MissionSite top unreached locations

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MissionSite (TM) Table of Contents

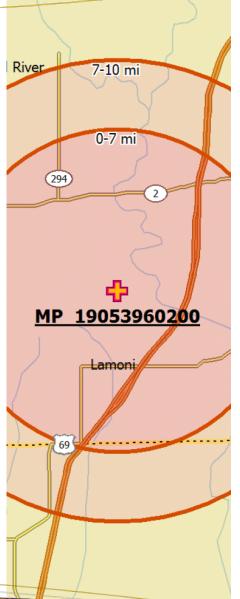
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Site Location Summary

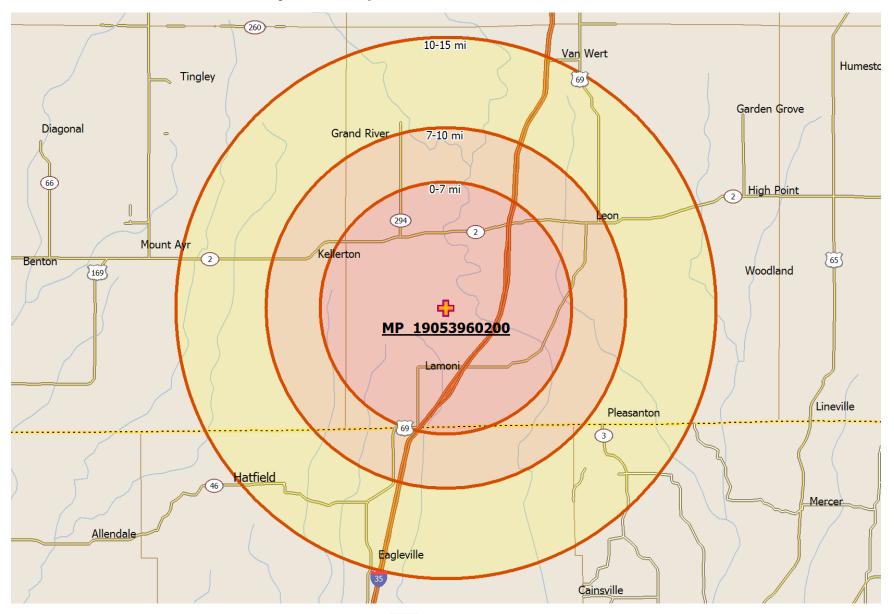
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	19053	Decatur
4	Zipcode	50140	Decatur
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.1	Remote Areas
7	Sitescape Subgroup	1.13	Remote area adjacent to a small town
8	Sitescape Density Pattern	E1	0-10000-10000



Marys Lamoni <u>Colesturg Seymour Bussey Lowden Wapello</u> Thompson Fort Dodge Denver Lake Mill Coulter Melrose Menlo Rickardsville Burt Lake View Pierson Le <u>Intercultural Institute</u> Dedham Gilbert Scarville Stout Guthrie Center Spring Hill Malcom River Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Montezuma Nora Springs Bocaboptas Vale Sandwrille

Site Location Summary - Map of the Site Location



Kellogg Graf Bristow Oskaloosa Clarion Riceville Whittemore Ottumwa Bernard Woodburn Kelley Hentour Arion Lambs Grove Shell Rock North Buena Vista Lacona Die Intercultural Institute Blue Grass Everly Orleans Ryan Havelock Robins Jesup Ruthven M. Jos Confestual Ministry ^m©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Birmingham Charlotte Berkley, University Heights, Ven

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	12	Noncore not adjacent to a metro/micro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	9	
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	0	Percent commuting from non metro to metro areas

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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	3,122	1,213	4,907
2010 Households	1,146	523	2,210
2010 Group Quarters Population	605	0	56

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	0	9	4
Language Diversity National Index	0	34	33
Foreign Born Diversity National Index	0	46	19
Ancestry Diversity National Index	0	74	56
Racial Diversity National Index	0	15	7

Raymond Des Moines Keota Lineville Winfield Hawkeye Rolfe Andrew Protivin Graettinger Tama States Redfield Hull Delhi Panama Luther Montrose Sidney Ionia Intercultural Institute Dunlap Garder en Mason City Rossie Blairsburg Belle Plaine Dakota City Winterset for Contextual Ministry Walford West 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	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Creston Springville Doon Manning Manchester Gladbrook Waterville Lincoln Mount Auburn Ballis thington Delhi Grafton Lakota Le Roy Greeley Low Moor Terril Cry Intercultural Institute Dallas Schaller Wahpeton Ringsted Webb Sanborn Auburn Farnhan Contextual 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	211	18.41%
Mainstay Communities	Established, Diverse Households	138	12.04%
Working Communities	Blue-collar, Working Families	162	14.14%
Country Communities	Rural, Agri. & Mining Families	421	36.74%
Aspiring Communities	Young Singles / Aspiring-Multihousing	153	13.35%
Urban Communities	High Density, Inner-city Neighborhoods	59	5.15%

boji Galva Winterset Marquette Pleasant Hill Keystone Andover Tama West Burlington Stacyville Wy Coon Rapids Ringsted Maloy Van Horne Onslow Hepburn Decatur City Intercultural Institute prook Ackley Harpers Ferry Corwith Fraser Williamson Epworth Thories (ontestual Ministry decopyright 2014, Intercultural Institute for Contextual Ministry decopyright 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.

Montour Kellerton Thayer Armstrong Packwood Peterson Alden Archer Preston Clare Logan York Bayard Kellogg Laurel Bronson Windsor Heights Bassett West Port Intercultural Institute Cascade Mondamin Knoxville Monmouth Prairieburg Paton De Woolstock Meservey Light 1918 ©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?

Hornick Long Grove Hount Pleasant Onslow Greenfield Bayard South English Madrid Rockford George Correctionville Dakota City Derby Kanawha Lehigh Granville Nora Annes McCaustand Dur sity Park Plano Floyd Bonaparte Truro Alden West Bend Stanhope For Contextual Ministry Churdan Har Copyright 2014, Intercultural Institute for Contextual Ministry Crescent Ferguson Peosta Hedrick New Provide 10

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	2,072	746	35.98%
Unreached %	61.75%	65.06%	105.35
Religious But NOT Evangelical HH	314	117	37.32%
Religious But NOT Evangelical %	9.36%	10.23%	109.27
Spiritual But NOT Relig or Evang HH	257	110	42.72%
Spiritual But NOT Relig or Evang %	7.67%	9.6%	125.05
Not Evangelical, Not Interested HH	1,501	518	34.55%
Not Evangelical, Not Interested %	44.73%	45.23%	101.13



Goodell Manly State Center Van Meter Le Mars Franklin Hills Barnes City Andover Bronson Hinton Intercultural Institute Matlock Montezuma Underwood Harris Sheldon Allison Esthervil Volga Steamboat Rock Orchard Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Fraser Luxemburg Graf Spring Hill Malvern Monopa

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	603	129	21.46%
Active Evangelical Percent	17.98%	15.16%	84.29
Inactive Evangelical Households	680	146	21.43%
Inactive Evangelical Percent	20.26%	17.06%	84.21
# New Churches Needed	2	0	25.45%





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.

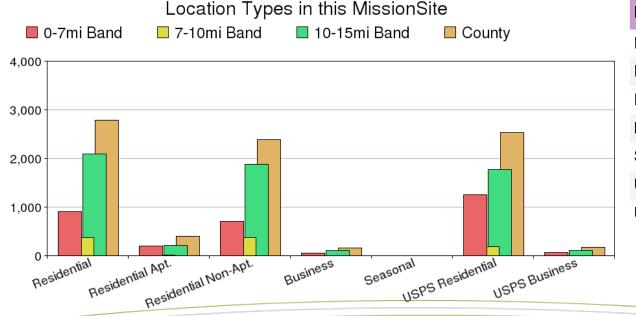
Issues for Your Consideration

- 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.

