MissionSite top unreached locations

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MissionSite (TM) Table of Contents

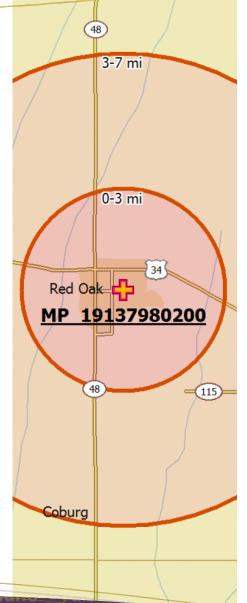
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Site Location Summary

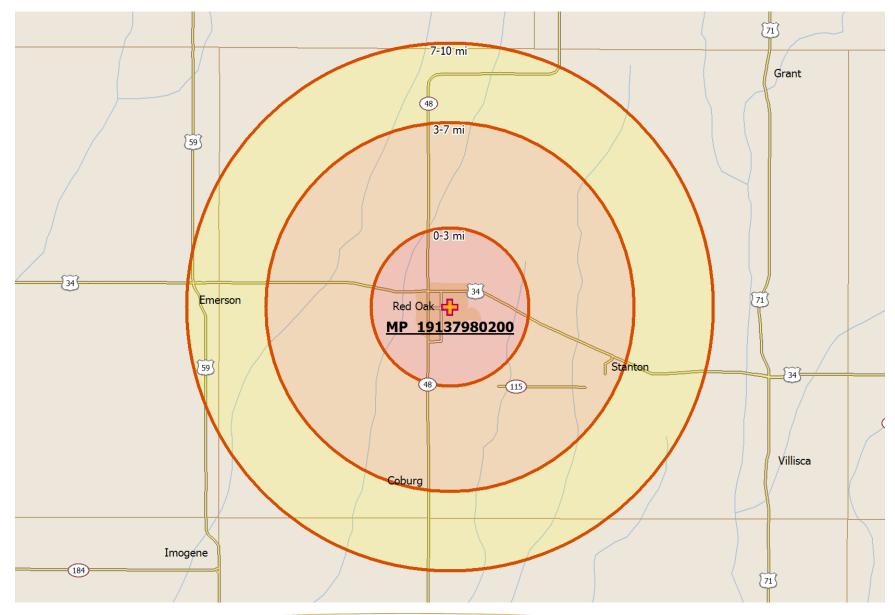
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1904	Southwest
3	County Location	19137	Montgomery
4	Zipcode	51566	Montgomery
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.12	Small towns adjacent to settlements
8	Sitescape Density Pattern	К	10000-2500-2500



Ackley Oto <u>Steamboat Rock Worthington Westgate</u> Derby Buffalo Center Radcliffe Fairbank Mystic Henio Arcadia Malcom Union Woodward Ellsworth Dubuque Earling <u>Intercultural Institute</u> Coon Rapids Corwith ning Parkersburg Marcus Sumner Delta Linn Grove Calumet St. Anthe <u>Intercultural Institute</u> Tham Hardy of Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Cantril Columbus Junction Westphalia Sac City Irwin Jackson Junction Hastings Derby Peosta Har-Le Mars Calumet Oskaloosa Prairie City Mason City Shueyville Karn Polmer Prescott Walker Montezuma Liscomb Stanwood Volga Woodburn Keosauqua Mur Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

RURAL / URBAN	CODE	EXPLANATION
Metro or Non-Metro	0	Non-Metro
Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
Rural / Urban Continuum	6	
NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
NCES Urban Centric Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
Codes		urbanized area.
IICM RUCA Values Index	49	Small town core commuting: No additional code
ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small
		urban cluster)
Percent Commuting to Metro	5	Percent commuting from non metro to metro areas
	Metro or Non-Metro Urban Influence Rural / Urban Continuum NCHS Rural Urban Codes NCES Urban Centric Locale Codes IICM RUCA Values Index ERS RUCA Commuting Value	Metro or Non-Metro0Urban Influence6Rural / Urban Continuum6NCHS Rural Urban Codes33Codes33IICM RUCA Values Index49ERS RUCA Commuting Value7

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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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	5,979	1,397	1,675
2010 Households	2,793	619	693
2010 Group Quarters Population	128	24	16

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	17	4	2
Language Diversity National Index	11	2	1
Foreign Born Diversity National Index	7	19	19
Ancestry Diversity National Index	71	63	62
Racial Diversity National Index	15	1	1

Henderson Ogden Halnut Lime Springs Durant Kalona Keosauqua Springville Villisca Yorktown Gwasa St. Lucas Floris Westside Crescent Drakesville Clarion Rose Intercultural Institute Silver City Blanchard Atkins Nevada Cushing Logan Moravia Harry Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	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

Dolliver Russell Kamrar Deep River College Springs Mediapolis Pioneer Exline Coalville Macedonia The Plano Castalia Harpers Ferry Delta Rockwell City Griswold Block Intercultural Institute rket Sloan Coulter Harcourt Granger Blanchard Jewell Junction Centry Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	310	11.1%
Mainstay Communities	Established, Diverse Households	422	15.11%
Working Communities	Blue-collar, Working Families	1,680	60.15%
Country Communities	Rural, Agri. & Mining Families	266	9.52%
Aspiring Communities	Young Singles / Aspiring-Multihousing	103	3.69%
Urban Communities	High Density, Inner-city Neighborhoods	12	0.43%

w Sharon Columbus Junction Millville Eddyville Earlville Council Bluffs Des Moines Forest City Larrabee Waterville Farley Grundy Center Blakesburg Luxemburg Gilman Water <u>Intercultural Institute</u> Na Kelley Melrose Chillicothe Oakland Elk Horn Kinross Cushing Sport 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.

Grundy Center Riverside Radcliffe Exline Sioux City Creston New Liberty Rowan Marly Burlingto Lapello Beaman Sabula Persia Martensdale Red Oak Sheldon Pocah Intercultural Institute net Allerton Manson Sharpsburg Scranton Ellsworth Liscomb Busse Confectual Ministry Magnolia Osterdock Bondurant Monroe Harper Cegter Confectual Institute for Contextual Ministry Promise City Walford Dow City Chillicothe Elk Run He

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?

ille Lawton Washta Aspinwall Red Oak Clarion Swea City Decorah Mount Union McCausland Sully Beacon Haverhill Ventura Lester Luana Pella Keystone Brooklyn Clarinda Tama Eddyville ell Maynard Odebolt Waucoma Dyersville Hastings Monroe Atkins Jor Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	3,127	1,864	59.61%
Unreached %	64.4%	66.75%	103.63
Religious But NOT Evangelical HH	590	383	64.84%
Religious But NOT Evangelical %	12.15%	13.7%	112.73
Spiritual But NOT Relig or Evang HH	525	353	67.29%
Spiritual But NOT Relig or Evang %	10.81%	12.64%	117
Not Evangelical, Not Interested HH	2,013	1,128	56.07%
Not Evangelical, Not Interested %	41.45%	40.4%	97.48



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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	433	233	53.73%
Active Evangelical Percent	8.93%	8.34%	93.42
Inactive Evangelical Households	1,295	696	53.73%
Inactive Evangelical Percent	26.67%	24.91%	93.42
# New Churches Needed	2	1	57.52%





Using the Spirituality Indicators

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

Issues for Your Consideration

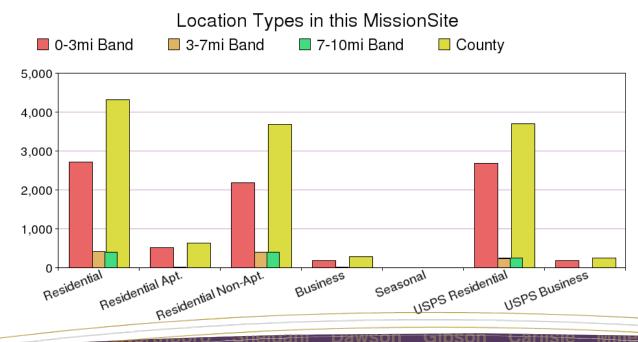
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	12,076	6,624	54.85%
2000 Population	11,771	6,587	55.96%
2010 Population	10,725	5,979	55.75%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	4,955	2,852	57.56%
2000 Households	4,886	2,822	57.76%
2010 Households	4,856	2,793	57.52%

