MissionSite top unreached locations

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Site Location Summary

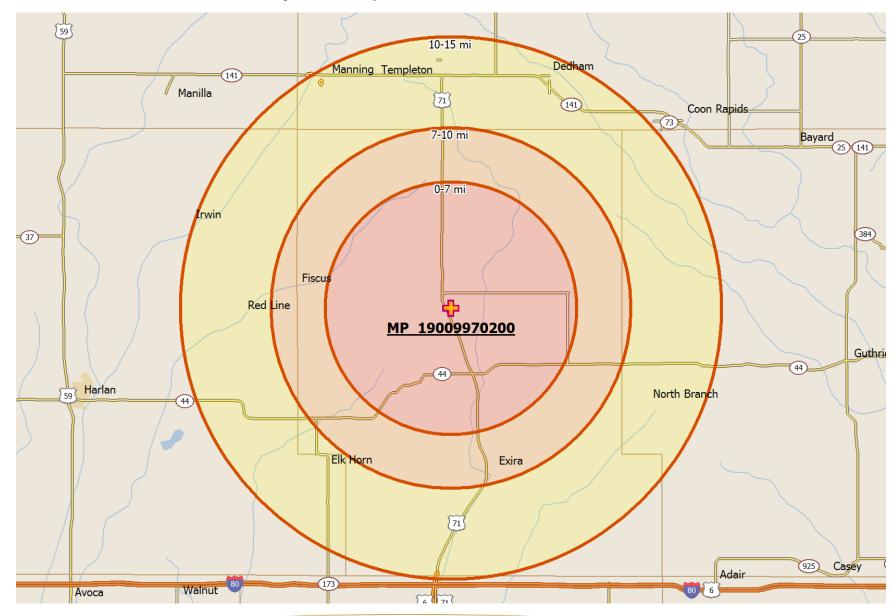
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	1904	Southwest
3	County Location	19009	Audubon
4	Zipcode	50025	Audubon
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.22	Settlements adjacent to other settlements
8	Sitescape Density Pattern	К	2500-2500-2500



Eldridge Magnolia Keomah Village Fonda Harpers Ferry Coin Linden Rathbun Salix Lakeside Eag Larrabee Garden Grove Ely Whiting Lawton Granger Latimer Care Intercultural Institute Jackson Junction Alta Vista McIntire Lockridge Inwood Franklin Boy Intercultural Institute Manchester Copyright 2014, Intercultural Institute for Contextual Ministry Steamboat Rock Elkader Parnell Le Roy Rock Falls 3

Site Location Summary - Map of the Site Location



ambaugh Morley Ollie New Providence Lake View Saylorville Hazleton Grundy Center Ralston St. Char Hert Brayton Garber Delhi Kensett Oxford Junction Rose Hill Cedar Contextual Institute Dry City Webster Shenandoah Colo Storm Lake Scranton Allerton Sib Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	7	Noncore adjacent to a small metro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	8	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	4	Rural areas commuting: No additional code
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	2	Percent commuting from non metro to metro areas

Brighton Middletown Steamboar Room

Ledyard Sac City Ballas Center Crescent Thornburg Cromwell McCleiland Hacedonia Walcott Hyper Herman Houghton Anamosa Wayland Hardy Bennett Coggon Neolar Intercultural Institute Rodney Toledo Cedar Rapids Wahpeton Russell Matlock Marcus for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	3,183	1,732	5,450
2010 Households	1,487	801	2,363
2010 Group Quarters Population	119	57	163

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	7	4	0
Language Diversity National Index	11	6	13
Foreign Born Diversity National Index	0	25	29
Ancestry Diversity National Index	43	29	30
Racial Diversity National Index	0	1	0

Reashor Kamrar Van Wert Elgin Iowa Falls Prescott Blue Grass Pisgah Cincinnati Toronto Marcus Rock Harvey Madrid Latimer Peterson Delaware Monmouth Aurelia Artice Lahigh Plover Larch Winterset Oskaloosa Grundy Center Packwood Essex Cumming Fostoria Earling Lowden Patterson Solon Whittemo Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	1	True
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	0	False

Ely Lanesboro West Okoboji Ute Central City Lawler Buck Grove Ottumwa Centerville Paullina Reas The Malvern Fort Madison Parnell Walker Hamilton Hartwick La Port of Intercultural Institute Rock Falls Redding Dickens Riverdale Sanborn Lorimor Epworth Government Intercultural Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	68	4.57%
Mainstay Communities	Established, Diverse Households	219	14.73%
Working Communities	Blue-collar, Working Families	306	20.58%
Country Communities	Rural, Agri. & Mining Families	395	26.56%
Aspiring Communities	Young Singles / Aspiring-Multihousing	7	0.47%
Urban Communities	High Density, Inner-city Neighborhoods	491	33.02%

lora Bronson Jesup Castalia Rockwell Olin Montezuma Elliott Ackworth Peosta Humboldt Wallingto eyden Joice Hayesville Wapello West Branch Northwood Brooklyn Confectual Institute Ledyard Delmar Tripoli Gilbertville New Albin Farragut Blencoe Wall for 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

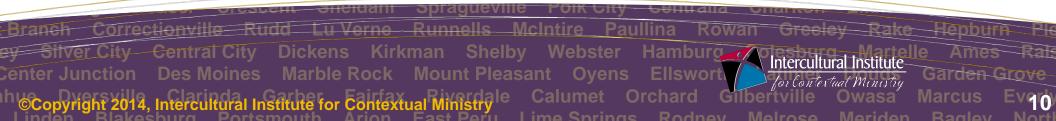
- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for 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.

Fort Madison Renwick De Witt Sioux Center Ackworth Richland Marie Colesburg Brede Macksburg Hawberry Point Ellston Robins Kiron Onslow Somers Leland Kirkviller Intercultural Institute diapolis Clio Hastings Harlan Keswick Kellerton Ottosen McClelland For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	1,667	928	55.67%
Unreached %	60.61%	62.43%	102.99
Religious But NOT Evangelical HH	258	161	62.62%
Religious But NOT Evangelical %	9.37%	10.85%	115.86
Spiritual But NOT Relig or Evang HH	203	152	74.69%
Spiritual But NOT Relig or Evang %	7.39%	10.21%	138.19
Not Evangelical, Not Interested HH	1,207	615	50.98%
Not Evangelical, Not Interested %	43.86%	41.37%	94.32



ost Nation Stanhope Unionville Lamont Stuart Zearing Lake Park Colesburg Reinbeck Ackworth Creater Panora Oelwein Elk Run Heights Fruitland Rock Rapids Haverhill West Liberty Randolph Braddyville South English Otho Marble Rock Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Reinbeck Ackworth Creater Marble Rock Rapids Haverhill Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Reinbeck Ackworth Creater Marble Rock Rapids Haverhill Reinbeck Ackworth Creater Marble Rock Rapids Haverhill Reinbeck Ackworth Creater Ministry Reinbeck Ackworth Creater Intercultural Institute Reinbeck Ackworth Creater Intercultural Institute Reinbeck Ackworth Creater Marble Rock Rapids Haverhill Reinbeck Ackworth Creater Intercultural Institute Reinbeck Ackworth Creater Intercultural Institute Reinbeck Ackworth Creater Reinbeck Ackworth Creater Intercultural Institute Reinbeck Ackworth Ackw

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	272	104	38.22%
Active Evangelical Percent	9.88%	9.05%	91.66
Inactive Evangelical Households	812	310	38.22%
Inactive Evangelical Percent	29.51%	27.05%	91.66
# New Churches Needed	1	1	41.69%





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

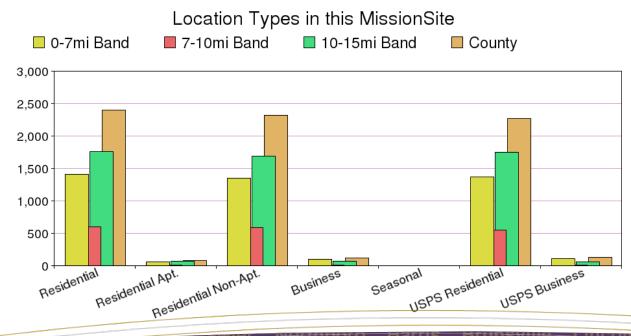
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

ter Lake Woodburn Montour Decatur City Beaconsfield Peterson Algona Luzerne Huxley Quimby Breach ubuque Dow-City Pomeroy New Market Grafton Norway Cotter Bruns <u>Intercultural Institute</u> gency Windsor Heights Castana Matlock Sherrill Shueyville Ogden Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	7,334	3,805	51.88%
2000 Population	6,830	3,602	52.74%
2010 Population	5,983	3,183	53.2%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	2,936	1,530	52.11%
2000 Households	2,773	1,478	53.3%
2010 Households	2,751	1,487	54.05%

