22%	23%	23%	Express Themselves			
They Find Me				Decor Particular Interest To Me	4%	3%	3%
Like To Just Enjoy Life	22%	18%	18%	Would Like To Set Up Own	4%	3%	3%
Consider Myself Interested In The Arts	19%	17%	17%	Business			

ntire Havelock Bristow Lakota Beaver Randalia Schaller Shelby Auburn Kellerton Mount Vernon La Palo Millerton Panama Varina Middletown Knoxville Williamsburg Wind Intercultural Institute ashington Melcher-Dallas Paullina Maysville Batavia Rippey Coalville of Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

Melcher-Dallas Chatsworth Sergeant Bluff Calumet Blue Grass Kirkville Jewell Junction McGregor Pack Raiston Charlotte Hastings Smithland Pleasant Hill Jolley Leando Everly Wyoming Millville Fairbank Earlham Hubbard Elkport Joi Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

3-7 mi

0-3 mi

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Kalona

## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	86.96%	87.57%	87.59%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.54%	85.49%	85.56%
Houses-Visit Any			
McDonald's	57.48%	58.35%	58.4%
Burger King	37.08%	37.67%	37.9%
Subway	32.78%	33.33%	33.17%
Applebee's	31.39%	31.22%	31.41%
Wendy's	28.39%	26.02%	25.97%
Taco Bell	27.38%	27.61%	28.09%
Kentucky Fried Chicken (KFC)	27.33%	27.87%	27.98%
Arby's	26.22%	27.32%	27.22%
Dairy Queen	23.27%	26.14%	26.1%
Pizza Hut	21.64%	24.93%	25.2%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	20.33%	19.49%	19.55%
Red Lobster	16.09%	15.01%	14.99%
Cracker Barrel	15.44%	14.01%	14.14%
Outback Steakhouse	12.97%	11.76%	11.81%
Sonic	12.7%	12.06%	12.44%
Hardee's	12.08%	12.6%	12.79%
Denny's	11.58%	10.48%	10.42%
IHOP (International House Of	10.6%	9.02%	9.06%
Pancakes)			
Domino's Pizza	10.55%	10.08%	10.31%
Chick-Fil-A	10.24%	9.2%	9.39%
Starbucks	10.22%	9.05%	9.18%
Chili's Grill and Bar	9.77%	8.9%	9.05%

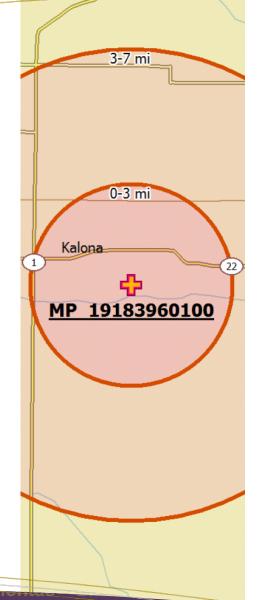


#### **Potential Shared Projects**

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!



Spencer Mount Auburn Struble Pacific Junction Lohrville Knierim Fairfax Rodman Osage Royal Rate Pleasanton Rock Valley Sloan Delta Agency Elberon Coin St. Ans Intercultural Institute Grove Keswick Park View Williams Maxwell Red Oak Riceville Scran for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	51.41%	52.51%	51.94%
Recycled products	37.15%	37.31%	36.78%
Worked as volunteer (non political)	19.12%	19.25%	18.9%
Engaged in fund raising	12.52%	12.94%	12.68%
Religious club member	8.69%	8.85%	8.65%
Wrote to elected offcl about publ bus	6.74%	6.7%	6.52%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	6.59%	7.57%	7.46%
Union member	6.13%	6.5%	6.43%
Addressed a public meeting	6.01%	7.06%	7%
Wrote to editor of mag or	5.79%	5.52%	5.41%
newspaper			
Church Board	5.75%	6.71%	6.59%
Took active part in local civic	5.6%	5.56%	5.5%
issue			

Waterville Inwood Lowden Silver City Estherville Numa Dows Zearing Union Buck Grove Cherokee H The Duncombe Orchard Diagonal New Hampton Spragueville Oakland Intercultural Institute Nation New London Aurora Luxemburg Millerton Gray College Springs for Contextual Ministry © Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014