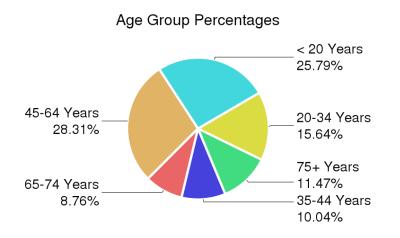


Location Type	0-3mi Band
Residential	2,711
Residential Apt.	520
Residential Non-Apt.	2,191
Business	178
Seasonal	0
USPS Residential	2,687
USPS Business	179

Keswick Gillett-Grove Linden Le Roy Marathon Wesley Rossie Clio Deep River Barnum Murray Ra Bradgate Clearfield Andrew Coppock Battle Creek Knoxville Bernard Intercultural Institute pson Villisca Emmetsburg Hull Fayette Sac City Granville Mediapolis for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

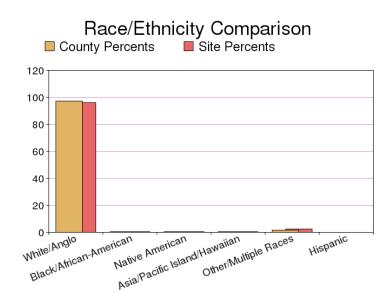


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.83%	5.69%	117.81
4-5 Years	2.49%	2.54%	102.01
6-8 Years	3.81%	3.73%	97.9
9-11 Years	3.86%	3.75%	97.15
12-13 Years	2.63%	2.43%	92.4
14-17 Years	5.31%	5.07%	95.48
18-19 Years	2.69%	2.61%	97.03
0-5 Years	7.32%	8.23%	112.43
6-12 Years	8.98%	8.66%	96.44
13-19 Years	9.31%	8.91%	95.7
< 20 Years	25.61%	25.8%	100.74
20-34 Years	14.32%	15.65%	109.29
35-44 Years	10.69%	10.04%	93.92
45-64 Years	29.28%	28.32%	96.72
65-74 Years	9.34%	8.76%	93.79
75+ Years	10.75%	11.47%	106.7
Median Age	44	45	101.44
Median Age (Male)	43	42	98.66
Median Age (Female)	46	44	96.45

Dana Mystic Durango Atalissa Neola Coulter Rolfe Curlew Clearfield Redding Hedrick Hiawatha Little Rock Montour Gilman Ainsworth Huxley Vincent Lorimor Alburgh Intercultural Institute Low Moor Alton Olin Macedonia Magnolia Steamboat Rock Panor for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	97.03%	95.94%	98.88
Black, African-American	0.41%	0.59%	142.69
Native American	0.47%	0.6%	129.15
Asian	0.4%	0.59%	146.01
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.7%	2.31%	136.01
Hispanic	0%	4.37%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,376	4,068	
Less than 9th Grade	5.44%	5.58%	97.43
No High School Diploma	11.01%	12.34%	89.21
High School Graduate	41.09%	38.54%	106.61
Some College, no degree	21.11%	20.85%	101.26
Associate Degree	7.94%	8.48%	93.68
College Degree	9.98%	10.03%	99.49

3.43%

4.18%

82.08

ey Greene Moorhead Martensdale Reasnor Millville Willey Pacific Junction Sully Hills Soldier Panol Elaridge Moravia Kiron Maloy Monmouth Keokuk Fertile Redfield Shar Mestside Morley Middlet Sharon Rockford Coralville Hamilton Anamosa Cedar Rapids Tama Goorfectual Ministry Confectual Ministry Hampton 16

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.8%	7.91%	131.59
\$10,000 to \$19,999	13.63%	15.54%	113.98
\$20,000 to \$29,999	14.04%	16.4%	116.76
\$30,000 to \$49,999	23.7%	24.63%	103.93
\$50,000 to \$59,999	9.88%	10.24%	103.59
\$60,000 to \$69,999	7.06%	6.19%	87.69
\$70,000 to \$79,999	5.54%	4.83%	87.25
\$80,000 to \$89,999	4.55%	4.05%	88.9
\$90,000 to \$99,999	2.57%	2.15%	83.45
\$100,000 to \$124,999	3.79%	4.08%	107.72
\$125,000 to \$149,999	2.43%	2.18%	89.88
\$150,000 to \$199,999	1.26%	1.22%	96.91
\$200,000 to \$249,999	0.27%	0.14%	53.5
\$250,000 or more	4.47%	0.39%	8.81
Median Household	42,570	40,060	94.1
Average Household	49,219	48,605	98.75
Per Capita Household	22,502	22,724	100.99
Family/Non-Family Household			
Income			
Median Family Income	52,298	49,660	94.96
Average Family Income	58,652	50,757	86.54
Median Non-Family Income	25,262	25,705	101.75
Average Non-Family Income	30,789	27,030	87.79

Fonda Ledyard West Okoboli Solon Carson Bettendorf Cumming Fraser Thurman Bonaparte Fonda Solon Arion Woolstock Lowden Dike Wiota Douds Le Roy Gilbert Gillett Grove Underwood Bradgate Hull Hubbard Lehigh Pilot Mound Confertual Ministry Hedrick Modale Newton Dolliver Owasa Mount Arion La Copyright 2014, Intercultural Institute for Contextual Ministry Babids Wayland Pella Envorth Readive Holy Cross

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	66.14%	62.41%	94.35
Families with Children	30.31%	29.39%	96.97
Families without Children	35.83%	33.01%	92.13
Non-Family Households			
% Non-Family Households	33.86%	37.59%	111.04
Non-Families with Children	0.49	0.61	123.15
Non-Families without Children	33.36	36.99	110.86
Housing Units			Index
Total Housing Units	5,396	3,130	
Vacant percent	10.01%	10.77%	107.59
Owned percent	65.97%	62.56%	94.82%
Rented Percent	24.02%	26.71%	111.21
Households by Size			Index
Avg household size	2.16	2.09	96.76
Avg family hh size	2.69	2.66	98.88
Avg non-family hh size	1.14	1.16	101.75
Households By Count of Persons			Percent
One	1,454	927	63.76%
Two	2,080	1,141	54.86%
Three or Four	1,085	612	56.41%
Five+	237	113	47.68%

a Motte Scranton Keystone New Market Patterson Lineville East Peru Blairstown Floyd Magnolia Ore Halcom Luana Allerton Farnhamville Le Grand George Winfield Charter Crosco Hillsboro Shell erly Ricketts Swea City Palmer Ruthven Schaller Boyden Westphalia Contextual Ministry Gentertual Ministry Ministry Gentertual Ministry Ministry Gentertual Ministry Ministry Gentertual Ministry Minist

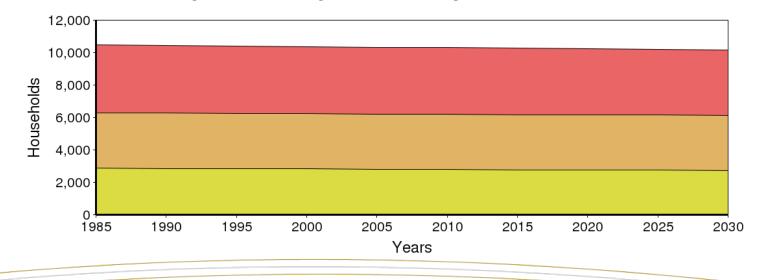
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	12,076	6,624	54.85%
2000 Population	11,771	6,587	55.96%
2010 Population	10,725	5,979	55.75%
2015 Population	10,373	5,775	55.67%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

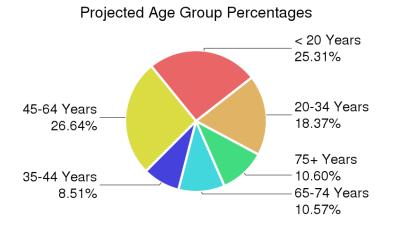
📕 0-10mi Ring



Conterville Martinsburg Brandon Essex Ringsted Osage Leon High Cromwell Plano Wellsburg A Larrabee Spillville Luzerne Stout Kamrar Brighton Gray George JorContextual Ministry Contextual Ministry Red Oak Bondurant Greenfield Hamburg Lost Nati 19