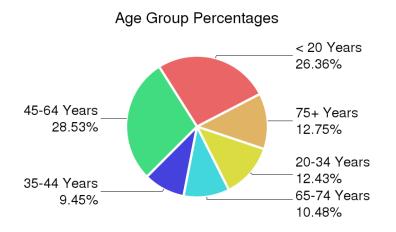


Location Type	0-7mi Band
Residential	1,409
Residential Apt.	63
Residential Non-Apt.	1,346
Business	101
Seasonal	0
USPS Residential	1,372
USPS Business	112

Mitchell Ireton Latimer East Peru Independence Garner Waterloo Columbus City Baldwin Granger Hopkinton Lambs Grove Deep River Ocheyedan Unionville Popejoy Intercultural Institute Lake Mills Princeton Macksburg Coulter Williamson Evansdale Marque 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

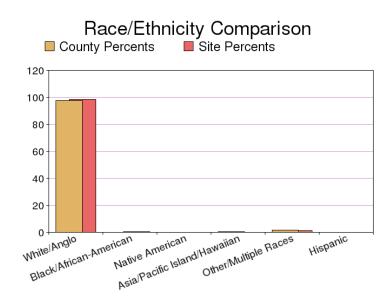


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.09%	5.4%	132.03
4-5 Years	2.11%	1.13%	53.55
6-8 Years	3.16%	2.98%	94.3
9-11 Years	3.58%	4.18%	116.76
12-13 Years	2.61%	2.36%	90.42
14-17 Years	5.63%	6.31%	112.08
18-19 Years	2.94%	4.02%	136.73
0-5 Years	6.2%	6.53%	105.32
6-12 Years	8.04%	8.29%	103.11
13-19 Years	9.88%	11.56%	117
< 20 Years	24.12%	26.38%	109.37
20-34 Years	12.99%	12.44%	95.77
35-44 Years	9.99%	9.46%	94.69
45-64 Years	30.47%	28.56%	93.73
65-74 Years	10.48%	10.49%	100.1
75+ Years	11.95%	12.76%	106.78
Median Age	47	37	79.23
Median Age (Male)	46	42	90.81
Median Age (Female)	48	35	72.2

Gilman Wadena Underwood Sageville Swisher Goldfield Marcus Wyoming Reyal Walcott Banch Yetter Pleasantville Creston Bridgewater Alta Vista Hepburn Greeker Intercultural Institute Odebolt Craig Ellsworth Huxley Madrid Panama Melrose South Englis Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Packword Ferguson Walker Wesley Turin Pierson Repwick

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	97.61%	98.27%	100.68
Black, African-American	0.2%	0.28%	140.98
Native American	0.2%	0.16%	78.32
Asian	0.4%	0.03%	7.83
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.59%	1.26%	79.14
Hispanic	0%	0.66%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,187	2,157	
Less than 9th Grade	7.93%	8.67%	91.46
No High School Diploma	7.67%	7.42%	103.36
High School Graduate	45.31%	46.18%	98.12
Some College, no degree	19.61%	18.36%	106.81
Associate Degree	6.66%	6.12%	108.89
College Degree	8.67%	8.76%	98.94
Graduate/Prof. degree	4.16%	4.5%	92.41

osen Liscomb <u>Story City</u> Stratford <u>Mount Pleasant</u> <u>McIntire</u> Pomeroy Lytton <u>Van Meter</u> <u>Swaledale</u> Wa Bassett Otho Laurens Burt Davis City Linn Grove Delaware Crestory <u>Intercultural Institute</u> Dixon Dedham Melvin Barnes City Vincent Westfield Murray Sandy for Contextual Ministry ^{is} Copyright 2014, Intercultural Institute for Contextual Ministry Crawfordsv 16

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.58%	7.2%	116.44
\$10,000 to \$19,999	14.07%	13.99%	99.43
\$20,000 to \$29,999	13.81%	11.63%	84.23
\$30,000 to \$49,999	26.21%	26.63%	101.61
\$50,000 to \$59,999	10.8%	10.83%	100.29
\$60,000 to \$69,999	7.96%	8.41%	105.6
\$70,000 to \$79,999	5.6%	5.04%	90.1
\$80,000 to \$89,999	3.2%	2.82%	88.3
\$90,000 to \$99,999	2.07%	2.49%	120.09
\$100,000 to \$124,999	3.6%	3.43%	95.3
\$125,000 to \$149,999	1.89%	2.56%	135.19
\$150,000 to \$199,999	1.56%	2.49%	159.19
\$200,000 to \$249,999	0.36%	0.54%	148
\$250,000 or more	2.29%	1.68%	73.41
Median Household	41,140	44,737	108.74
Average Household	53,600	53,734	100.25
Per Capita Household	24,996	25,106	100.44
Family/Non-Family Household			
Income			
Median Family Income	48,373	58,089	120.09
Average Family Income	61,852	54,739	88.5
Median Non-Family Income	23,783	27,295	114.77
Average Non-Family Income	35,270	17,354	49.2

nville Ollie Eldridge Sibley Milo Roland Robins Boone Hancock St. Paul Tiffin Charles City Urban Rock Valley Ellsworth Cascade Gillett Grove Waterville Dallas Center Intercultural Institute Le Grand Riceville Gray Soldier Wadena Carbon Olds Melcher-Day Intercultural Institute 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	68.96%	67.92%	98.5
Families with Children	30.21%	29.66%	98.18
Families without Children	38.75%	38.26%	98.75
Non-Family Households			
% Non-Family Households	31.04%	32.08%	103.33
Non-Families with Children	0.29	0.34	115.63
Non-Families without Children	30.75	31.74	103.22
Housing Units			Index
Total Housing Units	2,988	1,593	
Vacant percent	7.93%	6.59%	83.1
Owned percent	73.09%	75.96%	103.92%
Rented Percent	18.98%	17.45%	91.97
Households by Size			Index
Avg household size	2.11	2.06	97.63
Avg family hh size	2.60	2.53	97.31
Avg non-family hh size	1.03	1.07	103.88
Households By Count of Persons			Percent
One	787	460	58.45%
Two	1,303	710	54.49%
Three or Four	556	266	47.84%
Five+	105	52	49.52%

nborn Marshalltown St Charles Ackley College Springs Nemaha Sandyville Webster City Columbus June Schaller Zwingle Carpenter Ryan Bondurant Anita Nodaway Current Marson Beacon Charlet Sioux Center Malvern Rake Collins Norway Kinross Little Sioux Miles for Contextual Ministry Fraser Adel O Copyright 2014, Intercultural Institute for Contextual Ministry

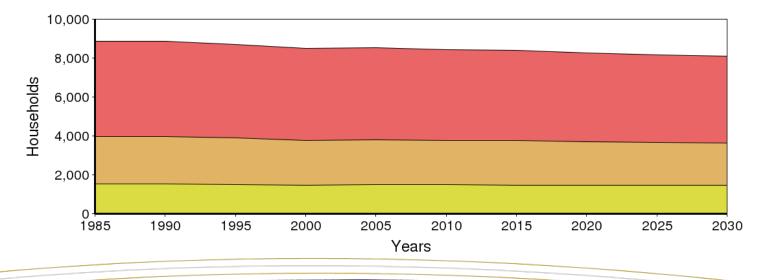
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	7,334	3,805	51.88%
2000 Population	6,830	3,602	52.74%
2010 Population	5,983	3,183	53.2%
2015 Population	5,738	3,057	53.28%

Household Change from 1985 to 2030

🗖 0-7mi Ring 👘 0-10mi Ring

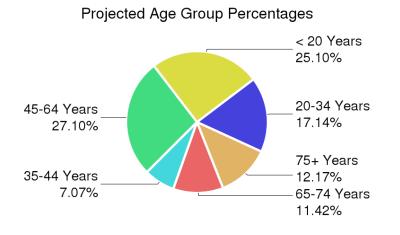
📕 0-15mi Ring



born Murray Columbus Junction Aspinwall Fontanelle Orange City Ida Grove Churdan Numa McGrege Ther Centerville Rock Rapids Preston Fairfield University Heights Have Intercultural Institute Slater Low Moor University Park Rembrandt Dayton Casey Franklin Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