Sheldon Meravia Mallard Decatur City Tama Norway Crawfordsville Swan Kirkville Leando Eagle Parkersburg University Heights Grinnell Grant Hopkinton Dike Buffalo (Intercultural Institute Valeria Andover Mitchellville Corydon Ionia Battle Creek Traer Polo (Intercultural 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	8,338	3,331	39.95%
2000 Population	8,689	3,608	41.52%
2010 Population	8,179	3,122	38.17%

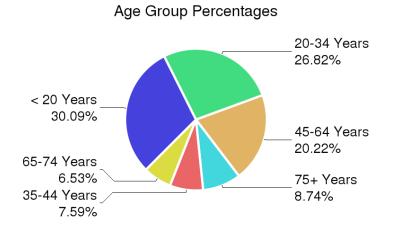


Location Type	0-7mi Band
Residential	907
Residential Apt.	194
Residential Non-Apt.	713
Business	56
Seasonal	0
USPS Residential	1,250
USPS Business	66

kson Junction Waverly Maloy Centerville Allerton Grundy Center North Washington Eddyville Houghton Amolds Park Milton South English Brooklyn Letts Johnston West Burg Intercultural Institute Grove Polk City Fenton Chelsea Denison Cedar Falls Woolstock Gar for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 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.

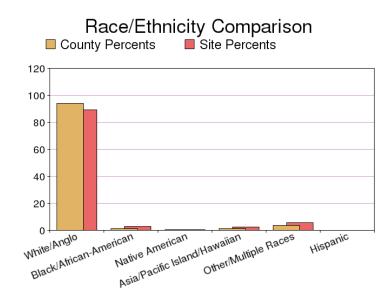


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.89%	6.28%	106.62
4-5 Years	2.54%	1.22%	48.03
6-8 Years	3.67%	2.4%	65.4
9-11 Years	3.47%	4.13%	119.02
12-13 Years	2.24%	1.83%	81.7
14-17 Years	5.8%	8.33%	143.62
18-19 Years	3.06%	5.89%	192.48
0-5 Years	8.44%	7.5%	88.86
6-12 Years	8.27%	7.46%	90.21
13-19 Years	9.96%	15.12%	151.81
< 20 Years	26.67%	30.08%	112.79
20-34 Years	21.24%	26.81%	126.22
35-44 Years	10.34%	7.59%	73.4
45-64 Years	24.05%	20.21%	84.03
65-74 Years	8.33%	6.53%	78.39
75+ Years	9.39%	8.74%	93.08
Median Age	37	34	92.34
Median Age (Male)	35	33	95.41
Median Age (Female)	40	38	96.23

Monticello Willey Richland Floris Menlo Keota Johnston Monona Milford Sandyville Tripoli Clutie Waharishi Vedic City Webster City Stratford Charter Oak Algona Intercultural Institute enver Spirit Lake Williams Batavia Neola Libertyville Thornton Audu For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 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
2010 FOF. ESTIMATES	COUNTI	BAND	INDEX
Race/Ethnicity			
White, Anglo	93.89%	89.33%	95.15
Black, African-American	1.11%	2.63%	236.07
Native American	0.29%	0.26%	87.33
Asian	1.04%	2.02%	194.17
Pacific Island, Hawaiian	0.12%	0.35%	288.18
Other/Multiple Races	3.55%	5.41%	152.67
Hispanic	0%	3.49%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,273	1,647	
Less than 9th Grade	7.36%	5.46%	134.66
No High School Diploma	9.16%	8.5%	107.76
High School Graduate	42.27%	33.09%	127.75
Some College, no degree	19.19%	22.77%	84.29
Associate Degree	6.52%	5.4%	120.73

10.07%

5.42%

12.69%

12.08%

79.36

44.89

Millerton Williams New Virginia Westfield Titonka Carroll Grand River Moorhead Barnum Jewell June mingham Sharpsburg Braddyville Eldon Greenville Lakota Fertile De Andrew Bedford Sibley Iowa Falls Brandon Stratford Meservey Keystone Udell Durant Oska (orfertual Institute (orfertual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

College Degree

Graduate/Prof. degree

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

For each category both county and 0-7 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	12.19%	14.57%	109.62
\$10,000 to \$19,999	16.07%	17.28%	107.54
\$20,000 to \$29,999	14.19%	14.31%	100.87
\$30,000 to \$49,999	24.95%	17.63%	70.65
\$50,000 to \$59,999	9%	7.16%	79.49
\$60,000 to \$69,999	6.77%	6.81%	100.6
\$70,000 to \$79,999	4.11%	5.32%	129.41
\$80,000 to \$89,999	3.25%	4.01%	123.55
\$90,000 to \$99,999	2.12%	3.14%	148.44
\$100,000 to \$124,999	2.83%	4.01%	141.76
\$125,000 to \$149,999	1.22%	1.83%	149.95
\$150,000 to \$199,999	1.22%	2.01%	164.23
\$200,000 to \$249,999	0.6%	0.79%	131.74
\$250,000 or more	1.49%	0.44%	29.28
Median Household	34,877	40,023	114.75
Average Household	44,487	47,183	106.06
Per Capita Household	19,001	17,342	91.27
Family/Non-Family Household			
Income			
Median Family Income	44,511	58,878	132.28
Average Family Income	55,432	50,233	90.62
Median Non-Family Income	19,915	20,075	100.8
Average Non-Family Income	25,134	15,496	61.65

Aredale Lawton Tabor Cotter Redding Ollie Bagley Crystal Lake Barnes City Lehigh Dana La Carroll Dayton Irwin Greene Sheffield Livermore Merrill Luxemburg Intercultural Institute Ralston Volga St. Olaf Hamburg Scarville Melbourne Stockport Have Confestual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 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	63.87%	58.55%	91.67
Families with Children	28.73%	25.48%	88.68
Families without Children	35.14%	33.07%	94.11
Non-Family Households			
% Non-Family Households	36.13%	41.45%	114.74
Non-Families with Children	0.33	0.35	106.46
Non-Families without Children	35.8	41.1	114.81
Housing Units			Index
Total Housing Units	3,875	1,272	
Vacant percent	13.42%	9.91%	73.82
Owned percent	61.75%	57.55%	93.19%
Rented Percent	24.83%	32.55%	131.1
Households by Size			Index
Avg household size	2.24	2.20	98.21
Avg family hh size	2.82	2.82	100
Avg non-family hh size	1.22	1.32	108.2
Households By Count of Persons			Percent
One	1,027	375	36.51%
Two	1,363	495	36.32%
Three or Four	747	212	28.38%
Five+	218	64	29.36%

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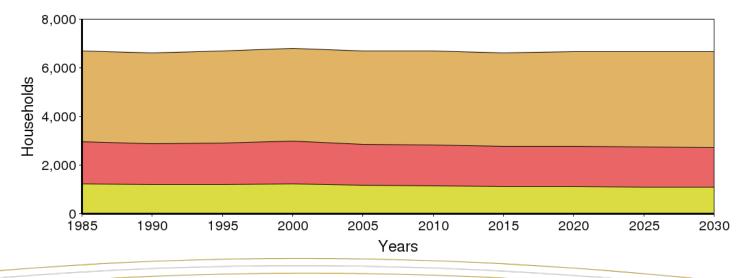
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile 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	8,338	3,331	39.95%
2000 Population	8,689	3,608	41.52%
2010 Population	8,179	3,122	38.17%
2015 Population	7,950	2,916	36.68%

Household Change from 1985 to 2030

🗖 0-7mi Ring 👘 📕 0-10mi Ring

🔲 0-15mi Ring



Unionville Wapello Hamburg Sac City Udell Park View Pisgah Ruthven Hamilton Elliott Fraser G Hillville Plover Spirit Lake Plano Klemme Salix Plainfield Guernse Intercultural Institute Ossian Shannon City Swea City Sheffield Osterdock Clutier Ballto Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

