MissionSite top unreached locations

Jeneva Swea City Le Mars Clemons HARLAN, IA Villisca Cushing Allison ossie Brighton Holy Cross St. Marys Hastings CENSUS TRACT: 19165960300 Source Lo Ne MultiplyShannon City Dunlap Webster City REGION: Southwest oming Brooklyn Lone Rock Malcom Sheldon Truro Norwalk Essex COUNTY: Shelbytemore CONGREGATIONAL REPRODUCTION Spring Hill Riverdale Ringsted Spragueville Millerton SITESCAPE: Townscape In partnership with the: McGregor Fayette Johnston CharteDENSITY PATTERN: 13 Woodward Lake View Plain West Inion Onslow Urbana Floris Intercultural Institute Jawarden Glidden I Casta aptist for Contextual Ministryacyville Mechanicsville vention of Walker St. Ansgar Oelwein Baldwin rkersburg Oakland Coulter Strubie rn©Copyright2014, Intercultural Institute for Contextual MinistryBeacon Stout Gray Menlo Maysville Okoboji Minden

Clare Mis

MissionSite (TM) Table of Contents

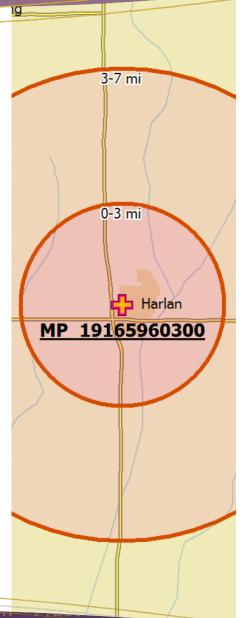
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65



Site Location Summary

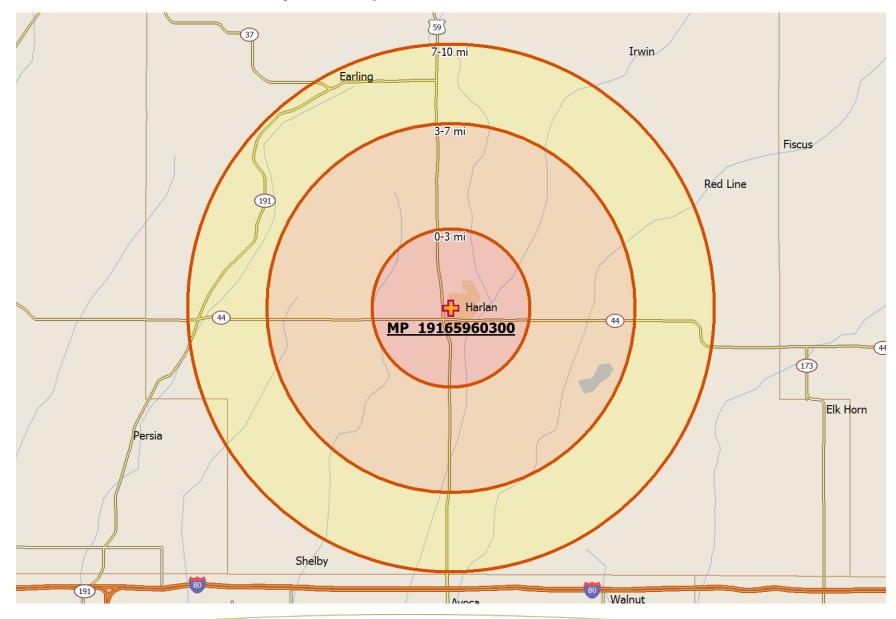
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	region	1904	Southwest
3	County Location	19165	Shelby
4	Zipcode	51537	Shelby
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.11	Small towns outside settlements
8	Sitescape Density Pattern	13	10000-0-10000



Itland Chester Nodaway Bennett Perry Elkport Patterson Malcom Barnum Marengo Blanchard Cana Intercultural Institute Walker Bristow Swea City Bondurant Chelsea Conrad Eldora Exit Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Dun Breda Cambridge Olds Ricketts Marshalltown Lockridge Castalia Macksburg Arthur Lakota Rad Lake View Beacon Lu Verne Alden Stanhope Spencer Allerton Sanborg Intercultural Institute Coin Elberon Keota Keswick Kanawha Ashton Grand Junction Shamborg Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 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	COD E	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban cluster)
8	Percent Commuting to Metro	14	Percent commuting from non metro to metro areas

hambaugh New Hampton Crystal Lake Elkhart Blairstown Jackson Junction Plano Burlington Martenson of Atkinson Dougherty Lamont Garnavillo Earlville Boyden Lake City Intercultural Institute Shelby Strawberry Point Hartley Redfield Dyersville Orchard Rossie (Soutestud Ministry Contestual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	5,034	1,281	1,929
2010 Households	2,302	537	808
2010 Group Quarters Population	119	18	45

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	16	0	5
Language Diversity National Index	5	0	8
Foreign Born Diversity National Index	26	0	32
Ancestry Diversity National Index	28	0	21
Racial Diversity National Index	3	0	2

nbridge Oxford <u>Clarkeville</u> <u>Atalissa</u> North Buena Vista <u>Muscatine</u> Algona Joice Randolph Lawton Rid Feldon Walford Fostoria Plano Ledyard Bode Lake View Peosta <u>Intercultural Institute</u> Dows St. Harv ove Wellsburg Beacon Pilot Mound Nichols Odebolt Kimballton Jeff for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Stuart Titonka Duncombe Modale Manly Buffalo Woolstock Windsor Heights Garden Grove Manson Spiritule Norwalk Glenwood Ollie Kimballton Diagonal Riverton Son Intercultural Institute Early Burt Urbana Terril Rome Ryan Garrison Readlyn Martensdal For Contextual Ministry Charlton Ka Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Havelock Center Point Volga Colesburg Coprad

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	449	19.5%
Mainstay Communities	Established, Diverse Households	595	25.85%
Working Communities	Blue-collar, Working Families	839	36.45%
Country Communities	Rural, Agri. & Mining Families	243	10.56%
Aspiring Communities	Young Singles / Aspiring-Multihousing	52	2.26%
Urban Communities	High Density, Inner-city Neighborhoods	123	5.34%

Rodman Panera North Washington Mount Pleasant Center Point Garrison Monona Central City Coles Thayer Westwood Bettendorf Tingley Lester Epworth Creston Store Intercultural Institute Crawfordsville Conesville Lorimor Essex Ottumwa Clio Oakland Acor Intercultural Institute Confectual Ministry What Cheer Farmersburg West Okoboji Massena 810 Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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



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?

hart Moorland Fairfax Hedrick Fairfield Keosauqua Benton Baxter Runnells New Liberty Hanlontown and River Montrose Gilbert Orange City Park View Holy Cross Truesdale Intercultural Institute Mediapolis Marathon Bridgewater Plainfield Humboldt Spirit Lake Son for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	3,215	1,523	47.38%
Unreached %	62.11%	66.17%	106.53
Religious But NOT Evangelical HH	556	319	57.41%
Religious But NOT Evangelical %	10.75%	13.87%	129.09
Spiritual But NOT Relig or Evang HH	394	285	72.31%
Spiritual But NOT Relig or Evang %	7.6%	12.36%	162.6
Not Evangelical, Not Interested HH	2,265	919	40.58%
Not Evangelical, Not Interested %	43.77%	39.93%	91.24



New Providence Villisca Magnolia Pleasant Plain Lamont Blakesburg Dysart Rodney Kalona Cobe Pella Gravity Hamburg Blockton Tingley Cylinder Shenandoah Contextual Institute Manchester Coon Rapids Melrose McCausland Schleswig Osage Rich Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry

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	307	122	39.66%
Active Evangelical Percent	5.94%	5.30%	89.17
Inactive Evangelical Households	1,654	656	39.66%
Inactive Evangelical Percent	31.95%	28.49%	89.18
# New Churches Needed	3	1	44.47%