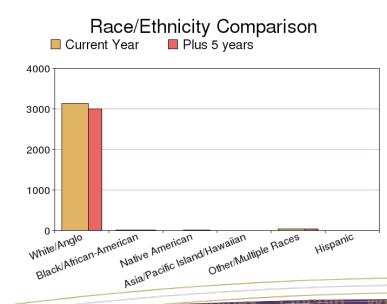


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.4%	6.08%	112.59
4-5 Years	1.13%	1.31%	115.93
6-8 Years	2.98%	2.72%	91.28
9-11 Years	4.18%	4.09%	97.85
12-13 Years	2.36%	2.16%	91.53
14-17 Years	6.31%	5.17%	81.93
18-19 Years	4.02%	3.57%	88.81
0-5 Years	6.53%	7.39%	113.17
6-12 Years	8.29%	7.85%	94.69
13-19 Years	11.56%	9.85%	85.21
< 20 Years	26.38%	25.09%	95.11
20-34 Years	12.44%	17.14%	137.78
35-44 Years	9.46%	7.07%	74.74
45-64 Years	28.56%	27.09%	94.85
65-74 Years	10.49%	11.42%	108.87
75+ Years	12.76%	12.17%	95.38
Median Age	47	36	75.72
Median Age (Male)	46	40	86.53
Median Age (Female)	48	35	72.2

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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 0-7 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	98.27%	98.17%	99.89
Black, African-American	0.28%	0.26%	92.55
Native American	0.16%	0.26%	166.59
Asian	0.03%	0.07%	208.24
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.26%	1.24%	98.92
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,157	2,063	
Less than 9th Grade	8.67%	8.24%	95.05
No High School Diploma	7.42%	7.03%	94.75
High School Graduate	46.18%	46.63%	100.99
Some College, no degree	18.36%	18.18%	99.01
Associate Degree	6.12%	6.25%	102.18
College Degree	8.76%	9.26%	105.66
Graduate/Prof. degree	4.5%	4.41%	98.09

rtinsburg Marne Lowden Bloomfield Polk City Albion Rudd Robins Morning Sun Dickens Luzerne R Grand Mound Gray Protivin Cushing Council Bluffs Lone Rock Early Intercultural Institute Gladbrook Charter Oak Cherokee Arcadia Dunkerton Remsen Ferguson for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Chester Tabor Coon Rapids Mitchellville Titonka D21

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 0-7 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 0-7 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 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	7.2%	5.8%	80.59
\$10,000 to \$19,999	13.99%	12.61%	90.15
\$20,000 to \$29,999	11.63%	11.73%	100.85
\$30,000 to \$49,999	26.63%	24.14%	90.65
\$50,000 to \$59,999	10.83%	10.05%	92.8
\$60,000 to \$69,999	8.41%	9.44%	112.3
\$70,000 to \$79,999	5.04%	6%	105.62
\$80,000 to \$89,999	2.82%	3.91%	119.37
\$90,000 to \$99,999	2.49%	2.56%	102.98
\$100,000 to \$249,999	3.43%	4.38%	127.79
\$125,000 to \$149,999	2.56%	3.17%	124.02
\$150,000 to \$199,999	2.49%	3.24%	130.08
\$200,000 to \$249,999	0.54%	0.47%	87.74
\$250,000 or more	1.68%	1.75%	104.28
Median Household	44,737	51,628	115.4
Average Household	53,734	57,750	107.47
Per Capita Household	25,106	28,019	111.6
Family/Non-Family Household			
Income			
Median Family Income	58,089	59,609	102.62
Average Family Income	54,739	58,244	106.4
Median Non-Family Income	27,295	29,794	109.16
Average Non-Family Income	17,354	19,265	111.01

Palmer Missouri Valley Oto Coon Rapids Gravity Blakesburg Delphos Atkins Lisben Casey Norway Can Wert Sharpsburg Oakville Galva Lacona Calamus Shannon City Contential Institute Arthur Gidd Cank Chariton Britt Oyens Westfield Radcliffe Truro Carbon Fonda Intercultural Institute for Contextual Ministry Stanley Rodney Humboldt Denison Greene Graettin 22 Copyright 2014, Intercultural Institute for Contextual Ministry Diagonal Farmersburg Granger Walnut Indianola Sprin

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 0-7 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 0-7 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 0-7 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.

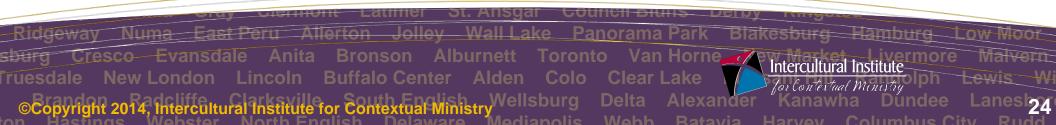
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	67.92%	67.23%	98.98
Families with Children	29.66	29.4	99.13
Families without Children	38.26	37.49	97.98
Non-Family Households			
% Non-Family Households	32.08%	32.77%	102.16
Non-Families with Children	0.34	0.34	102.16
Non-Families without	31.74	32.43	102.18
Children			
Housing Units			
Total Housing Units	1,593	1,587	99.62%
Vacant percent	6.59%	6.55%	99.42
Owned percent	75.96%	75.93%	99.96
Rented Percent	17.45%	17.52%	100.38
Households by Size			
Avg household size	2.06	1.98	96.12%
Avg family hh size	2.53	2.42	95.65%
Avg non-family hh size	1.07	1.08	100.93%
Households By Count of			
Persons			
One	460	462	100.43%
Two	710	740	104.23%
Three or Four	266	248	93.23%
Five+	52	32	61.54%

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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:	0-7	7-10	10-15	BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	40	0	36	Eastern Africa	0	0	0
Northern Europe	9	0	15	Middle Africa	0	0	0
Western Europe	6	0	3	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	2	0	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	17	0	8	Oceania	0	0	0
So. Central Asia	0	0	4	Caribbean	0	0	0
SE Asia	0	0	3	Central Amer.	4	0	3
Western Asia	0	0	0	South America	0	0	0
Other Asia	0	0	0	North America	2	0	0
				Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	4,548	566	4,961	Other Indo-Euro	0	0	0
Spanish	50	2	48	Asian/PI languages	0	0	0
Other Indo-Euro	88	19	101	Chinese	0	0	3
language				Japanese	0	0	3
French (incl. Patois,	0	0	12	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	0	Thai	0	0	0
German	16	2	30	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	66	17	59	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	6	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

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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	0-7	7-10	10-15
	MILES	MILES	MILES
Reporting ancestry	4,094	482	4,294
Arab	0	0	0
Armenian	0	0	0
Austrian	0	0	0
British	0	0	7
Canadian	0	0	0
Croatian	2	0	0
Czech	30	2	12
Czechoslovak	0	2	5
Danish	1,328	187	786
Dutch	29	5	48
English	213	30	155
European	0	0	12
Finnish	0	2	3
French (not Basque)	20	3	34
French Canadian	29	1	6
German	1,395	157	2,326
Greek	14	0	0
Hungarian	0	0	0
Iranian	0	0	0

Contextual Charlotte Ireton Brighton Templeton Buffalo Center Fort Dodge Bernard Thornton Delhi Tiffa Delta Spencer Woden Truesdale Hayesville Arcadia Colfax Stocktor Intercultural Institute Rock Rapids Springbrook Lawton Melcher-Dallas Newell Dow City for Contextual Ministry Contextual Ministry Montour 26 Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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

Tripoli Laurens Letts Carpenter Fort Atkinson Le Mars Asbury Lisbon Madrid Grafton Northboro Corydon Fairfax Birmingham Mediapolis Hamilton Waukon Paton Intercultural Institute ton Carlisle Eldora Jewell Junction Clio Nemaha Harris Rippey Provide Confectual Ministry is Copyright 2014, Intercultural Institute for Contextual Ministry Kenter Laurens Laurens Laurens Volga Liverniore Luxerniore Luxerniority Lisbon Madrid Grafton Northboro Corydon Fairfax Birmingham Mediapolis Hamilton Waukon Paton Intercultural Institute Joi Confectual Ministry Confectual Ministry Kelley La Porte City Meriden Lovilia Robins Locker

Using the Demographic Indicators

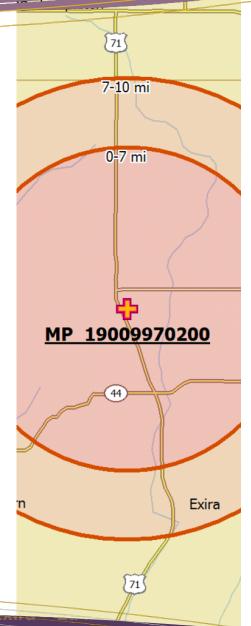
Issues for Your Consideration - continued

- 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.