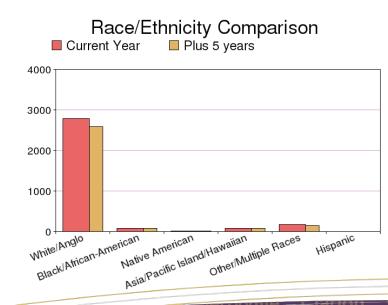
Projected Age Group Percentages 20-34 Years 27.68% 45-64 Years 19.61% 65-74 Years 7.49% 75+ Years 8.38%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.28%	6.93%	110.35
4-5 Years	1.22%	1.27%	104.1
6-8 Years	2.4%	2.91%	121.25
9-11 Years	4.13%	3.88%	93.95
12-13 Years	1.83%	2.02%	110.38
14-17 Years	8.33%	7.13%	85.59
18-19 Years	5.89%	4.12%	69.95
0-5 Years	7.5%	8.2%	109.33
6-12 Years	7.46%	7.75%	103.89
13-19 Years	15.12%	12.31%	81.42
< 20 Years	30.08%	28.26%	93.95
20-34 Years	26.81%	27.64%	103.1
35-44 Years	7.59%	8.54%	112.52
45-64 Years	20.21%	19.58%	96.88
65-74 Years	6.53%	7.48%	114.55
75+ Years	8.74%	8.37%	95.77
Median Age	37	34	91.94
Median Age (Male)	35	33	95.3
Median Age (Female)	40	36	91.68

Letts Maharishi Vedic City Pleasant Hill Clayton Weldon Plover New London Davis City Frederika P Clear Lake Hornick Lowden Blairstown Churdan Atalissa Durango Intercultural Institute Truro Carter Lake Eddyville Matlock Osterdock Thayer Kingsley Montestial Ministry Confectual Ministry Confectual Ministry McIntire 20

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.



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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	14.57%	13.18%	90.44
\$10,000 to \$19,999	17.28%	16.38%	94.83
\$20,000 to \$29,999	14.31%	12.38%	86.49
\$30,000 to \$49,999	17.63%	17.72%	100.53
\$50,000 to \$59,999	7.16%	6.41%	89.6
\$60,000 to \$69,999	6.81%	7.39%	108.59
\$70,000 to \$79,999	5.32%	6.23%	107.07
\$80,000 to \$89,999	4.01%	4.54%	102.05
\$90,000 to \$99,999	3.14%	3.03%	96.38
\$100,000 to \$249,999	4.01%	4.99%	124.23
\$125,000 to \$149,999	1.83%	2.58%	140.92
\$150,000 to \$199,999	2.01%	2.05%	102.05
\$200,000 to \$249,999	0.79%	0.36%	45.35
\$250,000 or more	0.44%	1.42%	326.55
Median Household	40,023	48,314	120.72
Average Household	47,183	49,649	105.23
Per Capita Household	17,342	19,140	110.37
Family/Non-Family Household			
Income			
Median Family Income	58,878	64,510	109.57
Average Family Income	50,233	54,027	107.55
Median Non-Family Income	20,075	23,997	119.54
Average Non-Family Income	15,496	15,430	99.57

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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	58.55%	58.68%	100.22
Families with Children	25.48	24.84	97.5
Families without Children	33.07	32.68	98.82
Non-Family Households			
% Non-Family Households	41.45%	41.32%	99.68
Non-Families with Children	0.35	0.36	99.68
Non-Families without	41.1	40.96	99.66
Children			
Housing Units			
Total Housing Units	1,272	1,248	98.11%
Vacant percent	9.91%	10.1%	101.92
Owned percent	57.55%	57.45%	99.83
Rented Percent	32.55%	32.53%	99.95
Households by Size			
Avg household size	2.20	2.20	100%
Avg family hh size	2.82	2.82	100%
Avg non-family hh size	1.32	1.32	100%
Households By Count of			
Persons			
One	375	366	97.6%
Two	495	494	99.8%
Three or Four	212	206	97.17%
Five+	64	56	87.5%

University Heights Kensett Tingley Council Bluffs North Liberty Monona Lamont Holland Willey Free Neola Laurel Fenton Randalia Crescent Primghar Promise City Leighton Dunkerton Albia Beaconsfield Yetter Carroll Mitchell Confectual Ministry Bevington 23 Copyright 2014, Intercultural Institute for Contextual Ministry Poly City Hamilton Dumont Rowley Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15	BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	155	22	11	Eastern Africa	0	0	0
Northern Europe	0	0	0	Middle Africa	0	0	0
Western Europe	11	3	1	Northern Africa	0	0	0
Southern Europe	6	0	0	Southern Africa	0	0	0
Eastern Europe	16	2	2	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	16	4	1	Oceania	3	0	0
So. Central Asia	0	0	0	Caribbean	0	0	0
SE Asia	3	2	2	Central Amer.	29	5	4
Western Asia	18	1	0	South America	0	0	0
Other Asia	0	0	0	North America	53	5	1
				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	2,213	3,417	3,500	Other Indo-Euro	0	0	0
Spanish	131	36	71	Asian/PI languages	0	0	0
Other Indo-Euro	55	185	33	Chinese	13	4	0
language				Japanese	2	0	0
French (incl. Patois,	8	17	1	Korean	0	3	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	2	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	32	121	12	Laotian	0	3	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	7	31	12	Other Asian	9	3	0
A Scandinavian	0	2	0	Tagalog	2	2	0
Language				Other Pacific Is	5	2	5
Greek	0	0	0	Other languages	0	2	0
Russian	0	2	8	Navajo	0	0	0
Polish	0	1	0	Other Native N.	0	1	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	8	9	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	1	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	1,584	2,427	2,220
Arab	2	2	0
Armenian	0	0	0
Austrian	0	2	0
British	11	9	6
Canadian	8	5	2
Croatian	2	1	2
Czech	8	15	4
Czechoslovak	0	4	3
Danish	7	9	27
Dutch	38	83	31
English	235	388	380
European	13	26	3
Finnish	3	1	0
French (not Basque)	26	51	31
French Canadian	6	8	8
German	323	522	583
Greek	0	0	10
Hungarian	3	2	2
Iranian	0	0	0

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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?

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Using the Demographic Indicators

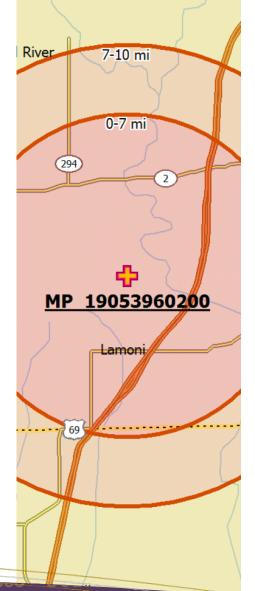
Issues for Your Consideration - continued

- 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?

Tama Carlisle Rowley Ashton Tabor La Porte City Moorhead Mechanicsville Sheldon Wapello Woo and on Park View Farragut Rolfe Avoca New Providence Orient Stuater Intercultural Institute cosauqua Elk Run Heights Stanley New Albin Morrison Jewell Junction for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



McClelland Des Moines Decatur City Quasqueton Soldier Traer Hiawatha Casey Stanwood Vincent P Plainfield Rock Rapids Johnston Paton Cantril Orange City Gibsory Reiduin, New Providence Spec-Irwin Maharishi Vedic City Readlyn Millerton Fremont Bassett Sut 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	1,146	100%	746	100%
AFFLUENT SUBURBIA	102	8.9%	71	9.52%
America's Wealthiest	1	0.09%	1	0.13%
Dream Weavers	5	0.44%	4	0.54%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	96	8.38%	66	8.85%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	109	9.51%	73	9.79%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	109	9.51%	73	9.79%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	20	1.75%	13	1.74%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	20	1.75%	13	1.74%
Mid-Market Enterprise	0	0%	0	0%