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

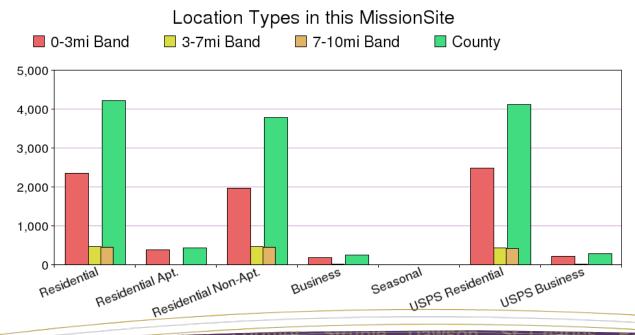
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Toronto Ames Westside Keomah Village Council Bluffs Osceola Melcher-Dallas Alleman Andrew Co Lucas Royal Marion Hamilton Stout Oakland Macedonia Panora Bridge Intercultural Institute rly Armstrong St. Marys Burt Janesville Terril Newhall Fostoria Clip 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 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	13,230	5,528	41.78%
2000 Population	13,173	5,644	42.85%
2010 Population	11,794	5,034	42.68%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	5,024	2,225	44.29%
2000 Households	5,173	2,314	44.73%
2010 Households	5,176	2,302	44.47%

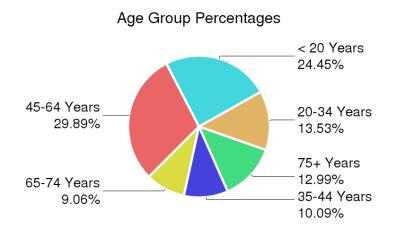


Location Type	0-3mi Band
Residential	2,353
Residential Apt.	389
Residential Non-Apt.	1,964
Business	190
Seasonal	0
USPS Residential	2,482
USPS Business	220

shton Hawkeye <u>Greeley Sandyville Albion Meriden Berkley Coppock</u> Drakesville Sibley Epworth Berkley Donahue Centralia Gray Holland Sioux Rapids Palo Oakland Acres Intercultural Institute Rodman Numa Auburn New London Lamoni Marshalltown Lockrive for Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

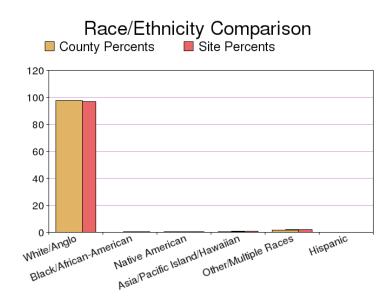


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	3.99%	4.13%	103.51
4-5 Years	2.19%	2.15%	98.17
6-8 Years	3.47%	3.16%	91.07
9-11 Years	3.75%	3.48%	92.8
12-13 Years	2.67%	2.72%	101.87
14-17 Years	5.55%	5.6%	100.9
18-19 Years	2.91%	3.22%	110.65
0-5 Years	6.18%	6.28%	101.62
6-12 Years	8.54%	7.97%	93.33
13-19 Years	9.81%	10.21%	104.08
< 20 Years	24.53%	24.46%	99.71
20-34 Years	13.5%	13.53%	100.22
35-44 Years	10.73%	10.09%	94.04
45-64 Years	30.13%	29.9%	99.24
65-74 Years	9.5%	9.06%	95.37
75+ Years	11.62%	12.99%	111.79
Median Age	46	43	94.41
Median Age (Male)	44	42	95.49
Median Age (Female)	47	44	93.29

Swea City New Vienna Chariton Hawarden Rolfe Garber Rockwell City Hinton Riverdale Dolliver Starthboro Randolph Waterloo St. Marys Greene Farnhamville Mount Autor Intercultural Institute Contact Carbon Leon Stanton Lime Springs Ferguson Lu Verne Dunkerton Fiverton Riverton Russell Maynard 15

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	97.53%	96.84%	99.29
Black, African-American	0.16%	0.22%	135.64
Native American	0.31%	0.28%	88.65
Asian	0.38%	0.66%	171.81
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.61%	2.01%	124.54
Hispanic	0%	1.15%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,159	3,476	
Less than 9th Grade	5.66%	6.44%	87.87
No High School Diploma	6.32%	6.42%	98.58
High School Graduate	46.3%	44.33%	104.45
Some College, no degree	18.97%	17.15%	110.65
Associate Degree	6.99%	5.49%	127.14
College Degree	11.59%	14.24%	81.42
Graduate/Prof. degree	4.15%	5.93%	70.11

Westwood Sheffield Coralville Merrill Laurens Storm Lake Morley Rowan Magnolia Ringsted Farrage Quasqueton Ottumwa Armstrong Griswold Volga Shambaugh Harei Magnolia Ringsted Farrage Hillsboro Tabor Persia Keswick Lisbon Hartford North Washingto for Confectual Ministry Confectual Ministry Okoboji Leland Deep River Ladora Rock Rapids 16

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.03%	6.56%	99.27
\$10,000 to \$19,999	9.1%	9.69%	106.46
\$20,000 to \$29,999	12.25%	10.51%	85.83
\$30,000 to \$49,999	23.92%	22.28%	93.17
\$50,000 to \$59,999	9.83%	9.38%	95.42
\$60,000 to \$69,999	9.93%	6.65%	66.93
\$70,000 to \$79,999	7.59%	6.43%	84.68
\$80,000 to \$89,999	4.85%	5.17%	106.6
\$90,000 to \$99,999	3.01%	3.48%	115.31
\$100,000 to \$124,999	4.69%	5.08%	108.26
\$125,000 to \$149,999	2.86%	2.09%	72.92
\$150,000 to \$199,999	1.84%	3.39%	184.61
\$200,000 to \$249,999	0.21%	0.48%	224.85
\$250,000 or more	3.88%	8.77%	225.97
Median Household	48,691	68,220	140.11
Average Household	54,228	62,206	114.71
Per Capita Household	24,067	28,474	118.31
Family/Non-Family Household			
Income			
Median Family Income	58,437	95,638	163.66
Average Family Income	62,399	72,755	116.6
Median Non-Family Income	29,776	42,597	143.06
Average Non-Family Income	34,110	31,888	93.49

Auasqueton Parkersburg Lime Springs Mondamin Woolstock Drakesville Grand River Lake Park And Sully Ely Bayard Storm Lake Fort Dodge Camanche Swisher Ver Intercultural Institute Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Minist

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	71.12%	68.38%	96.15
Families with Children	32.48%	32.75%	100.85
Families without Children	38.64%	35.62%	92.19
Non-Family Households			
% Non-Family Households	28.88%	31.62%	109.49
Non-Families with Children	0.37	0.22	59.17
Non-Families without Children	28.52	31.41	110.14
Housing Units			Index
Total Housing Units	5,493	2,422	
Vacant percent	5.77%	4.95%	85.85
Owned percent	72.75%	72.05%	99.04%
Rented Percent	21.48%	23%	107.06
Households by Size			Index
Avg household size	2.23	2.14	95.96
Avg family hh size	2.68	2.61	97.39
Avg non-family hh size	1.10	1.11	100.91
Households By Count of Persons			Percent
One	1,323	661	49.96%
Тwo	2,371	1,016	42.85%
Three or Four	1,207	532	44.08%
Five+	275	92	33.45%

Sonville Valeria <u>Clarksville Mediapolis Clear Lake Boone Welton Mechanicsville Mechanicsville Readlyn Russe Middletown Ionia Donahue Stanhope Knoxville Woolstock Fredonia for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry</u>

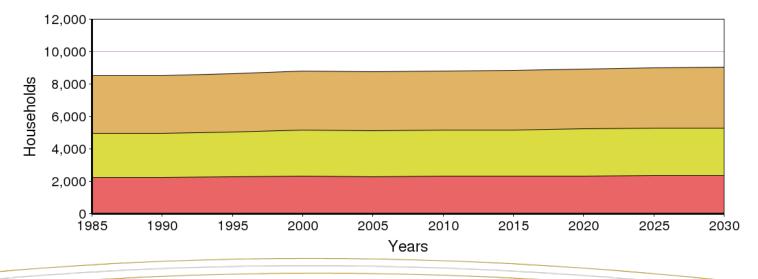
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	13,230	5,528	41.78%
2000 Population	13,173	5,644	42.85%
2010 Population	11,794	5,034	42.68%
2015 Population	11,009	4,684	42.55%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

