MissionSite top unreached locations

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Oelwein Quimby Ferguson Lake View

Multiplys Fenton Granville Schaller

Intercultural Institute

for Contextual Ministry dd

Hampton

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In partnership with the: Aurora

Conrad Elkhart

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CENSUS TRACT: 19155031300 Danbury REGION: Southwest **COUNTY:** Pottawattamie SITESCAPE: Suburbscape lland Bertram DENSITY PATTERN: M



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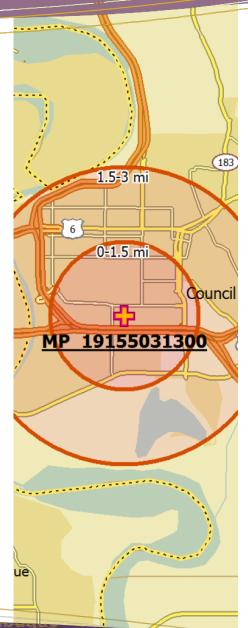
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Site Location Summary

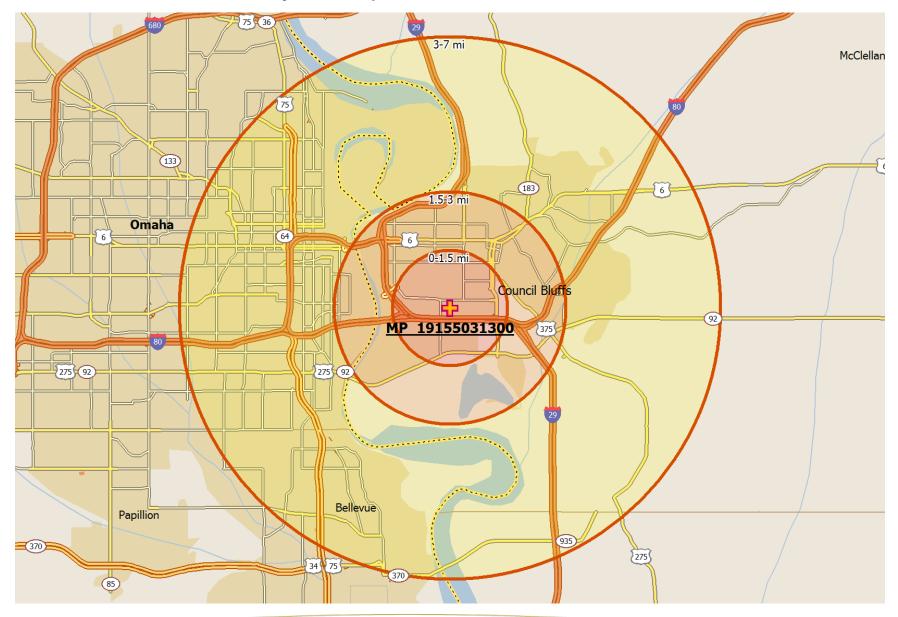
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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 | 19155 | Pottawattamie |
| 4 | Zipcode | 51501 | Pottawattamie |
| 5 | Sitescape Category | 3 | Suburbscape |
| 6 | Sitescape Group | 3.3 | Medium Suburbs |
| 7 | Sitescape Subgroup | 3.33 | Large suburbs adjacent to a small city in metro area |
| 8 | Sitescape Density Pattern | Μ | 100000-250000-250000 |



Dyersville Marquette Story City Monroe Knierim Walker Macksburg Doon Brunsville Elma Galt Med Keota Postville Corwith Rake Le Roy Bristow Waukee Montrose Intercultural Institute Vest Branch Bode Castana Waverly Yetter Farley Bedford Coggon Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



kota Middletown South English Algona Sheldahl Moorhead Pocahontas Shueyville Fertile Grinnell Cincinnati Bayard Spring Hill Lenox Farmersburg Britt Altoona Dyer Intercultural Institute Bloomfield Belmond Hudson Donahue Cylinder Laurens Lytton Level Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

| | RURAL / URBAN | CODE | EXPLANATION |
|---|----------------------------|------|--|
| 1 | Metro or Non-Metro | 1 | Metro |
| 2 | Urban Influence | 2 | Small-in a metro area with fewer than 1 million residents |
| 3 | Rural / Urban Continuum | 2 | County in metro area of 250,000 to 1 million population |
| 4 | NCHS Rural Urban Codes | 3 | Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 |
| | | | population |
| 5 | NCES Urban Centric Locale | 13 | City: Small: Territory inside an urbanized area and inside a principal city with |
| | Codes | | population less than 100,000. |
| 6 | IICM RUCA Values Index | 100 | Metropolitan core commuting: No additional code |
| 7 | ERS RUCA Commuting | 1 | Metropolitan area core: primary flow within an urbanized area |
| | Value | | |
| 8 | Percent Commuting to Metro | 0 | Percent commuting from non metro to metro areas |

win West Burlington Inwood Newton South English Panama Westfield Belle Plaine Beaconstield Urban ertsmouth Mediapolis Des Moines Brighton Hampton Clio Hiawatha dwin Spring Hill State Center Udell Woolstock West Branch Marshallto for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Poneiov Little Sigur Jefferson Palston Manson

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 | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|--------------------------------|-------------|-------------|-----------|
| 2010 Population | 12,980 | 43,473 | 211,646 |
| 2010 Households | 5,014 | 17,877 | 82,124 |
| 2010 Group Quarters Population | 0 | 1,625 | 8,329 |

| BAND COMPOSITION | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index | 50 | 61 | 56 |
| Language Diversity National Index | 35 | 59 | 34 |
| Foreign Born Diversity National Index | 28 | 14 | 84 |
| Ancestry Diversity National Index | 65 | 58 | 75 |
| Racial Diversity National Index | 26 | 64 | 40 |

eswick Alvord Wall Lake Farmersburg Floris Blanchard Garnavillo Sumner Griswold Weldon Clermed Kingsley Macksburg Jefferson Swan Northboro Wilton Dexter Inder Cincinnati Iowa City Weldon Webb Duncombe Glidden Quimby North English Bradgate Blue Gra Confectual 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 | 0 | False |
| Non-metro Recreation County | 0 | False |
| Retirement Destination County | 0 | False |

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

ord Central City Ottums

Earling Shannon City Dows Weldon Coburg Rinard Brandon Hantontown Iowa City Slater Rippe keen Junction Ackworth Milo Cherokee New Virginia Livermore Bradger Intercultural Institute Springville Westwood Arion Murray Balltown Montezuma Minburn Confectual 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 0-1.5 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 | 0-1.5 MI BAND | HHLDS | PERCENT |
|----------------------|--|-------|---------|
| Upscale Communities | Affluent, White-collar Families | 167 | 3.33% |
| Mainstay Communities | Established, Diverse Households | 543 | 10.83% |
| Working Communities | Blue-collar, Working Families | 3,390 | 67.61% |
| Country Communities | Rural, Agri. & Mining Families | 496 | 9.89% |
| Aspiring Communities | Young Singles / Aspiring-Multihousing | 174 | 3.47% |
| Urban Communities | High Density, Inner-city Neighborhoods | 240 | 4.79% |

Pleasant Hill Baxter Barnes City Floris Sutherland Bronson McClelland Hospers Lineville Grand Mount The Danville Brayton Elma Independence Oakville Steamboat Rock Barnesk New Market Buffalo Duque Bradgate Winfield Turin Montour Maloy Denison Winthrop For Contextual Institute Contextual Ministry Contextual Ministry What Cheer Eldridge Manarishi Vedic City Decatur City 8L Contextual Ministry Decatur City 8L

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.

Provident Bailtown Defort Prest Encoder Long Crove Ionia West Hanpeton Plainfield Lu Verne Fostoria Churdan Lester Yetter Thomas Callender Brighton Fergus xley Wesley Pulaski Elk Horn Fredericksburg Corydon Palmer Bonap Confectual Ministry O'Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

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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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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 | 0-1.5 MILE BAND | % INDEX |
|-------------------------------------|--------|-----------------|---------|
| Unreached Households | 24,465 | 3,362 | 13.74% |
| Unreached % | 67.53% | 67.06% | 99.3 |
| Religious But NOT Evangelical HH | 5,462 | 788 | 14.43% |
| Religious But NOT Evangelical % | 15.08% | 15.72% | 104.26 |
| Spiritual But NOT Relig or Evang HH | 3,975 | 550 | 13.85% |
| Spiritual But NOT Relig or Evang % | 10.97% | 10.98% | 100.07 |
| Not Evangelical, Not Interested HH | 15,032 | 2,025 | 13.47% |
| Not Evangelical, Not Interested % | 41.49% | 40.39% | 97.34 |



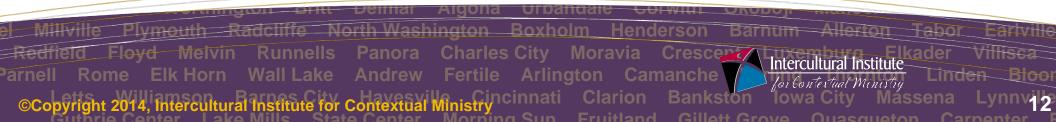


Spirituality Indicators - Churchscape

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 | 2,582 | 1,607 | 62.26% |
| Active Evangelical Percent | 7.13% | 7.02% | 98.54 |
| Inactive Evangelical Households | 9,183 | 5,717 | 62.26% |
| Inactive Evangelical Percent | 25.35% | 24.98% | 98.54 |
| # New Churches Needed | 18 | 11 | 63.18% |





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

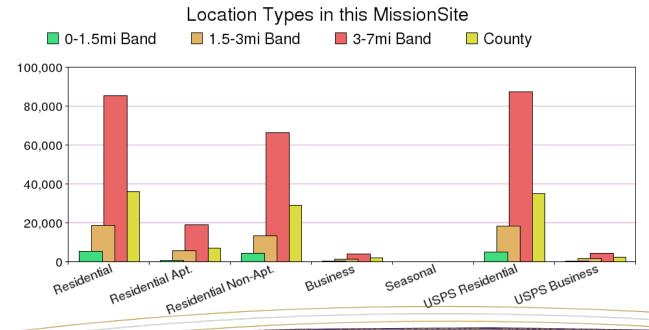
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

What Cheer Dunkerton Adel Woodburn Gray Lake Mills Ridgeway Leighton Bradgate Wyoming We Odebolt Ollie Walker Prairie City Waterville Ainsworth Nevada Rhower Cumberland Ricketts Wech Kensett Cincinnati Batavia Paton Clemons Missouri Valley Waterlow Voltevial Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

| DEMOSCAPE | COUNTY | BAND | % OF CO |
|-----------------|--------|--------|---------|
| 1990 Population | 82,628 | 11,231 | 13.59% |
| 2000 Population | 87,704 | 12,484 | 14.23% |
| 2010 Population | 90,547 | 12,980 | 14.34% |

| DEMOSCAPE | COUNTY | BAND | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Households | 31,262 | 4,142 | 13.25% |
| 2000 Households | 33,844 | 4,652 | 13.75% |
| 2010 Households | 36,229 | 5,014 | 13.84% |

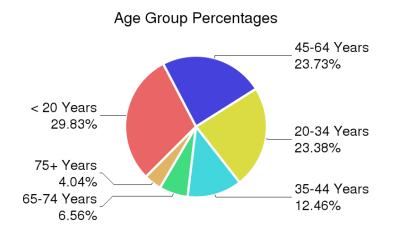


| Location Type | 0-1.5mi Band |
|----------------------|--------------|
| Residential | 5,179 |
| Residential Apt. | 712 |
| Residential Non-Apt. | 4,467 |
| Business | 259 |
| Seasonal | 0 |
| USPS Residential | 5,062 |
| USPS Business | 293 |