Mount Sterling Maxwell Clarence Kimballton Barnes City Montezuma Keosauqua Winterset Lambs Gre The Sterling Grimes Jamaica Lone Rock Laurens Protivin Baldwin Intercultural Institute d Hudson Ayrshire Le Mars Garber Lansing Peosta Westgate Arisp for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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	1,146	100%	746	100%
BLUE COLLAR BACKBONE	88	7.68%	53	7.1%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	85	7.42%	51	6.84%
Lower Income Essentials	3	0.26%	2	0.27%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	118	10.3%	84	11.26%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	94	8.2%	68	9.12%
Urban Advancement	24	2.09%	16	2.14%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	74	6.46%	51	6.84%
Steadfast Conservative	74	6.46%	51	6.84%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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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	1,146	100%	746	100%
REMOTE AMERICA	4	0.35%	3	0.4%
Hardy Rural Fam.	1	0.09%	1	0.13%
Rural Southern Living	0	0%	0	0%
Coal & Crops	3	0.26%	2	0.27%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	417	36.39%	239	32.04%
Industrious Country Living	0	0%	0	0%
America's Farmland	287	25.04%	164	21.98%
Comfy Country Living	8	0.7%	5	0.67%
Small Town Connections	118	10.3%	68	9.12%
Hinterland Fam.	4	0.35%	2	0.27%

Badger Thompson Thayer Springville Thor Mitchellville Chillicothe Leland Coburg Renwick Denisor burg Auburn Galva Altoona Shelby Gillett Grove Osceola Nichols <u>Intercultural Institute</u> ed Oak Perry Hospers Charter Oak Buck Grove Dana Marengo Graet <u>for Contextual Ministry</u> ©Copyright 2014, Intercultural Institute for Contextual Ministry Defiance Montezuma Elkhart Sergeant Bluff Stratford 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	1,146	100%	746	100%
STRUGGLING SOCIETIES	43	3.75%	25	3.35%
Rugged Southern Style	43	3.75%	25	3.35%
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	16	1.4%	10	1.34%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	16	1.4%	10	1.34%
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	153	13.35%	124	16.62%
Military Family Life	0	0%	0	0%
Major University Towns	153	13.35%	124	16.62%
Gray Perspectives	0	0%	0	0%

Portsmouth Runnells St. Donatus Britt Maxwell Cherokee Rowley Lockridge Oakland Osterdock Wert Cumming Maysville Waterville Randolph Oxford Junction Malcourt Intercultural Institute entralia Lanesboro Blockton Center Point Houghton Cromwell Churda for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 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?

Archer Spring Hill Jefferson Ayrshire Greenville Kiron University Heights Meservey Mondamin Atkins Hartford Willey Parkersburg Marengo Durant Larchwood Murray Intercultural Institute Westfield Maysville Independence Mount Ayr Brighton Elkport Olds For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

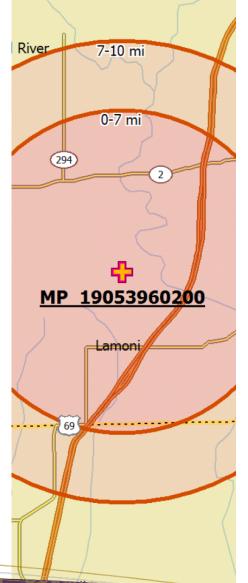
Potential Cultural Bridges

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

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

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

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



drew Windsor Heights Marengo Dows Delaware Russell Durant Udell Yetter Martensdale Melrose Ea Lawton Pacific Junction Iowa City Havelock Grimes Panora Whitter Intercultural Institute Alta Bloomfield Rippey Griswold Lakota Oakland Acres Milton Lyv Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Ministry Holstein Hampton Eldon Dubuque Boone Dixon Gar

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	BRIDGES
	MILES	MILES	MILES	
PC-HH Own	78%	76%	74%	HH Owns DVD
Use Comp. for Internet/E-mail	60%	58%	56%	Use Comp. for
Internet Use: E-Mail	51%	50%	47%	Service
Use Comp. for Word	44%	42%	40%	Internet Use: B
Processing				PC-Network-HI
Use Comp. for Comp. Games	40%	41%	41%	Use Comp. for
Use Comp. for Shopping	36%	35%	34%	Use Comp. for
Use Comp. for Digital Camera	33%	33%	32%	Internet Use: S
Photo Editing				Purchase
Use Comp. for Education	32%	30%	28%	Internet Use: Ir
Use Comp. for Banking	29%	29%	28%	(Im)
Internet Use: News/ Weather	26%	24%	22%	Use Comp. for
				Mnampt

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
HH Owns DVD Player	25%	24%	23%
Use Comp. for News/Info./Data Service	23%	24%	23%
Internet Use: Banking	22%	23%	22%
PC-Network-HH Has One	18%	17%	15%
Use Comp. for Accounting	16%	17%	16%
Use Comp. for Filing/DB Mngmnt	16%	15%	13%
Internet Use: Shopping: Made A Purchase	13%	14%	14%
Internet Use: Instant Messaging (Im)	13%	11%	9%
Use Comp. for Personal Financial Mngmnt	13%	12%	11%
Internet Use: Shopping: Gathered Info. for Shopping	13%	12%	10%

Ainsworth Exline Edgewood Villisca Exira Postville Fort Dodge Central City Hamburg Alta Vista Rue forme Gilman Beaver Whittemore Schleswig Lacona Mount Auburn Mar Intercultural Institute Stanwood Osceola Maysville Harpers Ferry Coralville Webster Park V Intercultural Institute Correctionville Copyright 2014, Intercultural Institute for Contextual Ministry Correction Klemme 36

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 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	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Listening To Music	67%	65%	65%	Any Ailment	73%	70%	70%
Dining Out (Not Fast	60%	59%	57%	Gen./Fam. Practitioner	47%	45%	44%
Food)				Dentist	35%	31%	28%
Reading Books	59%	55%	51%	Eye Dr.	26%	25%	24%
Card Games	45%	46%	45%	Backache	24%	24%	23%
Gardening	37%	37%	38%	Hypertension/High Blood	23%	22%	22%
Go To A Beach/Lake	36%	36%	34%	Pressure			
Cooking for Fun	36%	34%	32%	Any Arthritis	21%	19%	18%
Board Games	30%	30%	31%	High Cholesterol	20%	20%	19%
Visit Museum	21%	19%	17%	None Of These	18%	19%	19%
Photography	21%	21%	20%	Acid Reflux Disease	16%	16%	16%
				(GERD)			

Hepburn Ovens Bayard Hubbard Castana Hudson Promise City Garden Grove Brandon Templeto Cambridge Winterset New Virginia New Albin Kimballton Chillicothe anesville Redding Aredale Lenox Wahpeton Bassett Rembrandt Seyr for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 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	28.57%	26.22%	24.17%		Movies: Fam.	Movies: Fam. 19.92%	Movies: Fam. 19.92% 19.86%
Live Theater	21.26%	18.91%	16.55%		Movies: Drama	Movies: Drama 17%	Movies: Drama 17% 15.51%
Live Theater Most Often	17%	15.28%	13.81%		Movies: Mystery	Movies: Mystery 12.87%	Movies: Mystery 12.87% 11.96%
Rock/Pop Concerts Most	14.51%	13.33%	12.06%		MLB Baseball Reg.	MLB Baseball Reg. 7.41%	MLB Baseball Reg. 7.41% 7.48%
Often					Season	Season	Season
Dance Performance	8.02%	6.66%	5.38%		College Football Reg.	College Football Reg. 6.7%	College Football Reg. 6.7% 7.03%
Classical Concerts Most	7.69%	6.36%	5.04%		Season	Season	Season
Often					NFL Football Reg. Season	NFL Football Reg. Season 5.74%	NFL Football Reg. Season 5.74% 5.29%
Movies: Comedy	37.27%	35.9%	35.16%		College Basketball Reg.	College Basketball Reg. 5.27%	College Basketball Reg. 5.27% 5.14%
Movies: Action/Adventure	34.82%	33.82%	33.22%		Season	Season	Season
Movies: Romantic	21.41%	19.72%	17.95%		Rodeo	Rodeo 3.67%	Rodeo 3.67% 4.49%
Comedy					NBA Basketball Reg.	NBA Basketball Reg. 2.66%	NBA Basketball Reg. 2.66% 2.44%
					Season	Season	Season