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

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

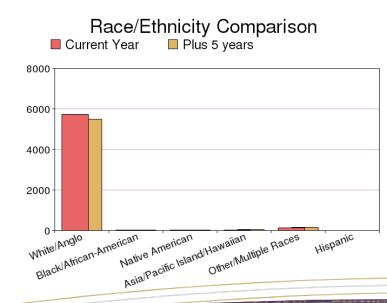


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.69%	5.66%	99.47
4-5 Years	2.54%	2.42%	95.28
6-8 Years	3.73%	3.57%	95.71
9-11 Years	3.75%	3.67%	97.87
12-13 Years	2.43%	2.39%	98.35
14-17 Years	5.07%	4.92%	97.04
18-19 Years	2.61%	2.7%	103.45
0-5 Years	8.23%	8.09%	98.3
6-12 Years	8.66%	8.45%	97.58
13-19 Years	8.91%	8.8%	98.77
< 20 Years	25.8%	25.34%	98.22
20-34 Years	15.65%	18.39%	117.51
35-44 Years	10.04%	8.52%	84.86
45-64 Years	28.32%	26.67%	94.17
65-74 Years	8.76%	10.58%	120.78
75+ Years	11.47%	10.61%	92.5
Median Age	44	43	97.84
Median Age (Male)	43	40	94.17
Median Age (Female)	46	44	94.85

Grove Gilman Red Oak Primghar Halbur Barnes City Curlew Letts Cincinnati Le Claire Postville Ge Fings Richland Denver Harris New Sharon Montour Stacyville Volga New Market Wadena Dumont Van Wert Traer Chelsea Davenport Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Cont

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	95.94%	95.05%	99.07
Black, African-American	0.59%	0.68%	115.36
Native American	0.6%	0.66%	109.28
Asian	0.59%	0.71%	121.28
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.31%	2.91%	126.04
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,068	3,888	
Less than 9th Grade	5.58%	5.2%	93.11
No High School Diploma	12.34%	11.75%	95.25
High School Graduate	38.54%	39.2%	101.69
Some College, no degree	20.85%	21.04%	100.93
Associate Degree	8.48%	8.67%	102.2
College Degree	10.03%	10.16%	101.3

4.18%

3.99%

95.4

Guttenberg Farmersburg Orleans Protivin La Porte City New Vienna Webster Baldwin Ute Des Moines Birmingham Everly Blakesburg Bernard Orient Holy Cross Marne Intercultural Institute Soldier Bloomfield Lynnville Adel Ely Latimer Terril St. Charles Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	7.91%	6.84%	86.44
\$10,000 to \$19,999	15.54%	14.79%	95.21
\$20,000 to \$29,999	16.4%	14.83%	90.44
\$30,000 to \$49,999	24.63%	24.01%	97.47
\$50,000 to \$59,999	10.24%	10.26%	100.19
\$60,000 to \$69,999	6.19%	6.59%	106.35
\$70,000 to \$79,999	4.83%	5%	100.54
\$80,000 to \$89,999	4.05%	4.21%	98.76
\$90,000 to \$99,999	2.15%	2.45%	113.95
\$100,000 to \$249,999	4.08%	4.97%	121.71
\$125,000 to \$149,999	2.18%	2.88%	131.86
\$150,000 to \$199,999	1.22%	2.56%	209.95
\$200,000 to \$249,999	0.14%	0.14%	100.54
\$250,000 or more	0.39%	0.4%	100.54
Median Household	40,060	43,840	109.44
Average Household	48,605	52,935	108.91
Per Capita Household	22,724	25,484	112.15
Family/Non-Family Household			
Income			
Median Family Income	49,660	55,230	111.22
Average Family Income	50,757	55,161	108.68
Median Non-Family Income	25,705	28,230	109.82
Average Non-Family Income	27,030	30,016	111.05

Ose Lake Swaledale Sheffield McCallsburg Grinnell Ackworth Monroe Lone Rock Havesville Le Roy Ionia Tingley Osage Maharishi Vedic City Burlington Albert City New <u>Intercultural Institute</u> Garnavillo Remsen Blencoe Pomeroy Boyden Superior Shell Rock for Contestual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Dundee Delta Scranton Fontanelle Bassett Tama Hastings Ringsted New Vienna Varina Casey Figure 2014

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	62.41%	62.13%	99.56
Families with Children	29.39	29.05	98.83
Families without Children	33.01	32.58	98.69
Non-Family Households			
% Non-Family Households	37.59%	37.87%	100.73
Non-Families with Children	0.61	0.5	100.73
Non-Families without	36.99	37.37	101.03
Children			
Housing Units			
Total Housing Units	3,130	3,115	99.52%
Vacant percent	10.77%	10.79%	100.18
Owned percent	62.56%	62.57%	100.02
Rented Percent	26.71%	26.65%	99.76
Households by Size			
Avg household size	2.09	2.04	97.61%
Avg family hh size	2.66	2.59	97.37%
Avg non-family hh size	1.16	1.13	97.41%
Households By Count of			
Persons			
One	927	926	99.89%
Two	1,141	1,180	103.42%
Three or Four	612	585	95.59%
Five+	113	88	77.88%

t Ladora Udell Primghar St. Anthony Lansing Sandyville Promise City Winden Chillicothe Alburnett Idler Thurman Wheatland Wiota McIntire Hiawatha Rolfe Moulton Grad Piver Arisne Franklin Edge ard Shannon City Le Grand Ridgeway Carter Lake New Market Hayesvi Gorfertual Institute Incourt Gilber Glie Copyright 2014, Intercultural Institute for Contextual Ministry Monmouth Larrabee Hull Salix Des Moines Marb 23

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	0	129	4	Eastern Africa	0	0	0
Northern Europe	0	0	2	Middle Africa	0	0	0
Western Europe	0	0	0	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	0	0	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	7	0	Oceania	0	0	0
So. Central Asia	0	1	0	Caribbean	0	0	0
SE Asia	0	18	2	Central Amer.	0	102	0
Western Asia	0	0	0	South America	0	1	0
Other Asia	0	0	0	North America	0	0	0
				Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	0	7,832	1,419	Other Indo-Euro	0	0	0
Spanish	0	174	17	Asian/PI languages	0	0	0
Other Indo-Euro	0	45	23	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	0	15	0	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	0	18	14	Laotian	0	0	2
Yiddish	0	0	0	Vietnamese	0	6	0
Other West Germanic	0	2	5	Other Asian	0	0	0
A Scandinavian	0	10	4	Tagalog	0	6	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Riverside Blairstown Randolph George

and Norwald Sidney Coggon Rome Coralville Martinsburg Leando Graetinger Durago Pahora Sion Leand Wilton Lambs Grove Charlotte Oxford Junction Center June Intercultural Institute on Zwingle Brandon Vinton Woodward South English Guttenberg ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Soldier Le Roy Des Moines Lobryille New Hampton

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	0	6,328	1,154	Irish	Irish 0	Irish 0 641
Arab	0	5	0	Italian	Italian 0	Italian 0 62
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 1
Austrian	0	0	0	Norwegian	Norwegian 0	Norwegian 0 186
British	0	1	2	Polish	Polish 0	Polish 0 49
Canadian	0	2	0	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	71	10	Russian	Russian 0	Russian 0 32
Czechoslovak	0	12	0	Scandinavian	Scandinavian 0	Scandinavian 0 9
Danish	0	118	19	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 117
Dutch	0	84	8	Scottish	Scottish 0	Scottish 0 83
English	0	702	126	Slovak	Slovak 0	Slovak 0 1
European	0	38	0	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 833
French (not Basque)	0	175	38	Swiss	Swiss 0	Swiss 0 10
French Canadian	0	23	0	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	0	1,740	343	US/American	US/American 0	US/American 0 766
Greek	0	39	0	Welsh	Welsh 0	Welsh 0 58
Hungarian	0	6	0	West Indian	West Indian 0	West Indian 0 0
Iranian	0	1	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 0	Other 0 463

guson Pacific Junction Baldwin Ionia Coalville Woolstock Soldier Wadena Central City Kimballton So Beaman Maquoketa Dallas Center Gilman Rockford Zearing Sully Intercultural Institute s Neola Persia McClelland Osceola Pulaski Lewis Martelle Ashton for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

Coppock Magnelia Hechanicsville Pisgah Wiota Minburn New Vienna Beaconsfield Readive Childcolf Dike Rathbun Turin Guttenberg Wesley Muscatine Newton Esthere Intercultural Institute outh Clear Lake Garnavillo Robins Nevada Henderson Miles Clearfield for Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

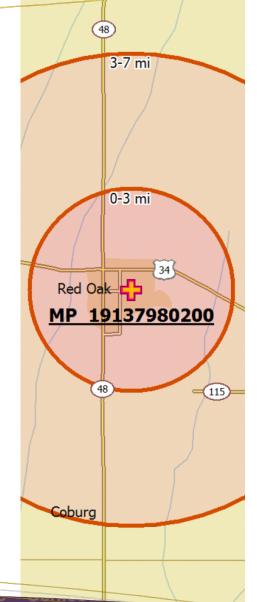
Issues for Your Consideration - continued

- 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?