Hartley Emerson Early IIIe Rudd Morrison Boxholm Center Junction Newhall Leland Aplington Dysart Ute Arthur Hampton Welton Calumet Letts Wheatland Dunlap Humeston Donahue Persia Palmer Hinton Wesley Ashton Numa Copyright 2014, Intercultural Institute for Contextual Ministry An Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

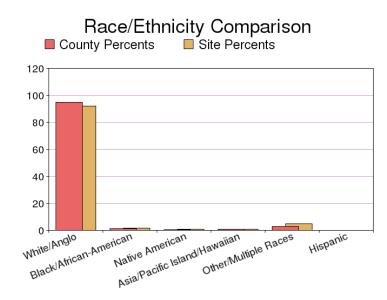


| 2010 POP. ESTIMATES | COUNTY | BAND | INDEX |
|---------------------|--------|--------|--------|
| 0-3 Years | 6.24% | 7.63% | 122.28 |
| 4-5 Years | 2.74% | 3.2% | 116.79 |
| 6-8 Years | 3.93% | 4.75% | 120.87 |
| 9-11 Years | 3.81% | 4.28% | 112.34 |
| 12-13 Years | 2.49% | 2.5% | 100.4 |
| 14-17 Years | 5.16% | 5.08% | 98.45 |
| 18-19 Years | 2.59% | 2.38% | 91.89 |
| 0-5 Years | 8.98% | 10.83% | 120.6 |
| 6-12 Years | 9% | 10.3% | 114.44 |
| 13-19 Years | 9% | 8.7% | 96.67 |
| < 20 Years | 26.98% | 29.83% | 110.56 |
| 20-34 Years | 19.15% | 23.38% | 122.09 |
| 35-44 Years | 12% | 12.46% | 103.83 |
| 45-64 Years | 27.25% | 23.73% | 87.08 |
| 65-74 Years | 7.68% | 6.56% | 85.42 |
| 75+ Years | 6.94% | 4.04% | 58.21 |
| Median Age | 38 | 33 | 86.75 |
| Median Age (Male) | 37 | 34 | 91.27 |
| Median Age (Female) | 40 | 33 | 84.17 |

ar Wapello Cleghorn Fredonia Russell Rose Hill Pisgah McCausland Redding Webster City Salem S Packwood Monticello Stout Sutherland Thornton Stanley Cushing Intercultural Institute Mystic Albumet Vest Des Moines Hazleton Castalia Ayrshire Vinton Shannon City Marti for Contextual Ministry Hornick Crese Copyright 2014, Intercultural Institute for Contextual Ministry Favette Ridgeway Clive Hinton Corvice Riverside

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



| 2010 POP. ESTIMATES | COUNTY | BAND | INDEX |
|---------------------------------|--------|--------|--------|
| Race/Ethnicity | | | |
| White, Anglo | 94.86% | 91.95% | 96.94 |
| Black, African-American | 1.17% | 1.79% | 153.26 |
| Native American | 0.52% | 0.81% | 155.18 |
| Asian | 0.69% | 0.66% | 95.99 |
| Pacific Island, Hawaiian | 0.03% | 0.06% | 199.31 |
| Other/Multiple Races | 2.74% | 4.73% | 172.92 |
| Hispanic | 0% | 8.33% | 0 |
| | | | |
| Education of Adults (25 yrs+) | | | |
| Total Adults over age 25 years. | 60,386 | 8,153 | |

| · · · · · | | | |
|---------------------------------|--------|--------|--------|
| Total Adults over age 25 years. | 60,386 | 8,153 | |
| Less than 9th Grade | 3.36% | 5.14% | 65.45 |
| No High School Diploma | 6.47% | 9.27% | 69.78 |
| High School Graduate | 37.81% | 42.78% | 88.38 |
| Some College, no degree | 24.17% | 23.99% | 100.74 |
| Associate Degree | 10.24% | 8.99% | 113.91 |
| College Degree | 12.62% | 6.99% | 180.49 |
| Graduate/Prof. degree | 5.33% | 2.83% | 188.09 |
| | | | |

Cushing Leighton Boyden Jolley Mallard Latimer Granville Waterville Charles City Monticello Ripp Dumont Brighton Ottosen Mondamin Inwood Blockton Nashua Kiron Goose Lake St. Paul Renwick Wellman Preston Bennett Event Confectual Ministry Confectual Ministry Deep River Stout Minden Marne Buck Grove Lockrife Science Contextual Ministry Deep River Stout Minden Marne Buck Grove Lockrife

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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 | 6.48% | 8.95% | 180.24 |
| \$10,000 to \$19,999 | 10.35% | 11.55% | 111.53 |
| \$20,000 to \$29,999 | 11.02% | 13.5% | 122.57 |
| \$30,000 to \$49,999 | 21.7% | 26.77% | 123.37 |
| \$50,000 to \$59,999 | 8.47% | 9.61% | 113.55 |
| \$60,000 to \$69,999 | 9.13% | 8.86% | 96.95 |
| \$70,000 to \$79,999 | 8% | 7.06% | 88.23 |
| \$80,000 to \$89,999 | 6.1% | 4.59% | 75.23 |
| \$90,000 to \$99,999 | 3.88% | 2.29% | 59.1 |
| \$100,000 to \$124,999 | 7.48% | 4.53% | 60.5 |
| \$125,000 to \$149,999 | 3.48% | 1.04% | 29.82 |
| \$150,000 to \$199,999 | 2.02% | 0.4% | 19.77 |
| \$200,000 to \$249,999 | 0.45% | 0.12% | 26.6 |
| \$250,000 or more | 1.45% | 0.72% | 49.55 |
| Median Household | 50,441 | 41,149 | 81.58 |
| Average Household | 63,054 | 48,193 | 76.43 |
| Per Capita Household | 25,498 | 18,616 | 73.01 |
| Family/Non-Family Household | | | |
| Income | | | |
| Median Family Income | 62,031 | 48,419 | 78.06 |
| Average Family Income | 74,059 | 54,048 | 72.98 |
| Median Non-Family Income | 31,461 | 29,582 | 94.03 |
| Average Non-Family Income | 39,274 | 33,693 | 85.79 |

Harcourt Ringsted Elkhart Sageville Orient Massena Martensdale Quimby Blockton Shannon City als Swan Altoona Charlotte Griswold Low Moor Rake Linn Grove Marcourt Intercultural Institute Rockwell Glidden Leando Van Wert Windsor Heights Cotter Fort Confertual Ministry Confertual Ministry Garner Milford Stuart Fontanelle Meservey Villisca 1 Well City Victor Diagonal Institute for Contextual Ministry Garner Milford Stuart Fontanelle Meservey Villisca 1

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

| 2010 HOUSEHOLD | COUNTY | BAND | |
|--------------------------------|--------|--------|---------|
| ESTIMATES | | | |
| Family Households | | | Index |
| % Family Households | 68.36% | 69.98% | 102.37 |
| Families with Children | 32.49% | 37.91% | 116.68 |
| Families without Children | 35.87% | 32.07% | 89.41 |
| Non-Family Households | | | |
| % Non-Family Households | 31.64% | 30.02% | 94.87 |
| Non-Families with Children | 0.5 | 0.88 | 174.68 |
| Non-Families without Children | 31.14 | 29.14 | 93.59 |
| Housing Units | | | Index |
| Total Housing Units | 39,346 | 5,464 | |
| Vacant percent | 7.92% | 8.25% | 104.19 |
| Owned percent | 66.54% | 67.3% | 101.14% |
| Rented Percent | 25.54% | 24.47% | 95.8 |
| Households by Size | | | Index |
| Avg household size | 2.44 | 2.59 | 106.15 |
| Avg family hh size | 3.02 | 3.12 | 103.31 |
| Avg non-family hh size | 1.18 | 1.34 | 113.56 |
| Households By Count of Persons | | | Percent |
| One | 9,147 | 1,154 | 12.62% |
| Two | 13,485 | 1,679 | 12.45% |
| Three or Four | 10,670 | 1,690 | 15.84% |
| Five+ | 2,927 | 490 | 16.74% |
| | | | |

wig Alta Vista Williams Whitten Anita Graf Brooklyn Charter Oak Gillett Grove Alteona New Albin Ca Pliot Mound Mitchell Millville Aurelia Guthrie Center Northboro Vary Martinsburg Calmar Ack oxville Bondurant Rodney Elma Clarksville Ottumwa Pisgah Dawson for Confextual Ministry a Copyright 2014, Intercultural Institute for Contextual Ministry A Copyright 2014, Intercultural Institute for Contextual Ministry

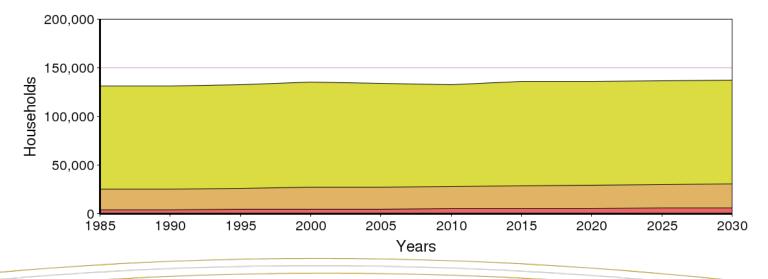
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

| DEMOSCAPE | COUNTY | RING | % OF CO |
|-----------------|--------|--------|---------|
| 1990 Population | 82,628 | 11,231 | 13.59% |
| 2000 Population | 87,704 | 12,484 | 14.23% |
| 2010 Population | 90,547 | 12,980 | 14.34% |
| 2015 Population | 92,126 | 13,532 | 14.69% |

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 👘 🔲 0-3mi Ring

📃 0-7mi Ring

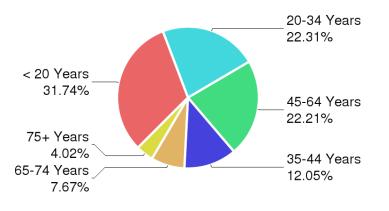


Rapids Line Grove Rock Falls Epworth Wiota Bevington Thornburg Grundy Center Reasner Montezur Creston Maharishi Vedic City Riceville Ruthven Blairsburg Pella Morteville Intercultural Institute Ainsworth Ackworth Valeria Orange City Clarinda Leighton Manceville for Contextual Ministry Socopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

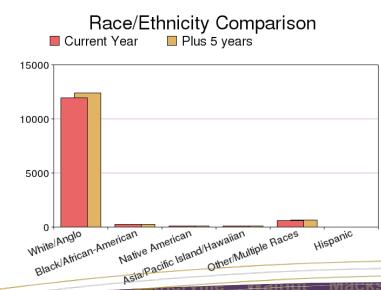


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|-----------------------|---------|--------------|--------|
| 0-3 Years | 7.63% | 8.92% | 116.91 |
| 4-5 Years | 3.2% | 3.6% | 112.5 |
| 6-8 Years | 4.75% | 5.19% | 109.26 |
| 9-11 Years | 4.28% | 4.5% | 105.14 |
| 12-13 Years | 2.5% | 2.67% | 106.8 |
| 14-17 Years | 5.08% | 4.76% | 93.7 |
| 18-19 Years | 2.38% | 2.11% | 88.66 |
| 0-5 Years | 10.83% | 12.52% | 115.6 |
| 6-12 Years | 10.3% | 11.03% | 107.09 |
| 13-19 Years | 8.7% | 8.2% | 94.25 |
| < 20 Years | 29.83% | 31.75% | 106.44 |
| 20-34 Years | 23.38% | 22.32% | 95.47 |
| 35-44 Years | 12.46% | 12.05% | 96.71 |
| 45-64 Years | 23.73% | 22.22% | 93.64 |
| 65-74 Years | 6.56% | 7.67% | 116.92 |
| 75+ Years | 4.04% | 4.02% | 99.5 |
| Median Age | 38 | 34 | 88.63 |
| Median Age (Male) | 37 | 32 | 86.16 |
| Median Age (Female) | 40 | 36 | 89.86 |