West Chester Bouton Audubon Grandview Garber Burlington Slater Frederika Plot Mound Marshalite Alburnett Doon Defiance Glidden Varina Moravia Plano Lakeside for Confectual Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,487	100%	928	100%
AFFLUENT SUBURBIA	14	0.94%	11	1.19%
America's Wealthiest	10	0.67%	8	0.86%
Dream Weavers	4	0.27%	3	0.32%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	54	3.63%	36	3.88%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	54	3.63%	36	3.88%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	60	4.03%	38	4.09%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	60	4.03%	38	4.09%
Mid-Market Enterprise	0	0%	0	0%



The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,487	100%	928	100%
BLUE COLLAR BACKBONE	56	3.77%	37	3.99%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	13	0.87%	8	0.86%
Lower Income Essentials	29	1.95%	20	2.16%
Small Town Endeavors	14	0.94%	9	0.97%
AMER. DIVERSITY	159	10.69%	115	12.39%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	154	10.36%	111	11.96%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	5	0.34%	4	0.43%
METRO FRINGE	250	16.81%	172	18.53%
Steadfast Conservative	242	16.27%	166	17.89%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	8	0.54%	6	0.65%

Melcher-Dallas Danbury Stockton Sharpsburg Klemme Hills Shueyville Shell Rock Cleghorn North We buck Grove Hampton Imogene St. Lucas Lewis Pilot Mound Cylind <u>Intercultural Institute</u> Mount Sterling Albert City Henderson Winthrop Le Claire Gilman Grove Confectual Ministry at 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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,487	100%	928	100%
REMOTE AMERICA	4	0.27%	2	0.22%
Hardy Rural Fam.	4	0.27%	2	0.22%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	7	0.47%	5	0.54%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	7	0.47%	5	0.54%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	391	26.29%	225	24.25%
Industrious Country Living	13	0.87%	9	0.97%
America's Farmland	370	24.88%	211	22.74%
Comfy Country Living	0	0%	0	0%
Small Town Connections	8	0.54%	5	0.54%
Hinterland Fam.	0	0%	0	0%

Williams McCausland Kamrar Avoca Keomah Village North Liberty South English Holland Varina Alton Anita Superior Des Moines Cantril Cherokee Mount Pleasant Recultural Institute burg New Sharon St. Ansgar Riverdale Hancock Webster Balltown Do Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Adel Cleghorn Grimes Blencoe Polk City Brayton 32

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,487	100%	928	100%
STRUGGLING SOCIETIES	491	33.02%	287	30.93%
Rugged Southern Style	491	33.02%	287	30.93%
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	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
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%

Cresco Arthur Chester Willey Salix Ackworth Gray Farnhamville Indianola Hubbard Greenfield R Arthwood Prescott St. Ansgar Riverton Doon New Virginia Toronto Montecultural Institute Roland Early Brayton Alburnett Odebolt Leon Bronson Montecum Contextual Ministry decopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?

Breda Fraser Graettinger Modale Dyersville Olds Whitten Fort Atkinson Cambridge Kiron Sabula Mechanicsville Keokuk Lincoln Grundy Center Pilot Mound Ocheyed Intercultural Institute Moorhead Harlan Waukee Mondamin Ringsted Delta Glidden Truesda (Soufertual Ministry Clear Lake P Copyright 2014, Intercultural Institute for Contextual Ministry Marathon Fairfax, Clarence Garwin, College Springs

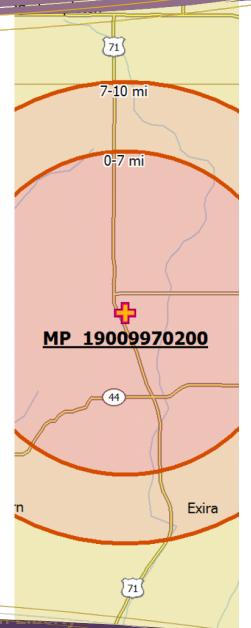
Potential Cultural Bridges

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).



St. Marys Cambridge Kanawha Zearing Milford Lidderdale Winthrop Goldrield Tingley Iowa City La Point Primghar Orleans Hubbard Fort Madison Rodney New Providence Intercultural Institute Charlotte Albion Berkley Dayton St. Charles Corning Vail Worthingt Ior Contextual Ministry Corpyright 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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
PC-HH Own	73%	72%	72%
Use Comp. for Internet/E-mail	54%	53%	54%
Internet Use: E-Mail	45%	45%	45%
Use Comp. for Word	40%	40%	40%
Processing			
Use Comp. for Comp. Games	38%	39%	41%
Use Comp. for Shopping	34%	34%	34%
Use Comp. for Digital Camera	31%	31%	32%
Photo Editing			
Use Comp. for Education	26%	25%	26%
Use Comp. for Banking	25%	25%	27%
Internet Use: News/ Weather	23%	22%	21%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Use Comp. for News/Info./Data	22%	23%	24%
Service			
HH Owns DVD Player	21%	20%	21%
Internet Use: Banking	19%	19%	21%
Use Comp. for Accounting	14%	15%	16%
PC-Network-HH Has One	13%	13%	13%
Use Comp. for Personal Financial	13%	12%	11%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	11%	11%	11%
Internet Use: Shopping: Made A	11%	12%	14%
Purchase			
Internet Use: Travel Reservations	10%	10%	9%
Internet Use: Shopping: Gathered	10%	9%	10%
Info. for Shopping			

via Yale Johnston Worthington Bayard Lockridge Quimby Center Junction Clemons Harlan Algona Robins Norwalk Shueyville Riverdale Hanlontown Dubuque Monroe Intercultural Institute Pomeroy Peosta Northboro McCausland Hancock Sabula Ridgeway How for Contextual Ministry Sville Copyright 2014, Intercultural Institute for Contextual Ministry Sville Posta North Algona Backeye Posta Posta North Contextual Ministry Sville Posta North Contextual Ministry Sville Posta North Algona Backeye Posta North Algona Backeye Posta Sville Posta North Contextual Ministry Sville Posta North North Contextual Ministry North Nort

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	64%	64%	64%
Dining Out (Not Fast Food)	57%	56%	56%
Reading Books	52%	51%	50%
Card Games	43%	44%	45%
Gardening	38%	38%	38%
Go To A Beach/Lake	34%	34%	34%
Cooking for Fun	32%	31%	31%
Board Games	30%	30%	31%
Going To	20%	21%	21%
Bars/Nightclubs/Dancing			
Photography	18%	18%	19%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	72%	71%	69%
Gen./Fam. Practitioner	43%	43%	43%
Dentist	28%	27%	26%
Eye Dr.	26%	26%	25%
Hypertension/High Blood	25%	25%	23%
Pressure			
Backache	22%	22%	22%
High Cholesterol	19%	19%	19%
Any Arthritis	18%	17%	17%
None Of These	17%	18%	19%
Acid Reflux Disease	16%	16%	16%
(GERD)			

Goodell Hartford Early Ainsworth Grand Mound West Chester Knoxville Stockton Reasnor Elk Horn Reason Reasnor Elk Horn Reasnor