Frundy Center Numa Wadena Keokuk Frederika St. Paul Scarville Oxford Junction Prairie City Martinski Allison Rathbun Lake Mills Havelock Stout Conway Panorama Parker Intercultural Institute Inwood Brandon Kingsley Moville Weldon Plover Blakesburg Karlo Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 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.



Webb Marshalltown Dow City Hayesville Hillsboro Dickens Westgate Elkport Schaller Royal Edgewood George Brighton Decatur City Dunkerton McCausland Wilton Intercultural Institute Knoxville g Hanlontown Orchard Bedford Rembrandt Plainfield Bankston Marte Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,793	100%	1,864	100%
AFFLUENT SUBURBIA	83	2.97%	60	3.22%
America's Wealthiest	19	0.68%	15	0.8%
Dream Weavers	15	0.54%	11	0.59%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	49	1.75%	34	1.82%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	227	8.13%	152	8.15%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	227	8.13%	152	8.15%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	92	3.29%	59	3.17%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	92	3.29%	59	3.17%
Mid-Market Enterprise	0	0%	0	0%
Family Convenience	92	3.29%	59	3.17%

De Witt Columbus City Pleasant Plain Hillsboro Westwood Centerville New Sharon Millerton Grimes Hartensdale Story City Russell Gravity Popejoy Fostoria Hampton Har Kellogg Glidden Ottesen mer Clearfield Holland Ringsted Rake Curlew Leando Charlotte Round Contextual Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,793	100%	1,864	100%
BLUE COLLAR BACKBONE	1,001	35.84%	644	34.55%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	445	15.93%	268	14.38%
Lower Income Essentials	383	13.71%	259	13.89%
Small Town Endeavors	173	6.19%	117	6.28%
AMER. DIVERSITY	330	11.82%	246	13.2%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	22	0.79%	14	0.75%
Professional Urbanites	181	6.48%	131	7.03%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	7	0.25%	4	0.21%
Mature America	120	4.3%	97	5.2%
METRO FRINGE	679	24.31%	466	25%
Steadfast Conservative	572	20.48%	392	21.03%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	107	3.83%	74	3.97%

Wheatland Allerton Aplington Pisgah Lake Mills Evansdale West Bend Wiota Maysville Boxholm Perk City Mitchellville Turin Columbus City Somers Rickardsville La Marin Shellsburg Macksburg Sibley Keystone Maxwell Smithland Benton Northboro Lamont John Intercultural Institute go Coppock Jos Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,793	100%	1,864	100%
REMOTE AMERICA	37	1.32%	22	1.18%
Hardy Rural Fam.	12	0.43%	7	0.38%
Rural Southern Living	25	0.9%	15	0.8%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	103	3.69%	75	4.02%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	25	0.9%	19	1.02%
Stable Careers	78	2.79%	56	3%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	229	8.2%	132	7.08%
Industrious Country Living	0	0%	0	0%
America's Farmland	66	2.36%	38	2.04%
Comfy Country Living	13	0.47%	8	0.43%
Small Town Connections	144	5.16%	84	4.51%
Hinterland Fam.	6	0.21%	2	0.11%

Hillsboro Fostoria Bellevue Decorah Mount Union Goodell Little Sioux McCausland Middletown Yale Peterson Primghar Oto Walker West Des Moines Douds Williams Middletown Prime Craig Grand Mound Waterloo Pleasant Plain Oxford Junction Kimballton Field Danville Voi Contextual Ministry Buckeye Johnston Le Claire Moville Grandview C32

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,793	100%	1,864	100%
STRUGGLING SOCIETIES	1	0.04%	1	0.05%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1	0.04%	1	0.05%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	11	0.39%	7	0.38%
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	11	0.39%	7	0.38%
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%

Sell Lineville Tripoli Monmouth Ralston Leando Lincoln Denver Keystone Buffalo Danbury Neman Fract Woodward Lovilia Norwalk Ashton Pulaski Alta Belmond Intercultural Institute vity Wall Lake Oxford Boxholm Radcliffe West Union Lone Tree Dun Confectual Ministry Lenox Floyd 33 Copyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Berkley Milford Middletown Elliott Kellerton Magnolia Williamson Primghar Chelsea Carpenter G Gkobol Carbon Milton Westphalia Rock Valley Lucas Braddyville The Nora Springs West Burlingto erville Dedham Gilbert St. Donatus Truro Wayland Osage Olin Stock Intercultural Institute of Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Macksburg Walker Havesville University Park Norwalk

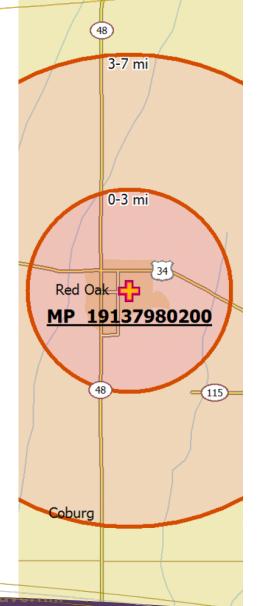
Potential Cultural Bridges

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).



Hawarden Dana Lester Floyd Jolley Garden Grove Central City Audubon Bloomfield Boyden Brands Faburg Iowa City Goldfield Bristow Ellsworth Onawa Oakville Kinros Martelle Carter Lake Martelle Paton Badger Strawberry Point Carbon Bertram Glenwood Swisher Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	74%	75%	74%
Use Comp. for Internet/E-mail	56%	57%	57%
Internet Use: E-Mail	43%	44%	45%
Use Comp. for Comp. Games	40%	41%	41%
Use Comp. for Word Processing	40%	40%	40%
Use Comp. for Shopping	33%	34%	34%
Use Comp. for Education	31%	31%	31%
Use Comp. for Digital Camera	31%	32%	32%
Photo Editing			
Use Comp. for Banking	29%	30%	30%
HH Owns DVD Player	26%	26%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	24%	24%	24%
Use Comp. for News/Info./Data	20%	21%	22%
Service			
Internet Use: Banking	20%	21%	21%
Use Comp. for Filing/DB Mngmnt	14%	14%	14%
PC-Network-HH Has One	14%	14%	14%
Use Comp. for Personal Financial	13%	13%	12%
Mngmnt			
Internet Use: Research/ Education	13%	12%	12%
Internet Use: Shopping: Gathered	12%	12%	12%
Info. for Shopping			
Use Comp. for Accounting	12%	13%	14%
Internet Use: Shopping: Made A	11%	12%	12%
Purchase			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	67%	67%
Dining Out (Not Fast Food)	57%	58%	58%
Reading Books	54%	53%	52%
Card Games	41%	42%	43%
Gardening	36%	36%	37%
Cooking for Fun	36%	35%	34%
Go To A Beach/Lake	32%	33%	33%
Board Games	31%	31%	32%
Going To	20%	20%	20%
Bars/Nightclubs/Dancing			
Photography	19%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	73%	72%	71%
Gen./Fam. Practitioner	46%	46%	45%
Dentist	31%	30%	29%
Eye Dr.	25%	25%	25%
Backache	24%	24%	24%
Hypertension/High Blood	23%	22%	22%
Pressure			
High Cholesterol	20%	19%	19%
Any Arthritis	19%	19%	18%
None Of These	18%	19%	19%
Acid Reflux Disease (GERD)	18%	17%	17%