Geneva Shelby Farmington Boyden Calmar Waucoma Delta Northwood Grand River Lytton Oye Panora Bridgewater New Virginia Osceola Milford Orange City Prese Marge Mount Sterling Clayte Mitchell Edgewood Calamus Fort Madison Ashton Waukee Ottose for Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-1.5 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 | 91.95% | 91.54% | 99.55 |
| Black, African-American | 1.79% | 1.94% | 108.32 |
| Native American | 0.81% | 0.89% | 110.54 |
| Asian | 0.66% | 0.74% | 111.54 |
| Pacific Island, Hawaiian | 0.06% | 0.07% | 107.91 |
| Other/Multiple Races | 4.73% | 4.82% | 101.86 |
| Hispanic | 0% | 0% | 0 |
| | | | |
| Education of Adults (25 yrs+) | | | |
| Total Adults over age 25 years. | 8,153 | 8,270 | |
| Less than 9th Grade | 5.14% | 4.26% | 82.82 |
| No High School Diploma | 9.27% | 6.96% | 75.11 |
| High School Graduate | 42.78% | 42.16% | 98.56 |
| Some College, no degree | 23.99% | 25.16% | 104.89 |
| Associate Degree | 8.99% | 10.46% | 116.34 |
| College Degree | 6.99% | 7.84% | 112.08 |
| Graduate/Prof. degree | 2.83% | 3.16% | 111.39 |

City Peosta Orange City Lone Tree Otho Nichols Lakota Monona Crescent Humeston Hardy Yetter Earling Lytton Matlock Klemme Masonville Soldier Arion Columna Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 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 0-1.5 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 0-1.5 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 | 8.95% | 8.88% | 99.21 |
| \$10,000 to \$19,999 | 11.55% | 10.52% | 91.07 |
| \$20,000 to \$29,999 | 13.5% | 12.47% | 92.37 |
| \$30,000 to \$49,999 | 26.77% | 25.02% | 93.48 |
| \$50,000 to \$59,999 | 9.61% | 9.26% | 96.36 |
| \$60,000 to \$69,999 | 8.86% | 9.7% | 109.54 |
| \$70,000 to \$79,999 | 7.06% | 7.73% | 100.29 |
| \$80,000 to \$89,999 | 4.59% | 5.24% | 107.18 |
| \$90,000 to \$99,999 | 2.29% | 2.58% | 112.56 |
| \$100,000 to \$249,999 | 4.53% | 5.49% | 121.17 |
| \$125,000 to \$149,999 | 1.04% | 1.42% | 137.28 |
| \$150,000 to \$199,999 | 0.4% | 0.57% | 142.77 |
| \$200,000 to \$249,999 | 0.12% | 0.15% | 126.9 |
| \$250,000 or more | 0.72% | 0.84% | 116.33 |
| Median Household | 41,149 | 43,556 | 105.85 |
| Average Household | 48,193 | 53,297 | 110.59 |
| Per Capita Household | 18,616 | 20,749 | 111.46 |
| | | | |
| Family/Non-Family Household | | | |
| Income | | | |
| Median Family Income | 48,419 | 52,335 | 108.09 |
| Average Family Income | 54,048 | 60,906 | 112.69 |
| Median Non-Family Income | 29,582 | 31,476 | 106.4 |
| Average Non-Family Income | 33,693 | 35,280 | 104.71 |

Woodburn Salix Ocheyedan Madrid Mount Auburn North Washington Lanesboro Estherville Keota ber Algona Rodney Blairstown Camanche Brighton Wapello Albion <u>Mostwood</u> Hastings Gu Harlan Griswold West Chester Farnhamville Winterset Crystal Lake ©Copyright 2014, Intercultural Institute for Contextual Ministry Manchester Bevington Promise City Dumont Elberon Burger Contextual Ministry Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 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 0-1.5 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 0-1.5 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 | 69.98% | 69.31% | 99.03 |
| Families with Children | 37.91 | 36.94 | 97.43 |
| Families without Children | 32.07 | 33.22 | 103.58 |
| Non-Family Households | | | |
| % Non-Family Households | 30.02% | 30.69% | 102.26 |
| Non-Families with Children | 0.88 | 0.8 | 102.26 |
| Non-Families without | 29.14 | 29.9 | 102.61 |
| Children | | | |
| | | | |
| Housing Units | | | |
| Total Housing Units | 5,464 | 5,746 | 105.16% |
| Vacant percent | 8.25% | 8.32% | 100.79 |
| Owned percent | 67.3% | 67.16% | 99.8 |
| Rented Percent | 24.47% | 24.54% | 100.28 |
| | | | |
| Households by Size | | | |
| Avg household size | 2.59 | 2.57 | 99.23% |
| Avg family hh size | 3.12 | 3.17 | 101.6% |
| Avg non-family hh size | 1.34 | 1.22 | 91.04% |
| | | | |
| Households By Count of | | | |
| Persons | | | |
| One | 1,154 | 1,214 | 105.2% |
| Two | 1,679 | 1,796 | 106.97% |
| Three or Four | 1,690 | 1,769 | 104.67% |
| Five+ | 490 | 489 | 99.8% |

Mitchell Leon Mechanicsville Seymour Yetter Williams Spillville Baldwin Manson Atalissa Little Aundis Woodbine Maxwell Gilmore City St. Ansgar Swea City Ventura Olin Oakland Acres Con Rippey Spirit Lake Chelsea Norwalk Oto Nevada Parkersburg Kelley for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Blairsburgh 2014, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

| BORN IN: | 0-1.5 | 1.5-3 | 3-7 | BORN IN: | BORN IN: 0-1.5 | BORN IN: 0-1.5 1.5-3 |
|------------------|-------|-------|--------|-----------------|-------------------|-------------------------|
| | MILES | MILES | MILES | | MILES | MILES MILES |
| Foreign Born Pop | 473 | 2,420 | 17,727 | Eastern Africa | Eastern Africa 0 | Eastern Africa 0 16 |
| Northern Europe | 5 | 106 | 398 | Middle Africa | Middle Africa 0 | Middle Africa 0 0 |
| Western Europe | 51 | 119 | 663 | Northern Africa | Northern Africa 0 | Northern Africa 0 85 |
| Southern Europe | 0 | 40 | 173 | Southern Africa | Southern Africa 0 | Southern Africa 0 0 |
| Eastern Europe | 6 | 62 | 624 | Western Africa | Western Africa 20 | Western Africa 20 17 |
| Other Europe | 0 | 0 | 13 | Other Africa | Other Africa 0 | Other Africa 0 0 |
| Eastern Asia | 39 | 73 | 962 | Oceania | Oceania 0 | Oceania 0 14 |
| So. Central Asia | 0 | 18 | 554 | Caribbean | Caribbean 0 | Caribbean 0 41 |
| SE Asia | 38 | 159 | 1,092 | Central Amer. | Central Amer. 296 | Central Amer. 296 1,602 |
| Western Asia | 1 | 8 | 189 | South America | South America 0 | South America 0 35 |
| Other Asia | 0 | 0 | 0 | North America | North America 17 | North America 17 25 |
| | | | | Born at sea | Born at sea 0 | Born at sea 0 0 |

Coralville Harcourt Wall Lake Searsboro Graettinger Grant Steamboat Rock Welton Lohrville Hamping Efferon Brighton Thayer Lenox Grinnell St. Ansgar Kirkman Kirker Intercultural Institute alva Missouri Valley Waukon Colo Buffalo Osage New London Olin for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Language Summary

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

| SPOKEN AT HOME | 0-1.5 | 1.5-3 | 3-7 | SPOKEN AT HOME | 0-1.5 | 1.5-3 | |
|-----------------------|--------|--------|---------|--------------------|-------|-------|---|
| | MILES | MILES | MILES | | MILES | MILES | ſ |
| English only | 11,268 | 36,999 | 177,348 | Other Indo-Euro | 9 | 22 | 2 |
| Spanish | 659 | 3,048 | 18,553 | Asian/PI languages | 0 | 0 | 0 |
| Other Indo-Euro | 175 | 625 | 4,221 | Chinese | 18 | 16 | 5 |
| language | | | | Japanese | 20 | 0 | 1 |
| French (incl. Patois, | 11 | 127 | 741 | Korean | 8 | 17 | 2 |
| Cajun) | | | | Mon-Khmer, | 0 | 0 | 0 |
| French Creole | 20 | 0 | 8 | Cambodian | | | |
| Italian | 7 | 78 | 431 | Miao, Hmong | 0 | 0 | 0 |
| Portuguese | 0 | 7 | 42 | Thai | 0 | 0 | 9 |
| German | 65 | 185 | 1,056 | Laotian | 11 | 0 | 5 |
| Yiddish | 0 | 0 | 16 | Vietnamese | 62 | 84 | 5 |
| Other West Germanic | 0 | 5 | 71 | Other Asian | 0 | 4 | 1 |
| A Scandinavian | 24 | 44 | 77 | Tagalog | 6 | 78 | 2 |
| Language | | | | Other Pacific Is | 0 | 22 | 9 |
| Greek | 0 | 4 | 39 | Other languages | 0 | 130 | 1 |
| Russian | 0 | 16 | 135 | Navajo | 0 | 0 | 3 |
| Polish | 0 | 55 | 363 | Other Native N. | 0 | 33 | 2 |
| Serbo-Croatian | 35 | 7 | 115 | American | | | |
| Other Slavic Language | 4 | 58 | 384 | Hungarian | 0 | 0 | 3 |
| Armenian | 0 | 0 | 0 | Arabic | 0 | 17 | 4 |
| Persian | 0 | 0 | 64 | Hebrew | 0 | 0 | 7 |
| Gujarathi | 0 | 6 | 72 | African languages | 0 | 80 | 7 |
| Hindi | 0 | 3 | 133 | Other unspecified | 0 | 0 | 7 |
| Urdu | 0 | 3 | 25 | | | | |

Webb Osterdock Tama Rockford Centralia Truro Williamsburg Colfax Luxemburg Charter Oak Miles Shire Delaware Millersburg Dixon Colesburg Monmouth Numa Polk Intercultural Institute th Earlville Monona Norwalk Weldon Sioux Center Castana Rock Vall Intercultural Institute of Contextual Ministry New Market Swaledale Bussey New Vienna Allerton 25 Copyright 2014, Intercultural Institute for Contextual Ministry Intercultural Institute of Contextual Ministry