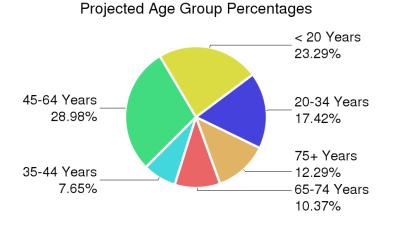
📕 0-10mi Ring



Coin Dows Lu Verne Buffalo Center Silver City Center Junction Lockridge Walnut Ogden Stockport Crandview Brunsville Estherville Emerson Mount Sterling Ida Grove Intercultural Institute amin Colo Masonville Arthur Churdan Lawton Salem Stanhope Brit Intercultural Institute Joi Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Conservery Miles Tipton McGregor State Center

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

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

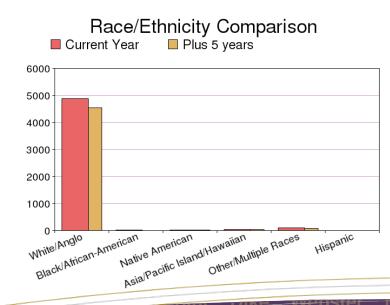


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.13%	4.76%	115.25
4-5 Years	2.15%	1.73%	80.47
6-8 Years	3.16%	2.69%	85.13
9-11 Years	3.48%	3.16%	90.8
12-13 Years	2.72%	2.82%	103.68
14-17 Years	5.6%	5.19%	92.68
18-19 Years	3.22%	2.97%	92.24
0-5 Years	6.28%	6.49%	103.34
6-12 Years	7.97%	7.22%	90.59
13-19 Years	10.21%	9.61%	94.12
< 20 Years	24.46%	23.32%	95.34
20-34 Years	13.53%	17.44%	128.9
35-44 Years	10.09%	7.66%	75.92
45-64 Years	29.9%	29.01%	97.02
65-74 Years	9.06%	10.38%	114.57
75+ Years	12.99%	12.3%	94.69
Median Age	46	43	94.87
Median Age (Male)	44	43	97.9
Median Age (Female)	47	44	94.43

hpeton Dana <u>Owasa Nevada Northwood Lisbon Millersburg</u> Kiron Eagle Grove Inwood Wall Lake G Lawton Grand River Somers Lu Verne Bellevue Wyoming Clarinda Intercultural Institute Sley Blakesburg West Chester Ely Maysville Rossie Polk City New Pro Joi 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 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	96.84%	96.97%	100.13
Black, African-American	0.22%	0.21%	97.7
Native American	0.28%	0.28%	99.8
Asian	0.66%	0.75%	113.99
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.01%	1.79%	89.38
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,476	3,244	
Less than 9th Grade	6.44%	6.04%	93.76
No High School Diploma	6.42%	6.44%	100.42
High School Graduate	44.33%	44.76%	100.96
Some College, no degree	17.15%	17.17%	100.14
Associate Degree	5.49%	5.49%	99.86
College Degree	14.24%	14%	98.28
Graduate/Prof. degree	5.93%	6.1%	102.99

Consection of the section of the sec

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.56%	5.66%	86.34
\$10,000 to \$19,999	9.69%	8.69%	89.71
\$20,000 to \$29,999	10.51%	9.38%	89.24
\$30,000 to \$49,999	22.28%	20.49%	91.96
\$50,000 to \$59,999	9.38%	9.38%	99.99
\$60,000 to \$69,999	6.65%	5.58%	83.91
\$70,000 to \$79,999	6.43%	8.13%	105.58
\$80,000 to \$89,999	5.17%	6.57%	117.09
\$90,000 to \$99,999	3.48%	3.5%	100.77
\$100,000 to \$249,999	5.08%	5.58%	109.73
\$125,000 to \$149,999	2.09%	2.16%	103.67
\$150,000 to \$199,999	3.39%	4.67%	137.8
\$200,000 to \$249,999	0.48%	0.48%	99.52
\$250,000 or more	8.77%	9.6%	109.38
Median Household	68,220	73,817	108.2
Average Household	62,206	68,343	109.87
Per Capita Household	28,474	33,781	118.64
Family/Non-Family Household			
Income			
Median Family Income	95,638	103,892	108.63
Average Family Income	72,755	78,856	108.39
Median Non-Family Income	42,597	44,120	103.58
Average Non-Family Income	31,888	35,332	110.8

rectionville Perry Hanlontown Palo Center Junction Randolph Atalissa Fairbank Sioux City Stout La Oelwein Jesup Henderson Holy Cross Carlisle Rhodes Granger Freder Chelses Breda Webster Persia Arlington Chariton Agency Shenandoah Allison Kiron New Joice Thomps Joice Thomps ©Copyright 2014, Intercultural Institute for Contextual Ministry Coon Rapids Stuart Dyers 22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	68.38%	67.75%	99.08
Families with Children	32.75	31.73	96.88
Families without Children	35.62	35.15	98.67
Non-Family Households			
% Non-Family Households	31.62%	32.25%	101.99
Non-Families with Children	0.22	0.17	101.99
Non-Families without	31.41	32.08	102.14
Children			
Housing Units			
Total Housing Units	2,422	2,436	100.58%
Vacant percent	4.95%	5.09%	102.74
Owned percent	72.05%	72.04%	100
Rented Percent	23%	22.91%	99.6
Households by Size			
Avg household size	2.14	1.97	92.06%
Avg family hh size	2.61	2.40	91.95%
Avg non-family hh size	1.11	1.07	96.4%
Households By Count of			
Persons			
One	661	663	100.3%
Тwo	1,016	1,127	110.93%
Three or Four	532	490	92.11%
Five+	92	32	34.78%

ibertyville Bevington Oakville Pilot Mound Rolfe Altoona Oelwein Rose Hill Eddyville Plainfield Chille Garber Waterville Houghton Bradgate Muscatine Redding Lawler Intercultural Institute of Drakesville Essex Carlisle Ossian Pulaski Maysville Monticello Di for Contextual Ministry al Copyright 2014, Intercultural Institute for Contextual Ministry Buena Springs Orleans St Donatus Oskaloosa Walt

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	31	0	22	Eastern Africa	0	0	0
Northern Europe	0	0	6	Middle Africa	0	0	0
Western Europe	8	0	2	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	0	0	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	13	0	5	Oceania	0	0	0
So. Central Asia	10	0	0	Caribbean	0	0	2
SE Asia	0	0	3	Central Amer.	0	0	2
Western Asia	0	0	0	South America	0	0	1
Other Asia	0	0	0	North America	0	0	1
				Born at sea	0	0	0

