MissionSite top unreached locations

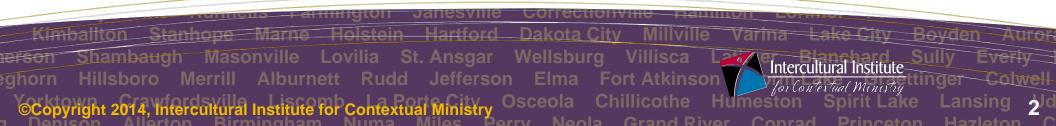
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MISSOURI VALLEY, IA

CENSUS TRACT: 19085990500 bard Bondurant Dave **REGION: Southwest** Lake View Cantril She SITESCAPE: Countryscape Panora Harlan Inde BaxteDENSITY PATTERN CHepburn Elkport Miles Da aptist nvention of Scarville nouav

MissionSite (TM) Table of Contents

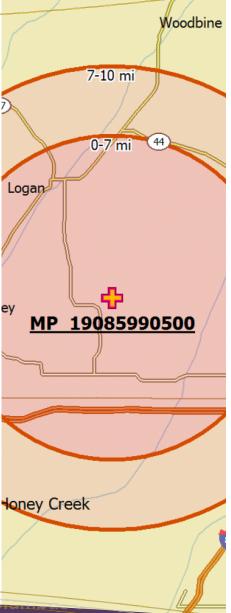
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Site Location Summary

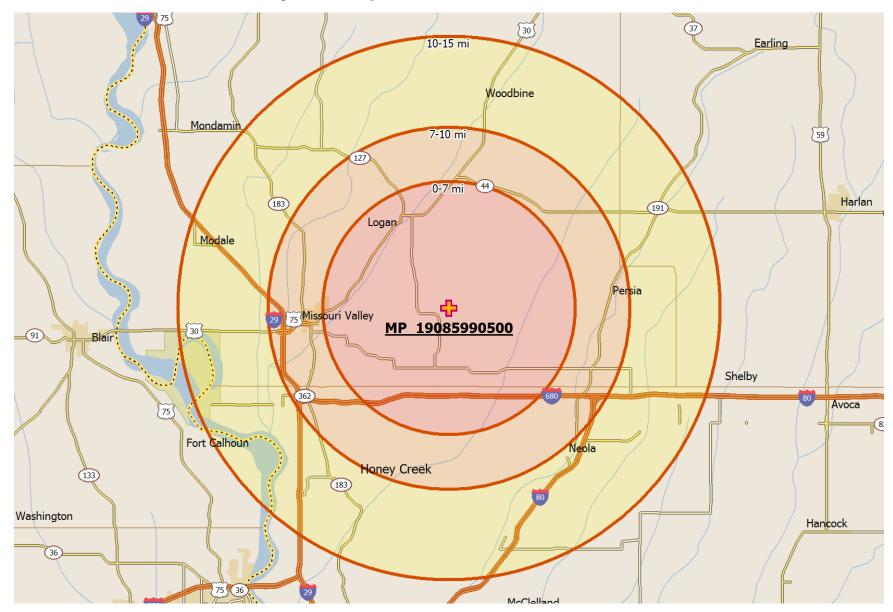
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	19085	Harrison
4	Zipcode	51555	Harrison
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	С	0-10000-10000



Story City Waukee Rhodes Decorah Lake Park Reinbeck Wyoming Afton Baldwin Rome Lenox R Northwood Grand Mound Dolliver Salem Curlew Atlantic Luana Har den Scranton Cedar Falls La Audubon Ionia Brighton Beaconsfield Bronson Cambridge Schleswig for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



ant Bluff Lost Nation Nodaway St. Olaf Nemaha Algona Carpenter Danbury Estherville Barnes City S Glibert Grandview Center Junction Aurelia Farnhamville Irwin Long Humboldt Elma Hillsboro Dumont Reinbeck Lovilia Kalona Millville Audubon Confectual Ministry Confectual Ministry Compyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

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

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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	5,451	4,751	20,795
2010 Households	2,283	2,001	8,031
2010 Group Quarters Population	100	56	543

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	0	6	11
Language Diversity National Index	0	1	3
Foreign Born Diversity National Index	0	2	42
Ancestry Diversity National Index	0	48	42
Racial Diversity National Index	0	4	3

Cole Tripoli Columbus Junction Garden Grove Colwell Sumner Alexander Nichols Ridgeway Thurman Territ Adair Saylorville Conway Ocheyedan Blue Grass Fontanelle Land Intercultural Institute Vista Baxter University Park Alburnett Melcher-Dallas Livermore New Contextual Ministry Sgar Rock Fall Contextual Ministry Contextual Ministry New Market Buffalo Charlotte Swaledale Fraser Wood

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

rove Coppock <u>HeCleHand</u> Houghton Glidden Greeley Breda Ida Grove Woden Waucoma Randolph Journey Belmond Fort Atkinson Jewell Junction Owasa Mallard Stanver <u>Intercultural Institute</u> Persia Asbury Williamsburg Searsboro Osage Palo Albia Hinton Houghton *Los 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	452	19.8%
Mainstay Communities	Established, Diverse Households	579	25.36%
Working Communities	Blue-collar, Working Families	700	30.66%
Country Communities	Rural, Agri. & Mining Families	388	17%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2	0.09%
Urban Communities	High Density, Inner-city Neighborhoods	162	7.1%

dale Blakesburg Hornick Schleswig Kamrar Everly Castalia Packwood Wilton Fredonia Lovilia Vine Bysart Pierson Wadena Fairbank Rinard Gilman Kirkman Northborg Intercultural Institute Stacyville Tennant Fraser Hansell Waverly Templeton Duncombe Tip for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Wadena Miles North Buena Vista Dunlap Arlington Dyersville Nemaha Little Rock Spillville Lockridge ineville Bettendorf Bradgate Silver City Adair Hancock Marengo Under Intercultural Institute Sac City Thorn amosa Franklin Wilton Andover Rowan Gilman Luana Cushing Le Rock Joi Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Marys Manning Guttenberg Chillicothe Pioneer Cog

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?

Clarksville Dyersville Duncombe Rickardsville Shell Rock Brandon Eldridge Logan Jolley Center Point Here Leighton Waterloo Rossie Council Bluffs Hubbard Rembrandt Intercultural Institute Ankeny Le Grand Sioux Rapids Numa Castana Storm Lake Hepburn for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Comparison Linder Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 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	4,112	1,502	36.54%
Unreached %	63.69%	65.81%	103.33
Religious But NOT Evangelical HH	734	278	37.95%
Religious But NOT Evangelical %	11.36%	12.2%	107.33
Spiritual But NOT Relig or Evang HH	634	266	41.96%
Spiritual But NOT Relig or Evang %	9.81%	11.64%	118.66
Not Evangelical, Not Interested HH	2,745	958	34.9%
Not Evangelical, Not Interested %	42.52%	41.97%	98.7



Id Dedham Yale Westphalia Treynor Minburn Earling Hubbard Garwin Leon Milersburg Sandyville Sheldon Cresco St. Ansgar Millville Doon Ely Carbon Libertyville <u>Intercultural Institute</u> Richland H Lu Verne Farmersburg Mechanicsville Goodell Kinross Bristow <u>For Contextual Ministry</u> Sherville Harc Copyright 2014, Intercultural Institute for Contextual Ministry Lime Springs Westfield Terril Marion Ocheyedan 11

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	735	175	23.86%
Active Evangelical Percent	11.38%	10.59%	93.01
Inactive Evangelical Households	1,609	384	23.85%
Inactive Evangelical Percent	24.93%	23.18%	92.98
# New Churches Needed	3	1	25.65%