Ancestry Summary

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

| ANCESTRY | 0-1.5 | 1.5-3 | 3-7 | ANCESTRY | ANCESTRY 0-1.5 | ANCESTRY 0-1.5 1.5-3 |
|---------------------|-------|--------|---------|--------------------|-----------------------|---------------------------|
| | MILES | MILES | MILES | | MILES | MILES MILES |
| Reporting ancestry | 9,773 | 33,159 | 182,655 | Irish | Irish 1,448 | Irish 1,448 3,915 |
| Arab | 3 | 51 | 586 | Italian | Italian 170 | Italian 170 1,471 |
| Armenian | 0 | 0 | 27 | Lithuanian | Lithuanian 3 | Lithuanian 3 58 |
| Austrian | 13 | 46 | 272 | Norwegian | Norwegian 214 | Norwegian 214 792 |
| British | 15 | 55 | 463 | Polish | Polish 147 | Polish 147 665 |
| Canadian | 9 | 21 | 112 | Portuguese | Portuguese 0 | Portuguese 0 22 |
| Croatian | 20 | 50 | 569 | Romanian | Romanian 9 | Romanian 9 0 |
| Czech | 105 | 681 | 5,737 | Russian | Russian 30 | Russian 30 68 |
| Czechoslovak | 20 | 131 | 866 | Scandinavian | Scandinavian 18 | Scandinavian 18 38 |
| Danish | 409 | 1,061 | 3,508 | Scotch-Irish | Scotch-Irish 153 | Scotch-Irish 153 506 |
| Dutch | 120 | 545 | 1,440 | Scottish | Scottish 119 | Scottish 119 301 |
| English | 810 | 2,526 | 9,384 | Slovak | Slovak 0 | Slovak 0 8 |
| European | 43 | 173 | 1,103 | Subsaharan African | Subsaharan African 35 | Subsaharan African 35 131 |
| Finnish | 0 | 3 | 113 | Swedish | Swedish 233 | Swedish 233 603 |
| French (not Basque) | 175 | 747 | 2,996 | Swiss | Swiss 32 | Swiss 32 45 |
| French Canadian | 40 | 115 | 630 | Ukrainian | Ukrainian 6 | Ukrainian 6 74 |
| German | 2,933 | 9,338 | 38,121 | US/American | US/American 1,009 | US/American 1,009 2,344 |
| Greek | 34 | 60 | 302 | Welsh | Welsh 11 | Welsh 11 120 |
| Hungarian | 0 | 47 | 443 | West Indian | West Indian 0 | West Indian 0 8 |
| Iranian | 0 | 5 | 52 | Yugoslavian | Yugoslavian 6 | Yugoslavian 6 13 |
| | | | | Other | Other 1,380 | Other 1,380 6,322 |

Waukon Mitchellville Shueyville Saylorville Ackworth Hanlontown Tipton Brooklyn Frederika Rock Ames Council Bluffs Underwood Atkins Malcom Harcourt Fostoria Intercultural Institute Hornick Beacon Meservey Iowa City Badger Beaver Westside Lansi For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

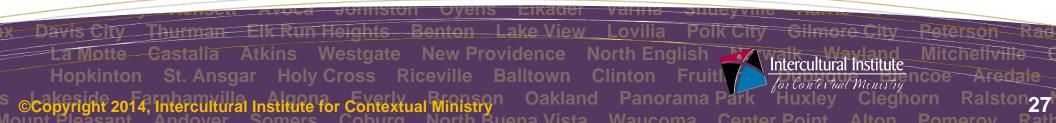
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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

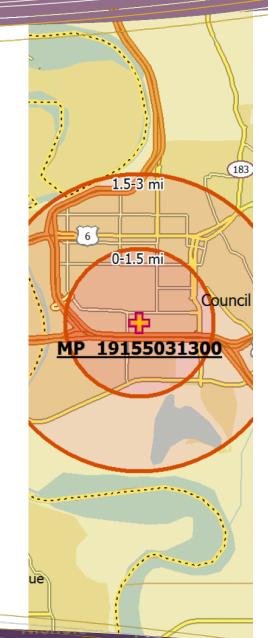
Issues for Your Consideration - continued

- 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?

ake Jewell Junction Janesville Stacyville Bouton Grafton Schaller Dallas Center Colo Aspinwall Mor Valeria Fraser Saylorville Reasnor Coon Rapids West Bend Winfield Citbertville Huxley Goldfield East Peru Muscatine Dexter Dubuque Stout Cumming Bevington Collins Leighton Popejoy 128 ©Copyright 2014, Intercultural Institute for Contextual Ministry Delaware Holy Cross Bockwell City Lime Springs

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.



erg Eldridge Beaman Van Meter Rodney Graf Arcadia Gladbrook Marengo Central City Guthrie Gene Essex Promise City Macksburg Swisher Montrose Garwin Aredale Harvey Clinton Otho Greene Durant Grundy Center Sharpsburg Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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 0-1.5 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 | 0-1.5 HH & Percent | | Unreached HH & Percent | |
|------------------------------|--------------------|-------|------------------------|-------|
| Total | 5,014 | 100% | 3,364 | 100% |
| AFFLUENT SUBURBIA | 0 | 0% | 0 | 0% |
| America's Wealthiest | 0 | 0% | 0 | 0% |
| Dream Weavers | 0 | 0% | 0 | 0% |
| White Collar Suburbia | 0 | 0% | 0 | 0% |
| Upscale Suburbia | 0 | 0% | 0 | 0% |
| Enterprising Couples | 0 | 0% | 0 | 0% |
| Small Town Success | 0 | 0% | 0 | 0% |
| New Suburbia Fam. | 0 | 0% | 0 | 0% |
| UPSCALE AMERICA | 167 | 3.33% | 120 | 3.57% |
| Status Conscious Consumers | 0 | 0% | 0 | 0% |
| Affluent Urban Professionals | 0 | 0% | 0 | 0% |
| Urban Commuter Fam. | 50 | 1% | 34 | 1.01% |
| Solid Suburban Mix | 0 | 0% | 0 | 0% |
| 2nd Generation Success | 117 | 2.33% | 86 | 2.56% |
| Successful Urban Sprawl | 0 | 0% | 0 | 0% |
| SM TWN SUCCESS | 160 | 3.19% | 102 | 3.03% |
| 2nd City Homebodies | 0 | 0% | 0 | 0% |
| Prime Middle America | 48 | 0.96% | 31 | 0.92% |
| Urban Optimists | 0 | 0% | 0 | 0% |
| Family Convenience | 112 | 2.23% | 71 | 2.11% |
| Mid-Market Enterprise | 0 | 0% | 0 | 0% |
| | | | | |

McClelland Lone Rock Lone Tree Millersburg Story City Danville Hancock Humbeldt Rowan Clio S Mento Aredale Corwith Stacyville Shambaugh University Park Wells And Clio State Center Berkley Belmond Ryan Keota Pleasanton Harpers Ferry Humeston Sioux Confectual Institute Copyright 2014, Intercultural Institute for Contextual Ministry ity 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 0-1.5 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 | 0-1.5 HH & Percent | | Unreached HH & Percent | |
|---------------------------|--------------------|--------|------------------------|--------|
| Total | 5,014 | 100% | 3,364 | 100% |
| BLUE COLLAR BACKBONE | 449 | 8.95% | 301 | 8.95% |
| Nuevo Hispanic Fam. | 0 | 0% | 0 | 0% |
| Working Rural Suburbia | 35 | 0.7% | 21 | 0.62% |
| Lower Income Essentials | 57 | 1.14% | 39 | 1.16% |
| Small Town Endeavors | 357 | 7.12% | 241 | 7.16% |
| AMER. DIVERSITY | 383 | 7.64% | 247 | 7.34% |
| Ethnic Urban Mix | 8 | 0.16% | 6 | 0.18% |
| Urban Blues | 51 | 1.02% | 33 | 0.98% |
| Professional Urbanites | 0 | 0% | 0 | 0% |
| Urban Advancement | 0 | 0% | 0 | 0% |
| Amer. Great Outdoors | 324 | 6.46% | 208 | 6.18% |
| Mature America | 0 | 0% | 0 | 0% |
| METRO FRINGE | 2,941 | 58.66% | 2,016 | 59.93% |
| Steadfast Conservative | 2,882 | 57.48% | 1,975 | 58.71% |
| Moderate Conventionalists | 25 | 0.5% | 17 | 0.51% |
| Southern Blues | 29 | 0.58% | 20 | 0.59% |
| Urban Grit | 1 | 0.02% | 1 | 0.03% |
| Grass-Roots Living | 4 | 0.08% | 3 | 0.09% |

t Charles Churdan Mount Ayr Westfield Greenfield Cascade Thornton Marquette Hull Brandon Macka Fostoria Miles Anthon Malcom Exline Hawarden North Buena Vister Intercultural Institute (ter Centerville Colo Clare Williams De Witt Franklin Milton Alburne Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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 | 0-1.5 HH & Percent | | Unreached HH & Percent | |
|----------------------------|--------------------|-------|------------------------|-------|
| Total | 5,014 | 100% | 3,364 | 100% |
| REMOTE AMERICA | 457 | 9.11% | 268 | 7.97% |
| Hardy Rural Fam. | 0 | 0% | 0 | 0% |
| Rural Southern Living | 457 | 9.11% | 268 | 7.97% |
| Coal & Crops | 0 | 0% | 0 | 0% |
| Native America | 0 | 0% | 0 | 0% |
| ASPIRING CONTEMP'S | 174 | 3.47% | 120 | 3.57% |
| Young Cosmopolitans | 0 | 0% | 0 | 0% |
| Minority Metro Communities | 14 | 0.28% | 10 | 0.3% |
| Stable Careers | 63 | 1.26% | 45 | 1.34% |
| Aspiring Hispania | 97 | 1.93% | 65 | 1.93% |
| RURAL VILLAGES & FARMS | 39 | 0.78% | 26 | 0.77% |
| Industrious Country Living | 26 | 0.52% | 18 | 0.54% |
| America's Farmland | 0 | 0% | 0 | 0% |
| Comfy Country Living | 0 | 0% | 0 | 0% |
| Small Town Connections | 13 | 0.26% | 8 | 0.24% |
| Hinterland Fam. | 0 | 0% | 0 | 0% |

Peyedan Fayette Pleasant Plain Doon Oelwein Brandon Luzerne Harper Rockwell Frederika. West Brand Durango Truesdale Odebolt Waukon Palo Keomah Village Callender Intercultural Institute k City Rolfe Salem Afton Lewis Vail Postville Allerton Clarion True for Confextual Ministry Confextual Ministry Grand Mound 32 Copyright 2014, Intercultural Institute for Contextual Ministry Charlotte Gilman Conesville Derby Bankston Por

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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 | 0-1.5 HH & Percent | | Unreached HH & Percent | |
|--------------------------|--------------------|-------|------------------------|-------|
| Total | 5,014 | 100% | 3,364 | 100% |
| STRUGGLING SOCIETIES | 36 | 0.72% | 23 | 0.68% |
| Rugged Southern Style | 14 | 0.28% | 8 | 0.24% |
| Latino Nuevo | 6 | 0.12% | 4 | 0.12% |
| Struggling city Centers | 16 | 0.32% | 11 | 0.33% |
| College Town Communities | 0 | 0% | 0 | 0% |
| New Beginnings | 0 | 0% | 0 | 0% |
| URBAN ESSENCE | 204 | 4.07% | 141 | 4.19% |
| Unattached Multicultures | 0 | 0% | 0 | 0% |
| Academic Necessities | 0 | 0% | 0 | 0% |
| Af. Amer. Neighborhoods | 0 | 0% | 0 | 0% |
| Urban Diversity | 62 | 1.24% | 45 | 1.34% |
| New Generation Activists | 142 | 2.83% | 96 | 2.85% |
| 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% |
| | | | | |

ne Lorimor Denver Rippey Hazleton Raymond Waterville Barnum Alexander Gibert Ossian Lynnyl Gibertville Conrad Barnes City Shelby Hampton Vincent Ireton Orlean <u>Intercultural Institute</u> Fonda Dexter Lytton St. Anthony Shannon City Fairbank New Albin Government Contextual Ministry Contextual Ministry Anamosa Whiting Woolstock Calamus Winfield Akr 33 Copyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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

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- 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?