Rodman Stout Shambaugh West Point Lynnville Welton Hillsboro Temant Bonaparte Milford York West Bend Elma East Peru Olds Schleswig Strawberry Point Richland Market Alden Elgin Alton im Alta Vista Odebolt West Okoboji Clemons Toronto Monmouth Shever Intercultural Institute Confectual Ministry Carter L24 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	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	5,540	658	3,311	Other Indo-Euro	0	0	0
Spanish	66	9	57	Asian/PI languages	0	0	0
Other Indo-Euro	60	1	37	Chinese	0	0	2
language				Japanese	7	0	0
French (incl. Patois,	26	1	13	Korean	0	0	6
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	3
German	19	0	9	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	2
A Scandinavian	8	0	15	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	2
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	7	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	2
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

ton Polk City Clerment Wilton Vinton Elberon Bayard Colfax Kimbaliton Okoboji Jolley Patterson Ckens Lewis Modale Ackley Badger Little Sioux Waukee Kirkville <u>Intercultural Institute</u> Paullina Ris Williamson Rockwell Zearing Turin Merrill Harper Manly Alta Me Copyright 2014, Intercultural Institute for 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	0-3	3-7	7-10	ANCESTRY
	MILES	MILES	MILES	
Reporting ancestry	4,850	596	2,889	Irish
Arab	0	1	3	Italian
Armenian	0	0	0	Lithuanian
Austrian	14	1	2	Norwegian
British	7	0	1	Polish
Canadian	0	0	0	Portuguese
Croatian	0	0	0	Romanian
Czech	16	2	10	Russian
Czechoslovak	0	0	3	Scandinavian
Danish	759	29	448	Scotch-Irish
Dutch	36	6	26	Scottish
English	314	16	96	Slovak
European	28	0	13	Subsaharan Africa
Finnish	0	0	0	Swedish
French (not Basque)	66	7	32	Swiss
French Canadian	11	0	3	Ukrainian
German	2,456	384	1,502	US/American
Greek	4	0	0	Welsh
Hungarian	0	0	0	West Indian
Iranian	0	0	0	Yugoslavian
				Othor

ANCESTRY	0-3	3-7	7-10
	MILES	MILES	MILES
Irish	310	38	191
Italian	61	5	20
Lithuanian	0	0	2
Norwegian	157	6	85
Polish	16	5	13
Portuguese	0	0	0
Romanian	0	0	1
Russian	0	1	4
Scandinavian	0	1	2
Scotch-Irish	55	4	27
Scottish	22	2	18
Slovak	7	0	0
Subsaharan African	0	0	0
Swedish	69	4	21
Swiss	0	2	7
Ukrainian	0	0	0
US/American	297	54	242
Welsh	17	1	4
West Indian	0	0	0
Yugoslavian	0	0	0
Other	127	27	113

Acunt Sterling North Buena Vista Goodell Brunsville Elkader Braddyville Ventura Rowan Coon Rapids in ant Grand Junction Onawa Polk City Readlyn Shannon City Whitten Der Intercultural Institute nton Stratford Kellerton Hiawatha Aurelia Westside Truesdale Eldridg for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry for Contextual Ministry Fredonia Harlan Lucas Garber Schleswig Beaver

Ciutiei

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?

Berkley Superior Neola Lovilla Odebolt Wellman Pilot Mound Carlisle Marne Waukee Wilton Swea G Wiota Decorah Mallard Rockwell Templeton Eldon Burt Malcom Hurri Exvette Beaman Salix E nore Bridgewater Sheffield Thor North English Franklin Grundy Center For Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Montrose Somers Eloris Estherville Livermore Newball Miller

Using the Demographic Indicators

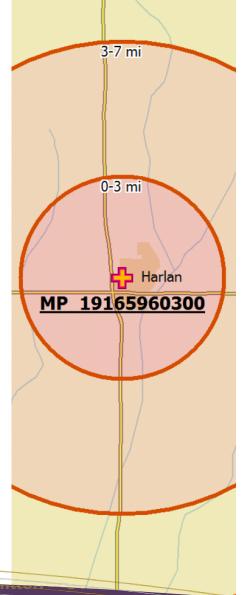
Issues for Your Consideration - continued

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



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

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



Danville Coburg Sheldon Roland Story City Wapello Neola Lakeside West Branch Gilman Minburg Casey Moulton Macedonia Pleasantville Spragueville Dexter Rivertor Intercultural Institute ey Greenfield Remsen North Liberty Grand Mound Dows Woden St. Jos Confectual Ministry waled ale Inwood for Confectual Ministry Drakesville Battle Creek Blencoe Duncombe Spillvill 29

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,302	100%	1,521	100%
AFFLUENT SUBURBIA	15	0.65%	11	0.72%
America's Wealthiest	4	0.17%	3	0.2%
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	11	0.48%	8	0.53%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	434	18.85%	291	19.13%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	434	18.85%	291	19.13%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	172	7.47%	110	7.23%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	1	0.04%	1	0.07%
Urban Optimists	0	0%	0	0%
Family Convenience	171	7.43%	109	7.17%
Mid-Market Enterprise	0	0%	0	0%

Gruver Wellsburg <u>Atalissa Lovilia Ottosen Walnut Martinsburg</u> Lamoni <u>Maysville</u> Fertile Lost Nation Hansell Guthrie Center Kanawha Thor Grand Mound Barnes <u>Intercultural Institute</u> pock Burt Asbury Promise City Columbus Junction Belmond Rowan Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,302	100%	1,521	100%
BLUE COLLAR BACKBONE	445	19.33%	271	17.82%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	405	17.59%	244	16.04%
Lower Income Essentials	32	1.39%	22	1.45%
Small Town Endeavors	8	0.35%	5	0.33%
AMER. DIVERSITY	423	18.38%	314	20.64%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	321	13.94%	232	15.25%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	102	4.43%	82	5.39%
METRO FRINGE	394	17.12%	270	17.75%
Steadfast Conservative	363	15.77%	249	16.37%
Moderate Conventionalists	31	1.35%	21	1.38%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Sandyville Logan Randalia Hinton Diagonal Hancock Rickardsville George Lansing Mount Sterling Carson Shellsburg Dallas Center Knoxville Humeston Protivin New Intercultural Institute Forest City Thornburg Drakesville Sheldon Buffalo Delmar Eddyv 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,302	100%	1,521	100%
REMOTE AMERICA	115	5%	67	4.4%
Hardy Rural Fam.	4	0.17%	2	0.13%
Rural Southern Living	111	4.82%	65	4.27%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	52	2.26%	37	2.43%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	28	1.22%	21	1.38%
Stable Careers	0	0%	0	0%
Aspiring Hispania	24	1.04%	16	1.05%
RURAL VILLAGES & FARMS	128	5.56%	76	5%
Industrious Country Living	25	1.09%	17	1.12%
America's Farmland	67	2.91%	38	2.5%
Comfy Country Living	0	0%	0	0%
Small Town Connections	36	1.56%	21	1.38%
Hinterland Fam.	0	0%	0	0%

ning Lester Grant Monona Leando Arnolds Park Braddyville La Motte Libertyville Shenandoah Stacy Extension Greenfield New Sharon Aredale Oelwein Grinnell Holstein La <u>Intercultural Institute</u> eorge Chariton Lime Springs Gladbrook Britt Cumming Kirkman Silve Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministr

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,302	100%	1,521	100%
STRUGGLING SOCIETIES	93	4.04%	54	3.55%
Rugged Southern Style	93	4.04%	54	3.55%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	30	1.3%	20	1.31%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	5	0.22%	3	0.2%
Urban Diversity	17	0.74%	12	0.79%
New Generation Activists	8	0.35%	5	0.33%
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%

Swisher Barnum Turin Brooklyn Eldora Bassett Churdan Chelsea Tama Clear Lake Oakland Stanley College Springs Aplington Delhi Keystone Gibson Laurel Chester Intercultural Institute Delta Aspinwall Melbourne Westfield Royal Van Horne Guthrie Cent Source tual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry Corporation Stuart State of Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

nley Clarksville Matlock Ackworth Milton Hudson Hartley Benton Scarville Pioneer Atkins Adair Y Heriden Boyden Blockton Garner Newhall Allison Searsboro Brand Intercultural Institute Fort Dodge Hawarden Alburnett Stout Osage Pleasantville Kirkman for Contextual Ministry Contextual Ministry Galva Clive 34 Copyright 2014, Intercultural Institute for Contextual Ministry