#### **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.



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0-3 mi

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## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	16.39%	14.34%	14.03%
Children's Books	13.34%	13.13%	12.89%
Mystery	12.21%	11.3%	11.3%
Cookbooks	11.16%	10.96%	10.94%
Religious (not Bibles)	8.15%	8.76%	8.82%
Romance	7.04%	6.85%	6.79%
Personal/Business	6.66%	6.52%	6.34%
Self-help			
History	6.66%	6.08%	6.04%
Biography	5.4%	4.34%	4.28%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.78%	64.68%	64.32%
Gen. Editorial	42.92%	41.69%	41.77%
Womens	38.03%	37.29%	37.1%
Service	35.92%	35.05%	34.95%
Fishing/Hunting	16.32%	18.26%	18.34%
Mens	16.29%	15.53%	15.56%
<b>Business/Finance</b>	14.97%	13.98%	13.59%
Mature Market	13.73%	13.15%	13.19%
Automotive	13.53%	13.29%	13.36%

The Anamosa Clip Raymond Webster City Marysville Marcus Williams New Sharon North Liberty Inwood Garwin Washington Glidden Gilman Glenwood Underwood Cedar Ray Pilot Mound Remsen Plea adge Tennant Charlotte Livermore Bassett Floris Rockwell City Webb (ontextual Ministry Lu Verne Numa Copyright 2014, Intercultural Institute for Contextual Ministry Springville Montour Van Wert Cumming Bronson W51

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	59.31%	59.63%	59.34%
Classified	36.53%	37.4%	37.6%
Sport	35.88%	36.27%	36%
Editorial Page	34.31%	34.75%	34.71%
Comics	31.18%	30.88%	30.84%
Business/Finance	30.18%	29.29%	28.86%
Food/Cooking	25.85%	25.57%	25.69%
TV/Radio Listings	24.31%	23.14%	23.08%
Movie Listings & Reviews	23.81%	22.42%	22.33%
Home/Gardening	23.46%	23.77%	23.53%
Travel	19.61%	18.91%	18.6%
Science/Technology	18.45%	16.9%	16.59%
Fashion	13.51%	13.5%	13.34%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	31.65%	36.6%	36.87%
Adult Contemporary	19.52%	19.65%	19.5%
CHR Contemp Hit Radio	15.3%	13.73%	13.82%
Rock	13.54%	13.06%	12.95%
News/Talk	12.44%	11.91%	11.65%
Oldies	12.33%	12.87%	12.81%
Classic Rock	11.94%	12.64%	12.53%
Alternative	7.76%	6.01%	5.88%
Variety	7.04%	7.3%	7.18%
Religious	6.77%	6.62%	6.53%
Urban Contemporary	5.92%	4.89%	4.87%
Soft Contemporary	5.51%	4.87%	4.69%
All News	4.1%	3.61%	3.4%
Classic Hits	4.09%	3.43%	3.46%
All Talk	3.78%	3.15%	2.95%
Sports	3.53%	3.25%	3.11%
Classical	2.89%	2.59%	2.53%
Jazz	2.73%	2.46%	2.29%



### **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
	MILES	MILES	MILES
Fox News Channel	66.57%	67.41%	67.24%
Satellite Dish	55.52%	56.9%	56.73%
Soapnet	49.09%	48.82%	48.79%
Other	43.36%	45.11%	44.89%
Video-On-Demand			
Sci-Fi Channel	40.53%	43.39%	43.26%
MSNBC	37.55%	38.74%	38.53%
Adult Pay Per View TV	35.05%	35.04%	34.84%
Nickelodeon	33.6%	36.68%	36.53%
Adult Swim	32.8%	36.22%	36.06%
Comedy Central	30.24%	25.9%	25.75%
Subscribe Digital Cable	29.31%	32.51%	32.35%
Nick At Nite	28.46%	31.08%	31.09%

Ionia Donnellson Huxley Struble Ellston Sageville Patterson Redding Aplington Winfield Leland Bayard Pisgah Masonville Barnum Woolstock Stanley Sheffield Mora Intercultural Institute Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Encore