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

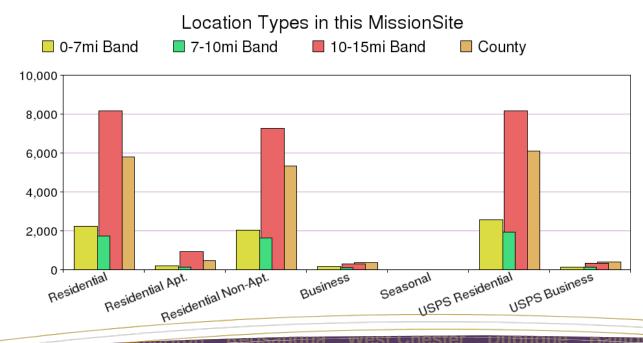
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

herokee New Albin Harper Lakota Camanche Columbus Junction Alton Quasqueton Kirkville Earlville Truesdale Rudd McGregor Sumner Corning Glenwood Radcliffe Bland Intercultural Institute Illina Montrose Ackley Eagle Grove North English Colo Ackworth Grove Intercultural Institute Correctual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	14,730	5,113	34.71%
2000 Population	15,666	5,628	35.92%
2010 Population	15,284	5,451	35.66%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	5,656	1,935	34.21%
2000 Households	6,115	2,201	35.99%
2010 Households	6,456	2,283	35.36%

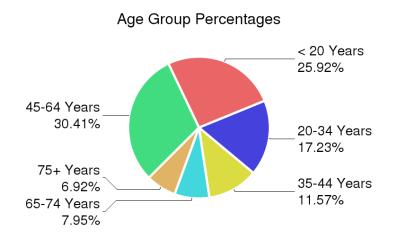


Location Type	0-7mi Band
Residential	2,247
Residential Apt.	207
Residential Non-Apt.	2,040
Business	154
Seasonal	0
USPS Residential	2,555
USPS Business	147

Cherokee St. Anthony Allison Maurice Le Roy Royal Pleasantville Blockton Jefferson Maloy Area Delta Larchwood Peterson Lansing Garner Spencer Goldfield Lamon Intercultural Institute North Washington Stanton Paton Yorktown Kirkville Blanchard Person for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

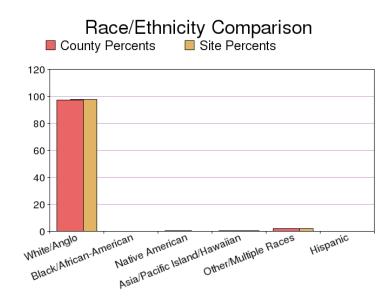


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.84%	5.45%	112.6
4-5 Years	2.44%	1.87%	76.64
6-8 Years	3.64%	3.71%	101.92
9-11 Years	3.82%	4%	104.71
12-13 Years	2.6%	2.97%	114.23
14-17 Years	5.5%	4.92%	89.45
18-19 Years	2.83%	3.03%	107.07
0-5 Years	7.28%	7.32%	100.55
6-12 Years	8.75%	9.19%	105.03
13-19 Years	9.64%	9.43%	97.82
< 20 Years	25.67%	25.94%	101.05
20-34 Years	15.49%	17.24%	111.3
35-44 Years	11.53%	11.58%	100.43
45-64 Years	29.35%	30.43%	103.68
65-74 Years	9.17%	7.96%	86.8
75+ Years	8.8%	6.92%	78.64
Median Age	43	40	93.64
Median Age (Male)	41	40	98.62
Median Age (Female)	45	41	91.06

Luxemburg Hayesville Oakland Lohrville Shelby Oskaloosa Stanhope Sioux Rapids Wyoming Fail Danville Braddyville Hartwick Blanchard Ackley Knierim Rowan Monter Intercultural Institute Hampton Grafton Exira Danbury Moulton Sioux Center Masonville Korfeetual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry ambridge Floris Statute for Contextual Ministry Ainsworth Asbury Joice North Washington McIntire Hi

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	97.25%	97.6%	100.36
Black, African-American	0.11%	0.09%	82.47
Native American	0.26%	0.2%	77.11
Asian	0.37%	0.26%	68.87
Pacific Island, Hawaiian	0.01%	0.02%	140.19
Other/Multiple Races	2%	1.83%	91.93
Hispanic	0%	1.83%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,469	3,676	
Less than 9th Grade	5.22%	4.24%	123.12
No High School Diploma	8.22%	8.98%	91.61

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,469	3,676	
Less than 9th Grade	5.22%	4.24%	123.12
No High School Diploma	8.22%	8.98%	91.61
High School Graduate	44.61%	40.56%	109.98
Some College, no degree	21.84%	22.33%	97.77
Associate Degree	7.07%	7.94%	88.99
College Degree	9.8%	11.97%	81.88
Graduate/Prof. degree	3.24%	3.97%	81.53

Sumner Panama Welton Plainfield Prairieburg Badger Gravity Dubuque Chester Adel Shenandoa Thurman Jolley Wapello Moville Pioneer Osceola Craig Durant ana Martinsburg Humboldt Tripoli Mount Vernon Lake Park Frederika Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Algona Balmond Nevada

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	5.61%	3.81%	72.36
\$10,000 to \$19,999	12.14%	11.52%	94.86
\$20,000 to \$29,999	12%	10.56%	87.94
\$30,000 to \$49,999	22.68%	20.81%	91.75
\$50,000 to \$59,999	10.35%	12.13%	117.26
\$60,000 to \$69,999	9.28%	9.33%	100.56
\$70,000 to \$79,999	7.16%	7.49%	104.67
\$80,000 to \$89,999	5.17%	5.65%	109.22
\$90,000 to \$99,999	3.7%	3.99%	107.67
\$100,000 to \$124,999	6.51%	9.15%	140.72
\$125,000 to \$149,999	2.7%	2.76%	102.39
\$150,000 to \$199,999	1.77%	2.41%	136.43
\$200,000 to \$249,999	0.23%	0.09%	37.7
\$250,000 or more	0.71%	0.26%	36.89
Median Household	47,484	52,484	110.53
Average Household	57,337	61,559	107.36
Per Capita Household	24,418	25,785	105.6
Family/Non-Family Household			
Income			
Median Family Income	57,137	61,033	106.82
Average Family Income	66,411	63,863	96.16
Median Non-Family Income	26,394	32,883	124.59
Average Non-Family Income	36,292	32,857	90.54

Ige Kensett Hawkeye Clio Turin Lohrville Rome Beacon Meservey Manning Manilla Washington Gray Mason City Mechanicsville Clearfield Solon Holland Coulter Walk Durant Rockford Crawfor more City Randall Alleman Carter Lake Lake City Red Oak Hubbard Cecopyright 2014, Intercultural Institute for Contextual Ministry Cecopyright 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	69.87%	70.96%	101.55
Families with Children	33.1%	33.73%	101.89
Families without Children	36.77%	37.23%	101.25
Non-Family Households			
% Non-Family Households	30.13%	29.04%	96.39
Non-Families with Children	0.19	0.18	94.26
Non-Families without Children	29.94	28.87	96.41
Housing Units			Index
Total Housing Units	7,009	2,416	
Vacant percent	7.89%	5.5%	69.77
Owned percent	70.74%	72.27%	102.16%
Rented Percent	21.37%	22.23%	104
Households by Size			Index
Avg household size	2.33	2.34	100.43
Avg family hh size	2.82	2.79	98.94
Avg non-family hh size	1.18	1.25	105.93
Households By Count of Persons			Percent
One	1,711	574	33.55%
Two	2,635	947	35.94%
Three or Four	1,660	630	37.95%
Five+	450	132	29.33%

Bridgewater Maxwell Lamoni Grandview Prairie City Northwood Rembrandt Stockton New Market Linew Mail Lake Atalissa Lynnville Marble Rock Larchwood Asbury Riverside Intercultural Institute Forn Parnell Ryan Colfax Albert City Castalia Lewis Toronto Clarion for Contextual Ministry Stock Copyright 2014, Intercultural Institute for Contextual Ministry Correction Registry Castalia Baldwin Mount Pleasant Lockridge Winterset Bronso

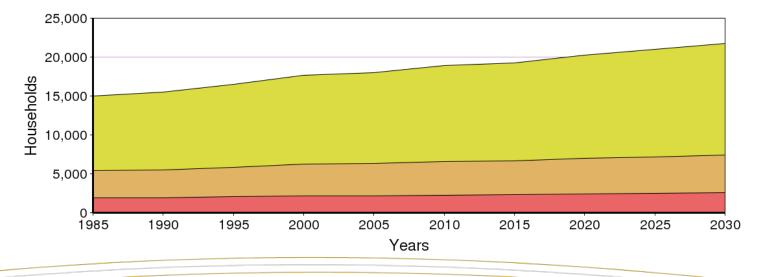
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile 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	14,730	5,113	34.71%
2000 Population	15,666	5,628	35.92%
2010 Population	15,284	5,451	35.66%
2015 Population	15,067	5,350	35.51%