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.54%	25.33%	24.94%
Live Theater	18.31%	18.28%	17.89%
Live Theater Most Often	15.78%	15.69%	15.34%
Rock/Pop Concerts Most	14.1%	13.82%	13.48%
Often			
Dance Performance	8.31%	7.87%	7.42%
Comedy Club	7.24%	7.18%	7.1%
Movies: Action/Adventure	38.31%	37.7%	37.03%
Movies: Comedy	38.03%	37.7%	37.25%
Movies: Fam.	20.95%	20.72%	20.52%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	17.49%	17.6%	17.52%
Movies: Drama	17.42%	16.98%	16.47%
Movies: Mystery	16.53%	15.84%	15.18%
College Football Reg.	5.62%	5.95%	6.1%
Season			
MLB Baseball Reg. Season	5.56%	6.03%	6.3%
NFL Football Reg. Season	4.18%	4.47%	4.57%
College Basketball Reg.	3.99%	4.14%	4.22%
Season			
Rodeo	2.49%	2.84%	3.16%
Auto Racing Events	2.4%	2.5%	2.58%

Maxwell Richland Chillicothe De Witt McCausland Pioneer Farmington Leighton Palmer Halbur Ar Luxemburg Stratford Early Ottosen Maharishi Vedic City Inwood Stard of Strawberry Point Cotter alle Crystal Lake Kiron Delphos Dayton Spillville Primghar Bridgewate for Contextual Ministry d Acres Grav Copyright 2014, Intercultural Institute for Contextual Ministry Bayter Nodaway Peosta Bagley Deep River Bockwell City

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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3	3-7	
	MILES	MILES	MILES		MILES	MILES	
Walking for Exercise	39.73%	40.33%	40.59%	Baseball	9.99%	10.28%	
Swimming	30.22%	30.72%	30.88%	Target Shooting	9.73%	10.26%	
Bowling	19.03%	19.77%	20.29%	Backpacking/Hi	king 9.28%	9.74%	
Freshwater Fishing	18.35%	19.58%	20.76%	Power Boating	8.53%	8.73%	
Billiards/Pool	18.29%	18.02%	17.72%	Aerobics	8.27%	8.07%	
Camping Trips	16.1%	17%	17.79%	Football	8.01%	8.29%	
Golf	13.23%	14.16%	14.78%	Volleyball	7.43%	7.86%	
Neight Training	12.62%	13.02%	13.05%	Motorcycling	7.21%	7.32%	
Jogging/Running	12.58%	12.7%	12.74%	Saltwater Fishir	ng 7.08%	6.72%	
Hunting	12.39%	13.36%	14.31%	Softball	6.9%	7.31%	
Using Cardio Machine	11.69%	11.62%	11.35%	Canoeing/Kaya	king 6.69%	6.88%	
Mountain/Road Biking	11.47%	12.17%	12.61%	Tennis	5.64%	5.69%	
Basketball	11.46%	12.17%	12.72%	Soccer	5.59%	5.64%	
Stationary Cycling	10.59%	10.61%	10.49%	Horseback Ridi	ng 5.54%	6.12%	

Aredale Sully Lanesboro Bertram Randalia Logan Buckeye Mason City Clarinda Onawa Fontanelle Brayton Washta Victor Andrew Lakeside Ryan Oxford Vincent Intercultural Institute dier Farragut Crystal Lake Macksburg Janesville Primghar Owasa Gu for Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Son Confectual Victor Andrew Lakeside Ryan Oxford Vincent Automotic Son Confectual Ministry Buckeye Mason Council 39

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

0-3	3-7	7-10	
MILES	MILES	MILES	
5.52%	5.42%	5.28%	
5.1%	5.14%	5.22%	
4.71%	4.73%	4.74%	
4.66%	4.93%	5.16%	
4.64%	4.8%	4.9%	
4.62%	4.73%	4.84%	
4.32%	4.79%	5.14%	
4.21%	3.9%	3.71%	
4.1%	4.28%	4.46%	
4.05%	4.29%	4.49%	
	MILES 5.52% 5.1% 4.71% 4.66% 4.64% 4.62% 4.32% 4.21% 4.21%	MILESMILES5.52%5.42%5.1%5.14%4.71%4.73%4.66%4.93%4.64%4.8%4.62%4.73%4.32%4.79%4.21%3.9%4.1%4.28%	MILESMILESMILES5.52%5.42%5.28%5.1%5.14%5.22%4.71%4.73%4.74%4.66%4.93%5.16%4.66%4.93%5.16%4.64%4.8%4.9%4.62%4.73%4.84%4.32%4.79%5.14%4.21%3.9%3.71%4.1%4.28%4.46%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Rock Climbing	3.93%	4.06%	4.19%
Hockey	3.8%	3.69%	3.62%
Snowboarding	3.7%	3.68%	3.67%
Snowmobiling	3.47%	3.95%	4.4%
Sailing	3.46%	3.3%	3.19%
Racquetball	3.44%	3.32%	3.21%
Martial Arts	3.19%	3.01%	2.85%
Skateboarding	2.84%	2.92%	3%
Surfing & Windsurfing	2.67%	2.62%	2.6%
Rowing	2.54%	2.64%	2.72%

Mitchellville Williamson Boxholm What Cheer Thompson Strawberry Point Badger Ackley Fredonia Wa Kirkville Baldwin Deep River Rossie Coburg Clayton Truro Newhall Intercultural Institute Whittemore Van Wert New Hartford Sabula Dows Inwood Mitchell Development Richard Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Market Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential 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.

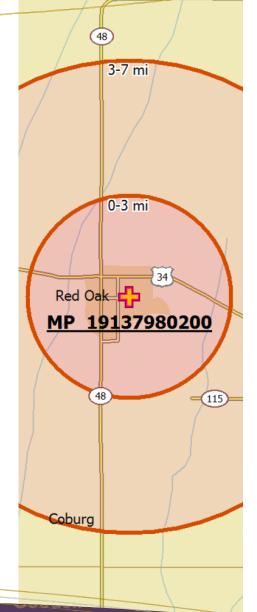
BIBLICAL BARRIERS

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.



Barnum West Union Dubuque Rockford Batavia Ralston Soldier Keota Dysart Leon Deloit Mot Buck Grove Stuart Windsor Heights Washington Bennett Lambs Grove Intercultural Institute Holstein Carson Gruver Somers Goose Lake Northwood Klemme for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

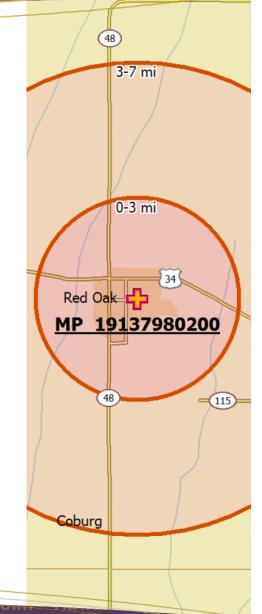
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



hor Newhall Columbus Junction Bridgewater West Liberty Baxter Coggon Charter Oak Lu-Verne Came La Park Rock Rapids Corwith Mechanicsville Eldon Preston Waverly Intercultural Institute Le Roy Lorimor West Branch Tama Manchester Newton Cincinna Institute Joi Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Cline Flicton Contextual Contextual Ministry Cline Flicton Contextual Ministry Contextual Ministry Cline Flicton Cline Flicton Contextual Ministry Cline Flicton Contextual Ministry Cline Flicton Contextual Ministry Cline Flicton Contextual Ministry Cline Flicton C

Potential Cultural Barriers:

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

BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	50%	49%	49%	Like to Stand Out In A Crowd	21%	21%	21%
New Things				Like To Pursue	20%	19%	18%
Woman's Place Is In The Home	37%	37%	38%	Challenge/Novelty/Change			
Speak My Mind Even If It Upsets	36%	36%	35%	Marijuana Should Be Legalized	19%	18%	18%
People				Rarely Sit Down to a Meal	16%	16%	17%
Like To Do Unconventional	34%	33%	33%	Together At Home			
Things	000/	000/	000/	Only Work Current Job for The	14%	14%	15%
Prefer To Have Few	32%	32%	32%	Money	4.40/	4.40/	4 5 0 /
Possessions As Possible	000/	000/	0.40/	I Am A Workaholic	14%	14%	15%
Find It Difficult To Say No To My Kids	32%	33%	34%	We Should Strive for Equality for All	13%	13%	12%
Like Control Over People And Resources	32%	32%	31%	Happy With My Standard Of Living	11%	11%	11%
Don't Judge People/Way They Live Life	30%	29%	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%	8%
Friends More Important Than My Fam.	26%	26%	25%	Little I Can Do To Change My Life	8%	8%	7%
f Won Lottery Would Never Nork Again	25%	25%	25%	More Important Do Duty Than Enjoy Life	7%	6%	6%
Too Much Sponsorship In Arts/Sports	23%	22%	22%				

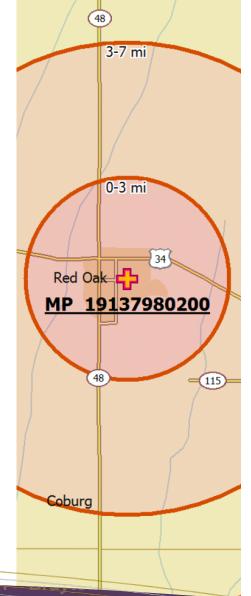
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North English Soldier Greenville Franklin Agency Davis City Urbandale Hamilton Anamosa Rock Valk Analyton New Albin Rickardsville Dallas Center Ottumwa Hinton Larr (o) Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Nalcott Pilot Mound McClelland Fontanelle Jackson

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.