20.73%

23.84%

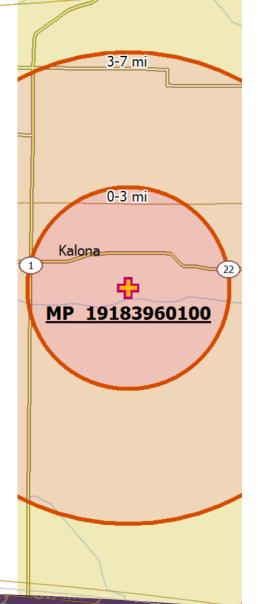
23.92%

#### **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.



Augh Tingley Lorimor Van Meter Blairsburg Rake Rockford Fremont West Union Anamose Aplington Kamfar Halbur Central City Albia Walnut Milford Correctionville Sure Intercultural Institute Chelsea Lenox Pierson Panora Smithland Union Royal Ackley Ost Jos Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Mount Pleasant Holland Harper 54

## 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+)	19.73%	17.96%	17.74%
Medium Users (4-6)	10.08%	9.52%	9.33%
Light Users (1-3)	20.63%	20.4%	20.17%
Quintiles (20%)			
Newspaper I (Heavy)	1.46%	1.55%	1.66%
Newspaper II	1.32%	1.63%	1.68%
Newspaper III	2.26%	2.26%	2.21%
Newspaper IV	0.57%	0.76%	0.79%
Newspaper V (Light)	1.35%	1.61%	1.59%

0-3	3-7	7-10
MILES	MILES	MILES
_		
18.88%	19.98%	20.18%
7.64%	8.11%	8.27%
10.18%	10.82%	10.9%
10.06%	10.83%	11.13%
0.3%	0.48%	0.51%
5.63%	4.75%	4.67%
1.93%	1.24%	1.24%
2.88%	2.81%	2.9%
15.56%	15%	15.13%
27.4%	27.22%	26.93%
14%	13.58%	13.78%
5.25%	4.28%	4.28%
3.63%	3.22%	3.33%
21.42%	20.5%	20.64%
2.33%	1.76%	1.85%
	MILES   18.88%   7.64%   10.18%   10.06%   0.3%   5.63%   1.93%   2.88%   15.56%   27.4%   14%   5.25%   3.63%   21.42%	MILES MILES   18.88% 19.98%   7.64% 8.11%   10.18% 10.82%   10.06% 10.83%   0.3% 0.48%   5.63% 4.75%   1.93% 1.24%   2.88% 2.81%   15.56% 15%   27.4% 27.22%   14% 13.58%   3.63% 3.22%   21.42% 20.5%

Nichols Van Horne Houghton Morrison Oelwein Shambaugh Rowley Preston Redfield Manly Lei Camanche Dawson State Center Newhall Wallingford Lone Tree Le Contextual Institute Keokuk Dolliver Stuart New Vienna Melrose Dysart Mitchell Super Intercultural Institute Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Parmersburg Hopkinton McGregor Royal Schleswic55

## 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	MEDIUM 0-3	MEDIUM 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Radio Drive Time Quntiles (fifths / 20%)					TV Prime Time Quntiles (fifths / 20%)	,	· ·
Drive Time I & II (Heavy)	4.48%	4.25%	4.21%		Prime Time I & II (Heavy)	,	
Drive Time III (Medium)	0.62%	0.49%	0.45%		Prime Time III (Medium)	Prime Time III (Medium) 2.1%	Prime Time III (Medium) 2.1% 2.35%
Radio IV & V (Light)	2.32%	2.74%	2.8%		Prime Time IV & V (Light)	Prime Time IV & V (Light) 5.58%	Prime Time IV & V (Light) 5.58% 5.35%
Radio Media Quntiles (fifths /					TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)					(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy)	7.51%	7.81%	8.04%		Fringe I & II (Heavy)	Fringe I & II (Heavy) 40.86%	Fringe I & II (Heavy) 40.86% 39.35%
Radio III (Medium)	5.17%	5.8%	5.8%		Fringe III (Medium)	Fringe III (Medium) 55.97%	Fringe III (Medium) 55.97% 57.36%
Radio IV & V (Light)	2.46%	2.87%	3.03%		Fringe IV (Light)	Fringe IV (Light) 55.15%	Fringe IV (Light) 55.15% 54.27%
Cable TV Quntiles (fifths /					TV All Day Quntiles (fifths /		
20%)	10.070/	10 60/	10 710/		20%)		
Cable I & II (Heavy)	12.37%	12.6%	12.71%		All Day I & II (Heavy)		
Cable III (Medium)	3.57%	3.16%	3.14%		All Day III (Medium)	, ,	
Cable IV & V (Light)	32.2%	33.76%	33.94%		All Day IV (Light)	All Day IV (Light) 10.36%	All Day IV (Light) 10.36% 8.64%