Household Change from 1985 to 2030

🗖 0-7mi Ring 👘 0-10mi Ring

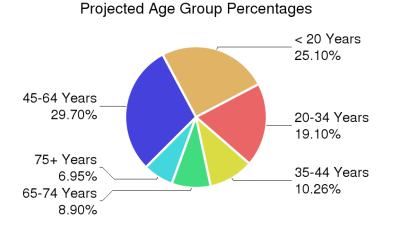
📃 0-15mi Ring



Coin Cascade Lu Verne Millville Yorktown North Washington Durant Searsbore Postville La Porte evilla Gray Saylorville McCallsburg Ledyard Mondamin Clive Maloy Intercultural Institute elle Plaine Andrew St. Ansgar Swaledale Gravity Delphos Eagle Grove for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

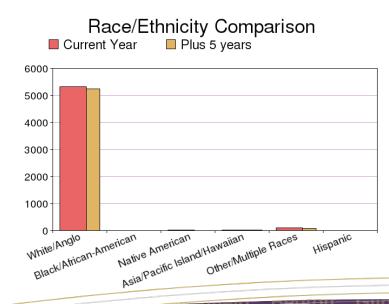


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.45%	5.44%	99.82
4-5 Years	1.87%	1.85%	98.93
6-8 Years	3.71%	3.44%	92.72
9-11 Years	4%	3.81%	95.25
12-13 Years	2.97%	2.92%	98.32
14-17 Years	4.92%	4.79%	97.36
18-19 Years	3.03%	2.86%	94.39
0-5 Years	7.32%	7.29%	99.59
6-12 Years	9.19%	8.73%	94.99
13-19 Years	9.43%	9.08%	96.29
< 20 Years	25.94%	25.1%	96.76
20-34 Years	17.24%	19.1%	110.79
35-44 Years	11.58%	10.26%	88.6
45-64 Years	30.43%	29.7%	97.6
65-74 Years	7.96%	8.9%	111.81
75+ Years	6.92%	6.95%	100.43
Median Age	43	40	92.57
Median Age (Male)	41	39	96.75
Median Age (Female)	45	41	91.71

Colo Woodward Morley Reinbeck Lost Nation Elkhart Ventura Washington Havelock Pleasant Hill R Henderson La Motte Northwood Lynnville New Hampton Runnells Grad Intercultural Institute Bayard Matlock St. Paul Marcus Lockridge Kinross Delaware Delm for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	97.6%	97.98%	100.39
Black, African-American	0.09%	0.09%	101.89
Native American	0.2%	0.19%	92.63
Asian	0.26%	0.39%	152.83
Pacific Island, Hawaiian	0.02%	0.02%	101.89
Other/Multiple Races	1.83%	1.35%	73.36
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,676	3,594	
Less than 9th Grade	4.24%	4.01%	94.41
No High School Diploma	8.98%	8.04%	89.57
High School Graduate	40.56%	40.96%	100.98
Some College, no degree	22.33%	22.57%	101.04
Associate Degree	7.94%	8.43%	106.13
College Degree	11.97%	12.24%	102.28
Graduate/Prof. degree	3.97%	3.76%	94.58

a Wyoming Renwick Nodaway Council Bluffs Beaman Nevada Royal Carliste Convay Laurens Cam Hest Burlington Martelle Rippey Alta Vista Lenox Lowden West Okor Intercultural Institute Grant Hudson Pomeroy Gruver Wapello Fraser Bussey Harper Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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	3.81%	3.17%	83.22
\$10,000 to \$19,999	11.52%	10.99%	95.4
\$20,000 to \$29,999	10.56%	10.08%	95.47
\$30,000 to \$49,999	20.81%	18.11%	87.06
\$50,000 to \$59,999	12.13%	12.47%	102.75
\$60,000 to \$69,999	9.33%	8.6%	92.19
\$70,000 to \$79,999	7.49%	7.95%	99.75
\$80,000 to \$89,999	5.65%	6.65%	110.71
\$90,000 to \$99,999	3.99%	3.95%	99.17
\$100,000 to \$249,999	9.15%	10.38%	113.41
\$125,000 to \$149,999	2.76%	3.69%	133.81
\$150,000 to \$199,999	2.41%	3.17%	131.63
\$200,000 to \$249,999	0.09%	0%	0
\$250,000 or more	0.26%	0.3%	115.7
Median Household	52,484	55,997	106.69
Average Household	61,559	65,191	105.9
Per Capita Household	25,785	28,053	108.8
Family/Non-Family Household			
Income			
Median Family Income	61,033	65,031	106.55
Average Family Income	63,863	68,447	107.18
Median Non-Family Income	32,883	35,991	109.45
Average Non-Family Income	32,857	34,006	103.5

en Lake City Elk Horn George Park View Thompson Melcher-Dallas Moravia Charlotte Lehigh Esther Pocahontas Linn Grove Marion Clear Lake Fonda Lisbon Emerson Intercultural Institute Bondurant Corwith Indianola Arlington Camanche Ashton Aredale Atk Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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	70.96%	70.42%	99.24
Families with Children	33.73	33.01	97.89
Families without Children	37.23	36.97	99.29
Non-Family Households			
% Non-Family Households	29.04%	29.58%	101.87
Non-Families with Children	0.18	0.13	101.87
Non-Families without	28.87	29.45	102.03
Children			
Housing Units			
Total Housing Units	2,416	2,437	100.87%
Vacant percent	5.5%	5.58%	101.37
Owned percent	72.27%	72.43%	100.22
Rented Percent	22.23%	22.04%	99.14
Households by Size			
Avg household size	2.34	2.29	97.86%
Avg family hh size	2.79	2.75	98.57%
Avg non-family hh size	1.25	1.20	96%
Households By Count of			
Persons			
One	574	582	101.39%
Тwo	947	983	103.8%
Three or Four	630	618	98.1%
Five+	132	120	90.91%

Grand Junction Clutier Nichols North Liberty Arispe Lester St. Charles Cleghorn Orlent Ida Grove G Calmar Paullina Deloit McCallsburg Blairstown Alton Rock Valley Intercultural Institute Ogden Alta Vista Walnut Benton Laurel Terril Greenville Rockwell Confectual Ministry Confectual Ministry Ottosen Granger Westphalia Stanhope Valeria Laur 23 Confectuation Paulling 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	65	4	371	-	Eastern Africa	0	0	0
Northern Europe	6	0	71		Middle Africa	0	0	0
Western Europe	17	4	115		Northern Africa	2	0	0
Southern Europe	2	0	0		Southern Africa	0	0	0
Eastern Europe	0	0	18		Western Africa	0	0	0
Other Europe	0	0	0		Other Africa	0	0	0
Eastern Asia	0	0	54		Oceania	0	0	8
So. Central Asia	12	0	10		Caribbean	0	0	0
SE Asia	9	0	15		Central Amer.	0	0	49
Western Asia	0	0	7		South America	0	0	0
Other Asia	0	0	0		North America	17	0	24
					Born at sea	0	0	0

Mars Jefferson Odebolt Bancroft Coalville Bellevue Sac City Maquoketa Waterville Cascade Cheroke wood Blue Grass Woodburn Hedrick Hancock Alta Vista Adair Murray <u>Intercultural Institute</u> unt Sterling Shambaugh Sherrill Everly Coralville Luther Crescent Nove for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