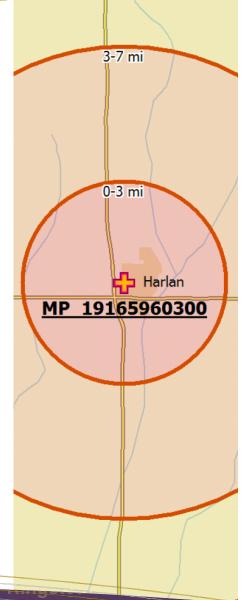
Potential Cultural Bridges

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

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

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

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



e Lake Ogden <u>Garnavillo Dysart Unionville Swan Conrad Earlville</u> Beaman Hampton Peterson Thom Tals Atalissa Audubon Dayton Saylorville Morrison Strawberry Point <u>Intercultural Institute</u> Westgate Hi tathbun St. Marys Humeston Fairfax Crescent Kalona Martensdale Rop *Intercultural Institute* ronto McGrego *Joi Contextual Ministry* ronto McGrego Ocopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry St. Charles Kelloorg Tipton Garner Sandyville Jackson

Potential Cultural Bridges

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	79%	78%	77%
Use Comp. for Internet/E-mail	61%	61%	60%
Internet Use: E-Mail	49%	49%	49%
Use Comp. for Word Processing	43%	43%	43%
Use Comp. for Comp. Games	41%	42%	42%
Use Comp. for Shopping	34%	35%	35%
Use Comp. for Digital Camera	32%	33%	33%
Photo Editing			
Use Comp. for Education	31%	31%	31%
Use Comp. for Banking	30%	31%	31%
Internet Use: News/ Weather	29%	27%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	27%	27%	26%
Use Comp. for News/Info./Data	24%	25%	26%
Service			
Internet Use: Banking	23%	24%	24%
PC-Network-HH Has One	18%	17%	17%
Use Comp. for Accounting	16%	16%	17%
Use Comp. for Filing/DB Mngmnt	15%	14%	14%
Use Comp. for Personal Financial	14%	14%	13%
Mngmnt			
Internet Use: Shopping: Gathered	13%	12%	12%
Info. for Shopping			
Internet Use: Shopping: Made A	12%	13%	14%
Purchase			
Internet Use: Research/ Education	12%	11%	11%



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

BRIDGES	0-3	3-7	7-10	BRIDGES
	MILES	MILES	MILES	
Listening To Music	68%	68%	67%	Any Ailment
Dining Out (Not Fast Food)	60%	59%	59%	Gen./Fam. Practitio
Reading Books	56%	54%	52%	Dentist
Card Games	44%	44%	45%	Eye Dr.
Gardening	37%	37%	37%	Hypertension/High I
Cooking for Fun	36%	35%	34%	Pressure
Go To A Beach/Lake	35%	35%	36%	Backache
Board Games	33%	33%	33%	High Cholesterol
Going To	21%	21%	22%	None Of These
Bars/Nightclubs/Dancing				Any Arthritis
Photography	20%	20%	21%	Acid Reflux Disease

0-3	3-7	7-10
MILES	MILES	MILES
71%	70%	69%
46%	45%	44%
32%	31%	29%
25%	25%	25%
24%	23%	22%
22%	22%	22%
21%	21%	21%
19%	19%	20%
18%	17%	17%
18%	17%	17%
	MILES 71% 46% 32% 25% 25% 24% 22% 21% 19% 18%	MILESMILES71%70%46%45%32%31%25%25%24%23%21%21%19%19%18%17%

en MeCalisburg <u>Maharishi Vedic City Drakesville</u> Zwingle Rowley Royal Oakville Carroll Rathbun Orie Fairlield Graettinger Fayette Conrad Hedrick New Hampton Pomer <u>Intercultural Institute</u> Cer Alden Des Moines Aspinwall Boyden Robins Ledyard Gilman Monistry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	27.94%	27.07%	25.93%
Live Theater	20.9%	19.98%	18.79%
Live Theater Most Often	17.65%	16.88%	15.86%
Rock/Pop Concerts Most	14.54%	14.15%	13.58%
Often			
Comedy Club	7.75%	7.49%	7.07%
Dance Performance	7.67%	7.18%	6.52%
Movies: Comedy	38.02%	37.54%	36.68%
Movies: Action/Adventure	36.83%	36.43%	35.73%
Movies: Romantic Comedy	19.33%	18.99%	18.48%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	18.82%	19.12%	19.53%
Movies: Drama	17.95%	17.09%	16.03%
Movies: Mystery	17.09%	16.08%	14.74%
MLB Baseball Reg. Season	7.1%	7.26%	7.49%
College Football Reg.	5.99%	6.27%	6.72%
Season			
NFL Football Reg. Season	5.66%	5.56%	5.39%
College Basketball Reg.	4.81%	4.87%	4.95%
Season			
Auto Racing Events	2.82%	2.81%	2.75%
NBA Basketball Reg.	2.74%	2.69%	2.6%
Season			



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	42.4%	42.55%	42.82%	Power Boating	Power Boating 10.06%	Power Boating 10.06% 9.96%
Swimming	32.78%	32.51%	31.91%	Backpacking/Hiking	Backpacking/Hiking 9.93%	Backpacking/Hiking 9.93% 10.37%
Freshwater Fishing	21.01%	22.19%	23.73%	Target Shooting	Target Shooting 9.76%	Target Shooting 9.76% 10.39%
Bowling	19.93%	20.58%	21.4%	Baseball	Baseball 9.36%	Baseball 9.36% 9.89%
Billiards/Pool	18.6%	18.17%	17.44%	Aerobics	Aerobics 8.97%	Aerobics 8.97% 8.46%
Golf	16.41%	16.99%	17.91%	Volleyball	Volleyball 8.17%	Volleyball 8.17% 8.57%
Camping Trips	16.12%	17.19%	18.43%	Football	Football 7.81%	Football 7.81% 8.2%
Weight Training	13.73%	13.75%	13.66%	Saltwater Fishing	Saltwater Fishing 7.44%	Saltwater Fishing 7.44% 6.78%
Mountain/Road Biking	13.45%	13.88%	14.36%	Softball	Softball 7.17%	Softball 7.17% 7.67%
Hunting	13.07%	14.46%	16.16%	Motorcycling	Motorcycling 7.13%	Motorcycling 7.13% 7.36%
Using Cardio Machine	12.95%	12.39%	11.57%	Canoeing/Kayaking	Canoeing/Kayaking 7.03%	Canoeing/Kayaking 7.03% 7.13%
Jogging/Running	12.71%	12.69%	12.54%	Horseback Riding	Horseback Riding 6.08%	Horseback Riding 6.08% 6.79%
Basketball	12.29%	13.01%	13.94%	Tennis	Tennis 6.03%	Tennis 6.03% 5.88%
Stationary Cycling	11.49%	11.19%	10.78%	Soccer	Soccer 5.96%	Soccer 5.96% 5.9%

Tipton Norway Alleman Linden Humeston Danbury Scarville Mechanicsville Bickeye Westphalia Dows Boone Silver City Alden Waucoma Earling Decorah Lake Park Hoemetical Duncombe Shell kley Kellogg Halbur Martensdale Arion Cromwell Keswick Westfield for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

0-3	3-7	7-10	
MILES	MILES	MILES	
5.82%	5.53%	5.06%	
4.98%	4.99%	4.94%	
4.89%	5.07%	5.32%	
4.8%	5.12%	5.55%	
4.74%	4.89%	5.13%	
4.7%	5.13%	5.58%	
4.68%	4.78%	4.85%	
4.62%	4.8%	4.98%	
4.48%	4.61%	4.78%	
4.12%	4.61%	5.23%	
	MILES 5.82% 4.98% 4.89% 4.8% 4.74% 4.7% 4.68% 4.62% 4.48%	MILES MILES 5.82% 5.53% 4.98% 4.99% 4.89% 5.07% 4.8% 5.12% 4.74% 4.89% 4.68% 4.78% 4.62% 4.8% 4.48% 4.61%	MILESMILESMILES5.82%5.53%5.06%4.98%4.99%4.94%4.89%5.07%5.32%4.8%5.12%5.55%4.74%4.89%5.13%4.7%5.13%5.58%4.68%4.78%4.85%4.62%4.8%4.98%4.48%4.61%4.78%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Hockey	3.83%	3.7%	3.51%
Rock Climbing	3.71%	4.05%	4.51%
Sailing	3.64%	3.39%	3.05%
Auto Racing	3.53%	3.31%	2.86%
Racquetball	3.39%	3.2%	2.91%
Snowboarding	3.24%	3.36%	3.51%
Skateboarding	2.93%	3.01%	3.08%
Rowing	2.74%	2.85%	3.01%
Martial Arts	2.6%	2.43%	2.14%
Surfing & Windsurfing	2.58%	2.57%	2.55%

nning Meriden Doon Eldora West Des Moines Soldier Donahue Milo Chelsea Varina Evansdale Mills Huxtey Linden Cincinnati Nora Springs Grant Beaman Leando Curley Intercultural Institute Intercultural Institute for Contextual Ministry A Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