Dayton Lawler Panerama Park Oto Sandyville Ringsted Gilbertville Eddyville Dougherty Sutherland Shell Rock Linn Grove Evansdale Lake City Clarksville Rowan Care day Sabula Marquette Lamb Arlington Lytton Sigourney Rossie Waukee North Buena Vista Avoca Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.65%	11.35%	11.55%
6:00am - 10:00am	14.98%	12.7%	12.53%
10:00am - 3:00pm	3.65%	2.64%	2.67%
3:00pm - 7:00pm	13.93%	14.49%	14.32%
7:00pm - Midnight	12.32%	12.27%	12.39%
Midnight - 6:00am	5.16%	4.79%	4.76%
Weekend Radio			
Listeners			
Dayparts [summary]	14.93%	15.81%	15.98%
6:00am - 10:00am	2.77%	2.17%	2.36%
10:00am-3:00pm	4.28%	3.39%	3.39%
3:00pm - 7:00pm	6.93%	6.65%	6.62%
7:00pm - Midnight	7.71%	7.11%	7.12%
Midnight - 6:00am	8.59%	6.88%	7%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.77%	9.1%	8.96%
Saturday: 8:00-11:00pm	7.52%	7.75%	7.93%
Sunday: 7:00-11:00pm	10.11%	11.67%	11.82%
9:00am-1:00pm	28.46%	31.08%	31.09%
9:00am-4:00pm	32.54%	34.97%	34.99%
4:00pm-7:00pm	27.67%	27.9%	27.79%
11:00pm-1:00am	43.9%	44.68%	44.53%
AVG Prime time	1.89%	1.94%	1.99%
Mon-Sun			

Ottumwa Epworth Gowrie Lorimor Packwood Terril Kanawha Crawfordsville Fairlield Bondurant Me xander Victor Dougherty Roland Tingley Hartwick Center Point Cambrid Intercultural Institute onberg Eldora Fonda Crystal Lake Oelwein Palo Volga Zearing Bagle Difertual Ministry Deloit Titonka Struble Pla Copyright 2014, Intercultural Institute for Contextual Ministry Alleman Jonia Allison Royal Jong Crove Nashua Br

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10		TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16.66%	15.71%	15.75%		Sat: 7-10am	Sat: 7-10am 17.58%	Sat: 7-10am 17.58% 18.06%
7-9am	21.89%	20.67%	20.62%		Sat: 10am-1pm	Sat: 10am-1pm 6.98%	Sat: 10am-1pm 6.98% 7.15%
9am-12noon	25.04%	27.69%	27.54%		Sat: 1-4pm	Sat: 1-4pm 23.31%	Sat: 1-4pm 23.31% 22.97%
12noon-4pm	7.5%	7.28%	7.46%		Sat: 4-6pm	Sat: 4-6pm 6.18%	Sat: 4-6pm 6.18% 6.22%
4-6pm	48.07%	48.95%	48.56%		Sat: 6-7pm	Sat: 6-7pm 2.15%	Sat: 6-7pm 2.15% 2.22%
6-7pm	22.13%	25.65%	25.67%		Sat: 7-8pm	Sat: 7-8pm 0.92%	Sat: 7-8pm 0.92% 0.94%
7-7:30pm	1.31%	1.14%	1.17%		Sat: 8-11pm	Sat: 8-11pm 7.52%	Sat: 8-11pm 7.52% 7.75%
7:30-8pm	10.15%	9.47%	9.5%		Sat: 11pm-1am	Sat: 11pm-1am 3.79%	Sat: 11pm-1am 3.79% 3.6%
8-11pm	8.77%	9.1%	8.96%		Sat: 1am-7pm	Sat: 1am-7pm 24.4%	Sat: 1am-7pm 24.4% 23.84%
11pm-12am	37.55%	38.74%	38.53%		Sun: 7-10am	Sun: 7-10am 2.03%	Sun: 7-10am 2.03% 2%
11pm-1am	43.9%	44.68%	44.53%		Sun: 10am-1pm	Sun: 10am-1pm 8.22%	Sun: 10am-1pm 8.22% 9.7%
1-6am	30%	29.64%	29.42%		Sun: 1-4pm	Sun: 1-4pm 5.32%	Sun: 1-4pm 5.32% 5.07%
					Sun: 4-7pm	Sun: 4-7pm 14.34%	Sun: 4-7pm 14.34% 15.76%
					Sun: 7-11pm	Sun: 7-11pm 10.11%	Sun: 7-11pm 10.11% 11.67%
					Sun: 11pm-1am	Sun: 11pm-1am 4.22%	Sun: 11pm-1am 4.22% 4.6%
					Sun: 1-7am	Sun: 1-7am 22.03%	Sun: 1-7am 22.03% 24.19%