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	6,286	1,558	21,530	Other Indo-Euro	0	0	7
Spanish	60	8	265	Asian/PI languages	0	0	0
Other Indo-Euro	38	14	324	Chinese	5	0	32
language				Japanese	7	0	22
French (incl. Patois,	3	2	80	Korean	0	0	19
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	1	0	1
German	17	8	80	Laotian	0	0	0
Yiddish	0	0	4	Vietnamese	0	0	0
Other West Germanic	0	0	41	Other Asian	4	0	0
A Scandinavian	5	0	72	Tagalog	8	0	0
Language				Other Pacific Is	0	0	6
Greek	0	0	2	Other languages	0	0	18
Russian	0	0	19	Navajo	0	0	0
Polish	0	0	16	Other Native N.	0	0	8
Serbo-Croatian	0	0	0	American			
Other Slavic Language	3	4	3	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	8
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	5	0	0	African languages	0	0	2
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		ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	5,229	1,252	19,422		Irish	Irish 808	Irish 808 167
Arab	4	0	42		Italian	Italian 74	Italian 74 12
Armenian	0	0	0		Lithuanian	Lithuanian 1	Lithuanian 1 1
Austrian	5	0	39		Norwegian	Norwegian 137	Norwegian 137 43
British	15	0	52		Polish	Polish 69	Polish 69 6
Canadian	0	0	25		Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	10		Romanian	Romanian 3	Romanian 3 0
Czech	57	21	421		Russian	Russian 11	Russian 11 6
Czechoslovak	1	0	78		Scandinavian	Scandinavian 1	Scandinavian 1 0
Danish	222	32	1,969		Scotch-Irish	Scotch-Irish 55	Scotch-Irish 55 22
Dutch	123	21	311		Scottish	Scottish 42	Scottish 42 6
English	539	140	1,779		Slovak	Slovak 0	Slovak 0 0
European	19	13	146		Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	0	0	2		Swedish	Swedish 154	Swedish 154 42
French (not Basque)	98	22	370	Sv	viss	viss 21	viss 21 0
French Canadian	31	11	76	Ukrai	inian	inian 0	inian 0 0
German	2,061	482	6,776	US/Am	nerican	nerican 433	nerican 433 143
Greek	24	0	23	Welsh		24	24 11
Hungarian	5	0	7	West Indian	า	n 0	n 0 0
Iranian	0	0	0	Yugoslavian		0	0 0
				Other		193	193 51

Fertile Norway Beaman South English All Kynie

Plainfield Colo Rolfe Alta St. Ansgar Floyd Cromwell Magnolia Intercultural Institute Bristow Maquoketa Marne Orient Lansing Riverdale Carlisle Rutla Institute Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

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

Eldora Otho <u>Des Maines Sioux City Thornton Beaconsfield</u> Kanawha Laurel Bagley Fertile Wahpel Le Claire Toledo College Springs Buffalo Center Neola Panora Montez Intercultural Institute Intercultural Institute 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.



Millville Shelby Fairfax Cascade Clermont Lake Mills Weldon Elkader Humboldt Luana Charles Git the Junction Coin Yale Oto Bussey Hornick Centralia Halbur Council Intercultural Institute Ids Fort Madison Denison Rolfe Audubon Beacon Lake Park Rockfor 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.

0-7 HH & Percent		Unreached HH & Percent	
2,283	100%	1,503	100%
157	6.88%	111	7.39%
20	0.88%	16	1.06%
5	0.22%	4	0.27%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
132	5.78%	91	6.05%
0	0%	0	0%
295	12.92%	203	13.51%
0	0%	0	0%
0	0%	0	0%
226	9.9%	152	10.11%
0	0%	0	0%
69	3.02%	51	3.39%
0	0%	0	0%
453	19.84%	290	19.29%
0	0%	0	0%
49	2.15%	32	2.13%
0	0%	0	0%
404	17.7%	258	17.17%
0	0%	0	0%
	2,283 157 20 5 0 0 0 0 132 0 132 0 132 0 295 0 0 295 0 0 295 0 0 295 0 0 295 0 0 295 0 0 4 3 3 0 4 3 3 0 4 5 3 0 0 4 5 3 0 0 4 5 3 0 0 4 9 3 0 0 4 9 3 0 0 4 9 3 0 0 4 9 3 0 0 0 4 5 0 0 0 0 1 3 2 0 0 1 3 2 0 0 1 3 2 0 0 1 3 2 1 3 2 1 3 2 1 0 1 3 2 1 0 1 3 2 1 0 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 3 2 1 0 1 1 2 1 1 1 1 2 1 1 1 1 1 1 1 1 1	2,283 $100%$ 157 $6.88%$ 20 $0.88%$ 5 $0.22%$ 0 $0%$ 0 $0%$ 0 $0%$ 132 $5.78%$ 0 $0%$ 295 $12.92%$ 0 $0%$ 226 $9.9%$ 0 $0%$ 69 $3.02%$ 0 $0%$ 453 $19.84%$ 0 $0%$ 453 $19.84%$ 0 $0%$ 49 $2.15%$ 0 $0%$ 404 $17.7%$	2,283100%1,5031576.88%111200.88%1650.22%400%000%000%01325.78%9100%029512.92%20300%02269.9%15200%0693.02%5100%045319.84%29000%0492.15%3200%040417.7%258

Liott Le Roy Preston Matlock Harcourt Cleghorn Bankston Waterloo Audubon Benton West Point L Griegens Luzerne Palo Mediapolis Holy Cross Massena Bonaparte West Intercultural Institute Monmouth Polk City Minburn Cresco Silver City Ayrshire Oskaloos Joi Confertual Ministry Hartwick Latimer Truro Garber Missouri Valley Morr 30 Element 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	2,283	100%	1,503	100%
BLUE COLLAR BACKBONE	293	12.83%	183	12.18%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	212	9.29%	128	8.52%
Lower Income Essentials	1	0.04%	1	0.07%
Small Town Endeavors	80	3.5%	54	3.59%
AMER. DIVERSITY	126	5.52%	96	6.39%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	38	1.66%	27	1.8%
Urban Advancement	3	0.13%	2	0.13%
Amer. Great Outdoors	12	0.53%	8	0.53%
Mature America	73	3.2%	59	3.93%
METRO FRINGE	407	17.83%	279	18.56%
Steadfast Conservative	406	17.78%	278	18.5%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	1	0.04%	1	0.07%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

on Cambridge Exira Casey Tiffin Dunlap Norway Kimballton Urbana Van Meter Orange City Farrag St. Donatus Shenandoah Milo Goodell Rodney Bode Albert City Intercultural Institute pers Ferry Montrose Humboldt Lakota Calmar Smithland Hubbard Norge Contextual Ministry Die Copyright 2014, Intercultural Institute for Contextual Ministry Stockton Coin Ling Grove Bloomfield Kellogg Cromwo

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	2,283	100%	1,503	100%
REMOTE AMERICA	68	2.98%	40	2.66%
Hardy Rural Fam.	25	1.1%	15	1%
Rural Southern Living	43	1.88%	25	1.66%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2	0.09%	1	0.07%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	2	0.09%	1	0.07%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	320	14.02%	193	12.84%
Industrious Country Living	92	4.03%	63	4.19%
America's Farmland	212	9.29%	121	8.05%
Comfy Country Living	0	0%	0	0%
Small Town Connections	16	0.7%	9	0.6%
Hinterland Fam.	0	0%	0	0%

Floyd Sharpsburg Rathbun Popejoy Shenandoah Williamson St. Charles St. Lucas Sageville De Soto Harion Glenwood Spirit Lake Colesburg Dunkerton Keosauqua Mystic Ashta Coin Columbus Hacta Coulter Graf Fort Atkinson Park View Nora Springs Little Rock Audub for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Reason Vens Roland Lisbon University Park

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	2,283	100%	1,503	100%
STRUGGLING SOCIETIES	26	1.14%	15	1%
Rugged Southern Style	26	1.14%	15	1%
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	136	5.96%	92	6.12%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	136	5.96%	92	6.12%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Wan Castana Luxemburg Holy Cross What Cheer Elkport Sumner Gilman Grinnell Elk Run Heights B Charlotte Mason City Indianola Badger Le Grand Baldwin Emmets Mollman Graf Milford Vit iumeston Dundee Rossie Riverton Durango Nemaha Baxter Dixon for Centextual Institute Copyright 2014, Intercultural Institute for Contextual Ministry Tingley Grand Junction Lanesboro Alvord Moville 33

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?