Park View

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Orchard

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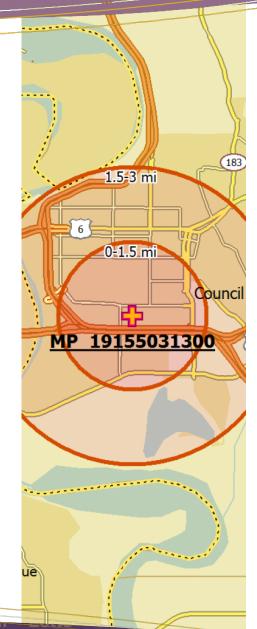
Potential Cultural Bridges

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).



ested Dixon Scranton Arispe Story City Swea City Woodburn Clinton Bassett Middletown Mystic Ha Webb Panama Orleans Casey Beaman Lake City Hornick Nodaway Councer Cillett Grove Anthon Franklin Victor Guernsey Danville Stratford Underwood Templeton Jon Confertual Ministry Confertual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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 | 0-1.5 | 1.5-3 | 3-7 |
|-------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| PC-HH Own | 76% | 74% | 74% |
| Use Comp. for Internet/E-mail | 58% | 56% | 56% |
| Internet Use: E-Mail | 45% | 44% | 46% |
| Use Comp. for Comp. Games | 41% | 39% | 38% |
| Use Comp. for Word | 35% | 35% | 35% |
| Processing | | | |
| Use Comp. for Shopping | 33% | 32% | 33% |
| Use Comp. for Education | 31% | 30% | 31% |
| Use Comp. for Banking | 30% | 29% | 30% |
| Use Comp. for Digital Camera | 30% | 29% | 30% |
| Photo Editing | | | |
| HH Owns DVD Player | 27% | 26% | 27% |
| | | | |
| | | | |

West Bend Keystone Carroll Holland Glenwood Riverside Bristow Birmingham North Buena Vista E Bertram Stout Fertile Smithland Mallard Clarion Shambaugh Terril Intercultural Institute Oskaloosa Granville Essex Derby Stanwood Plymouth Winfield Part (or Contextual Ministry Contextual Ministry Contextual Institute for Contextual Ministry Contextual Ministry

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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 | 0-1.5 | 1.5-3 | 3-7 |
|----------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Listening To Music | 66% | 66% | 66% |
| Dining Out (Not Fast Food) | 56% | 55% | 54% |
| Reading Books | 50% | 51% | 52% |
| Card Games | 41% | 40% | 40% |
| Gardening | 36% | 33% | 33% |
| Cooking for Fun | 35% | 35% | 35% |
| Go To A Beach/Lake | 33% | 33% | 34% |
| Board Games | 33% | 32% | 31% |
| Visit Zoo | 21% | 20% | 19% |
| Going To | 19% | 20% | 20% |
| Bars/Nightclubs/Dancing | | | |

| BRIDGES | 0-1.5 | 1.5-3 | 3-7 |
|-------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Any Ailment | 68% | 67% | 66% |
| Gen./Fam. Practitioner | 41% | 41% | 39% |
| Dentist | 26% | 25% | 26% |
| Backache | 23% | 22% | 22% |
| Eye Dr. | 21% | 21% | 21% |
| None Of These | 20% | 21% | 21% |
| Hypertension/High Blood | 19% | 19% | 19% |
| Pressure | | | |
| High Cholesterol | 17% | 17% | 17% |
| Any Arthritis | 16% | 16% | 15% |
| Acid Reflux Disease | 14% | 14% | 14% |
| (GERD) | | | |



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 - 0-1.5 miles, 1.5-3 miles, 3-7 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 | 0-1.5 | 1.5-3 | 3-7 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Concert | 25.8% | 25.55% | 27.15% |
| Live Theater | 15.58% | 16.5% | 18.84% |
| Rock/Pop Concerts Most | 14.04% | 14.13% | 15.22% |
| Often | | | |
| Live Theater Most Often | 12.87% | 13.28% | 15.24% |
| Comedy Club | 8.44% | 9.21% | 9.6% |
| Dance Performance | 7.15% | 7.65% | 9.07% |
| Movies: Comedy | 36.91% | 37.02% | 38.78% |
| Movies: Action/Adventure | 36.56% | 35.74% | 37.78% |
| Movies: Fam. | 18.57% | 18.68% | 19.66% |

| BRIDGES | 0-1.5 | 1.5-3 | 3-7 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Movies: Drama | 16.96% | 16.65% | 19.58% |
| Movies: Romantic Comedy | 16.93% | 16.89% | 18.76% |
| Movies: Mystery | 15.77% | 15.08% | 17.07% |
| MLB Baseball Reg. | 6.15% | 6.16% | 6.7% |
| Season | | | |
| NFL Football Reg. Season | 5.21% | 5.21% | 5.66% |
| College Football Reg. | 4.36% | 4.79% | 5.42% |
| Season | | | |
| Auto Racing Events | 2.99% | 2.81% | 2.62% |
| College Basketball Reg. | 2.9% | 3.09% | 3.68% |
| Season | | | |
| NHL Hockey Reg. Season | 2.44% | 2.65% | 2.82% |

Madison Andever Princeton Holy Cross Raymond New Liberty Hayesville Maquoketa Mount Sterling Helson Douds Cedar Rapids Bevington Truro Westfield Coalville Huberty Intercultural Institute Estherville Allison Willey Grandview Newell Bouton Boone Presco for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Correction Contextual Ministry Correction

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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

| MILESMILESMILESWalking for Exercise38.18%38.5%39.3%Swimming33.22%32.13%31.06%Bowling21.81%20.67%20.39%Billiards/Pool20.21%19.81%19.67%Freshwater Fishing19.65%17.66%15.79%Camping Trips17.61%16.78%14.81%Weight Training14.64%14.26%15.21%Basketball13.74%13.55%14.77% | DIADOLO | BRIDGES 0-1.5 | BRIDGES 0-1.5 1.5-3 |
|--|--------------------|---------------------------|----------------------------------|
| wimming33.22%32.13%31.06%owling21.81%20.67%20.39%illiards/Pool20.21%19.81%19.67%reshwater Fishing19.65%17.66%15.79%amping Trips17.61%16.78%14.81%/eight Training14.64%14.26%15.21% | | MILES | MILES MILES |
| Bowling21.81%20.67%20.39%Billiards/Pool20.21%19.81%19.67%Freshwater Fishing19.65%17.66%15.79%Camping Trips17.61%16.78%14.81%Weight Training14.64%14.26%15.21% | Hunting | Hunting 11.06% | Hunting 11.06% 10.28% |
| Billiards/Pool20.21%19.81%19.67%Freshwater Fishing19.65%17.66%15.79%Camping Trips17.61%16.78%14.81%Weight Training14.64%14.26%15.21% | Target Shooting | Target Shooting 11.01% | Target Shooting 11.01% 10.38% |
| Freshwater Fishing19.65%17.66%15.79%Camping Trips17.61%16.78%14.81%Weight Training14.64%14.26%15.21% | Volleyball | Volleyball 10.24% | Volleyball 10.24% 9.83% |
| Camping Trips17.61%16.78%14.81%Weight Training14.64%14.26%15.21% | Backpacking/Hiking | Backpacking/Hiking 10.21% | Backpacking/Hiking 10.21% 10.09% |
| Weight Training 14.64% 14.26% 15.21% | Football | Football 9.95% | Football 9.95% 9.71% |
| с с | Aerobics | Aerobics 8.55% | Aerobics 8.55% 8.83% |
| Basketball 13.74% 13.55% 14.77% | Softball | Softball 8.21% | Softball 8.21% 8.04% |
| | Power Boating | Power Boating 8.06% | Power Boating 8.06% 7.5% |
| Jogging/Running 13.13% 12.87% 14.66% | Saltwater Fishing | Saltwater Fishing 7.5% | Saltwater Fishing 7.5% 6.92% |
| Using Cardio Machine 12.84% 12.73% 13.3% | Canoeing/Kayaking | Canoeing/Kayaking 7.48% | Canoeing/Kayaking 7.48% 7.39% |
| Mountain/Road Biking 12.15% 11.51% 12.18% | Soccer | Soccer 7.38% | Soccer 7.38% 7.2% |
| Golf 12.13% 11.71% 12.67% | Motorcycling | Motorcycling 6.79% | Motorcycling 6.79% 6.59% |
| Baseball 11.81% 11.66% 11.36% | Yoga | Yoga 6.58% | Yoga 6.58% 6.55% |
| Stationary Cycling 11.61% 11.26% 11.83% | Tennis | Tennis 6.34% | Tennis 6.34% 6.18% |

Baldwin Panora North English Lime Springs Defiance Deep River Popejoy Sac City Tipton Treton Udell Bertram Coalville West Burlington Richland Crystal Lake Aver Ely La Motte Akron Wy ibley Clearfield Marne Van Wert Graf Grand River Lansing Parkersbu For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Berkley Cincipnati Webster City Braddate Henderson Scarville Vincent North Washington Houghton

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| BRIDGES | 0-1.5 | 1.5-3 | 3-7 |
|----------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Horseback Riding | 6.12% | 5.81% | 5.42% |
| Roller Skating | 5.49% | 5.6% | 5.84% |
| Archery | 5.4% | 5.06% | 4.55% |
| Ice Skating | 4.96% | 4.87% | 5.54% |
| Fly Fishing | 4.84% | 4.5% | 4.38% |
| Racquetball | 4.51% | 4.02% | 3.98% |
| Snorkeling | 4.31% | 4.28% | 4.71% |
| Downhill & X-Country | 4.26% | 4.2% | 4.54% |
| Skiing | | | |
| Jet Skiing | 4.26% | 4.15% | 4.62% |
| Water Skiing | 4.24% | 4.24% | 4.39% |

| BRIDGES | 0-1.5 | 1.5-3 | 3-7 |
|-----------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Snowmobiling | 3.93% | 3.76% | 3.76% |
| Hockey | 3.87% | 3.82% | 3.86% |
| Martial Arts | 3.78% | 3.82% | 3.73% |
| Auto Racing | 3.77% | 3.88% | 3.54% |
| Rock Climbing | 3.56% | 3.74% | 3.82% |
| Snowboarding | 3.25% | 3.27% | 3.56% |
| Sailing | 3.11% | 3% | 3.15% |
| Skateboarding | 3.01% | 2.85% | 3.11% |
| Rowing | 2.79% | 2.74% | 2.71% |
| Surfing & Windsurfing | 2.52% | 2.49% | 2.7% |



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.