Cahentas Guttenberg Barnes City Varina Holstein Arnolds Park Centralia Livermore Jamaica Batavia gat Turin Popejoy Princeton Missouri Valley Moville Sanborn Allerton Allerton Clat Lisbon Eddyville Centralia hthrop Pulaski Manchester Whiting Okoboji Martelle Harcourt Chillico Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

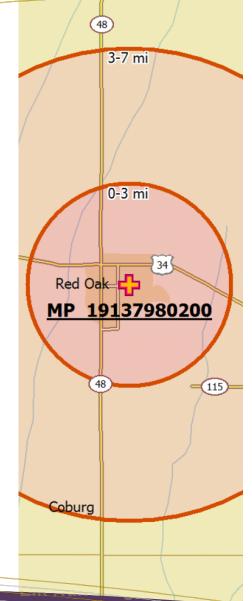
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	57%	56%	56%	Real Men Don't Cry Looking for New Ideas To Improve	18% 17%	18% 16%	17% 15%
Important To Respect Customs And Beliefs	54%	55%	55%	Home Worried About Pollution Caused	16%	16%	16%
Like To Understand About	40%	39%	38%	By Cars	1078	1078	10 /0
Nature				Is An Important Part Of Who I Am	15%	15%	14%
Important Feel Respected By My Peers	35%	35%	34%	Try Not To Worry About The Future	14%	14%	13%
Prefer Work Part Of Team Than Alone	35%	34%	34%	Provide My Kids With The Little Extras	11%	11%	11%
Important To Juggle Various Tasks	33%	31%	30%	Enjoy Spending Time With My Fam.	10%	10%	10%
Prefer To Have Few	32%	32%	32%	Feel Very Alone In The World	7%	7%	7%
Possessions As Possible				Children Should Be Allowed To	5%	5%	5%
Good At Fixing Things	30%	29%	28%	Express Themselves			
Have Keen Sense Of Adventure	28%	27%	27%	Like Spending Most Time With	4%	4%	4%
People Have To Take Me As	23%	23%	23%	Fam.			
They Find Me				Decor Particular Interest To Me	3%	3%	3%
Like To Just Enjoy Life	23%	22%	21%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	21%	21%	20%	Business			

Panerama Park <u>Devenport</u> Wilton Reasnor Coin Newton Pacific Junction Wontezuma Clio Fraser Go Hersburg Manly Clermont Nichols Wahpeton Volga Lockridge Coller <u>Intercultural Institute</u> ckworth Webb Mondamin Strawberry Point Atlantic Cotter Walker Sport Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



Soto Anita Plano Brunsville Stanton Grandview Coin Lone Tree Monona Plainfield Bagley Montros tippey North Washington Zwingle Wallingford Braddyville Westfield Line Intercultural Institute le Grinnell Danville Salix Carter Lake Guthrie Center Allison Lucas For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Millersburg Grant Clear Lake Mount Vernon Eloris Atla

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	84.94%	85.35%	85.66%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.32%	82.93%	83.2%
Houses-Visit Any			
McDonald's	55.51%	55.84%	56.04%
Burger King	36.28%	36.58%	36.81%
Taco Bell	28.93%	28.74%	28.48%
Subway	28.74%	29.42%	29.94%
Applebee's	28.7%	28.98%	29.11%
Kentucky Fried Chicken (KFC)	26.69%	26.86%	27.05%
Wendy's	26.18%	26.08%	25.81%
Dairy Queen	23.17%	23.58%	24.12%
Arby's	22.89%	23.43%	23.87%
Pizza Hut	21.59%	22.29%	22.89%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	20.34%	20.23%	19.99%
Red Lobster	15.85%	15.74%	15.66%
Sonic	14.23%	13.84%	13.67%
Cracker Barrel	14.2%	14.06%	13.87%
Domino's Pizza	12.38%	12.05%	11.78%
Outback Steakhouse	12.23%	12.11%	11.9%
Denny's	11.37%	11.27%	11.15%
Chili's Grill and Bar	11.05%	10.7%	10.26%
IHOP (International House Of	10.49%	10.21%	9.87%
Pancakes)			
Hardee's	10.23%	10.65%	11.08%
Long John Silver's	9.92%	9.76%	9.75%
Ruby Tuesday	9.14%	8.65%	8.15%

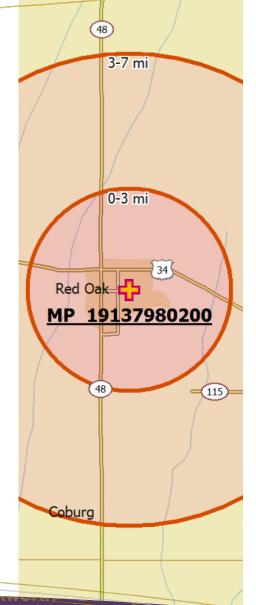
Arion Delaware Bonaparte Knierim Grundy Center Earlham Chariton Mechanicsville Maloy Van Hei rteile Lanesbero Dows Walford Lovilia Marengo Rodman Alden West Pleasant Plain Wapello Anthon Manly Aspinwall Derby Hampton Polk City Harris Cotter Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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!



Le Arnolds Park Solon Bonaparte Luana Wiota Johnston Dysart Hartford Springville Summer Keswie Grand Mound Craig Ute Miles Aspinwall Riverton Thornburg Holy Crassing Intercultural Institute warden Marion La Motte Mondamin Linn Grove Ireton Bronson Klemn Golder Gentextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	48.3%	49.16%	49.52%
Recycled products	34.05%	34.71%	34.76%
Worked as volunteer (non political)	17.32%	17.61%	17.66%
Engaged in fund raising	10.65%	11.05%	11.29%
Religious club member	7.82%	7.93%	8.03%
Wrote to elected offcl about publ bus	5.95%	6.07%	6.09%

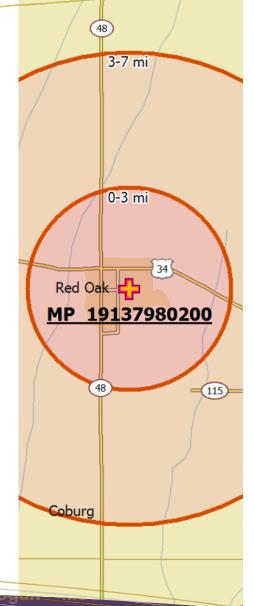
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	5.78%	6.1%	6.3%
Fraternal order member	5.59%	5.39%	5.23%
Wrote to editor of mag or	5.56%	5.54%	5.47%
newspaper			
Union member	5.43%	5.62%	5.73%
Took active part in local civic	5.07%	5.2%	5.28%
issue			
Addressed a public meeting	4.9%	5.27%	5.53%



Communication Media Content

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

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



The Albin Spragueville Hartwick Rock Rapids Buckeye Woodward Nemana Packwood Gibson Garden St. Lucas Lamoni Marengo Lone Tree Mapleton Story City Eldridge Intercultural Institute Intercultural Institute for Matthew Albert City Goldfield Har for Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry C