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Concert	24.85%	24.1%	23.5%		Movies: Romantic Comedy	Movies: Romantic Comedy 17.03%	Movies: Romantic Comedy 17.03% 16.76%
Live Theater	17.85%	16.86%	16.14%		Movies: Drama	Movies: Drama 15.22%	Movies: Drama 15.22% 14.32%
Live Theater Most Often	15.36%	14.56%	13.79%		Movies: Mystery	Movies: Mystery 13.14%	Movies: Mystery 13.14% 12.12%
Rock/Pop Concerts Most	10.64%	10.48%	11%		MLB Baseball Reg.	MLB Baseball Reg. 7.87%	MLB Baseball Reg. 7.87% 8%
Often					Season	Season	Season
Country Concerts Most	7.98%	7.96%	7.31%		College Football Reg.	College Football Reg. 6.55%	College Football Reg. 6.55% 6.82%
Often					Season	Season	Season
Comedy Club	6.57%	6.38%	6.34%		Rodeo	Rodeo 4.77%	Rodeo 4.77% 5.43%
Movies: Comedy	33.95%	33.38%	33.45%		NFL Football Reg. Season	NFL Football Reg. Season 4.75%	NFL Football Reg. Season 4.75% 4.53%
Movies: Action/Adventure	31.34%	30.88%	31.5%		College Basketball Reg.	College Basketball Reg. 4.47%	College Basketball Reg. 4.47% 4.68%
Movies: Fam.	18.35%	18.73%	19.18%		Season	Season	Season
					Auto Racing Events	Auto Racing Events 3.26%	Auto Racing Events 3.26% 3.19%

nor South English Rodman Princeton Sandyville Harris Manning Toronto Lowden Henderson Collins The Carpenter Roland Hospers Jackson Junction De Witt Clive Deltary Intercultural Institute Tudson Earlyille Laurens Seymour Fairfield Ashton Blanchard Liberty For Contextual Ministry Contextual Ministry ake Hepburn Pleasanton Melbourne Cushing Prairi 38 Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRI
	MILES	MILES	MILES	
Walking for Exercise	42.22%	42.23%	42.34%	Pow
Swimming	31.5%	30.9%	30.61%	Base
Freshwater Fishing	24.61%	26.04%	26.49%	Usin
Bowling	20.73%	21.31%	22.1%	Stati
Camping Trips	18.24%	19.1%	20.07%	Foot
Golf	18.15%	18.96%	19.06%	Soft
Hunting	15.67%	17.37%	18.26%	Can
Billiards/Pool	15.57%	15.17%	15.27%	Volle
Mountain/Road Biking	13.68%	13.98%	14.4%	Moto
Basketball	13.51%	14.27%	14.93%	Hors
Jogging/Running	13.49%	13.2%	12.79%	Snov
Target Shooting	12.38%	12.81%	12.86%	Aero
Weight Training	11.69%	11.56%	12.11%	Dow
Backpacking/Hiking	11.6%	12.01%	12.11%	Skiin

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Power Boating	11.35%	11.17%	10.42%
Baseball	11.28%	11.87%	12.22%
Using Cardio Machine	10.17%	9.52%	9.47%
Stationary Cycling	9.7%	9.29%	9.37%
Football	9.17%	9.72%	9.92%
Softball	8.3%	8.74%	9.14%
Canoeing/Kayaking	8.27%	8.24%	7.99%
Volleyball	7.71%	8.12%	9.03%
Motorcycling	7.38%	7.75%	7.91%
Horseback Riding	7.32%	8.18%	8.83%
Snowmobiling	6.78%	7.33%	7.24%
Aerobics	6.46%	5.97%	5.95%
Downhill & X-Country Skiing	6.34%	6.47%	6.1%
Archery	6.07%	6.35%	6.53%

Ik Horn Delmar Delphos Barnum Chatsworth Cincinnati Moville Walnut Hawardon Duncombe Cylind Columbus Junction Van Wert Edgewood Grand Junction Rake Onaway Intercultural Institute Meservey Greenfield Eddyville Bonaparte Pulaski Peosta Dexter University Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Des Moines Belmond West Okoboli, Enworth Jonan

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Roller Skating	5.79%	6.19%	6.47%
Fly Fishing	5.71%	5.95%	5.88%
Soccer	5.68%	5.57%	5.55%
Tennis	5.42%	5.23%	5.24%
Water Skiing	5.08%	5.26%	5.2%
Jet Skiing	4.76%	5.13%	5.37%
Snorkeling	4.74%	4.86%	4.8%
Ice Skating	4.6%	4.78%	5.07%
Yoga	4.57%	4.17%	4.12%
Saltwater Fishing	4.34%	3.59%	3.37%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Sailing	3.97%	3.77%	3.21%
Rock Climbing	3.65%	4.12%	4.61%
Hockey	3.34%	3.35%	3.36%
Snowboarding	3.17%	3.42%	3.6%
Skateboarding	2.92%	3.09%	3.21%
Rowing	2.68%	2.9%	3.11%
Surfing & Windsurfing	2.67%	2.78%	2.69%
Racquetball	2.56%	2.43%	2.46%
Auto Racing	2.5%	2.21%	2.06%
Martial Arts	1.96%	1.76%	1.72%

K-View Garrison Chatsworth Vining Orleans Jackson Junction Minden Clare Maurice Hawkeye Universe Silver City Kelley Eldridge Terril Sergeant Bluff Humboldt Dike Mars Washta Knierim Atkins Cherokee Rockwell Martelle Harper Racopyright 2014, Intercultural Institute for Contextual Ministry Racopyright 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.

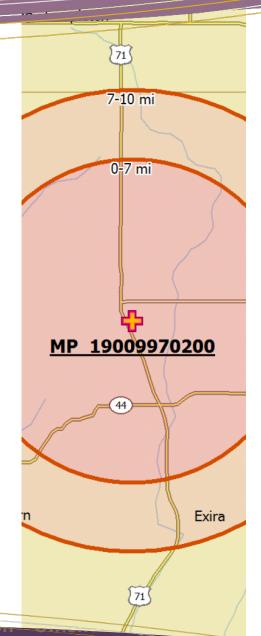
BIBLICAL BARRIERS

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.



urg Bradgate Clutier Cotter Urbandale Luzerne Montour Danbury De Witt Churdan Rome Patterson Stherville Jamaica Lytton Correctionville Oakland Clarinda Keosauqua Intercultural Institute dney Dumont Clayton Carroll Tennant Park View Malvern Olds University 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.

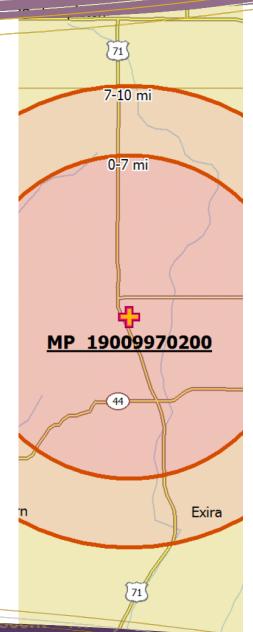
CULTURAL BARRIERS OF ACCEPTANCE

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.



Cotter Vining Hespers Maxwell Blakesburg Valeria Boxholm Anita Riceville Humboldt Chariton Chillicothe Plainfield Buffalo Kirkman North English Aplington Grand Intercultural Institute Rodman Raymond Mount Sterling Hayesville Osage Swaledale Barnum for Contextual Ministry Correction Bussey Jolle 42 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 -- 0-7 miles, 7-10 miles, 10-15 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.