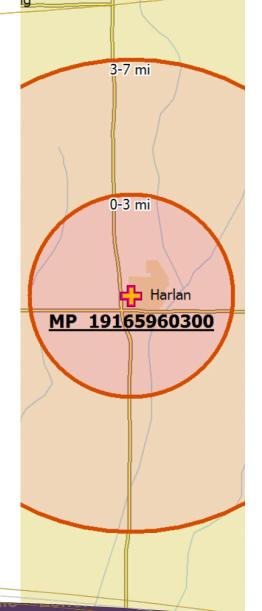
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Mant Rossie Merrison Denison Holy Cross Pomeroy New Hampton Dayton Wayland Octwein Prairies Milton Dolliver New Virginia Royal Carter Lake Beaman Gravity Dow City Rowley Burlington Calumet Melrose Tipton Welton Clio Intercultural Institute Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

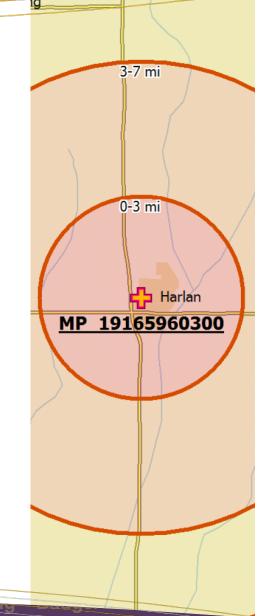
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Point Moorhead Chatsworth Steamboat Rock Riverton Fonda Somers Swisher Ely Bayard Strawber McCallsburg Gruver Polk City Woodburn Lester Conrad Belmond Intercultural Institute hue Kirkman Carter Lake Kimballton Melvin Cincinnati Douds Dixon foi Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry 42

Potential Cultural Barriers:

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

BARRIERS	0-3	3-7	7-10		0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	50%	49%	48%	Marijuana Should Be Legalized	19%	19%	17%
New Things				Like to Stand Out In A Crowd	19%	19%	19%
Prefer To Have Few Possessions As Possible	37%	35%	34%	Like To Pursue Challenge/Novelty/Change	19%	18%	16%
	260/	260/	250/	o , o	160/	170/	170/
Find It Difficult To Say No To My Kids	36%	36%	35%	Rarely Sit Down to a Meal Together At Home	16%	17%	17%
Woman's Place Is In The Home	35%	36%	37%	Only Work Current Job for The	16%	15%	16%
Speak My Mind Even If It Upsets	34%	34%	34%	Money			
People				I Am Á Workaholic	14%	15%	16%
Like To Do Unconventional Things	31%	31%	31%	We Should Strive for Equality for All	13%	12%	11%
Like Control Over People And Resources	31%	30%	29%	Happy With My Standard Of Living	11%	11%	10%
Don't Judge People/Way They Live Life	29%	28%	27%	On Whole People Get What They Deserve	8%	8%	7%
Friends More Important Than My Fam.	28%	26%	25%	Little I Can Do To Change My Life	8%	7%	7%
Money Is Best Measure Of Success	27%	27%	27%	Indulge My Kids With The Little Extras	8%	7%	7%
If Won Lottery Would Never Work Again	27%	27%	27%	Willing To Give Up Time With Fam. To Advance	6%	6%	5%
Too Much Sponsorship In Arts/Sports	20%	20%	20%				

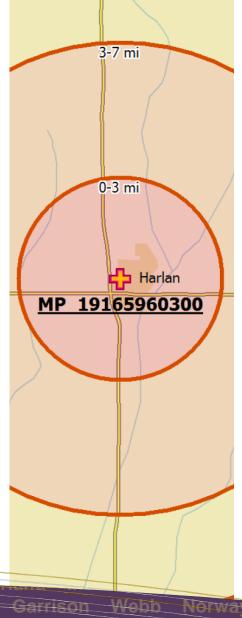
ingnam Algona Ulus Fil

Stfield Carter Lake Free Raymond Graf Schaller Meservey Marquette Mount Union Calumet Millerson Brighton Marion New Vienna Adair Williamsburg Lisbon Worthington <u>Intercultural Institute</u> Stanwood St. Lucas Earlham Royal Gladbrook Modale Ryan Kalona Geopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Calmar Pleasantville Tennant Vorktown Belle Plaine

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.



Olds Havelock Swea City Van Horne Farley Middletown Rathbun Richland Garrison Webb Norway teter Eagle Grove Calamus Alden Clarion Cantril Hancock New Marker Intercultural Institute fadrid Greenville Coulter Perry Houghton Colo Edgewood Iowa City Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual Confectual Ministry Confectual Confectual Ministry Confectual Confectual Ministry Confectual Confectual Confectual Ministry Confectual Confectuation Confectual Confectual Confectual Confectual Confectual Confectuation Confectual Confectual Confectual Confectuation Conf

Potential Cultural Themes:

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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
Important To Respect Customs	MILES 60%	MILES 60%	MILES 59%	Worried About Pollution Caused	MILES 16%	MILES 16%	MILES 16%
And Beliefs	0078	0078	5370	By Cars	1070	1070	1070
You Should Seize Opportunities	57%	56%	54%	Real Men Don't Cry	16%	15%	14%
In Life				Looking for New Ideas To Improve	15%	14%	12%
Like To Understand About	40%	38%	36%	Home			
Nature				Is An Important Part Of Who I Am	15%	14%	13%
Prefer To Have Few	37%	35%	34%	Try Not To Worry About The	15%	14%	13%
Possessions As Possible				Future			
Important Feel Respected By My	35%	35%	34%	Provide My Kids With The Little	10%	10%	10%
Peers				Extras			
Prefer Work Part Of Team Than Alone	34%	33%	32%	Enjoy Spending Time With My Fam.	9%	9%	9%
Important To Juggle Various	30%	28%	26%	Feel Very Alone In The World	6%	6%	6%
Tasks				Like Spending Most Time With	5%	5%	5%
Good At Fixing Things	29%	28%	26%	Fam.			
Have Keen Sense Of Adventure	28%	27%	25%	Children Should Be Allowed To	5%	4%	4%
People Have To Take Me As	23%	23%	23%	Express Themselves			
They Find Me				Decor Particular Interest To Me	3%	3%	3%
Like To Just Enjoy Life	23%	21%	20%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In	20%	19%	18%	Business			
The Arts							

pleton Swan Beacon Nota Springs

City Lake Park Giman Wall Lake Cascade St. Anthony West Burlington Rake Winden Berram Riceville Oxford Junction Clemons Keokuk Riverdale Eagle Grove Colwell Oxford Intercultural Institute Maharishi Vedic City Alden Jewell Junction Avoca Coburg Vail Mod for Contextual Ministry Hepburn Britt Coalville Marne Oskaloosa Menlo 45 Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places

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

Westgate Whiting Hillerton Mile Beaman Sully Williamsburg Lewis Shenandean Lanesboro Far Entre Creston Barnum Rembrandt Somers Smithland Springbrook Tiffin Dixon Shellsburg Carroll Belmond Walcott Muscatine Iowa ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

a

3-7 mi

0-3 mi

MP 19165960300

占 Harlan

Potential Shared Places:

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

PLACE	0-3	3-7	7-10	PLACE	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Fast Food/Drive-In	84.81%	85.25%	85.65%	Olive Garden	20.91%	20.54%	20.1%
Restaurant-Visit Any				Red Lobster	15.26%	15.07%	14.78%
Fam. Restaurants/Steak	84%	84.37%	84.78%	Cracker Barrel	14.55%	13.96%	12.92%
Houses-Visit Any				Outback Steakhouse	13.84%	13.24%	12.46%
McDonald's	54.63%	55.06%	55.44%	Sonic	11.95%	11.89%	11.79%
Burger King	33.64%	34.34%	35.17%	IHOP (International House Of	11.06%	10.35%	9.33%
Applebee's	30.94%	30.75%	30.35%	Pancakes)			
Subway	28.03%	28.82%	29.71%	Domino's Pizza	10.88%	10.72%	10.44%
Taco Bell	26.77%	26.91%	26.89%	Denny's	10.24%	10.12%	9.86%
Wendy's	26.12%	25.44%	24.18%	Chili's Grill and Bar	10.17%	9.79%	9.26%
Kentucky Fried Chicken (KFC)	25.08%	25.56%	25.89%	TGI Friday's	10%	9.37%	8.42%
Arby's	23.7%	24.17%	24.45%	Starbucks	9.86%	9.52%	9.05%
Pizza Hut	21.39%	22.55%	24.05%	Chick-Fil-A	9.46%	8.96%	8.18%
Dairy Queen	21.24%	22.53%	24.35%				

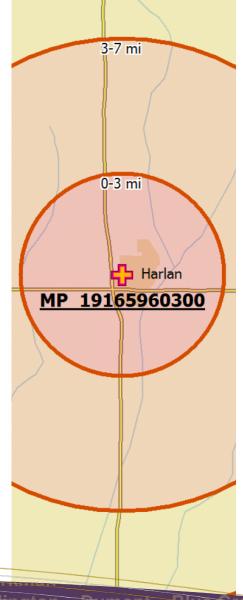
ah Village Deloit Spillville Bennett Inwood Mason City Ionia Van Home Gillett Grove Hiawatha Cushir Farley Gilmore City Willey Lowden Archer Keosauqua Vail Fairbar Fertile West Okoboji Tipton 47 Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



Onslow Red Oak Franklin Hayesville Castana Paton Rolfe Chelsea Burlington Dumont Blue Gra Harper Toronto Crawfordsville Luzerne Ferguson Fruitland Akron Intercultural Institute Marble Rock Orleans Lake Mills Gravity Norway Oelwein Meservey for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	51.15%	51.51%	51.96%
Recycled products	37.55%	37.42%	37.14%
Worked as volunteer (non political)	18.53%	18.56%	18.52%
Engaged in fund raising	11.26%	11.57%	11.94%
Religious club member	8.05%	8.16%	8.29%
Wrote to elected offcl about publ bus	6.54%	6.52%	6.47%

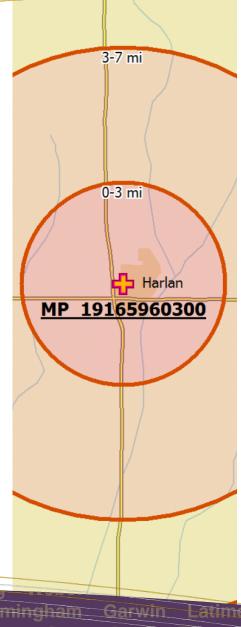
0-3	3-7	7-10
MILES	MILES	MILES
6.13%	6.49%	7%
5.76%	5.64%	5.42%
5.68%	5.41%	5%
5.58%	5.78%	5.99%
5.32%	5.41%	5.53%
5.25%	5.71%	6.4%
	MILES 6.13% 5.76% 5.68% 5.58% 5.32%	MILES MILES 6.13% 6.49% 5.76% 5.64% 5.58% 5.78% 5.32% 5.41%



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.



a

Coburg Manly Dickens Russell De Witt Blanchard Sheldon Melrose Birmingham Garwin Latimer Lason City Orleans New Sharon Donahue McGregor Agency Klemme Intercultural Institute Grant The A Pisgah New Hampton Fruitland Dyersville Pleasanton Martinsburg Nic Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Developerty Panora Low Ankeny Atlantic Floyd Wilton Sanborn Eldora Avoca

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	17.21%	16.3%	15.02%
Mystery	12.84%	12.43%	11.91%
Children's Books	12.76%	12.68%	12.55%
Cookbooks	11.15%	11.1%	11.01%
Religious (not Bibles)	8.67%	8.78%	8.96%
Biography	7.12%	6.5%	5.64%
History	6.99%	6.72%	6.36%
Romance	6.74%	6.64%	6.49%
Personal/Business Self-help	6.29%	6.22%	6.07%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	70.17%	68.78%	66.62%
Gen. Editorial	46%	45.13%	43.96%
Womens	39.66%	38.95%	37.9%
Service	36.25%	35.79%	35.04%
Mens	17.37%	17.03%	16.52%
Business/Finance	17.12%	16.26%	15.12%
Mature Market	15.39%	14.95%	14.42%
Sports	14.35%	13.74%	12.85%
Automotive	13.51%	13.48%	13.33%

Summing Bettendorf Manson Missouri Valley Lester Melcher-Dallas Rowan Cedar Falls Denver La Porte annon City Churdan Rodney Lockridge Williamson Moorhead Washington <u>Intercultural Institute</u> forth Liberty Evansdale Merrill Scranton Garden Grove Waukon Haverh for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	60.42%	60.33%	60.2%
Sport	35.04%	35.18%	35.38%
Editorial Page	35.01%	35.14%	35.3%
Classified	33.98%	34.73%	35.56%
Business/Finance	31.72%	31.09%	30.25%
Comics	30.85%	30.83%	30.81%
Food/Cooking	27.85%	27.5%	27.06%
Movie Listings & Reviews	26.01%	25.11%	23.75%
TV/Radio Listings	25.59%	24.83%	23.72%
Home/Gardening	23.34%	23.29%	23.1%
Travel	20.75%	20.14%	19.28%
Science/Technology	19.2%	18.57%	17.58%
Fashion	14.44%	14.27%	14.11%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	25.18%	27.89%	31.62%
Adult Contemporary	20.06%	19.95%	19.7%
CHR Contemp Hit Radio	15.97%	15.38%	14.46%
News/Talk	12.78%	12.53%	12.09%
Rock	12.49%	12.42%	12.11%
Oldies	12.06%	12.37%	12.78%
Classic Rock	11.05%	11.48%	11.99%
Alternative	8.77%	8%	6.8%
Urban Contemporary	7.53%	6.73%	5.71%
Variety	6.75%	6.87%	7.05%
Religious	6.71%	6.63%	6.52%
Soft Contemporary	5.74%	5.33%	4.65%
All News	5.52%	5.06%	4.51%
All Talk	4.74%	4.35%	3.9%
Classic Hits	4.23%	3.97%	3.54%
Adult Standards	4.08%	3.73%	3.31%
Sports	3.83%	3.62%	3.29%
Jazz	3.74%	3.35%	2.86%

Manilla Ryan Walcott Charles City Gilbert Oyens Fostoria Delphos Wayland Danbury Humboldt R tount Pleasant State Center Oakville St. Lucas Lansing Aurora Lanesborg Palmer Ottosen Calumet B Thor Randalia Prairie City Dexter La Motte Millersburg Elkport Of Confectual Ministry Bussey Nor of Confectual Ministry Nora S52 Revenued Frederika Linton Batavia Nichols Schaller Kamrar Otho Sac City Wall Lake North Washington

Potential Multimedia Content:

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

IULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	61.16%	62.29%	63.68%
Satellite Dish	55.17%	55.81%	56.36%
Soapnet	50.26%	49.84%	49.27%
Other Video-On-Demand	44.09%	44.75%	45.71%
Adult Pay Per View TV	35.99%	35.93%	35.73%
Comedy Central	35.15%	33.01%	30.24%
Sci-Fi Channel	34.66%	36.62%	39.27%
MSNBC	32.15%	33.4%	34.94%
TV Info From Sunday TV	29.05%	28.64%	28.11%
Magazine			
Adult Swim	28.04%	29.78%	32.19%
Subscribe Digital Cable	27.4%	28.67%	30.52%
Nickelodeon	26.72%	28.76%	31.4%

Whittemore Stanton Gilmore City Arthur Scarville State Center Fairfield Battle Creek Minburn Wilton apids Allerton Floyd Deloit Cleghorn Shelby Lawler Moorland Oscert Intercultural Institute awton Delmar Houghton Alton Elkhart Westphalia Victor Waucoma Contextual Ministry Accopyright 2014, Intercultural Institute for Contextual Ministry Horn Lamont Batavia Franklin Montour La Porte City Lone Tree New Hampton Centerville Ferguson

TV Info From Other

20.03%

20.22%

20.05%

Communication Media Usage

Paton

©Copyright 2014, Intercultural Institute for Contextual Ministry

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.