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	16.28%	15.89%	15.39%
Children's Books	12.14%	12.26%	12.24%
Mystery	11.75%	11.66%	11.5%
Cookbooks	10.31%	10.45%	10.48%
Religious (not Bibles)	8.57%	8.65%	8.66%
Romance	6.69%	6.64%	6.57%
Biography	6.57%	6.23%	5.85%
History	6.42%	6.39%	6.26%
Personal/Business Self-help	5.52%	5.67%	5.67%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	67.16%	66.86%	66.11%
Gen. Editorial	44.87%	44.51%	43.99%
Womens	39.43%	39.03%	38.52%
Service	34.65%	34.71%	34.55%
Mens	17.82%	17.54%	17.23%
Business/Finance	14.85%	14.72%	14.27%
Sports	14.05%	13.78%	13.4%
Fishing/Hunting	14.01%	14.76%	15.51%
Mature Market	13.98%	13.87%	13.75%

The Grass Red Oak Gelwein Wellman Rowan Conesville McClelland Shueyville Kirkman Everly Fort A Bristow Ollie Walker Indianola Milton Shelby Moravia Toronto Turio Intercultural Institute Wesley Emerson Orchard Fort Madison Conway Fairbank New Albin Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Market Bastings Nora Springs Garden Grove Atlantic Calum

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	58.6%	58.75%	58.73%
Classified	35.41%	35.68%	36.09%
Editorial Page	33.56%	33.81%	33.94%
Sport	33.31%	33.77%	34.01%
Comics	30.11%	30.17%	30.25%
Business/Finance	28.27%	28.48%	28.3%
Food/Cooking	25.8%	25.83%	25.75%
Movie Listings & Reviews	24.78%	24.43%	23.85%
TV/Radio Listings	24.44%	24.19%	23.81%
Home/Gardening	21.25%	21.65%	21.78%
Travel	18.18%	18.27%	18.07%
Science/Technology	17.51%	17.42%	17.19%
Fashion	13.48%	13.52%	13.45%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	25.41%	27.22%	29.01%
Adult Contemporary	18.87%	18.97%	18.93%
CHR Contemp Hit Radio	17.05%	16.56%	16.07%
Rock	12.42%	12.5%	12.42%
Oldies	11.6%	11.9%	12.07%
Classic Rock	11.45%	11.67%	11.78%
News/Talk	11.02%	11.24%	11.14%
Urban Contemporary	7.59%	7.12%	6.72%
Alternative	7.58%	7.39%	6.99%
Variety	5.83%	6.09%	6.24%
Religious	5.73%	5.86%	5.92%
Soft Contemporary	5.08%	4.95%	4.7%
All News	4.34%	4.27%	4.05%
Classic Hits	4.08%	3.95%	3.8%
All Talk	3.61%	3.57%	3.41%
Sports	3.51%	3.45%	3.3%
Adult Standards	3.34%	3.19%	3.01%
Classical	3.03%	2.99%	2.86%

Soldier Gibsen Lanesboro Monona Westside Ellsworth Arlington Bayard Randalia Bronson Wests ure in Cumberland West Liberty Williamson Lakeside Bagley Latimer burn Pocahontas Pacific Junction Ricketts Inwood Buck Grove Audub Confectual Ministry Ista Sioux City 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 Multimedia Content:

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

IULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	59.55%	61%	61.96%		TV Info From Newspapers	TV Info From Newspapers 24.73%	TV Info From Newspapers 24.73% 25.18%
Satellite Dish	56.32%	56.52%	56.52%		USA Network	USA Network 24.64%	USA Network 24.64% 24.56%
Soapnet	50.6%	50.29%	49.8%		Nick At Nite	Nick At Nite 23.92%	Nick At Nite 23.92% 25.03%
Other Video-On-Demand	44.77%	44.96%	45.27%		TCM (Turner Classic	TCM (Turner Classic 23.91%	TCM (Turner Classic 23.91% 24.01%
Sci-Fi Channel	34.96%	36.48%	37.73%		Movies)	Movies)	Movies)
MSNBC	32.09%	33.16%	34.01%		BET (Black Entertainment	BET (Black Entertainment 23.73%	BET (Black Entertainment 23.73% 24%
Adult Pay Per View TV	31.44%	32.23%	32.62%		TV)	TV)	TV)
Comedy Central	30.46%	29.67%	28.74%		ABC Fam.	ABC Fam. 22.33%	ABC Fam. 22.33% 21.86%
TV Info From Sunday TV	28.29%	28.21%	27.94%		Hallmark Channel	Hallmark Channel 22.04%	Hallmark Channel 22.04% 23.04%
Magazine					TV Info From Monthly Cable	TV Info From Monthly Cable 21.18%	TV Info From Monthly Cable 21.18% 21.4%
Adult Swim	25.93%	27.58%	28.81%		Guide	Guide	Guide
Nickelodeon	25.88%	27.7%	29.15%		TV Info From Other	TV Info From Other 20.47%	TV Info From Other 20.47% 20.39%
Subscribe Digital Cable	24.98%	26.39%	27.4%		ESPN Classic	ESPN Classic 20.11%	ESPN Classic 20.11% 19.39%
					The Golf Channel	The Golf Channel 19.64%	The Golf Channel 19.64% 19.93%

Robins Hastings Jackson Junction Calamus Bevington Manly Pleasant Plain Jolley Owasa Wesley abula Tipton Pleasanton Tingley Paullina Macedonia Maxwell Everly Intercultural Institute Isworth Macksburg Dana Emerson Shannon City Cotter Halbur Cast Intercultural Institute ontas Govrie Copyright 2014, Intercultural Institute for Contextual Ministry Raymond 2014, Intercultural Institute for Contextual Ministry Raymond 2014, Intercultural Institute for Contextual Ministry Raymond 2014, Intercultural Institute for Contextual Ministry

ESPN2

18.39%

18.82%

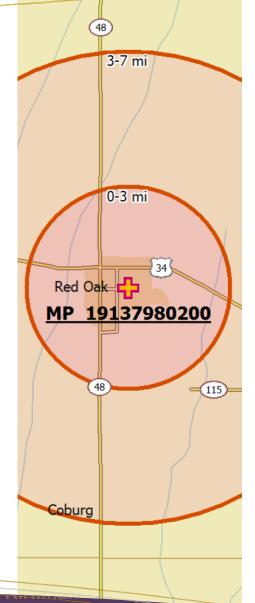
18.99%

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.



Ausland Willey Garwin Wyoming Eldon Hospers Colo Durant Mingo Cedar Rapids Rutland Donahue Heroy Dixon Keomah Village Crawfordsville Colwell Blockton Davenport Intercultural Institute IcGregor Center Junction Ainsworth Valeria Maynard Rockwell Millville For Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Scarville Silver City Earling Arlington Grand Junctio 54 Soldier Ventura Cresco Elliott Montrose Waykee Dec

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.29%	18.19%	17.95%
Medium Users (4-6)	10.5%	10.29%	9.96%
Light Users (1-3)	21.05%	20.91%	20.7%
Quintiles (20%)			
Newspaper I (Heavy)	0.85%	0.99%	1.11%
Newspaper II	1.53%	1.56%	1.57%
Newspaper III	2.08%	2.11%	2.11%
Newspaper IV	0.56%	0.6%	0.63%
Newspaper V (Light)	2.28%	2.14%	2.01%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.08%	19.18%	19.24%
Magazines II	7.41%	7.55%	7.6%
Magazines III	10.11%	10.18%	10.28%
Magazines IV	11.41%	11.33%	11.24%
Magazines V (Light)	0.28%	0.33%	0.36%
Outdoor I (Heavy)	5.46%	5.34%	5.25%
Outdoor II	2.12%	1.98%	1.86%
Outdoor III	2.81%	2.85%	2.9%
Outdoor IV	20.06%	19.2%	18.57%
Outdoor V (Light)	28.59%	28.34%	28.09%
Yellow Pages I	18.38%	17.48%	16.77%
(Heavy)			
Yellow Pages II	4.57%	4.47%	4.35%
Yellow Pages III	4.09%	4%	3.95%
Yellow Pages IV	27.1%	25.9%	25.1%
Yellow Pages V (Light)	3.43%	3.18%	3%
Outdoor V (Light) Yellow Pages I (Heavy) Yellow Pages II Yellow Pages IV	28.59% 18.38% 4.57% 4.09% 27.1%	28.34% 17.48% 4.47% 4% 25.9%	28.09% 16.77% 4.35% 3.95% 25.1%