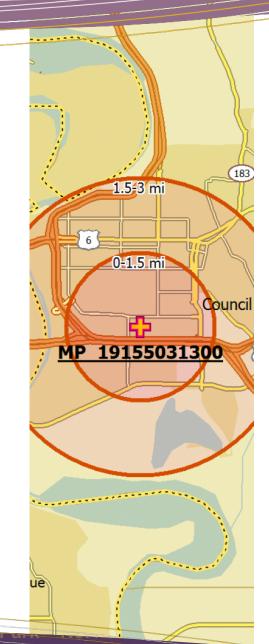
BIBLICAL BARRIERS

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.



on Protivin Arnolds Park Chillicothe Mediapolis Guthrie Center Delmar Fairfax Cotter Moulton Beams St. Marys Madrid Shell Rock Garnavillo Clemons Whittemore Tiffing Intercultural Institute andale Rinard Sageville De Soto Blakesburg Lime Springs Silver City Joi Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

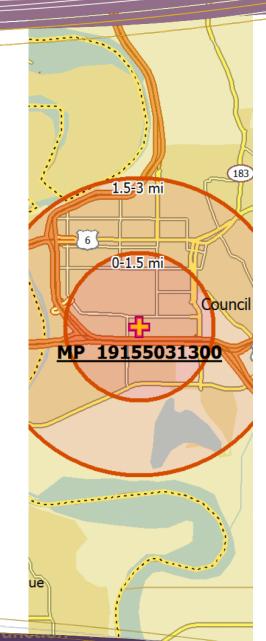
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Corning Bettendorf Hampton Ferguson Allison Kensett La Motte Vinton Auburn Stacyville Urban Eddyville Ankeny Le Roy Lawton New Albin Garner Breda Elgin Intercultural Institute Swan Batavia Milton Hardy Reasnor Rockford Monona Glidden Joi Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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.

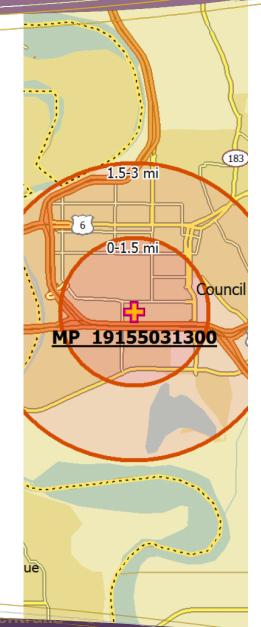
| BARRIERS | 0-1.5 | 1.5-3 MILES | 3-7 MII ES | BARRIERS | 0-1.5 MILES | 1.5-3 MILES | 3-7 |
|---|--------------|----------------|---------------------|---|----------------|----------------|-------------|
| Important Continue Learning | MILES 48% | 48% | MILES 49% | Like to Stand Out In A Crowd | 21% | 20% | MILE 21% |
| New Things | 4070 | 4070 | 4370 | Like To Pursue | 19% | 19% | 19% |
| Find It Difficult To Say No To | 37% | 35% | 36% | Challenge/Novelty/Change | 1070 | 1070 | 1070 |
| My Kids | | | | Marijuana Should Be Legalized | 18% | 18% | 19% |
| Speak My Mind Even If It Upsets People | 35% | 35% | 36% | Rarely Sit Down to a Meal Together At Home | 17% | 16% | 16% |
| Woman's Place Is In The Home | 34% | 33% | 33% | I Am A Workaholic | 15% | 16% | 19% |
| Like Control Over People And Resources | 33% | 33% | 34% | Only Work Current Job for The Money | 14% | 14% | 14% |
| Prefer To Have Few Possessions As Possible | 32% | 32% | 34% | We Should Strive for Equality for All | 13% | 13% | 14% |
| Like To Do Unconventional Things | 31% | 29% | 28% | On Whole People Get What They Deserve | 11% | 12% | 11% |
| Don't Judge People/Way They Live Life | 27% | 28% | 29% | Happy With My Standard Of Living | 11% | 12% | 13% |
| Money Is Best Measure Of Success | 26% | 26% | 25% | Indulge My Kids With The Little Extras | 10% | 10% | 10% |
| Friends More Important Than My Fam. | 25% | 25% | 26% | Little I Can Do To Change My Life | 7% | 7% | 8% |
| Too Much Sponsorship In Arts/Sports | 24% | 25% | 25% | I Am A Perfectionist | 7% | 7% | 8% |
| If Won Lottery Would Never Work Again | 24% | 24% | 26% | | | | |

ota Saylorville Newton Clare Sutherland Hillsboro Reinbeck Sheldahl Garber Greenfield Randolph Red Oak Malvern Roland Dawson Meservey Chelsea Craig Conrad Intercultural Institute Birmingham Knoxville Numa Toledo Pleasanton Hastings Grimes for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



Iowa Falls Aspinwall Grand River Gillett Grove Kinross Pioneer Valeria Belmond Eliston Pella Casta Garksville Silver City Crystal Lake Larchwood Leon Hepburn Cumpus Intercultural Institute Stanton Perry Salix Coralville Walford Cromwell Arnolds Park for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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 | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES | THEMES | 0-1.5 MILES | 1.5-3 MILES | 3-7 MILES |
|---|----------------|----------------|--------------|--|----------------|----------------|--------------|
| Important To Respect Customs And Beliefs | 58% | 56% | 57% | Looking for New Ideas To Improv Home | | 17% | 17% |
| You Should Seize Opportunities In Life | 57% | 57% | 57% | Is An Important Part Of Who I Am Worried About Pollution Caused | 17% 16% | 16% 17% | 15% 18% |
| Like To Understand About Nature | 36% | 36% | 37% | By Cars Real Men Don't Cry | 15% | 16% | 16% |
| Important Feel Respected By My Peers | 34% | 34% | 34% | Try Not To Worry About The Future | 14% | 14% | 15% |
| Prefer Work Part Of Team Than Alone | 33% | 33% | 33% | Enjoy Spending Time With My Fam. | 13% | 13% | 13% |
| Prefer To Have Few Possessions As Possible | 32% | 32% | 34% | Provide My Kids With The Little Extras | 12% | 12% | 13% |
| Important To Juggle Various Tasks | 31% | 32% | 32% | Children Should Be Allowed To Express Themselves | 7% | 7% | 7% |
| Good At Fixing Things | 27% | 28% | 29% | Feel Very Alone In The World | 6% | 6% | 6% |
| Have Keen Sense Of Adventure | 26% | 26% | 27% | Like Spending Most Time With | 5% | 5% | 5% |
| Like To Just Enjoy Life | 23% | 23% | 23% | Fam. | | | |
| People Have To Take Me As | 22% | 22% | 22% | Decor Particular Interest To Me | 4% | 4% | 4% |
| They Find Me | | | | Would Like To Set Up Own | 3% | 3% | 4% |
| Consider Myself Interested In The Arts | 19% | 19% | 20% | Business | | | |

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Potential Shared Places

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



Ovens Curlew Coburg Keokuk Doon Minburn Donnellson Sandyville Badger Lawton Buckeye Jesup Hopkinton Rudd Ida Grove Beacon Panama Creston Grups Intercultural Institute Iton Urbandale Blakesburg Valeria Charlotte Beaman Alvord Morrison For Confectual Ministry New Hamp Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Elliott Casey Matlock Marshalltown Lone Tree Low Mat

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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 | 0-1.5 | 1.5-3 | 3-7 |
|------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Fast Food/Drive-In | 86.55% | 86.34% | 85.84% |
| Restaurant-Visit Any | | | |
| Fam. Restaurants/Steak | 82.78% | 81.09% | 80.05% |
| Houses-Visit Any | | | |
| McDonald's | 57.6% | 57.15% | 56.33% |
| Burger King | 40.59% | 40.91% | 39.75% |
| Taco Bell | 32.03% | 31.5% | 30.09% |
| Applebee's | 31.08% | 29.97% | 29.21% |
| Kentucky Fried Chicken (KFC) | 30.49% | 29.54% | 29.99% |
| Subway | 30.22% | 29.78% | 30.09% |
| Wendy's | 29.65% | 29.52% | 30.03% |
| Arby's | 23.95% | 23.12% | 22.2% |
| Pizza Hut | 23.11% | 22.85% | 22.77% |
| Olive Garden | 20.06% | 19.14% | 19.49% |

| PLACE | 0-1.5 | 1.5-3 | 3-7 |
|------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Dairy Queen | 19.58% | 19.19% | 18.55% |
| Red Lobster | 17.29% | 17.2% | 17.37% |
| Cracker Barrel | 15.33% | 14.07% | 13.47% |
| Domino's Pizza | 14.97% | 15.28% | 15.78% |
| Denny's | 14.49% | 14.48% | 14.48% |
| Sonic | 14.29% | 13.92% | 13.55% |
| IHOP (International House Of | 13.04% | 13.48% | 14.18% |
| Pancakes) | | | |
| Golden Corral | 12.82% | 12.2% | 12.18% |
| Outback Steakhouse | 12.42% | 12.3% | 13.35% |
| Chick-Fil-A | 12.03% | 11.52% | 12.09% |
| Hardee's | 11.59% | 10.84% | 10.63% |
| Chili's Grill and Bar | 11.37% | 11.56% | 12.5% |

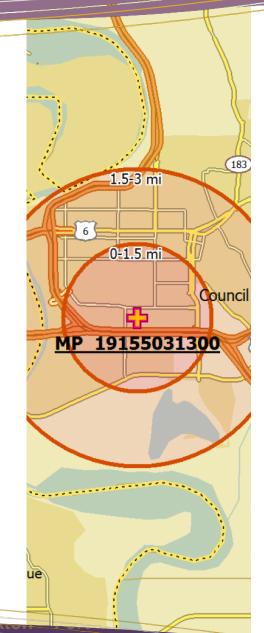
Mington Bettendorf Laurel Cylinder Lamoni Popejoy Massena Readlyn Sandyville Shelby Ventura Fo Wellman Waukee Clarence Randall Hamburg Rolfe Pleasant Plain Intercultural Institute Vensett Kalona Fairbank Weldon Palo Melcher-Dallas Jolley Wellsbury for Contextual Ministry Copyright 2014, Intercultural 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!



r Heights Nevada Mallard Hepburn Scarville Storm Lake Geneva Cumming Palmer Dundes Bridgewa Fairfax Kinross Onawa Newell Underwood Tripoli Hills Elkhart Complete Davenport Minburn Bat Vheatland Indianola Spencer Panora Harris Martinsburg Pulaski Colvertial Ministry Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Barkley Vesley Lake Park Lakeside Macedonia Williamson Welton Terril Keystone Douds Sioux City

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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 | 0-1.5 | 1.5-3 | 3-7 |
|-------------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Voted in fed/state/local election | 46.21% | 45.52% | 45.46% |
| Recycled products | 34.02% | 33.93% | 33.62% |
| Worked as volunteer (non political) | 15.51% | 15.28% | 15.8% |
| Engaged in fund raising | 10.08% | 10% | 10.35% |
| Religious club member | 6.48% | 6.58% | 6.91% |
| Wrote to editor of mag or newspaper | 5.37% | 5.56% | 5.66% |

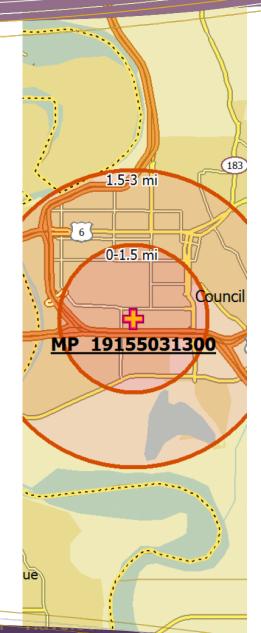
| PROJECTS | 0-1.5 | 1.5-3 | 3-7 |
|---------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Union member | 5.27% | 5.13% | 4.91% |
| Wrote to elected offcl about | 5.2% | 5.34% | 5.48% |
| publ bus | | | |
| Charitable Organization | 5.16% | 5.05% | 5.05% |
| Took active part in local civic | 4.91% | 4.87% | 5.06% |
| issue | | | |
| Fraternal order member | 4.87% | 4.86% | 4.62% |
| Addressed a public meeting | 4.39% | 4.05% | 4.25% |