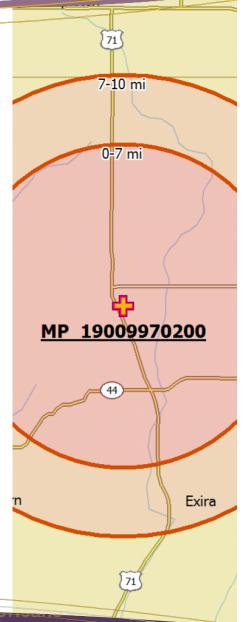
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning	49%	48%	47%	Like to Stand Out In A Crowd	19%	19%	19%
New Things				Marijuana Should Be Legalized	19%	18%	17%
Woman's Place Is In The Home	36%	37%	37%	Like To Pursue	18%	17%	16%
Speak My Mind Even If It Upsets People	35%	34%	34%	Challenge/Novelty/Change Rarely Sit Down to a Meal	18%	18%	18%
Find It Difficult To Say No To	35%	34%	34%	Together At Home	1070	1070	10 /0
My Kids				I Am A Workaholic	17%	17%	17%
Prefer To Have Few Possessions As Possible	32%	31%	31%	Only Work Current Job for The Money	16%	17%	16%
Like Control Over People And Resources	32%	31%	30%	We Should Strive for Equality for All	10%	9%	9%
Like To Do Unconventional	30%	30%	30%	Happy With My Standard Of Living	10%	9%	9%
Money Is Best Measure Of Success	28%	29%	28%	Indulge My Kids With The Little Extras	8%	8%	7%
Don't Judge People/Way They Live Life	26%	25%	24%	On Whole People Get What They Deserve	7%	7%	6%
f Won Lottery Would Never Vork Again	25%	25%	25%	Little I Can Do To Change My Life	6%	6%	6%
Friends More Important Than My Fam.	25%	24%	23%	Very Happy With My Life As It Is	5%	6%	5%
Too Much Sponsorship In Arts/Sports	20%	20%	20%				

ton Mediapolis <u>Alvord Fertile Manilla Humboldt</u> Ionia Shell Rock Van Horne Albia Clarion Aurora Harles City Allerton Newell Stratford Wallingford Benton Agency Bears field Sergeant Bluff Klemme oboji Manly Nevada Durant Rolfe Kimballton Center Point Keystone for Confectual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry Compright 2014, Intercultural Institute for Contextual Ministry Chester Whiting Derby Matlock Worthington Denisor

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.



ra Brooklyn Wapello Thor Onawa De Witt Odebolt Spencer Deep River Superior Lacona Manson G Hatta Bouton Swea City Hamburg Hancock Shueyville Franklin Hillsborg Intercultural Institute Lynnville Beaconsfield Kellerton Urbana Granger Maloy Bancroft For Confectual Ministry Be Copyright 2014, Intercultural Institute for Contextual Ministry sville Dolliver Laurens Eddyville Colesburg Hedric 44 Berger State State State For Contextual Ministry State Summer Albia Coburg Fremont Ventura Park Vie

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-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs	56%	55%	55%	Real Men Don't Cry	15%	14%	14%
And Beliefs				Is An Important Part Of Who I Am	15%	13%	13%
You Should Seize Opportunities In Life	54%	53%	52%	Worried About Pollution Caused By Cars	14%	14%	15%
Like To Understand About Nature	35%	34%	33%	Try Not To Worry About The Future	13%	12%	11%
Prefer Work Part Of Team Than Alone	35%	34%	33%	Looking for New Ideas To Improve Home	12%	11%	10%
Important Feel Respected By My Peers	34%	34%	33%	Provide My Kids With The Little Extras	11%	11%	11%
Prefer To Have Few Possessions As Possible	32%	31%	31%	Enjoy Spending Time With My Fam.	9%	8%	8%
Important To Juggle Various Tasks	27%	26%	24%	Like Spending Most Time With Fam.	7%	7%	7%
Have Keen Sense Of Adventure	27%	26%	25%	Feel Very Alone In The World	6%	6%	6%
Good At Fixing Things	25%	24%	24%	Children Should Be Allowed To	5%	4%	4%
Like To Just Enjoy Life	21%	20%	19%	Express Themselves			
Consider Myself Interested In The Arts	21%	20%	19%	Would Like To Set Up Own Business	4%	4%	3%
People Have To Take Me As They Find Me	20%	20%	20%	Decor Particular Interest To Me	4%	3%	3%

Bennett Lambs Grove Volga Linden New Providence Somers Waterloo Elliott Lake Park Fairbank Z Elberty De Soto Lake City Hopkinton Bondurant Cushing Edgewood Intercultural Institute Grand Junction Rockwell Hepburn Kellogg Malcom Rose Hill Hawkey (or Contextual Ministry) or Guttenberg 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.



Catur City Woodward Braddyville Nichols Blairsburg Harlan Kiron West Union Monona Ossian Orange Hornick Van Horne University Heights Cleghorn Sioux City Larchwood Intercultural Institute mes Callender Lake City Marion Chatsworth Franklin Schaller Gibson For Contextual Ministry On Copyright 2014, Intercultural Institute for Contextual Ministry Hastings Kirkville Clavton Independence Shambaugh Westgate Le Mars St. Charles Charles City Pres

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	85.83%	86.11%	86.3%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.17%	83.37%	83.88%
Houses-Visit Any			
McDonald's	55.19%	55.14%	55.53%
Burger King	35.79%	35.87%	36.7%
Subway	31.47%	31.81%	31.92%
Applebee's	30.52%	30.12%	29.71%
Dairy Queen	26.42%	27.86%	28.12%
Taco Bell	25.92%	25.7%	26.29%
Kentucky Fried Chicken (KFC)	25.74%	25.79%	26.3%
Arby's	24.98%	25.14%	25.21%
Wendy's	24.59%	23.16%	22.59%
Pizza Hut	20.11%	21.37%	23.63%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Olive Garden	19.92%	19.45%	19.21%
Red Lobster	16.47%	15.88%	15.37%
Cracker Barrel	13.51%	12.44%	11.69%
Hardee's	12.83%	13.17%	13.22%
Sonic	12.37%	12.31%	12.19%
Denny's	12.02%	11.38%	10.96%
Outback Steakhouse	11.28%	10.68%	10.29%
Domino's Pizza	9.56%	9.22%	9.56%
A and W	9.53%	10.2%	10.77%
IHOP (International House Of	8.67%	7.65%	7.37%
Pancakes)			
Starbucks	8.5%	8.09%	7.79%
Long John Silver's	8.45%	8.49%	8.81%

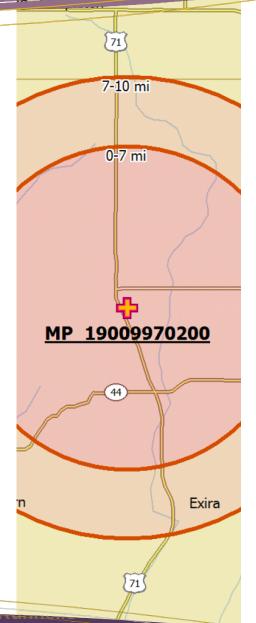
parte Eldora McCausland Hansell Conrad South English Monroe Galva Oakland Acres Ellsworth Gree Coppock Harlan Soldier Badger Turin Rolfe Arlington Bennett Array Intercultural Institute Churdan Hull Toronto Grundy Center College Springs Northboro Salix Intercultural Institute for Contextual Ministry Cumberland Marcus Bankston Cotter Harper Moville Processon Rome Houghton West Liberty Fort Madison Preston Springville Buckeye Piopeer Atlantic Callen

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!



Thornton Fredericksburg New Market Hopkinton Griswold McIntire Evansdale Melrose Northboro Lade Newell Rathbun Arcadia Parkersburg Lakota Hawkeye Missouri Value Intercultural Institute St. Donatus Prairieburg Ridgeway Burlington Riverton Independence ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	50.05%	50.29%	51.15%
Recycled products	33.49%	32.99%	33.92%
Worked as volunteer (non political)	17.44%	17.44%	17.52%
Engaged in fund raising	11.77%	12.04%	12.26%
Religious club member	8.8%	8.96%	8.71%
Charitable Organization	6.73%	7.11%	7.47%

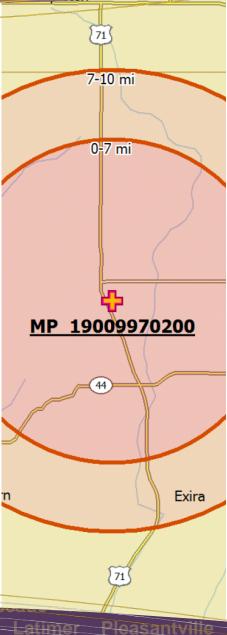
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	6.2%	6.16%	6.15%
Church Board	6.12%	6.65%	6.87%
Took active part in local civic issue	6.04%	6.09%	6%
Addressed a public meeting	6.01%	6.54%	6.96%
Union member	5.62%	5.69%	5.91%
Wrote to editor of mag or newspaper	4.81%	4.58%	4.62%

Wyoming <u>Beaconsfield Keystone Wilton Sac City Swan</u> Eddyville Polk City Bayard Worthington Luxemburg West Point Sheldahl Craig Blencoe Allison Mount Ayr <u>Intercultural Institute</u> College Springs Sutherland Cresco Doon Orchard Sully Alta Vista Pao Jor Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry West Chester, Clarinda, Bernard, Hinton, Marion, Mon

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.