Spring Hill Westwood Clarinda Carbon Stockton Cantril Milford Garber Dunlap Elberon Crystal Lake Hairstown Iowa City Hayesville Brayton Dysart Red Oak Grant Lake City Independence Lawler Menda Orleans St. Anthony Coggon Calamus Swea City Elk Horn Grand Contextual Institute Contextual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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).



d Carter Lake Panama Pleasant Plain Cumberland Milo Swaledale Scranton Morning Sun Stanton Fe abrandt Barnum Peterson Davenport Cedar Rapids Dawson Brunsville Intercultural Institute Moville Dys Craig Vinton New Providence Van Meter Granger Keokuk Boone Dav [or Confectual Ministry] Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 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	0-7	7-10	10-1
	MILES	MILES	MILES		MILES	MILES	MIL
PC-HH Own	78%	78%	81%	Internet Use: News/ Weather	28%	28%	30%
Use Comp. for Internet/E-mail	62%	63%	66%	Internet Use: Banking	25%	26%	27%
Internet Use: E-Mail	50%	51%	54%	Use Comp. for News/Info./Data	24%	25%	27%
Use Comp. for Comp. Games	43%	44%	46%	Service			
Use Comp. for Word	42%	43%	47%	PC-Network-HH Has One	17%	17%	20%
Processing				Use Comp. for Accounting	16%	17%	18%
Use Comp. for Shopping	37%	38%	41%	Use Comp. for Filing/DB Mngmnt	14%	15%	16%
Use Comp. for Digital Camera	34%	36%	38%	Use Comp. for Personal Financial	14%	14%	15%
Photo Editing				Mngmnt			
Use Comp. for Education	33%	33%	36%	Internet Use: Shopping: Made A	13%	13%	14%
Use Comp. for Banking	33%	34%	37%	Purchase			
HH Owns DVD Player	28%	28%	31%	Internet Use: Shopping: Gathered	12%	13%	15%
				Info. for Shopping			
				Internet Use: Research/ Education	11%	11%	12%



The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	69%	68%	70%
Dining Out (Not Fast Food)	60%	60%	63%
Reading Books	53%	53%	55%
Card Games	45%	45%	46%
Gardening	38%	39%	40%
Go To A Beach/Lake	37%	38%	40%
Cooking for Fun	36%	36%	37%
Board Games	34%	35%	36%
Going To	22%	22%	22%
Bars/Nightclubs/Dancing			
Photography	20%	20%	22%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	68%	68%	69%
Gen./Fam. Practitioner	44%	44%	44%
Dentist	28%	29%	31%
Backache	23%	23%	22%
Eye Dr.	22%	22%	23%
Hypertension/High Blood	21%	20%	20%
Pressure			
None Of These	21%	21%	21%
High Cholesterol	19%	19%	19%
Acid Reflux Disease	16%	16%	16%
(GERD)			
Overweight (30 Pounds Or	16%	16%	15%
More)			

Ascade East Peru Slean Le Roy Delaware Arion Ottosen Turin Elkhart Gravity Ackley Dike Orchar Diverse Contextual Moville Oskaloosa Buffalor City De Witt Solon St. S New Hartford Chillicothe Delhi Ruthven Linn Grove Clayton Alexand For Contextual Ministry Contextual Ministry Contextual Institute for Contextual Ministry 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	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Concert	26.46%	26.26%	29.34%	Movies: Romantic Comedy	19.06%	18.97%	20.52%
Live Theater	19.43%	19.43%	21.84%	Movies: Drama	15.97%	16.18%	17.69%
Live Theater Most Often	16.33%	16.39%	18.44%	Movies: Mystery	14.42%	14.09%	15.03%
Rock/Pop Concerts Most	14.29%	14.22%	16.49%	MLB Baseball Reg.	7.66%	8.11%	9%
Often				Season			
Comedy Club	8.12%	8.01%	8.48%	College Football Reg.	6.63%	6.97%	7.45%
Country Concerts Most	7.2%	7.14%	7.31%	Season			
Often				NFL Football Reg. Season	6.03%	6.24%	7.04%
Movies: Comedy	38.86%	38.33%	40.1%	College Basketball Reg.	4.98%	4.85%	5.28%
Movies: Action/Adventure	36.8%	37.14%	39.07%	Season			
Movies: Fam.	19.77%	20.1%	20.74%	NBA Basketball Reg.	3.13%	3.3%	4.06%
				Season			



Auto Racing Events

3.09%

3.12%

3.31%

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	41.42%	41.91%	43.38%		Stationary Cycling	Stationary Cycling 11.07%	Stationary Cycling 11.07% 11.32%
Swimming	34.69%	34.63%	36.55%		Backpacking/Hiking	Backpacking/Hiking 10.85%	Backpacking/Hiking 10.85% 11.06%
Bowling	21.86%	22.36%	22.82%		Baseball	Baseball 10.24%	Baseball 10.24% 10.66%
Freshwater Fishing	21.65%	22.39%	21.3%		Volleyball	Volleyball 9.55%	Volleyball 9.55% 9.47%
Billiards/Pool	19.69%	19.09%	19.74%		Power Boating	Power Boating 9.48%	Power Boating 9.48% 9.61%
Camping Trips	19%	19.86%	19.43%		Football	Football 9.01%	Football 9.01% 9.06%
Golf	16.02%	16.27%	17.29%		Aerobics	Aerobics 8.57%	Aerobics 8.57% 8.21%
Weight Training	15.58%	15.85%	17.26%		Softball	Softball 8.15%	Softball 8.15% 8.55%
Hunting	15.32%	15.71%	14.38%		Canoeing/Kayaking	Canoeing/Kayaking 7.87%	Canoeing/Kayaking 7.87% 8.09%
Basketball	13.96%	14.49%	14.61%		Motorcycling	Motorcycling 7.77%	Motorcycling 7.77% 7.79%
Mountain/Road Biking	13.87%	14.53%	15.47%		Saltwater Fishing	Saltwater Fishing 7.36%	Saltwater Fishing 7.36% 7.05%
Jogging/Running	13.22%	13.56%	14.76%		Horseback Riding	Horseback Riding 7.01%	Horseback Riding 7.01% 7.41%
Using Cardio Machine	13.2%	12.98%	14.5%		Soccer	Soccer 6.17%	Soccer 6.17% 6.22%
Target Shooting	11.69%	12%	11.76%		Archery	Archery 6.16%	Archery 6.16% 6.41%

Churdan Tama New Vienna Pleasanton McClelland Holland Sioux Rapids Thor Creston Moorland and Clermont Dayton Stanwood Plymouth Montour Dow City Underwood <u>Sticklen Granger Dows Ma</u> forthboro Malcom Wiota Rickardsville Manchester Leon Tripoli Prince <u>Intercultural Institute</u>erson Ricketts Confectual Ministry Alden Lov39 Copyright 2014, Intercultural Institute for Contextual Ministry Start Moville Dakota City Elliott Onslow Alden Lov39

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
Tennis	6.13%	6.11%	6.64%
Yoga	5.94%	6.02%	6.74%
Roller Skating	5.61%	5.84%	5.9%
Ice Skating	5.38%	5.5%	5.53%
Snorkeling	5.15%	5.03%	5.7%
Water Skiing	5.04%	5.15%	5.45%
Jet Skiing	4.94%	5.03%	5.71%
Snowmobiling	4.81%	5.07%	4.75%
Downhill & X-Country Skiing	4.78%	5.02%	5.39%
Fly Fishing	4.76%	4.87%	4.98%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Rock Climbing	3.93%	4.11%	4.3%
Auto Racing	3.71%	3.63%	3.95%
Snowboarding	3.58%	3.65%	3.84%
Hockey	3.52%	3.35%	3.47%
Racquetball	3.43%	3.27%	3.49%
Sailing	3.24%	3.06%	3.58%
Skateboarding	3.23%	3.31%	3.3%
Martial Arts	2.99%	2.81%	3.13%
Rowing	2.8%	2.87%	2.99%
Surfing & Windsurfing	2.67%	2.63%	2.88%

Orchard Alexander Fonda St. Lucas Cambridge Bouton Benton Davenport Coulter Rusself Water Afton Delta Alta Vista Maxwell Orleans Lamoni Dougherty Lehigh Intercultural Institute Durango Mondamin Creston Milo Maquoketa Redfield Armstrong Lone for Confertual Ministry Confertual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 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.



Ossian Jackson Junction Donahue Muscatine Galva Dunlap Nodaway Manson St. Paul Yetter Wa Volga Curlew Atlantic Council Bluffs Bouton Calumet Carpenter Bray Intercultural Institute ancroft Massena Clarion Murray Vining Rudd Blanchard Melcher-Dal Governant Ministry Coopyright 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.