bur Mediapolis <u>Atalissa Rhodes Nichols Martensdale</u> <u>University</u> Heights Harper Waukon Camanche Line Springs Monmouth Fredericksburg Chester Spirit Lake Toronto Alta Vista Randalia Baldwin Oxford Junction Oxford McIntire Luther Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Martinsburg Baddate Des Moines Welton

# 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.

Hubbard Martensdale Morrison Alleman Sumner Sheldon Le Roy Houghton Havelock Sloux Rapie Leon Granger Norwalk Maurice Andrew Albion Stockport Farnhar Melvin Panorama Park New Woodbine Harper Lidderdale Ellston Hawarden Carter Lake Atalis and Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Martenson Webb Goose Lake Lu Verne Lacona Lucas Vincent

# 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

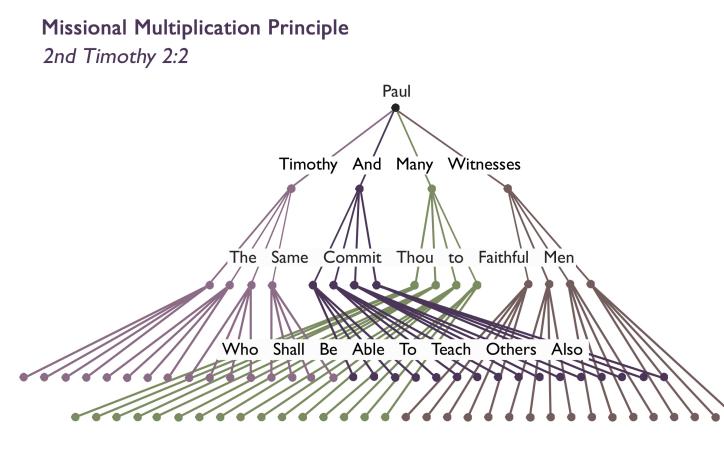
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



## **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.



Lockridge Maurice Walcott Lone Tree Logan Deep River Ackworth Arion McGregor Clarinda Pre Lambs Grove Battle Creek Ruthven Centerville Guttenberg Pisgah Intercultural Institute ville Parkersburg Mason City Milford Dunkerton Unionville Clio Colleve (or Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

#### **Communication Steps**

- 1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.
- 2. Face-to-Face: Begin interacting with the person; building a personal rapport.
- 3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.
- 4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
- 5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.



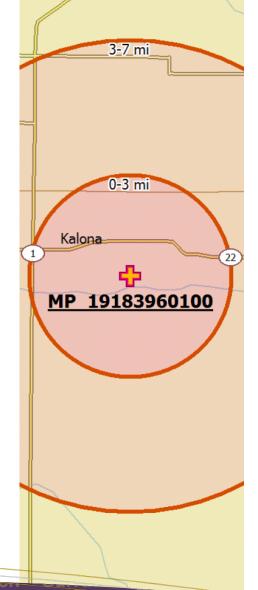


#### Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituallity of this particular location. This report relects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

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



Adair Delphos Beacon Riverdale Palmer Conway Cushing Boyden Ames Pale Davenport Grimes New Market Bradgate Douds Pocahontas Toronto Sherrill Orleans Intercultural Institute Ralston Stacyville West Point Pella Le Mars Terril Fonda Harper Gordertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Notes and Sources

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





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