Varina Indianola Dysart Ames North Liberty Morrison Bronson Andrew Corwith Geneva Greenie Liernsey Shelby Matlock Spillville Ricketts Fort Madison Gray Promised Intercultural Institute Rodman Mystic Blue Grass McCallsburg What Cheer New Hartford ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry McIntire Kingsley Bridgewater Manly Iowa City 38 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		BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	40.9%	41.23%	41.03%		Target Shooting	Target Shooting 10.43%	Target Shooting 10.43% 11.42%
Swimming	31.1%	30.72%	30.72%		Stationary Cycling	Stationary Cycling 10.36%	Stationary Cycling 10.36% 9.88%
Freshwater Fishing	18.71%	22.22%	25.02%		Baseball	Baseball 10.29%	Baseball 10.29% 11.2%
Bowling	18.45%	20.07%	21.17%		Backpacking/Hiking	Backpacking/Hiking 9.85%	Backpacking/Hiking 9.85% 10.75%
Golf	17.27%	18%	17.83%		Football	Football 8.12%	Football 8.12% 8.98%
Camping Trips	15.42%	17.91%	19.74%		Aerobics	Aerobics 7.91%	Aerobics 7.91% 7.06%
Billiards/Pool	15.17%	15.09%	15.69%		Canoeing/Kayaking	Canoeing/Kayaking 7.33%	Canoeing/Kayaking 7.33% 7.4%
Weight Training	14.9%	14.06%	12.85%		Volleyball	Volleyball 6.73%	Volleyball 6.73% 7.73%
Mountain/Road Biking	13.27%	13.77%	13.83%		Horseback Riding	Horseback Riding 6.43%	Horseback Riding 6.43% 7.77%
Basketball	12.95%	14.15%	14.77%		Motorcycling	Motorcycling 6.27%	Motorcycling 6.27% 6.87%
Hunting	12.43%	15.58%	17.85%		Softball	Softball 6.14%	Softball 6.14% 7.23%
Using Cardio Machine	12.24%	10.93%	9.9%		Tennis	Tennis 5.99%	Tennis 5.99% 5.68%
Jogging/Running	12.2%	12.02%	12.32%		Saltwater Fishing	Saltwater Fishing 5.95%	Saltwater Fishing 5.95% 4.97%
Power Boating	10.81%	10.34%	10.13%		Snorkeling	Snorkeling 5.83%	Snorkeling 5.83% 5.53%

Orchard Orient Redfield New Liberty Milo Thompson Lime Springs Duncombe Pulaski George Montr Iding Albion Ventura Everly Marquette Bellevue Barnes City Coon Racio Intercultural Institute Int Scarville Exline Whittemore Titonka Colo Newell Manning Coulter (or Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 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
Soccer	5.44%	5.32%	5.47%
Downhill & X-Country	5.3%	5.34%	5.48%
Skiing			
Rock Climbing	5.17%	5.27%	4.94%
Fly Fishing	4.72%	5.24%	5.65%
Archery	4.6%	5.44%	6.16%
Yoga	4.56%	4.13%	4.11%
Jet Skiing	4.4%	4.93%	5.23%
Roller Skating	4.35%	5.09%	5.67%
Snowmobiling	3.89%	4.94%	6%
Ice Skating	3.77%	4.19%	4.63%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Water Skiing	3.74%	4.24%	4.79%
Sailing	3.6%	3.21%	3.15%
Snowboarding	2.64%	3.01%	3.35%
Surfing & Windsurfing	2.63%	2.62%	2.7%
Hockey	2.59%	2.73%	3.07%
Racquetball	2.58%	2.39%	2.51%
Rowing	2.34%	2.67%	2.85%
Skateboarding	2.25%	2.65%	3.02%
Auto Racing	2.25%	2.02%	2.41%
Martial Arts	1.63%	1.64%	1.88%

Sandyville Fairbank New Market North Washington Colesburg Cotter Fredonia Carlisle McCallsburg Lidgeway Melvin Pulaski Schaller Westside Thornburg Parnell Varina Murray Holy Cross Oelwein Manning Luana Volga Moorhead Milford Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

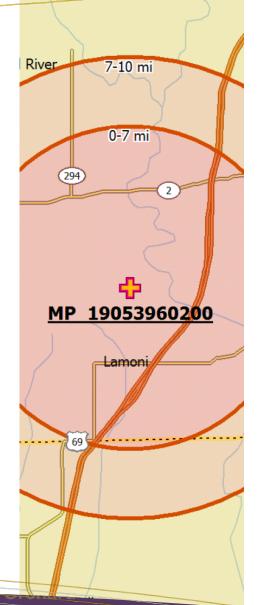
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



A MeCalisburg Algona Des Moines Walcott Mount Ayr Nodaway Volga Le Roy Chatsworth Aplington Des Moines Underwood Ely Hastings Rodney Prescott Edgewood Wer Intercultural Institute Randalia Leon Pacific Junction Ionia Durango Marcus Buckeye Woo Governant Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

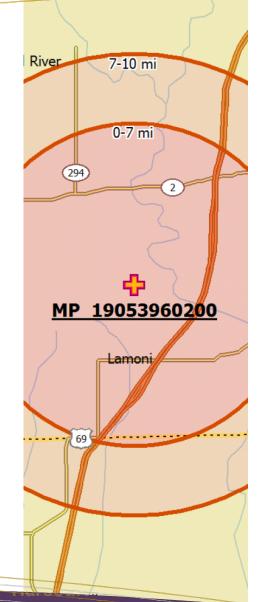
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Rake Rudd Lacona Rome Northboro Bussey Monona Center Point Delphos Othe Ringsted Stout Wincent Pleasanton Crescent Nichols Montezuma Joice Dows Lacon Intercultural Institute Letts Ruthven Orleans Westside Hedrick Shueyville Clarksville Key Intercultural Institute Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry 42

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 New Things	52%	49%	48%	Marijuana Should Be Legalized Too Much Sponsorship In	19% 18%	17% 19%	17% 20%
Woman's Place Is In The Home	37%	38%	38%	Arts/Sports			
Prefer To Have Few Possessions As Possible	37%	34%	31%	Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Find It Difficult To Say No To My Kids	35%	35%	35%	Like To Pursue Challenge/Novelty/Change	17%	16%	16%
Speak My Mind Even If It Upsets People	33%	33%	34%	Only Work Current Job for The Money	15%	16%	16%
Like To Do Unconventional	33%	32%	31%	I Am A Workaholic	13%	14%	16%
Things				We Should Strive for Equality	13%	11%	10%
Friends More Important Than	30%	27%	24%	for All			
My Fam.	000/	070/	050/	Happy With My Standard Of	10%	9%	9%
If Won Lottery Would Never	28%	27%	25%	Living	00/	00/	00/
Work Again	000/	000/	000/	On Whole People Get What	6%	6%	6%
Don't Judge People/Way They Live Life	28%	26%	26%	They Deserve	60/	E0/	E0/
Like Control Over People And	27%	27%	29%	More Important Do Duty Than Enjoy Life	6%	5%	5%
Resources	21 /0	21/0	23/0	Little I Can Do To Change My	5%	5%	6%
Money Is Best Measure Of	26%	26%	27%	Life	070	070	070
Success	20,0	20/0	2: /0	Indulge My Kids With The Little	5%	5%	6%
Like to Stand Out In A Crowd	19%	19%	19%	Extras		- / -	- / -

atimer wicintife waicott west purmin

Conrad Merrill Delmar Primghar Garber Deep River Mount Sterling Intercultural Institute Andall Hubbard Iowa City Cylinder Bayard Lawler Hopkinton Stanho for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Fenton Hull Middletown Randalia Franklin Bray 43

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.