Potential Multimedia Usage

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

MEDIUM 0-3 3-7 7-10
MILES MILES MILES
Radio Drive Time Quntiles
(fifths / 20%)
Drive Time I & II (Heavy) 2.61% 2.85% 3.08%
Drive Time III (Medium) 0.33% 0.35% 0.36%
Radio IV & V (Light) 3.18% 3.14% 3.09%
Radio Media Quntiles (fifths /
20%)
Radio I & II (Heavy) 8.1% 8.06% 8.04%
Radio III (Medium) 4.62% 4.81% 4.91%
Radio IV & V (Light) 2.28% 2.44% 2.55%
Cable TV Quntiles (fifths /
20%)
Cable I & II (Heavy) 10.52% 10.97% 11.24%
Cable III (Medium) 3.91% 3.77% 3.64%
Cable IV & V (Light) 32.89% 33.27% 33.69%

Mendamin Morrison Owasa Harcourt Conrad Somers New Virginia Urbandale Lowden Blakesburg Newell Cherokee Garden Grove Rossie Dana Gravity Hardy Benton Intercultural Institute Matlock Libertyville Hazleton Keokuk Pocahontas Stanhope Mount Plan Guttenberg Westfield Rin56 ©Copyright 2014, Intercultural Institute for Contextual Ministry Bock Falls Palo Lipeville Danville Clip Hubbard Wave

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.95%	10.25%	10.42%
6:00am - 10:00am	14.74%	14.3%	13.86%
10:00am - 3:00pm	5.2%	4.81%	4.46%
3:00pm - 7:00pm	14.26%	14.23%	14.19%
7:00pm - Midnight	13.63%	13.44%	13.25%
Midnight - 6:00am	4.76%	4.78%	4.8%
Weekend Radio			
Listeners			
Dayparts [summary]	12.7%	13.14%	13.42%
6:00am - 10:00am	2.73%	2.67%	2.55%
10:00am-3:00pm	4.45%	4.31%	4.13%
3:00pm - 7:00pm	5.75%	5.87%	5.95%
7:00pm - Midnight	7.18%	7.05%	6.82%
Midnight - 6:00am	9.59%	9.05%	8.56%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.74%	7.12%	7.36%
Saturday: 8:00-11:00pm	8.8%	8.52%	8.28%
Sunday: 7:00-11:00pm	9.16%	9.7%	10.05%
9:00am-1:00pm	23.92%	25.03%	25.92%
9:00am-4:00pm	27.9%	28.92%	29.76%
4:00pm-7:00pm	24.53%	25.2%	25.46%
11:00pm-1:00am	38.74%	39.67%	40.36%
AVG Prime time	1.85%	1.9%	1.92%
Mon-Sun			

Elma Pulaski Brandon Thornburg Hudson Palmer Menlo Templeton La Porte City Bedford Moule Honmouth Elk Run Heights Miles Crawfordsville Diagonal Struble Cotter Woolstock Linden Emerson Kinross Rickardsville Prescott for Confectual Ministry Copyright 2014, Intercultural Institute for Confectual Ministry Copyright 2014, Intercultural Institute for Confectual Ministry Bellevue Stacyville Camanche West Liberty Casey 157

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.76%	16.54%	16.33%	Sat: 7-10am	Sat: 7-10am 17.92%	Sat: 7-10am 17.92% 18.04%
7-9am	18.39%	18.82%	18.99%	Sat: 10am-1pm	Sat: 10am-1pm 5.74%	Sat: 10am-1pm 5.74% 5.94%
9am-12noon	20.36%	21.43%	22.26%	Sat: 1-4pm	Sat: 1-4pm 23.71%	Sat: 1-4pm 23.71% 23.63%
12noon-4pm	7.54%	7.49%	7.5%	Sat: 4-6pm	Sat: 4-6pm 5.01%	Sat: 4-6pm 5.01% 5.25%
4-6pm	41.17%	42.58%	43.24%	Sat: 6-7pm	Sat: 6-7pm 1.34%	Sat: 6-7pm 1.34% 1.49%
6-7pm	18.78%	20%	20.96%	Sat: 7-8pm	Sat: 7-8pm 0.64%	Sat: 7-8pm 0.64% 0.68%
7-7:30pm	0.69%	0.76%	0.81%	Sat: 8-11pm	Sat: 8-11pm 8.8%	Sat: 8-11pm 8.8% 8.52%
7:30-8pm	9.73%	9.62%	9.57%	Sat: 11pm-1am	Sat: 11pm-1am 4.45%	Sat: 11pm-1am 4.45% 4.32%
8-11pm	6.74%	7.12%	7.36%	Sat: 1am-7pm	Sat: 1am-7pm 24.64%	Sat: 1am-7pm 24.64% 24.56%
11pm-12am	32.09%	33.16%	34.01%	Sun: 7-10am	Sun: 7-10am 1.39%	Sun: 7-10am 1.39% 1.51%
11pm-1am	38.74%	39.67%	40.36%	Sun: 10am-1pm	Sun: 10am-1pm 7.02%	Sun: 10am-1pm 7.02% 7.47%
1-6am	29.24%	29.45%	29.45%	Sun: 1-4pm	Sun: 1-4pm 5.3%	Sun: 1-4pm 5.3% 5.27%
				Sun: 4-7pm	Sun: 4-7pm 12.68%	Sun: 4-7pm 12.68% 13.17%
				Sun: 7-11pm	Sun: 7-11pm 9.16%	Sun: 7-11pm 9.16% 9.7%
				Sun: 11pm-1am	Sun: 11pm-1am 3.68%	Sun: 11pm-1am 3.68% 3.85%
				Sun: 1-7am	Sun: 1-7am 20.32%	Sun: 1-7am 20.32% 20.97%

stein Greenfield Sabula Cherokee Shell Rock Carlisle Adair Bassett Lovilla Malcom Blanchard Bras Heburg Gowrie Exira Searsboro Kensett Ledyard Columbus Junction Intercultural Institute Sully Monmouth Stacyville Oakland Dawson Pilot Mound Delhi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual M

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

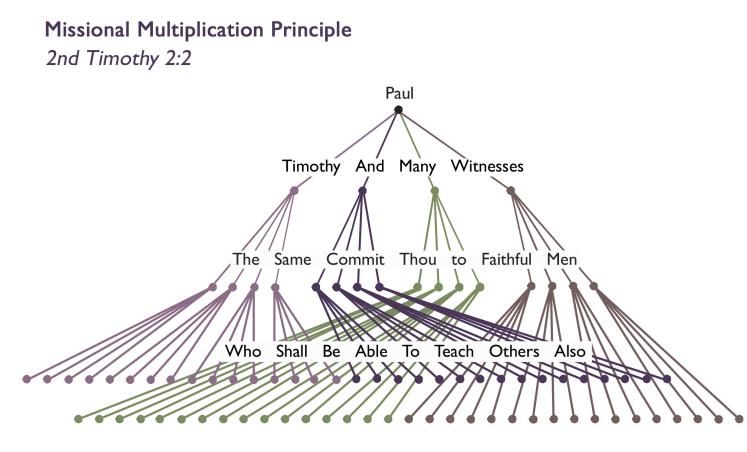
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Mount Pleasant Manilla Goose Lake Dow City Gowrie Terril Calamus Waucoma Woden Stuart Fort P Persia Chelsea Thurman Walcott Brighton Stockport Kiron Maxwell <u>Intercultural Institute</u> of Neola Klemme Pulaski Pisgah Fontanelle Blakesburg Evansdale Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Hartwick Buffale Center Cotter Marengo Altoona Rippey Orient Gibson Iowa Falls Carson Volga Providente States And Provide State

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.



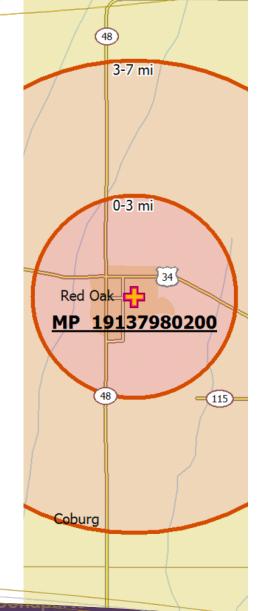


Your MissionSite and the Missional Suite

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



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Notes and Sources

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

cwatke@iicm.net
803-279-5828
www.iicm.net
www.apept.org
www.missionalcoach.org
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