Parkersburg Murray Meriden Kalona Williams Wellsburg Oxford Garnavillo Letimer Pleasantville G Lamoni Britt Sergeant Bluff North Buena Vista Anamosa Essex Murray Intercultural Institute Volga Callender Prescott Saylorville Allerton Garrison Elk Run Height for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	14.66%	13.65%	12.76%
Children's Books	12.23%	12.14%	11.95%
Mystery	12.01%	11.65%	11.21%
Cookbooks	10.63%	10.58%	10.6%
Religious (not Bibles)	7.26%	7.47%	8.06%
Romance	6.11%	6.12%	6.03%
History	6%	5.63%	5.57%
Personal/Business	5.23%	5.03%	5.13%
Self-help			
Supermarket	4.59%	4.54%	4.64%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	61.91%	60.14%	60.63%
Gen. Editorial	41.01%	40.15%	40.4%
Womens	34.87%	34.14%	34.35%
Service	33.4%	32.73%	32.61%
Fishing/Hunting	17.49%	18.58%	19.22%
Mens	15.28%	14.76%	15.08%
Mature Market	14.36%	14.12%	13.78%
Automotive	12.54%	12.17%	12.66%
Business/Finance	11.99%	11.16%	11.06%

rass Elliott Gillett Grove Stuart Trace Nevada Knierim Spencer Melrose Prairieburg Tipton North Wa Jolley Bassett Fort Madison Liscomb Eldon Harvey Anamosa Brog Intercultural Institute elle Redding Ocheyedan Alexander Brighton Waucoma Nodaway Rip for Confectual Ministry Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	58.68%	58.92%	58.98%
Classified	36.87%	37.58%	37.82%
Sport	36.29%	36.33%	36.23%
Editorial Page	34.46%	34.83%	35.09%
Comics	32.47%	32.5%	31.91%
Business/Finance	28.54%	27.87%	27.64%
Food/Cooking	25.53%	25.36%	25.41%
TV/Radio Listings	22.82%	22.04%	21.88%
Home/Gardening	21.76%	21.52%	21.8%
Movie Listings & Reviews	20.49%	19.34%	19.72%
Science/Technology	17.4%	16.51%	15.91%
Travel	17.28%	16.64%	16.69%
Fashion	13.07%	12.96%	13.04%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	34.96%	38.02%	39.17%
Adult Contemporary	18.08%	17.84%	18.04%
CHR Contemp Hit Radio	13.83%	12.82%	12.81%
Oldies	12.25%	12.5%	12.88%
Rock	11.31%	10.77%	11.1%
Classic Rock	10.89%	11.29%	11.83%
News/Talk	10.05%	9.71%	9.96%
Variety	6.43%	6.57%	6.74%
Religious	6.31%	6.22%	6.1%
Alternative	4.91%	3.75%	3.74%
Urban Contemporary	4.48%	3.68%	3.55%
All News	3.69%	3.23%	2.96%
All Talk	3.53%	3%	2.74%
Classic Hits	3.27%	2.92%	2.82%
Soft Contemporary	3.09%	2.6%	2.6%
Adult Standards	2.74%	2.46%	2.37%
Hispanic	2.58%	2.57%	2.79%
Sports	2.37%	2.12%	2.12%



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	MULTIMEDIA: TV	MULTIMEDIA: TV 0-7	MULTIMEDIA: TV 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Fox News Channel	65.2%	65.64%	66.11%	TV Info From Sunday TV	TV Info From Sunday TV 25.89%	TV Info From Sunday TV 25.89% 25.57%
Satellite Dish	51.01%	51.82%	53.36%	Magazine	Magazine	Magazine
Other	45.94%	46.85%	46.95%	TV Info From Newspapers	TV Info From Newspapers 24.98%	TV Info From Newspapers 24.98% 25.21%
Video-On-Demand				Hallmark Channel	Hallmark Channel 24.91%	Hallmark Channel 24.91% 25.6%
Soapnet	45.93%	45.64%	46.16%	TCM (Turner Classic	TCM (Turner Classic 24.2%	TCM (Turner Classic 24.2% 23.93%
Sci-Fi Channel	41.66%	43.26%	44.11%	Movies)	Movies)	Movies)
MSNBC	37.31%	38.11%	38.25%	BET (Black Entertainment	BET (Black Entertainment 24.05%	BET (Black Entertainment 24.05% 24.27%
Adult Swim	33.11%	34.89%	35.78%	TV)	TV)	TV)
Nickelodeon	33.09%	34.84%	35.93%	USA Network	USA Network 22.59%	USA Network 22.59% 22.13%
Adult Pay Per View TV	32.6%	32.3%	32.76%	The Golf Channel	The Golf Channel 21.13%	The Golf Channel 21.13% 20.16%
				ESPN2	ESPN2 20.91%	ESPN2 20.91% 20.35%
Comedy Central	29.21%	27.13%	25.18%	TV Info From Other	TV Info From Other 20.72%	TV Info From Other 20.72% 20.86%
Subscribe Digital	28.37%	29.84%	31.47%	TV Info From Monthly Cable	TV Info From Monthly Cable 20.27%	TV Info From Monthly Cable 20.27% 19.98%
Cable				Guide	Guide	Guide
Nick At Nite	27.85%	29.2%	29.89%	Lifetime	Lifetime 20.27%	Lifetime 20.27% 20.01%
				ABC Fam.	ABC Fam. 19.69%	ABC Fam. 19.69% 18.48%

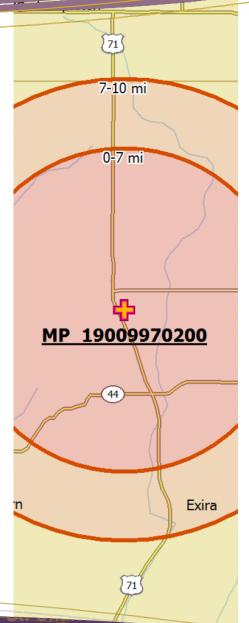
Vert Ankeny Protivin Rippey Plymouth Little Sioux Fertile Panama Bussey Robins Riverdale Oyens Set Northwood Odebolt Sharpsburg Gray Battle Creek Alburnett Iret Intercultural Institute Thornton Woodward Sloan Coralville Shenandoah Vinton Altoona "Copyright 2014, Intercultural Institute for Contextual Ministry "Copyright 2014, Intercultural Institute for Contextual Ministry "Copyright 2014, Intercultural Institute for Contextual Ministry "Copyright 2014, Intercultural Institute for Contextual Ministry

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.



Cumberland Modale Massena Remsen Charles City Van Horne McGregor Riceville Carbon University Manning Sieux Rapids Oskaloosa Pilot Mound Corydon Early Woodburg Intercultural Institute Magnolia Hard ell Leon Ellston Everly Keystone McClelland Walnut Lamont Clegh for Contextual Ministry Corpyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.88%	17.05%	16.35%
Medium Users (4-6)	7.96%	7.43%	7.51%
Light Users (1-3)	19.59%	19.4%	19.52%
Quintiles (20%)			
Newspaper I (Heavy)	1.27%	1.38%	1.57%
Newspaper II	1.11%	1.22%	1.48%
Newspaper III	2.09%	2.06%	2.06%
Newspaper IV	0.48%	0.54%	0.68%
Newspaper V (Light)	1.1%	1.2%	1.37%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.12%	18.55%	19.13%
Magazines II	6.3%	6.36%	6.99%
Magazines III	10.16%	10.66%	10.77%
Magazines IV	9.54%	9.77%	10.46%
Magazines V (Light)	0.3%	0.45%	0.55%
Outdoor I (Heavy)	5.76%	5.29%	4.88%
Outdoor II	1.63%	1.3%	1.14%
Outdoor III	3.32%	3.32%	3.31%
Outdoor IV	15.39%	15.26%	15.12%
Outdoor V (Light)	27.7%	27.65%	27.54%
Yellow Pages I	13.18%	12.9%	12.95%
(Heavy)			
Yellow Pages II	5.11%	4.59%	3.98%
Yellow Pages III	3.26%	3.17%	3.26%
Yellow Pages IV	21.87%	21.51%	21%
Yellow Pages V	2.47%	2.24%	2.08%
(Light)			

Agency New Albin Neola Templeton Protivin Meservey Ladora Scarville Dunkerton Milton West Jefferson Alden Pacific Junction Fonda Dawson Rolfe Bertram Intercultural Institute ry Merrill Quasqueton Princeton Rinard Woolstock Dougherty Weltor For Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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.