ook Kinross Fayette Lawler Wapello Blairstown Havelock Cascade Indianola Birmingham Lamoni B d Laurel Newton Norwalk Dumont Adair Oakland Farley Galva Robin Intercultural Institute vick Glidden Wahpeton Elberon Hopkinton Kirkville Colesburg Delhi VorContextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Washta Mount Pleasant Osage Fort Madison Everly 44 Canawba Develop Revell Randolph Centerville Lone Rock Toledo Cra

Potential Cultural Themes:

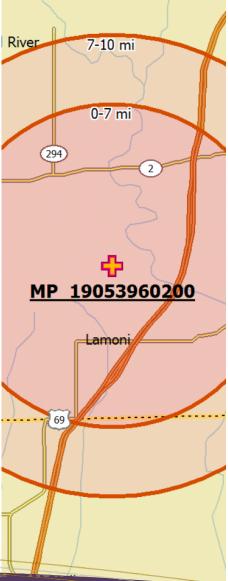
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	58%	57%	56%	Real Men Don't Cry	20%	18%	16%
And Beliefs				Worried About Pollution Caused	19%	18%	16%
You Should Seize Opportunities	57%	54%	53%	By Cars			
In Life				Is An Important Part Of Who I Am	15%	14%	13%
Like To Understand About Nature	39%	36%	34%	Try Not To Worry About The Future	13%	12%	12%
Prefer To Have Few Possessions As Possible	37%	34%	31%	Looking for New Ideas To Improve Home	13%	12%	12%
Important Feel Respected By My Peers	35%	34%	34%	Provide My Kids With The Little Extras	10%	10%	11%
Prefer Work Part Of Team Than Alone	34%	33%	33%	Enjoy Spending Time With My Fam.	7%	7%	8%
Important To Juggle Various	30%	27%	26%	Feel Very Alone In The World	7%	6%	6%
Tasks				Children Should Be Allowed To	6%	5%	5%
Good At Fixing Things	26%	25%	25%	Express Themselves			
Have Keen Sense Of Adventure	26%	25%	24%	Like Spending Most Time With	5%	5%	6%
Like To Just Enjoy Life	23%	21%	19%	Fam.			
People Have To Take Me As	23%	22%	21%	Decor Particular Interest To Me	2%	2%	3%
They Find Me				Would Like To Set Up Own	2%	3%	3%
Consider Myself Interested In The Arts	21%	20%	19%	Business			

asonville Waverly Yale Hiawatha Blanchard Bridgewater Indianola Blakesburg Vest Des Moines Oska Lamont Nora Springs Iowa Falls Washta Brighton Northwood Sherey Intercultural Institute Keswick Granville Fort Dodge Richland Patterson Terril Hamilton Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



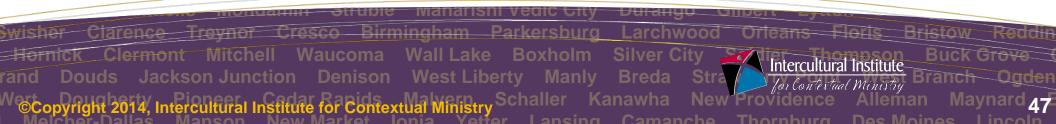
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Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 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
Fam. Restaurants/Steak	79.37%	81.1%	82.75%
Houses-Visit Any			
Fast Food/Drive-In	78.14%	81.03%	84.65%
Restaurant-Visit Any			
McDonald's	52.13%	53.29%	55.05%
Burger King	30.33%	32.79%	35.36%
Subway	27.65%	29.24%	30.94%
Applebee's	27.05%	27.38%	28.64%
Kentucky Fried Chicken (KFC)	24.23%	25.29%	26.9%
Wendy's	23.44%	22.63%	23.08%
Taco Bell	22.58%	23.68%	25.5%
Dairy Queen	21.59%	24.16%	26.28%
Pizza Hut	20.18%	22.52%	23.85%
Olive Garden	20.17%	19.52%	18.9%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Arby's	19.45%	21.04%	23.65%
Red Lobster	13.99%	13.96%	14.67%
Chili's Grill and Bar	12.54%	10.68%	8.7%
Outback Steakhouse	12.18%	11.31%	10.82%
Sonic	11.19%	11.95%	12.85%
Starbucks	11.04%	9.72%	8.45%
Cracker Barrel	10.79%	10.7%	11.7%
Domino's Pizza	9.64%	9.54%	9.91%
Hardee's	9.49%	11.06%	12.43%
TGI Friday's	8.56%	7.33%	6.67%
Denny's	8.07%	8.35%	9.67%
IHOP (International House Of Pancakes)	7.92%	7.12%	7.33%

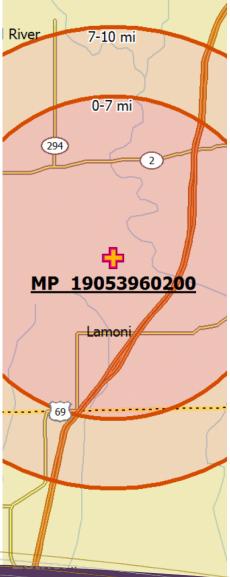


Potential Shared Projects

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!



Fredonia Lost Nation Hamilton Westgate Wadena Pierson Curlew Princeton Bradgate Seymour Stuart Centerville University Park Whitten Pleasant Plain McCausland Intercultural Institute tire Liscomb St. Olaf Plainfield Union Breda Hepburn Adair Westfiel Tor Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 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	52.28%	51.62%	50.33%
Recycled products	37.72%	36.07%	33.96%
Worked as volunteer (non political)	18.82%	18.32%	17.72%
Engaged in fund raising	11.73%	12.07%	12.11%
Religious club member	8.68%	8.76%	8.79%
Charitable Organization	6.91%	7.24%	7.14%

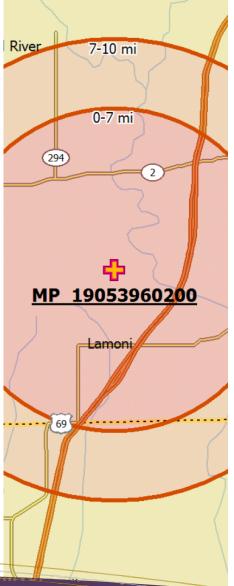
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	6.82%	6.54%	6.2%
Addressed a public meeting	6.74%	7.12%	6.86%
Church Board	5.96%	6.63%	6.74%
Took active part in local civic issue	5.91%	5.83%	5.73%
Wrote to editor of mag or newspaper	5.65%	5.22%	4.94%
Union member	5.61%	5.76%	5.8%

de Auburn Fort Atkinson Linn Grove Palo Ralston Dickens Fort Madison Coon Rapids Favette Osceo St. Paul Ollie Steamboat Rock Kirkman Liscomb Durango Eldon Marchalter Coltax Shueyville Colo Hillsboro Rippey Blanchard Woodbine Dysart Mitchellville Monon Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Ocopyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



The Springs Turin Des Hoines Cedar Falls Neola Delaware Humboldt Spring Hill Sloan Yetter Dana Herty Weldon New Vienna Wyoming Essex Archer Harlan Grandview Ind Peterson Moorland Latr bury Corydon Stockport Beaconsfield Blairstown Farley Spillville Mary Confectual 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	16.1%	14.39%	13.4%
Children's Books	12.72%	12.54%	12.26%
Mystery	12.4%	11.66%	11.12%
Cookbooks	10.49%	10.44%	10.37%
Religious (not Bibles)	8.05%	8.41%	8.38%
Personal/Business	6.91%	6.32%	5.62%
Self-help			
Romance	6.52%	6.44%	6.37%
History	6.35%	5.89%	5.49%
Biography	5.73%	4.77%	4.14%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	66.23%	62.96%	60.95%
Gen. Editorial	43.11%	41.74%	40.74%
Womens	38.34%	36.82%	35.79%
Service	34.91%	33.94%	33.25%
Mens	16.81%	15.94%	15.4%
Business/Finance	16.24%	14.28%	12.19%
Fishing/Hunting	14.75%	16.87%	18.32%
Mature Market	14.45%	13.65%	13.2%
Sports	14.43%	12.81%	11.51%