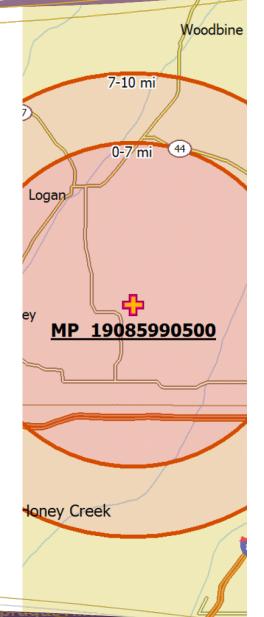
CULTURAL BARRIERS OF ACCEPTANCE

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.



rass Numa Sumner Oskaloosa Middletown Spencer Sioux Center Dixon Hawkeye Anthon Atalissa E Cobins Hastings Lone Rock Hull Shambaugh Packwood Bellevue Dening Intercultural Institute Bancroft Guttenberg Grinnell Manson Strawberry Point Hillsboro Hardy for Contextual Ministry If Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-7	7-10	10-15	BARRIERS	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILE
Important Continue Learning	49%	48%	49%	Like to Stand Out In A Crowd	20%	20%	20%
New Things				Marijuana Should Be Legalized	18%	17%	18%
Find It Difficult To Say No To My Kids	37%	38%	38%	Rarely Sit Down to a Meal Together At Home	17%	18%	17%
Woman's Place Is In The Home	e 36%	37%	36%	Like To Pursue	17%	16%	16%
Speak My Mind Even If It	33%	33%	33%	Challenge/Novelty/Change			
Upsets People				I Am A Workaholic	16%	16%	15%
Prefer To Have Few Possessions As Possible	33%	33%	36%	Only Work Current Job for The Money	14%	14%	13%
Like To Do Unconventional Things	31%	30%	30%	We Should Strive for Equality for All	12%	11%	11%
Like Control Over People And Resources	30%	30%	29%	Happy With My Standard Of Living	11%	10%	11%
Don't Judge People/Way They Live Life	28%	27%	28%	On Whole People Get What They Deserve	9%	9%	8%
Money Is Best Measure Of Success	27%	27%	27%	Indulge My Kids With The Little Extras	8%	8%	7%
If Won Lottery Would Never Work Again	25%	26%	27%	Little I Can Do To Change My Life	7%	7%	7%
Friends More Important Than My Fam.	25%	24%	25%	Willing To Give Up Time With Fam. To Advance	6%	6%	5%
Too Much Sponsorship In Arts/Sports	21%	20%	20%				

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San ventamison Partnamy the Marcus Gillett Grove Dallas Center Cotter Gilbert St. Charles Gilmore City arman St. Lucas Jackson Junction Cambridge Brooklyn Salix Shell Rock Intercultural Institute Sigourney Dedham Charlotte Luzerne New Market Dexter Hanlontow higo Contextual Ministry higo Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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.



Ellsworth Brandon Red Oak Fleyd Kimballton Rock Falls Le Grand Tripoli Pella Olds Derby Arion Franklin New Albin Yale Livermore Lone Rock Laurens Lorimor Statistic Floor Fredorita Carpe Fremont Doon Woodburn Marysville Melbourne Deep River Clerm Figure Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 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 And Beliefs	61%	62%	64%	Worried About Pollution Caused By Cars	17%	18%	18%
You Should Seize Opportunities	56%	55%	55%	Real Men Don't Cry	15%	14%	14%
In Life Like To Understand About	36%	35%	37%	Looking for New Ideas To Improve Home	9 14%	14%	14%
Nature				Is An Important Part Of Who I Am	14%	14%	14%
Important Feel Respected By My Peers	34%	33%	33%	Try Not To Worry About The Future	13%	13%	13%
Prefer To Have Few Possessions As Possible	33%	33%	36%	Enjoy Spending Time With My Fam.	11%	11%	11%
Prefer Work Part Of Team Than Alone	33%	32%	32%	Provide My Kids With The Little Extras	10%	10%	9%
Important To Juggle Various	28%	27%	27%	Feel Very Alone In The World	6%	5%	5%
Tasks				Like Spending Most Time With	5%	5%	5%
Good At Fixing Things	27%	26%	26%	Fam.			
Have Keen Sense Of Adventure	26%	25%	26%	Children Should Be Allowed To	5%	5%	4%
People Have To Take Me As	23%	23%	23%	Express Themselves			
They Find Me				Decor Particular Interest To Me	4%	3%	3%
Like To Just Enjoy Life	21%	21%	21%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	19%	18%	18%	Business			

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Potential Shared Places

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

Woodbine 7-10 mi 0-7 mi Logan MP 19085990500 loney Creek

Hamilton Victor Stratford Luxemburg Luzerne Elk Horn Moulton Council Bluffs Chatsworth Stanley Fairfield Keystone Bradgate Willey Toronto Corydon Maharishi Veder Intercultural Institute Denison Hepburn Paton Peterson University Heights Woodburn Lester Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Barmersburg Atlantic Dedham Low Moor Dow City

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	86.82%	86.99%	86.78%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.06%	84.64%	85.57%
Houses-Visit Any			
McDonald's	57.46%	57.6%	57.14%
Burger King	36.58%	37.25%	36.3%
Applebee's	31.38%	31.01%	32.06%
Subway	31.06%	31.94%	32.22%
Taco Bell	28.67%	28.55%	28.36%
Wendy's	28.23%	28.14%	28.98%
Kentucky Fried Chicken (KFC)	28.07%	27.99%	27.5%
Arby's	25.83%	26.05%	25.69%
Pizza Hut	23.24%	23.87%	22.85%
Dairy Queen	21.72%	22.35%	21.45%

0-7	7-10	10-15
MILES	MILES	MILES
19.91%	19.93%	21.15%
15.52%	15.48%	15.51%
14.52%	14.7%	15.33%
13.24%	13.15%	14.76%
12.08%	12.35%	12.48%
11.81%	11.64%	11.9%
11.27%	11.16%	10.9%
11.24%	11.17%	12.63%
10.99%	10.89%	11.46%
10.1%	10.25%	11.02%
10.05%	10.33%	12.24%
9.99%	9.72%	11.27%
	MILES 19.91% 15.52% 14.52% 13.24% 12.08% 11.27% 11.24% 10.99% 10.1% 10.05%	MILES MILES 19.91% 19.93% 15.52% 15.48% 14.52% 14.7% 13.24% 13.15% 12.08% 12.35% 11.81% 11.64% 11.27% 11.16% 10.99% 10.89% 10.1% 10.25% 10.05% 10.33%

rtsmouth Rudd Pisgah Mondamin Earlham Sutherland Drakesville Marathon Sibley Fontanelle Neola Kirkville Floris Knoxville Irwin Scarville Buffalo Center Waterville <u>Intercultural Institute</u> Ottumwa Williams Massena Alburnett Grinnell Mount Union Stockton <u>For Contextual Ministry</u> Oskaloos 47 Copyright 2014, Intercultural Institute for Contextual Ministry

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!



Swan Bancroft Manson Walford Galva Guernsey Tingley La Motte Pleasantville Coppock Onside ingbrook Manilla Batavia Brighton Hamilton Leighton Meservey Melroy Intercultural Institute ay Rinard Cedar Rapids Rowley Richland Marysville Oxford Junction Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	50.76%	51.5%	52.93%
Recycled products	37.72%	38.28%	40.33%
Worked as volunteer (non political)	18.82%	19.14%	20.53%
Engaged in fund raising	11.97%	12.29%	12.98%
Religious club member	8.13%	8.15%	8.32%
Wrote to elected offcl about publ bus	6.59%	6.65%	7.08%

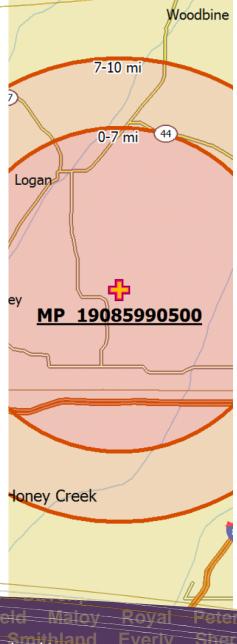
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Charitable Organization	6.43%	6.63%	6.56%
Union member	6.06%	6.29%	6.35%
Wrote to editor of mag or	5.98%	6.06%	6.5%
newspaper			
Addressed a public meeting	5.57%	5.97%	6.12%
Fraternal order member	5.37%	5.17%	5.39%
Took active part in local civic	5.3%	5.39%	5.57%
issue			