DIUM 0-7 7-10 10-15 ME
MILES MILES MILES
o Drive Time Quntiles TV Prime T
s / 20%) / 20%)
e Time I & II (Heavy) 5.36% 5.37% 4.95% Prime Time I & II
e Time III (Medium) 0.55% 0.47% 0.41% Prime Time III (Med
o IV & V (Light) 2.14% 2.35% 2.76% Prime Time IV & V (Light)
o Media Quntiles (fifths / TV Early/Late Fringe G
) (fifths / 20%)
o I & II (Heavy) 7.09% 7.23% 7.47% Fringe I & II (Heavy)
o III (Medium) 4.37% 4.47% 4.83% Fringe III (Medium)
o IV & V (Light) 2.04% 2.25% 2.72% Fringe IV (Light)
e TV Quntiles (fifths / TV All Day Quntiles (fifths
) 20%)
e I & II (Heavy) 10.74% 11.15% 11.76% All Day I & II (Heavy)
e III (Medium) 3.03% 2.81% 2.73% All Day III (Medium)
e IV & V (Light) 35.36% 36.28% 36.72% All Day IV (Light)



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.62%	10.57%	10.77%
6:00am - 10:00am	14.69%	13.73%	12.4%
10:00am - 3:00pm	2.98%	2.43%	2.22%
3:00pm - 7:00pm	13.78%	14.11%	14.12%
7:00pm - Midnight	11.97%	12.25%	12.33%
Midnight - 6:00am	5.64%	5.61%	5.35%
Weekend Radio			
Listeners			
Dayparts [summary]	12.97%	13.38%	13.88%
6:00am - 10:00am	2.19%	1.82%	1.69%
10:00am-3:00pm	3.92%	3.51%	3.22%
3:00pm - 7:00pm	6.65%	6.67%	6.47%
7:00pm - Midnight	5.64%	5.22%	5.11%
Midnight - 6:00am	6.89%	6.06%	5.54%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.65%	7.84%	7.99%
Saturday:	6%	6.11%	6.33%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.84%	10.54%	11.42%
9:00am-1:00pm	27.85%	29.2%	29.89%
9:00am-4:00pm	31.67%	32.94%	33.4%
4:00pm-7:00pm	24.71%	24.62%	25.5%
11:00pm-1:00am	42.57%	42.89%	43.11%
AVG Prime time	1.39%	1.38%	1.55%
Mon-Sun			

Plover Manilla Strawberry Point Ute Breda Ida Grove Ladora Walford Colo Murray Hardy Elkhart and Janesville Frederika Archer Hastings Hornick McIntire Rose Hill Intercultural Institute Martelle Hanlontown Galt Sigourney Milo Akron Harlan Rudd Pis Intercultural Institute of Centernal Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16.09%	15.93%	15.55%		Sat: 7-10am	Sat: 7-10am 16.13%	Sat: 7-10am 16.13% 16.2%
7-9am	20.91%	20.35%	19.84%		Sat: 10am-1pm	Sat: 10am-1pm 5.59%	Sat: 10am-1pm 5.59% 5.53%
9am-12noon	24.79%	26.02%	26.44%		Sat: 1-4pm	Sat: 1-4pm 20.14%	Sat: 1-4pm 20.14% 19.75%
12noon-4pm	6.89%	6.92%	6.95%		Sat: 4-6pm	Sat: 4-6pm 5.26%	Sat: 4-6pm 5.26% 5.26%
4-6pm	44.46%	44.96%	45.75%		Sat: 6-7pm	Sat: 6-7pm 1.71%	Sat: 6-7pm 1.71% 1.69%
6-7pm	21.36%	22.95%	24.72%		Sat: 7-8pm	Sat: 7-8pm 0.44%	Sat: 7-8pm 0.44% 0.54%
7-7:30pm	0.68%	0.68%	0.78%		Sat: 8-11pm	Sat: 8-11pm 6%	Sat: 8-11pm 6% 6.11%
7:30-8pm	8.9%	8.49%	8.34%		Sat: 11pm-1am	Sat: 11pm-1am 3.11%	Sat: 11pm-1am 3.11% 2.92%
8-11pm	7.65%	7.84%	7.99%		Sat: 1am-7pm	Sat: 1am-7pm 22.59%	Sat: 1am-7pm 22.59% 22.13%
11pm-12am	37.31%	38.11%	38.25%		Sun: 7-10am	Sun: 7-10am 1.54%	Sun: 7-10am 1.54% 1.56%
11pm-1am	42.57%	42.89%	43.11%		Sun: 10am-1pm	Sun: 10am-1pm 7.91%	Sun: 10am-1pm 7.91% 8.55%
1-6am	29.19%	28.8%	28.91%		Sun: 1-4pm	Sun: 1-4pm 4.02%	Sun: 1-4pm 4.02% 3.84%
					Sun: 4-7pm	Sun: 4-7pm 12.46%	Sun: 4-7pm 12.46% 12.9%
					Sun: 7-11pm	Sun: 7-11pm 9.84%	Sun: 7-11pm 9.84% 10.54%
					Sun: 11pm-1am	Sun: 11pm-1am 3.55%	Sun: 11pm-1am 3.55% 3.69%
					Sun: 1-7am	Sun: 1-7am 19.93%	Sun: 1-7am 19.93% 20.85%

oplish Emmetsburg Havesville Plano Mystic Clinton Delta Templeton Numa Maxwell Ankeny Lytter total Liscomb Castana Knierim Logan Runnells Lehigh Manson Aven Intercultural Institute Lambs Grove Winfield La Motte Rockford Traer Pierson Ringsted Store for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Eavette Peosta Clarion Arnolds Park, Cumberland

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.

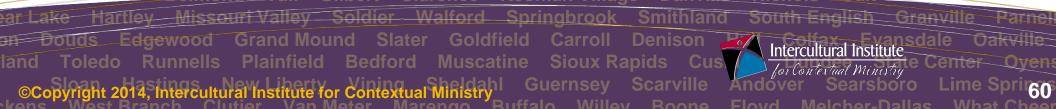
State Center Pleasant Hill Pisgah Osterdock Jamaica Adel Liscomb Hawarden Elliott Pioneer Sabe Hubbard Malcom Fremont Sac City Manilla Manchester Blanchard Methods Monticello Baldwin We erokee University Park Sandyville Oakville Orange City Pilot Mound State for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Washta Elkport McIntire Bussey Linden Garpavillo Record Junction Oto Sloan Guthrie Cente 59

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

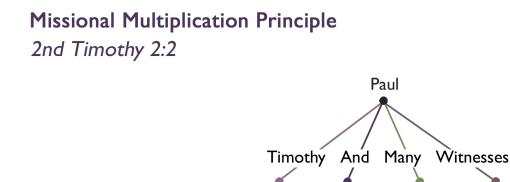
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



The Same

Who Shall Be Able To Teach Others Also

Commit Thou to Faithful Men

Ty Clutier Walker Decorah Redfield West Des Moines Elgin Thurman Carpenter Scarville Davis City Dows Randalia Manning Garrison Casey Ottumwa Glidden Northwar Decham Riceville Osage West Burlington Cedar Rapids Panorama Park Deloit Ireton Blockton Gordertual Ministry Hecopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry McClelland Mystic Van Meter Lake View Geneva Ada

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.



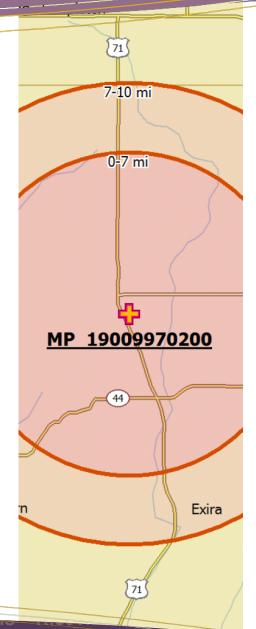


Your MissionSite and the Missional Suite

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



Hedrick South English Allerton Delphos Menlo Ryan Mount Auburn Hazieton Sac City Altoona Tenne Estherville Woden Rock Falls Oakville Gilbert Carson Iowa City <u>Intercultural Institute</u> Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministr

Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
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- 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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