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	59.93%	59.41%	58.78%
Editorial Page	35.23%	35.13%	34.73%
Sport	34.85%	34.77%	34.8%
Classified	34.61%	35.98%	37.51%
Business/Finance	31.73%	29.61%	27.58%
Comics	31.35%	30.98%	31.08%
Food/Cooking	26.88%	26.01%	25.3%
Movie Listings & Reviews	24.45%	22.24%	20.59%
TV/Radio Listings	23.09%	21.9%	21.5%
Home/Gardening	22.23%	21.78%	21.55%
Travel	19.92%	18.25%	16.81%
Science/Technology	19.14%	17.36%	16.2%
Fashion	13.69%	13.51%	13.14%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	28.5%	33.65%	36.81%
Adult Contemporary	19.21%	18.69%	18.34%
CHR Contemp Hit Radio	15.09%	13.84%	13.41%
Oldies	12.58%	12.74%	12.59%
News/Talk	12.25%	11.21%	10.16%
Rock	12.22%	11.48%	11.21%
Classic Rock	11.63%	11.98%	11.95%
Variety	8.24%	7.81%	7.14%
Alternative	7.63%	5.95%	4.72%
Religious	6.34%	6.32%	6.2%
Urban Contemporary	5.26%	4.53%	4.33%
Soft Contemporary	4.44%	3.67%	3.3%
Hispanic	4.37%	3.9%	3.1%
All News	4.32%	3.62%	2.95%
All Talk	3.9%	3.35%	2.68%
Sports	3.85%	3.2%	2.6%
Classical	3.4%	2.82%	2.2%
Public	3.39%	2.74%	2.02%

Drakesville Castalia Central City Rockwell City Williamson Ames Afton Eldon Sharpsburg Lucas Ro Clinton Sully Ocheyedan Ely Badger Battle Creek Sheffield Prestor Pilot Mound Keota E er Toledo Persia Armstrong Colesburg Gravity Nora Springs Sioux Confectual Ministry Confectual Ministry Blog Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 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
	MILES	MILES	MILES
Fox News Channel	62.49%	63.96%	64.69%
Satellite Dish	56.05%	56.55%	55.73%
Soapnet	50.37%	49.03%	47.48%
Other Video-On-Demand	40.3%	43.12%	45.77%
Sci-Fi Channel	37.7%	40.53%	42.09%
Comedy Central	34.33%	29.48%	25.95%
MSNBC	33.66%	35.39%	36.85%
Adult Pay Per View TV	31.59%	32.59%	32.99%
Subscribe Digital Cable	29.68%	31.29%	31.34%
TV Info From Sunday TV	28.69%	27.79%	26.55%
Magazine			
Adult Swim	27.35%	30.61%	32.91%
Nickelodeon	27.32%	31.2%	33.87%

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
USA Network	26.22%	24.67%	23.18%
TCM (Turner Classic	26.15%	25.15%	23.85%
Movies)			
BET (Black Entertainment	26.06%	25.62%	24.91%
TV)			
Hallmark Channel	25.08%	25.96%	25.66%
TV Info From Newspapers	24.78%	25.35%	25.62%
The Golf Channel	23.24%	21.29%	19.89%
Nick At Nite	22.43%	25.44%	28.06%
Encore	22.15%	23.61%	22.93%
ESPN Classic	22.01%	18.56%	15.89%
ESPN2	21.69%	20.57%	19.64%
TV Info From Monthly Cable	21.23%	21.06%	20.97%
Guide			
ABC Fam.	20.98%	18.96%	18.07%

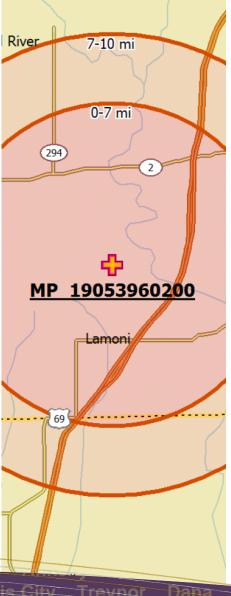
Providence Waterville Carlisle Fenton Macksburg Perry Andover Vail State Center West Burlington S Thor University Heights Fayette Exline Little Rock Richland Center Intercultural Institute solale Fonda Montrose University Park Weldon Kinross Granville Fren Little Rock Richland Center Nora Springs Charlotte Prairie Cit Contextual Ministry Clear Lake Martensdale Pierson Morley Delta

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.



Cone Chatsworth Newell Lawton Marne Walnut Patterson Ute Chariton Davis City Treynor Dana R Little Sioux Joice Thornton Kiron Bouton Clare McCausland Draker Intercultural Institute and Stanley Murray Center Point Bellevue Grimes Alleman Oyens Confectual Ministry Confectual 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+)	19.93%	18.28%	17.09%
Medium Users (4-6)	9.33%	8.61%	8.13%
Light Users (1-3)	19.96%	19.68%	19.61%
Quintiles (20%)			
Newspaper I (Heavy)	0.88%	1.13%	1.36%
Newspaper II	1.42%	1.47%	1.45%
Newspaper III	1.81%	1.91%	2.01%
Newspaper IV	0.66%	0.69%	0.68%
Newspaper V (Light)	2.73%	2.42%	1.85%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	16.78%	17.78%	18.62%
Magazines II	5.92%	6.48%	6.92%
Magazines III	9.71%	10.3%	10.61%
Magazines IV	9.24%	9.85%	10.24%
Magazines V (Light)	0.43%	0.54%	0.52%
Outdoor I (Heavy)	3.65%	3.6%	4.26%
Outdoor II	1.35%	1.12%	1.18%
Outdoor III	2.24%	2.45%	2.81%
Outdoor IV	14.92%	15.15%	15.71%
Outdoor V (Light)	27.5%	27.23%	27.02%
Yellow Pages I	14.52%	13.99%	13.75%
(Heavy)			
Yellow Pages II	4.92%	4.24%	4%
Yellow Pages III	3.33%	3.31%	3.39%
Yellow Pages IV	21.82%	21.53%	22.13%
Yellow Pages V	1.37%	1.46%	1.96%
(Light)			

West Burlington West Des Moines Millville Knierim Edgewood Minburn New Hartford Harper Atlantic arpenter Onawa Shueyville Crawfordsville Redfield Sumner Algona Market Sidora Ainsworth University nsburg Bagley Scranton Neola Lake Park Madrid Shellsburg Banksto (Softerfual Ministry) sburg Far ban ville Enworth Carlisle Hartford Sully Hartwick Wall Lake Berkley Lime Springs Clear55 terdock Book Rapids Drakesville Hudson Swisber Luxemburg Patterson Irwin Derby Ladora Strawbe

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.

EDIUM 0-7 7-10 10-15	MEDIUM
MILES MILES MILES	
adio Drive Time Quntiles TV Prime	e Time Quntiles (fifths
ifths / 20%) / 20%)	
rive Time I & II (Heavy) 3% 3.36% 3.97% Prime Time I &	II (Heavy)
rive Time III (Medium) 0.29% 0.28% 0.37% Prime Time III (Me	dium)
adio IV & V (Light) 2.38% 2.75% 2.74% Prime Time IV & V (L	.ight)
adio Media Quntiles (fifths / TV Early/Late Fringe C	Quntiles
0%) (fifths / 20%)	
adio I & II (Heavy) 6.51% 6.93% 7.42% Fringe I & II (Heavy)	
adio III (Medium) 3.92% 4.33% 4.63% Fringe III (Medium)	
adio IV & V (Light) 2.33% 2.64% 2.61% Fringe IV (Light)	
able TV Quntiles (fifths / TV All Day Quntiles (fifths	s /
20%)	
able I & II (Heavy) 12.01% 12.39% 12.07% All Day I & II (Heavy)	
able III (Medium) 2.53% 2.6% 2.88% All Day III (Medium)	