Redfield Scarville Aurelia Hazleton Essex Colwell Ollie Elberon Osterdock West Union New Prokeny Inwood Eldon Millerton Postville Barnum Pocahontas Livermore Intercultural Institute Tama Stratford Waucoma Emerson Cumberland Buck Grove Union Ray for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Communication Media Content

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

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



helsea Randalia Dana Eddyville Exira Castalia Pleasant Hill Randolph Sheffield Maloy Royal Peters Grandview Shambaugh Swan Wadena Minburn Bouton Columbus Jury in Smithland Everly Sheffi dyville Stockport Palmer Hospers Bernard Agency Boyden Bettendo Govertual Institute Dallas Garden Goopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	16.43%	16.24%	18.01%
Children's Books	13%	13.15%	14.04%
Mystery	11.96%	11.92%	12.83%
Cookbooks	10.83%	11.01%	11.68%
Religious (not Bibles)	8.85%	8.93%	9.01%
Romance	7%	7.02%	7.34%
History	6.71%	6.78%	7.22%
Personal/Business	6.65%	6.83%	7.48%
Self-help			
Biography	6.24%	5.93%	6.76%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	69.07%	68.65%	70.82%
Gen. Editorial	44.65%	44.53%	45.56%
Womens	39.83%	39.52%	40.23%
Service	35.96%	36.12%	37.42%
Mens	17.49%	17.28%	17.43%
Business/Finance	15.89%	15.84%	18.03%
Fishing/Hunting	14.97%	15.67%	14.41%
Automotive	14.04%	13.97%	13.45%
Sports	13.97%	13.8%	14.83%

e Lamont Jesup Spillville Delphos Milford Sheldon Morning Sun Hamburg Shell Rock Graf Manly Decorah Hillsboro Stanwood Blencoe Garden Grove Rolfe Columbus Aspinwall Plano Donnels rrill Linden Franklin Popejoy Fairfield Pulaski Larrabee George Leig (orfestual Ministry Coburg Olds Geopyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	59.04%	59.24%	60.3%
Classified	35.96%	36.24%	35.14%
Sport	34.68%	34.94%	35.06%
Editorial Page	34.22%	34.28%	34.92%
Business/Finance	30.08%	30.27%	32.53%
Comics	30.01%	30.06%	30.23%
Food/Cooking	26.22%	26.27%	27.23%
Movie Listings & Reviews	25.58%	25.35%	26.84%
TV/Radio Listings	24.77%	24.51%	24.87%
Home/Gardening	23.24%	23.53%	24.42%
Travel	20.05%	20.12%	21.62%
Science/Technology	18.35%	18.27%	20.04%
Fashion	13.55%	13.52%	14.23%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	28.29%	29.66%	26.91%
Adult Contemporary	19.97%	19.94%	20.37%
CHR Contemp Hit Radio	17.1%	16.42%	16.32%
Rock	13.84%	13.92%	14.45%
News/Talk	12.72%	13.08%	15.16%
Oldies	12.32%	12.56%	12.93%
Classic Rock	12.07%	12.46%	13.05%
Alternative	8.53%	8.44%	9.81%
Urban Contemporary	7.51%	6.92%	6.67%
Variety	7.31%	7.4%	7.72%
Religious	6.39%	6.46%	6.87%
Soft Contemporary	6.05%	5.92%	6.87%
All News	4.31%	4.14%	4.9%
Classic Hits	4.22%	4.15%	4.55%
Sports	3.85%	3.82%	4.54%
All Talk	3.52%	3.52%	4.17%
Classical	3.27%	3.27%	3.81%
Jazz	3.22%	3.07%	3.42%



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	64.04%	65.62%	66.02%
Satellite Dish	57.31%	57.79%	60.25%
Soapnet	51.35%	50.9%	51.57%
Other Video-On-Demand	42.08%	42.79%	42.42%
Sci-Fi Channel	38.18%	39.85%	39.5%
MSNBC	35%	36.25%	36.57%
Adult Pay Per View TV	34.82%	35.12%	36.47%
Nickelodeon	31.16%	32.63%	31.99%
Adult Swim	30.32%	31.73%	31.59%
Comedy Central	30.2%	29.47%	33.1%
TV Info From Sunday TV	29.07%	28.89%	29.34%
Magazine			
Subscribe Digital Cable	28.7%	29.71%	29.74%

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
Nick At Nite	28.18%	28.91%	28.82%
TV Info From Newspapers	26.99%	27.28%	27.69%
USA Network	25.5%	25.18%	25.94%
BET (Black Entertainment TV)	25.29%	25.61%	26.02%
Hallmark Channel	25.13%	26.17%	27.31%
TCM (Turner Classic	24.29%	24.66%	25.58%
Movies)			
ABC Fam.	22.97%	22.58%	24.82%
TV Info From Monthly Cable	22.93%	23.43%	24.2%
Guide			
The Golf Channel	22.46%	22.73%	24.84%
ESPN2	20.42%	20.89%	22.24%
Encore	20.27%	21.64%	22.94%
Lifetime	20.2%	20.91%	21.6%

Haneock Crystal Lake Pomeroy St. Lucas Buck Grove Reinbeck Mondamin Brayton Muscatine Bradge Livermore Barnum Klemme Rossie St. Marys Alvord Owasa Winter Intercultural Institute rgut Sac City Barnes City Bayard Alta Vista Alleman Center Junction Confectual Ministry Confectual Ministry Confectual Ministry Contextual Ministry Confectual Ministry Cantral Carp 3 Coopyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Contextual Ministry Confectual Confectual Ministry Confectual Confectuation Confectual Confectuation Confectual Confectual Confectu

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.



esboro Des Moines Farragut Arnolds Park Luther Riverdale Braddyville Sigourney Wadena Westgate Farley Underwood Eldridge Kirkville Curlew Montezuma Marshalltown <u>Intercultural Institute</u> Oakland North opkinton Buffalo Floyd Tama Mondamin McIntire Windsor Heights Sove for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.48%	19.47%	21.3%
Medium Users (4-6)	10.91%	10.76%	11.35%
Light Users (1-3)	21.28%	21.03%	21.33%
Quintiles (20%)			
Newspaper I (Heavy)	1.39%	1.57%	1.36%
Newspaper II	1.66%	1.64%	1.54%
Newspaper III	2.33%	2.29%	2.19%
Newspaper IV	0.65%	0.68%	0.54%
Newspaper V (Light)	1.47%	1.47%	1.3%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.48%	19.59%	18.64%
Magazines II	8.77%	8.7%	8.02%
Magazines III	10.39%	10.33%	9.63%
Magazines IV	10.86%	11.02%	10.61%
Magazines V (Light)	0.63%	0.56%	0.6%
Outdoor I (Heavy)	5.43%	5.32%	5.21%
Outdoor II	2.3%	2.09%	2.2%
Outdoor III	2.85%	2.86%	2.75%
Outdoor IV	16.96%	16.36%	16.01%
Outdoor V (Light)	26.63%	26.54%	26.19%
Yellow Pages I	14.4%	14.26%	13.87%
(Heavy)			
Yellow Pages II	4.79%	4.58%	4.56%
Yellow Pages III	3.97%	4.04%	4.09%
Yellow Pages IV	22.12%	21.54%	20.57%
Yellow Pages V	2.08%	2.16%	2.03%
(Light)			

and Algona Ackley Coulter Hills Bode Urbana Ainsworth St. Paul Melcher-Dallas Moorhead Centery Leghorn Magnolia Blue Grass Milton Crescent Toledo Conrad Gowrie Alex Strawberry Point Ladora m Remsen Fayette Libertyville Elberon Oakland Acres Joice Beaman (Sontextual Ministry) Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Numa McClelland Swisher Doon Manilla Early V55

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.