Saylorville West Point Ainsworth Dougherty Ionia Lohrville Adel Scarville Weedburn Murray Du enandoan Pleasant Hill Danville Ames Griswold Greeley State Center St. Donatus Nashua West Branch Westfield Colesburg Newton Way Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Little Sioux Inwood Tiffin Stanhope Everly Parnell Leland Wilton Stoan Bondurant Fruitland Store Dayton Klemme Rowan Thornburg Kellogg Dolliver Westgate William Intercultural Institute Blairsburg Decatur City Adair Alexander Strawberry Point Cincinnati La for Contextual Ministry Redfield Lin Copyright 2014, Intercultural Institute for Contextual Ministry Plaine Blockton Pleasant Hill Mitchellville Beaver 50

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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 | 0-1.5 | 1.5-3 | 3-7 |
|--------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Novel | 14.69% | 15.14% | 15.65% |
| Mystery | 11.33% | 11.1% | 11.12% |
| Children's Books | 10.9% | 11.14% | 11.96% |
| Cookbooks | 10.26% | 10.1% | 10.26% |
| Religious (not Bibles) | 8.42% | 8.43% | 8.43% |
| History | 6.64% | 6.76% | 6.73% |
| Romance | 5.93% | 5.81% | 6.08% |
| Biography | 5.81% | 6.02% | 6.29% |
| Personal/Business Self-help | 5.43% | 5.63% | 6.14% |

| MAGAZINES | 0-1.5 | 1.5-3 | 3-7 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Newspaper Distributed | 68.1% | 67.75% | 68.3% |
| Gen. Editorial | 44.4% | 44.61% | 46.8% |
| Womens | 38.57% | 39.32% | 41.04% |
| Service | 33.77% | 33.42% | 33.61% |
| Mens | 18.97% | 19.64% | 19.52% |
| Automotive | 15.86% | 15.59% | 14.31% |
| Sports | 15.08% | 15.51% | 15.85% |
| Fishing/Hunting | 14.66% | 13.88% | 12.5% |
| Health | 12.74% | 12.61% | 12.88% |

Conway Clio Packwood Stuart Birmingham Charter Oak Rolfe Low Moor Rossic Geneva Dubuque D Lorimor Emmetsburg Kellerton Onslow Pisgah Mount Pleasant Zear Intercultural Institute Keystone Bayard Remsen Stacyville Andrew South English Urband For Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry Cascade Wellman Cresco Cotter Northwood Oth 51 Confectual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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 | 0-1.5 | 1.5-3 | 3-7 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Gen. News | 54.42% | 53.88% | 53.08% |
| Classified | 36.11% | 35.45% | 33.8% |
| Sport | 32.87% | 32.24% | 31.8% |
| Editorial Page | 31.76% | 30.78% | 29.48% |
| Comics | 28.97% | 28.46% | 27.35% |
| Business/Finance | 26.34% | 26.04% | 27.11% |
| Movie Listings & Reviews | 25.59% | 25.46% | 25.61% |
| Food/Cooking | 25.03% | 24.12% | 24.15% |
| TV/Radio Listings | 24.69% | 24.13% | 23.76% |
| Home/Gardening | 21.25% | 20.46% | 20.29% |
| Travel | 17.68% | 17.42% | 18.12% |
| Science/Technology | 16.53% | 16.61% | 16.74% |
| Fashion | 12.25% | 12.4% | 13.3% |

| RADIO | 0-1.5 | 1.5-3 | 3-7 | |
|-----------------------|--------|--------|--------|--|
| | MILES | MILES | MILES | |
| Country | 25.34% | 23.33% | 19.7% | |
| CHR Contemp Hit Radio | 19.83% | 20.76% | 19.53% | |
| Adult Contemporary | 18.11% | 18% | 17.26% | |
| Rock | 14.54% | 14.39% | 12.92% | |
| Oldies | 11.52% | 11.5% | 11.52% | |
| Classic Rock | 10.33% | 10.44% | 9.78% | |
| News/Talk | 10.12% | 10.34% | 11.07% | |
| Urban Contemporary | 9.39% | 10.78% | 16.09% | |
| Alternative | 9% | 9.31% | 9.46% | |
| Variety | 6.44% | 7.35% | 8.32% | |
| Religious | 5.35% | 5.44% | 5.54% | |
| Soft Contemporary | 5.25% | 5.22% | 5.65% | |
| Classic Hits | 4.68% | 4.6% | 4.07% | |
| Hispanic | 3.96% | 4.74% | 5.1% | |
| All News | 2.96% | 3.33% | 4.39% | |
| Sports | 2.87% | 2.88% | 3.42% | |
| Adult Standards | 2.84% | 2.79% | 2.66% | |
| All Talk | 2.79% | 3.09% | 3.42% | |
| | | | | |

Wood Mitchellville Ayrshire Blanchard Lovilia Rodman Bayard Robins Extine Melbourne Elgin Bene Heservey Center Point Urbandale Farmersburg Olin McClelland Care Are New Market What Cheer ose Clarinda Delaware Leando Walcott Crawfordsville Ottosen Kellert for Contextual Ministry ^{ey} 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| MULTIMEDIA: TV | 0-1.5 | 1.5-3 | 3-7 | MULTIMEDIA: TV | MULTIMEDIA: TV 0-1.5 | MULTIMEDIA: TV 0-1.5 1.5-3 |
|-------------------------|--------|--------|--------|----------------------------|-----------------------------------|---|
| | MILES | MILES | MILES | | MILES | MILES MILES |
| Fox News Channel | 62.97% | 61.86% | 62.28% | TV Info From Newspapers | TV Info From Newspapers 25.45% | TV Info From Newspapers 25.45% 25.4% |
| Satellite Dish | 50.85% | 50.47% | 51.48% | Nick At Nite | Nick At Nite 24.77% | Nick At Nite 24.77% 24.59% |
| Soapnet | 49.21% | 49.43% | 49.69% | BET (Black Entertainment | BET (Black Entertainment 23.46% | BET (Black Entertainment 23.46% 23.95% |
| Other Video-On-Demand | 39.82% | 38.95% | 42.25% | TV) | TV) | TV) |
| Sci-Fi Channel | 36.28% | 36.02% | 35.74% | TCM (Turner Classic | TCM (Turner Classic 23.15% | TCM (Turner Classic 23.15% 23.21% |
| MSNBC | 33.14% | 32.72% | 33.46% | Movies) | Movies) | Movies) |
| Adult Pay Per View TV | 32.34% | 30.46% | 31.87% | USA Network | USA Network 22.98% | USA Network 22.98% 22.97% |
| Nickelodeon | 28.84% | 28.18% | 27.68% | TV Info From Monthly Cable | TV Info From Monthly Cable 22.49% | TV Info From Monthly Cable 22.49% 22.2% |
| Comedy Central | 27.82% | 27.67% | 29.95% | Guide | Guide | Guide |
| TV Info From Sunday TV | 27.05% | 26.59% | 26.95% | ABC Fam. | ABC Fam. 21.98% | ABC Fam. 21.98% 22.28% |
| Magazine | | | | Hallmark Channel | Hallmark Channel 21.58% | Hallmark Channel 21.58% 21.52% |
| Adult Swim | 26.78% | 25.88% | 26.4% | The Golf Channel | The Golf Channel 21.02% | The Golf Channel 21.02% 20.51% |
| Subscribe Digital Cable | 26.56% | 24.91% | 27.36% | Lifetime | Lifetime 20.18% | Lifetime 20.18% 20.06% |
| | | | | ESPN2 | ESPN2 19.71% | ESPN2 19.71% 19.61% |



TV Info From Other

18.77%

19.08%

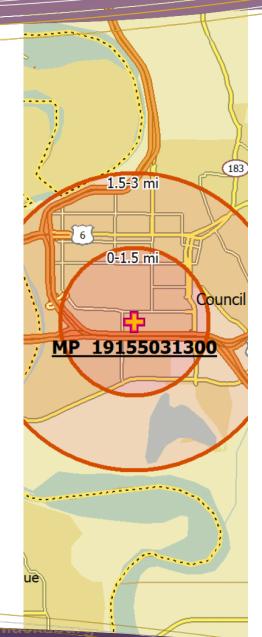
18.42%

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.



Kiron Luzerne Le Grand Garnavillo Lone Rock Waucoma Melvin Marathon Garwin Middletown Cantro Calmar Baxter Searsboro Pleasant Hill Arnolds Park Ackworth River Intercultural Institute Blanchard Shellsburg Union Saylorville Afton Marquette What Charles Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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 | 0-1.5 | 1.5-3 | 3-7 |
|---------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Book Readers | | | |
| Heavy Users (7+) | 17.91% | 18.12% | 18.65% |
| Medium Users (4-6) | 10.01% | 10.16% | 10.2% |
| Light Users (1-3) | 20.07% | 20.45% | 20.03% |
| Quintiles (20%) | | | |
| Newspaper I (Heavy) | 2.02% | 2.03% | 1.64% |
| Newspaper II | 1.62% | 1.69% | 1.62% |
| Newspaper III | 2.28% | 2.24% | 2.08% |
| Newspaper IV | 0.76% | 0.81% | 0.68% |
| Newspaper V (Light) | 1.15% | 1.16% | 1.12% |

| MEDIUM | 0-1.5 | 1.5-3 | 3-7 |
|---------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Quintiles (20%) | | | |
| Magazines I (Heavy) | 20.03% | 20.32% | 20.27% |
| Magazines II | 9.42% | 9.66% | 9.13% |
| Magazines III | 9.42% | 9.84% | 9.87% |
| Magazines IV | 12.63% | 12.58% | 12.4% |
| Magazines V (Light) | 0.29% | 0.45% | 0.54% |
| Outdoor I (Heavy) | 6.62% | 7.38% | 7.87% |
| Outdoor II | 2.95% | 3.18% | 3.64% |
| Outdoor III | 3.7% | 3.77% | 4.18% |
| Outdoor IV | 16.3% | 16% | 15.75% |
| Outdoor V (Light) | 24.83% | 24.24% | 24.4% |
| Yellow Pages I | 16.33% | 15.7% | 15.35% |
| (Heavy) | | | |
| Yellow Pages II | 5.16% | 5.55% | 6.14% |
| Yellow Pages III | 4.7% | 5.36% | 6.76% |
| Yellow Pages IV | 24.21% | 24.33% | 23.39% |
| Yellow Pages V | 3.85% | 3.83% | 4.14% |
| (Light) | | | |