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]	9.83%	10.05%	10.34%
6:00am - 10:00am	18.52%	15.58%	13.35%
10:00am - 3:00pm	3.5%	2.83%	2.64%
3:00pm - 7:00pm	11.53%	12.51%	13.62%
7:00pm - Midnight	14.11%	13.65%	12.69%
Midnight - 6:00am	4.78%	4.78%	4.85%
Weekend Radio			
Listeners			
Dayparts [summary]	11.03%	12.11%	13.33%
6:00am - 10:00am	3.42%	2.66%	2.05%
10:00am-3:00pm	6.05%	4.79%	3.7%
3:00pm - 7:00pm	5.36%	5.54%	5.97%
7:00pm - Midnight	6.91%	6.18%	5.66%
Midnight - 6:00am	12.64%	9.81%	7.54%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.68%	7.81%	7.94%
Saturday:	6.95%	6.88%	6.88%
8:00-11:00pm			
Sunday: 7:00-11:00pm	11.08%	11.78%	11.5%
9:00am-1:00pm	22.43%	25.44%	28.06%
9:00am-4:00pm	25.9%	28.82%	31.66%
4:00pm-7:00pm	31.64%	29.88%	27.12%
11:00pm-1:00am	43.1%	43.1%	42.98%
AVG Prime time	1.86%	1.82%	1.75%
Mon-Sun			

Kalona Nichols Barnum Gruver Early Everly Lincoln Worthington Waucoma Farmersburg Imogene Cho Clutier Redding Sandyville Grant Dexter Holy Cross Lime Spress Intercultural Institute uxemburg Buckeye Dougherty Madrid Gladbrook Jackson Junction Russes (or 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	17.3%	16.38%	15.77%		Sat: 7-10am	Sat: 7-10am 20.52%	Sat: 7-10am 20.52% 19.43%
7-9am	21.69%	20.57%	19.64%		Sat: 10am-1pm	Sat: 10am-1pm 5.5%	Sat: 10am-1pm 5.5% 5.58%
9am-12noon	19.34%	22.03%	24.4%		Sat: 1-4pm	Sat: 1-4pm 22.91%	Sat: 1-4pm 22.91% 22.25%
12noon-4pm	6.56%	6.79%	7.26%		Sat: 4-6pm	Sat: 4-6pm 4.76%	Sat: 4-6pm 4.76% 4.99%
4-6pm	49.43%	48.63%	46.13%		Sat: 6-7pm	Sat: 6-7pm 1.58%	Sat: 6-7pm 1.58% 1.61%
6-7pm	21.74%	23.92%	24.56%		Sat: 7-8pm	Sat: 7-8pm 0.83%	Sat: 7-8pm 0.83% 0.84%
7-7:30pm	1.12%	1.06%	0.9%		Sat: 8-11pm	Sat: 8-11pm 6.95%	Sat: 8-11pm 6.95% 6.88%
7:30-8pm	7.73%	7.68%	8.51%		Sat: 11pm-1am	Sat: 11pm-1am 3.18%	Sat: 11pm-1am 3.18% 3.12%
8-11pm	7.68%	7.81%	7.94%		Sat: 1am-7pm	Sat: 1am-7pm 26.22%	Sat: 1am-7pm 26.22% 24.67%
11pm-12am	33.66%	35.39%	36.85%		Sun: 7-10am	Sun: 7-10am 2.35%	Sun: 7-10am 2.35% 2.29%
11pm-1am	43.1%	43.1%	42.98%		Sun: 10am-1pm	Sun: 10am-1pm 7.86%	Sun: 10am-1pm 7.86% 8.78%
1-6am	29.98%	29.2%	28.63%		Sun: 1-4pm	Sun: 1-4pm 5.99%	Sun: 1-4pm 5.99% 5.46%
					Sun: 4-7pm	Sun: 4-7pm 13.72%	Sun: 4-7pm 13.72% 14.22%
		Sun: 7-11pm	Sun: 7-11pm 11.08%	Sun: 7-11pm 11.08% 11.78%			
					Sun: 11pm-1am	Sun: 11pm-1am 3.88%	Sun: 11pm-1am 3.88% 3.99%
					Sun: 1-7am	Sun: 1-7am 23.09%	Sun: 1-7am 23.09% 23.52%

Joice Clayton Coggon Struble Curlew Woden Donnellson Garrison Vincent Farmersburg Allems Cotter Montrose Osceola Shueyville North Buena Vista Glidden Extrem Intercultural Institute Bertram Lake Mills Adair Gibson Davis City Miles Eldora Gowrie Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

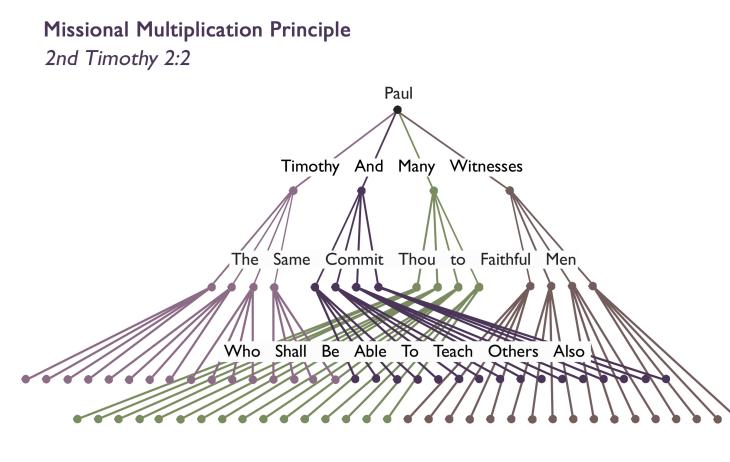
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

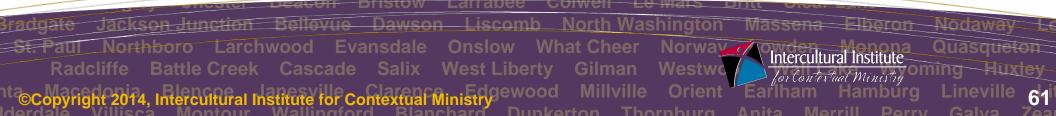
Eksburg Charles City Hampton New Albin Traer Jolley Gladbrook Cromwell Sloan Bonaparte Adair Laurens Grundy Center Colwell Riverside Asbury Moville Whitten Intercultural Institute n Arthur Dexter Lone Rock Duncombe Guttenberg Shueyville Coalvil Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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





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.



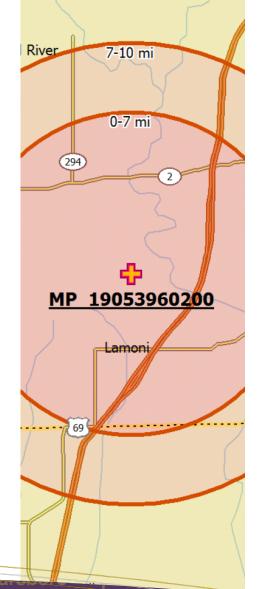


Your MissionSite and the Missional Suite

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



 Ogg
 Somers
 Lucas
 Titonka
 Thurman
 Merrill
 Runnells
 Dougherty
 Derby
 Mount Sterling
 Arispe
 Range

 Heighorn
 Eddyville
 Fort Madison
 Udell
 Curlew
 Linden
 Coon Rapids
 Materville
 St. Marys
 Scrante

 Miles
 Clarksville
 Whiting
 College Springs
 Earling
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 Slater
 Rodman
 Zwin63

Notes and Sources

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

Providen Prontand Wapeno Calantis Andover Contextual Role Providen Anita Eldridge Williamson Inwood Rolfe Forktown Kellogg Marengo Elberon Reasnor Orient Ledyard Thurner Intercultural Institute Martensdale Bedford Dysart Titonka Rossie Dixon Hubbard Silver for Contextual Ministry Secopyright 2014, Intercultural Institute for Contextual Ministry Decopyright 2014, Intercultural Institute for Contextual Ministry Danbury Atalissa Oelwein Redding Martinsburg Zear



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