1EDIUM 0-7 7-10 10-15						
MILES MILES MILES						
Radio Drive Time Quntiles TV Prim						
fifths / 20%) / 20%)						
Orive Time I & II (Heavy) 3.25% 3.44% 2.97% Prime Time I &						
Drive Time III (Medium) 0.49% 0.51% 0.41% Prime Time III (Me						
Radio IV & V (Light) 2.16% 2.51% 2.36% Prime Time IV & V						
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles						
(fifths / 20%)						
Radio I & II (Heavy) 8.8% 8.53% 8.23% Fringe I & II (Heavy)						
Radio III (Medium) 5.47% 5.63% 5.23% Fringe III (Medium)						
Radio IV & V (Light) 2.84% 3.07% 3.02% Fringe IV (Light)						
Cable TV Quntiles (fifths / TV All Day Quntile						
20%)						
Cable I & II (Heavy) 12.99% 13.38% 14.49% All Day I & II (Heavy)						
Cable III (Medium)3.45%3.54%3.82%All Day III (Medium)						
Cable IV & V (Light) 31.32% 32.26% 31.45% All Day IV (Light)						

pson Moravia <u>Vining Cedar Rapids Oskaloosa</u> Fontanelle Long Grove Panora La Porte City Sherrill B ierson Harvey Hornick Cumming Larrabee Rowan Palo Mingo Durary Webb Boxholm Webster City Bellevue Slater Paullina Waukon Little Sioux Shannon City Leightor (or Contextual Ministry Webster City Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Messena Fostoria Ida Grove 56

Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 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]	11.37%	11.79%	12.24%
6:00am - 10:00am	14.33%	14.2%	15.97%
10:00am - 3:00pm	4.73%	4.44%	5.04%
3:00pm - 7:00pm	14.37%	14.38%	14.26%
7:00pm - Midnight	12.67%	12.92%	14.22%
Midnight - 6:00am	4.92%	5%	5.25%
Weekend Radio			
Listeners			
Dayparts [summary]	15.31%	15.74%	15.79%
6:00am - 10:00am	3.09%	3.04%	3.73%
10:00am-3:00pm	4.63%	4.53%	5.06%
3:00pm - 7:00pm	6.89%	6.86%	7.15%
7:00pm - Midnight	8.39%	8.15%	8.67%
Midnight - 6:00am	10.06%	9.42%	10.25%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.05%	9.14%	10.2%
Saturday:	9.1%	8.72%	9.16%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.91%	10.55%	10.81%
9:00am-1:00pm	28.18%	28.91%	28.82%
9:00am-4:00pm	32.5%	33.02%	33.29%
4:00pm-7:00pm	28.54%	28.94%	30.46%
11:00pm-1:00am	42.35%	43.35%	43.59%
AVG Prime time	2.13%	2.3%	2.46%
Mon-Sun			

Werthington <u>Moville Villisca Liscomb Hanlontown Hills</u> Pleasant Plain Coralville La Motte Wilton G Struble Radcliffe West Okoboji Allison Montezuma Waverly McCalls <u>Minden Denver</u> Kelley Ro Bergeant Bluff Westfield Milford Lanesboro Wayland Imogene Barnes Confectual Institute for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16.9%	16.8%	18.18%		Sat: 7-10am	Sat: 7-10am 18.83%	Sat: 7-10am 18.83% 18.81%
7-9am	20.42%	20.89%	22.24%		Sat: 10am-1pm	Sat: 10am-1pm 7.52%	Sat: 10am-1pm 7.52% 7.46%
9am-12noon	23.97%	24.85%	24.65%		Sat: 1-4pm	Sat: 1-4pm 24.07%	Sat: 1-4pm 24.07% 24.17%
12noon-4pm	8.53%	8.17%	8.64%		Sat: 4-6pm	Sat: 4-6pm 6.14%	Sat: 4-6pm 6.14% 6.44%
4-6pm	46.68%	48.08%	50.94%		Sat: 6-7pm	Sat: 6-7pm 2.09%	Sat: 6-7pm 2.09% 2.22%
6-7pm	22.52%	23.25%	22.5%		Sat: 7-8pm	Sat: 7-8pm 1.23%	Sat: 7-8pm 1.23% 1.24%
7-7:30pm	1.09%	1.35%	1.43%		Sat: 8-11pm	Sat: 8-11pm 9.1%	Sat: 8-11pm 9.1% 8.72%
7:30-8pm	10.35%	10.42%	10.37%		Sat: 11pm-1am	Sat: 11pm-1am 4.29%	Sat: 11pm-1am 4.29% 4.24%
8-11pm	9.05%	9.14%	10.2%		Sat: 1am-7pm	Sat: 1am-7pm 25.5%	Sat: 1am-7pm 25.5% 25.18%
11pm-12am	35%	36.25%	36.57%		Sun: 7-10am	Sun: 7-10am 1.92%	Sun: 7-10am 1.92% 2.04%
11pm-1am	42.35%	43.35%	43.59%		Sun: 10am-1pm	Sun: 10am-1pm 7.67%	Sun: 10am-1pm 7.67% 8.14%
1-6am	32.11%	31.77%	33.33%		Sun: 1-4pm	Sun: 1-4pm 5.82%	Sun: 1-4pm 5.82% 5.83%
					Sun: 4-7pm	Sun: 4-7pm 13.91%	Sun: 4-7pm 13.91% 14.62%
					Sun: 7-11pm	Sun: 7-11pm 9.91%	Sun: 7-11pm 9.91% 10.55%
					Sun: 11pm-1am	Sun: 11pm-1am 4.62%	Sun: 11pm-1am 4.62% 4.73%
					Sun: 1-7am	Sun: 1-7am 21.81%	Sun: 1-7am 21.81% 22.71%

oon Spillville Rome Morning Sun Lost Nation South English Oyens Montezuma Clemons Auburn Sha with Marysville Aurora Lone Tree Bussey Bancroft Vail Gibson Intercultural Institute Smithland Wallingford Swisher Laurens Fort Atkinson Mediapolis Van Jox Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry New Vienn 58

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.

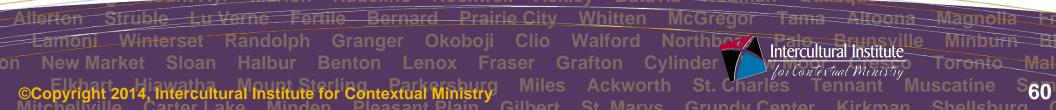
Elkader Wiota Clear Lake Bevington Rippey Newhall Edgewood Lake Mills Vincent Fontanelle St Unionville West Liberty Ankeny Birmingham Ringsted Colo Renwick Antinchurg Rolfe Stanhope oleton Marshalltown Quasqueton Agency Kirkman Lone Rock Manly Confertual Ministry Burlington Ute Meriden Carpenter Benton Maso 59

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

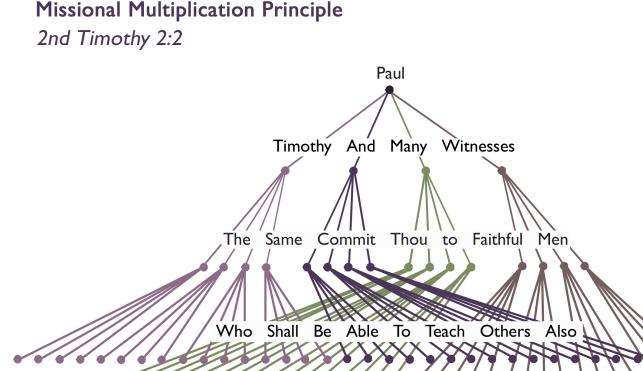
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



Biblical Missional Multiplication

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

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



et Quasqueton Bernard Greenfield Randolph Riverton Hartwick Woolstock Foronto Traer Leland La Lockridge Bouton Rembrandt Wapello West Des Moines Merrill Barner Intercultural Institute Alburnett Earlville New Liberty Sergeant Bluff Van Wert Waukon Have Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Franklin Mystic Winfield Winfield St. Marys Mel 61

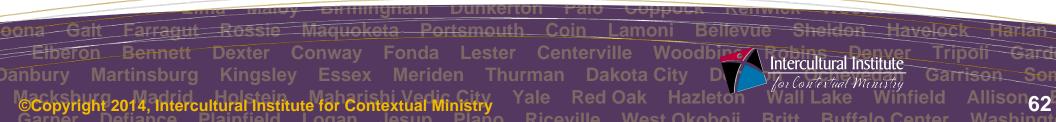
Establishing Redemptive Relationships

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





Notes and Sources

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





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