Inchester Craig Stoan Calmar Popejcy Melbourne St. Donatus Boyden Sloux Rapids North Washington and River Dyersville Pleasant Hill Williamson Muscatine Guttenberg Ruter Intercultural Institute Junction Asbury Rockwell City Correctionville Laurel Ledyard Inwood Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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 0-1.5 1.5-3 3-7 | MEDIUM | MEDIUM 0-1.5 | MEDIUM 0-1.5 1.5-3 |
|--|--------------------------------|---------------------------------|---------------------------------------|
| MILES MILES MILES | | MILES | MILES MILES |
| Radio Drive Time Quntiles | TV Prime Time Quntiles (fifths | TV Prime Time Quntiles (fifths | TV Prime Time Quntiles (fifths |
| (fifths / 20%) | / 20%) | / 20%) | / 20%) |
| Drive Time I & II (Heavy) 3.4% 3.36% 3.33% | Prime Time I & II (Heavy) | Prime Time I & II (Heavy) 3.87% | Prime Time I & II (Heavy) 3.87% 3.81% |
| Drive Time III (Medium) 0.72% 0.84% 0.78% | Prime Time III (Medium) | Prime Time III (Medium) 2.41% | Prime Time III (Medium) 2.41% 2.39% |
| Radio IV & V (Light) 2.87% 2.91% 2.77% | Prime Time IV & V (Light) | Prime Time IV & V (Light) 9.24% | Prime Time IV & V (Light) 9.24% 9.8% |
| Radio Media Quntiles (fifths / | TV Early/Late Fringe Quntiles | TV Early/Late Fringe Quntiles | TV Early/Late Fringe Quntiles |
| 20%) | (fifths / 20%) | (fifths / 20%) | (fifths / 20%) |
| Radio I & II (Heavy) 9.32% 9.69% 9.81% | Fringe I & II (Heavy) | Fringe I & II (Heavy) 37.65% | Fringe I & II (Heavy) 37.65% 37.16% |
| Radio III (Medium) 5.23% 5.23% 4.68% | Fringe III (Medium) | Fringe III (Medium) 54.84% | Fringe III (Medium) 54.84% 54.39% |
| Radio IV & V (Light) 3.1% 3.28% 3.38% | Fringe IV (Light) | Fringe IV (Light) 57.95% | Fringe IV (Light) 57.95% 56.9% |
| Cable TV Quntiles (fifths / | TV All Day Quntiles (fifths / | TV All Day Quntiles (fifths / | TV All Day Quntiles (fifths / |
| 20%) | 20%) | 20%) | 20%) |
| Cable I & II (Heavy) 11.76% 12.16% 12.8% | All Day I & II (Heavy) | All Day I & II (Heavy) 12.67% | All Day I & II (Heavy) 12.67% 13.21% |
| Cable III (Medium) 3.82% 4.04% 4.68% | All Day III (Medium) | All Day III (Medium) 23.38% | All Day III (Medium) 23.38% 23.61% |
| Cable IV & V (Light) 31.81% 31.86% 33.55% | All Day IV (Light) | All Day IV (Light) 11.95% | All Day IV (Light) 11.95% 12.72% |



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 --0-1.5 miles, 1.5-3 miles, 3-7 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 | 0-1.5 | 1.5-3 | 3-7 |
|--------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Day-time Radio | | | |
| Listeners | | | |
| Dayparts [summary] | 11.84% | 11.32% | 11.65% |
| 6:00am - 10:00am | 13.01% | 13.18% | 14.8% |
| 10:00am - 3:00pm | 5.36% | 6.04% | 8.47% |
| 3:00pm - 7:00pm | 13.27% | 14.3% | 15.26% |
| 7:00pm - Midnight | 9.96% | 10.12% | 11.72% |
| Midnight - 6:00am | 4.46% | 4.82% | 6.27% |
| Weekend Radio | | | |
| Listeners | | | |
| Dayparts [summary] | 14.9% | 14.85% | 15.12% |
| 6:00am - 10:00am | 3.57% | 3.26% | 3.6% |
| 10:00am-3:00pm | 4.21% | 4.21% | 5.19% |
| 3:00pm - 7:00pm | 6.17% | 6.47% | 7.41% |
| 7:00pm - Midnight | 7.63% | 7.92% | 9.07% |
| Midnight - 6:00am | 9.7% | 10.23% | 11.81% |

| USAGE | 0-1.5 | 1.5-3 | 3-7 |
|-----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Prime Time TV Viewers | | | |
| 8:00-11:00pm | 6.59% | 6.82% | 7.72% |
| Saturday: | 7.08% | 7.31% | 7.5% |
| 8:00-11:00pm | | | |
| Sunday: 7:00-11:00pm | 9.61% | 9.45% | 10.38% |
| 9:00am-1:00pm | 24.77% | 24.59% | 25.08% |
| 9:00am-4:00pm | 28.16% | 27.97% | 28.67% |
| 4:00pm-7:00pm | 27.32% | 27.36% | 28.87% |
| 11:00pm-1:00am | 41.2% | 40.59% | 41.98% |
| AVG Prime time | 2.06% | 2.16% | 3.23% |
| Mon-Sun | | | |

d Oak Marathon Ottumwa Van Horne Shell Rock Cantril Dedham New Hartford Osceola Jesup Peterse Contextual Ministry States of Contextual Ministry States City Goose Lake Reystone Gruver Walnut Bal 57 Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry City Walford Alvord Diagonal New Market

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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 | 0-1.5 | 1.5-3 | 3-7 | TV VIEWERS | TV VIEWERS 0-1.5 | TV VIEWERS 0-1.5 1.5-3 |
|------------|--------|--------|--------|---------------|---------------------|----------------------------|
| | MILES | MILES | MILES | | MILES | MILES MILES |
| Weekday | | | | Weekend | Weekend | Weekend |
| 6-7am | 15.56% | 16.1% | 17.73% | Sat: 7-10am | Sat: 7-10am 17.26% | Sat: 7-10am 17.26% 17.15% |
| 7-9am | 19.71% | 19.61% | 21.82% | Sat: 10am-1pm | Sat: 10am-1pm 6.74% | Sat: 10am-1pm 6.74% 6.46% |
| 9am-12noon | 20.51% | 20.11% | 19.87% | Sat: 1-4pm | Sat: 1-4pm 24.03% | Sat: 1-4pm 24.03% 23.76% |
| 12noon-4pm | 7.66% | 7.86% | 8.8% | Sat: 4-6pm | Sat: 4-6pm 5.82% | Sat: 4-6pm 5.82% 5.79% |
| 4-6pm | 41.06% | 41.19% | 45.26% | Sat: 6-7pm | Sat: 6-7pm 1.67% | Sat: 6-7pm 1.67% 1.6% |
| 6-7pm | 19.97% | 19.53% | 18.8% | Sat: 7-8pm | Sat: 7-8pm 0.38% | Sat: 7-8pm 0.38% 0.61% |
| 7-7:30pm | 0.87% | 1.1% | 1.4% | Sat: 8-11pm | Sat: 8-11pm 7.08% | Sat: 8-11pm 7.08% 7.31% |
| 7:30-8pm | 11.84% | 11.11% | 11.03% | Sat: 11pm-1am | Sat: 11pm-1am 4.25% | Sat: 11pm-1am 4.25% 4.31% |
| 8-11pm | 6.59% | 6.82% | 7.72% | Sat: 1am-7pm | Sat: 1am-7pm 22.98% | Sat: 1am-7pm 22.98% 22.97% |
| 11pm-12am | 33.14% | 32.72% | 33.46% | Sun: 7-10am | Sun: 7-10am 2.01% | Sun: 7-10am 2.01% 2.15% |
| 11pm-1am | 41.2% | 40.59% | 41.98% | Sun: 10am-1pm | Sun: 10am-1pm 6.61% | Sun: 10am-1pm 6.61% 6.68% |
| 1-6am | 29.07% | 30.5% | 32.03% | Sun: 1-4pm | Sun: 1-4pm 6.28% | Sun: 1-4pm 6.28% 5.97% |
| | | | | Sun: 4-7pm | Sun: 4-7pm 12.88% | Sun: 4-7pm 12.88% 12.86% |
| | | | | Sun: 7-11pm | Sun: 7-11pm 9.61% | Sun: 7-11pm 9.61% 9.45% |
| | | | | Sun: 11pm-1am | Sun: 11pm-1am 5.02% | Sun: 11pm-1am 5.02% 4.74% |
| | | | | Sun: 1-7am | Sun: 1-7am 20.62% | Sun: 1-7am 20.62% 20.32% |

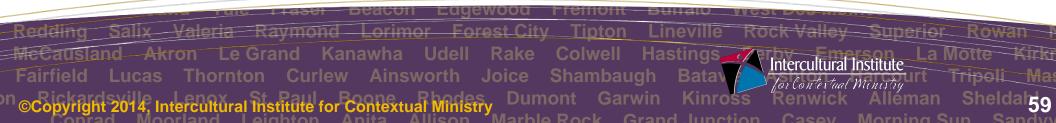
Adair Sloux City Fontanelle Walford Maharishi Vedic City Swea City Beaman Brussville Carpenter Kirkman Roland Valeria La Porte City Rossie Harcourt Onslow Branch Clearfield Plymouth Cherokee Floyd Moville Guthrie Center Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

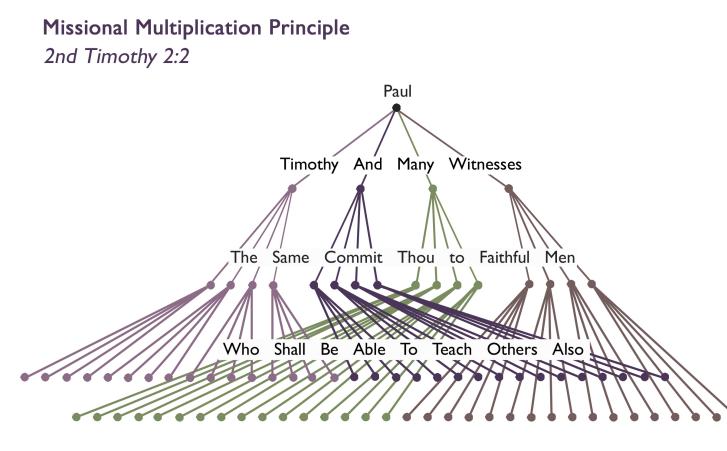
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Goodell Second Sumner Lynnville Westphalia Livermore Hornick Gall Willey Goodell Second Blue Grass Rock Rapids Leighton Waucoma Galva Graf Rembrande Intercultural Institute Mallard Chatsworth Kelley Washta Villisca Yale Magnolia Ellston Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Grant Story City Dike Lakota Griswold Danville Badger Anamosa East Peru Hancock Bonaparte Morley Vail Ladora Portsmouth Popejoy Arthur Persia Ralston Intercultural Institute vell Junction Sutherland Archer Ruthven Ocheyedan Osage Albion Governant Intercultural Institute (a) Contextual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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.



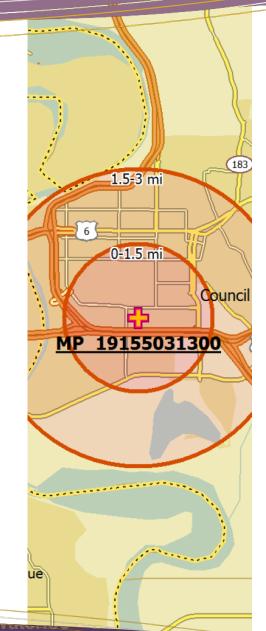


Your MissionSite and the Missional Suite

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



Lockridge Murray Luxemburg Early Albia Webster Donnellson Odebolt Centralia Oxford Junction Ha Swaledale Andrew Craig Oto Greene Coppock Massena Liscombo Intercultural Institute Whitten Waverly La Motte Cleghorn Hazleton Westphalia Lester Elkpo for Confextual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry

Notes and Sources

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

averhill Jesup Stuart Pomeroy Woodward Coralville Allison Urbana Jackson Junction Woodburn Gil Harian Marengo Bettendorf Dumont Leon Hills Rippey Inwood Kalara Atlantic Numa Guthrie Centr well Tingley Algona Conway Nashua Ryan McCallsburg Dike Pleas for Contextual Ministry Mater for Contextual Ministry Garwin Everly Nichols West Des Moines Milford Mc64



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