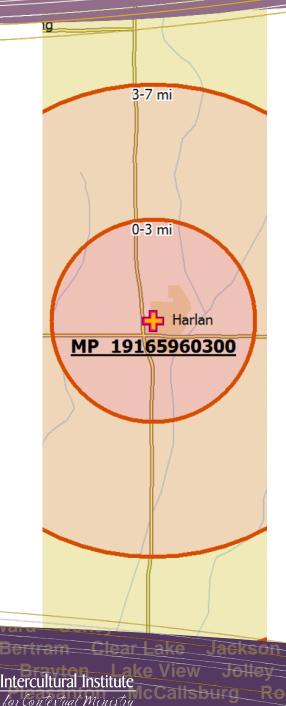
Corwith

Winfield

Rudd

Maurice

Knierim



54

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.45%	18.84%	17.9%
Medium Users (4-6)	10.63%	10.22%	9.61%
Light Users (1-3)	21.81%	21.47%	20.98%
Quintiles (20%)			
Newspaper I (Heavy)	1.02%	1.16%	1.34%
Newspaper II	1.74%	1.76%	1.8%
Newspaper III	1.86%	1.9%	1.92%
Newspaper IV	0.51%	0.58%	0.67%
Newspaper V (Light)	1.41%	1.46%	1.57%

	3-7	7-10	
MILES	MILES	MILES	
17.17%	17.68%	18.36%	
7.35%	7.49%	7.61%	
8.77%	9.17%	9.71%	
9.89%	10.13%	10.52%	
0.41%	0.46%	0.56%	
5.68%	5.36%	4.92%	
2.28%	2.01%	1.63%	
2.89%	2.89%	2.92%	
18.04%	17.49%	16.77%	
28.95%	28.6%	28.26%	
15.12%	14.69%	14.2%	
5.56%	5.09%	4.49%	
3.64%	3.58%	3.48%	
22.4%	22%	21.44%	
2.32%	2.17%	1.97%	
	17.17% 7.35% 8.77% 9.89% 0.41% 5.68% 2.28% 2.89% 18.04% 28.95% 15.12% 5.56% 3.64% 22.4%	17.17%17.68%7.35%7.49%8.77%9.17%9.89%10.13%0.41%0.46%5.68%5.36%2.28%2.01%2.89%2.89%18.04%17.49%28.95%28.6%15.12%14.69%5.56%5.09%3.64%3.58%22.4%22%	

Le Roy Latimer Dolliver Stoux Rapids Indianola Paton Paullina Elkader Ricketts Bennett Scarville The Ellston Westgate Camanche Blockton Lansing Lehigh Harvey <u>Intercultural Institute</u> Pulaski Woode George Rockwell City Ottumwa St. Paul Sibley Bouton Elkhart Confertual Ministry Confertual Ministry Confertual City Onawa

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	3.07%	3.2%	3.37%
Drive Time III (Medium)	0.31%	0.3%	0.25%
Radio IV & V (Light)	2.03%	2.25%	2.61%
Radio Media Quntiles (fifths /			
20%)			
Radio I & II (Heavy)	7.22%	7.34%	7.47%
Radio III (Medium)	4.32%	4.58%	4.86%
Radio IV & V (Light)	2.6%	2.76%	3.01%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	10.8%	11.23%	11.78%
Cable III (Medium)	3.45%	3.3%	3.05%
Cable IV & V (Light)	32.59%	33.34%	34.64%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10	
	MILES	MILES	MILES	
Day-time Radio				
Listeners				
Dayparts [summary]	11.3%	11.31%	11.29%	
6:00am - 10:00am	16.07%	15.14%	13.94%	
10:00am - 3:00pm	5.62%	5.04%	4.25%	
3:00pm - 7:00pm	13.58%	13.78%	14%	
7:00pm - Midnight	14.63%	14.39%	14.27%	
Midnight - 6:00am	5.78%	5.61%	5.49%	
Weekend Radio				
Listeners				
Dayparts [summary]	12.97%	13.47%	14.01%	
6:00am - 10:00am	3.79%	3.44%	2.96%	
10:00am-3:00pm	5.75%	5.26%	4.62%	
3:00pm - 7:00pm	6.26%	6.25%	6.2%	
7:00pm - Midnight	8.03%	7.55%	6.86%	
Midnight - 6:00am	11.02%	10.02%	8.66%	

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.94%	8.13%	8.29%
Saturday: 8:00-11:00pm	8.83%	8.6%	8.25%
Sunday: 7:00-11:00pm	9.05%	9.8%	10.83%
9:00am-1:00pm	24.94%	26.29%	27.98%
9:00am-4:00pm	29.86%	30.97%	32.31%
4:00pm-7:00pm	27.25%	27.37%	27.54%
11:00pm-1:00am	39.4%	40.28%	41.27%
AVG Prime time Mon-Sun	2.19%	2.16%	2.13%

Dedham Forest City Hazleton Bennett Dallas Center Lamoni Monroe Independence Bloomfield Re herty Jefferson Lamont Milford Davis City Clive Hardy Granger Humon Intercultural Institute Springbrook Colesburg Fraser Solon Dexter Popejoy Northboro Montextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry New Sharon Crystal Lake Orient Randall Little Sio 57

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10		TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	17.73%	17.34%	16.87%		Sat: 7-10am	Sat: 7-10am 19.06%	Sat: 7-10am 19.06% 18.99%
7-9am	21.48%	21.16%	20.78%		Sat: 10am-1pm	Sat: 10am-1pm 6.82%	Sat: 10am-1pm 6.82% 6.76%
9am-12noon	20.83%	22.18%	23.89%		Sat: 1-4pm	Sat: 1-4pm 23.33%	Sat: 1-4pm 23.33% 23.11%
12noon-4pm	9.04%	8.79%	8.42%		Sat: 4-6pm	Sat: 4-6pm 5.45%	Sat: 4-6pm 5.45% 5.59%
4-6pm	45.27%	45.86%	46.67%		Sat: 6-7pm	Sat: 6-7pm 1.96%	Sat: 6-7pm 1.96% 1.98%
6-7pm	19.98%	21.53%	23.58%		Sat: 7-8pm	Sat: 7-8pm 0.87%	Sat: 7-8pm 0.87% 0.89%
7-7:30pm	1.09%	1.08%	1.08%		Sat: 8-11pm	Sat: 8-11pm 8.83%	Sat: 8-11pm 8.83% 8.6%
7:30-8pm	8.78%	8.71%	8.44%		Sat: 11pm-1am	Sat: 11pm-1am 4.53%	Sat: 11pm-1am 4.53% 4.33%
8-11pm	7.94%	8.13%	8.29%		Sat: 1am-7pm	Sat: 1am-7pm 25.87%	Sat: 1am-7pm 25.87% 25.42%
11pm-12am	32.15%	33.4%	34.94%		Sun: 7-10am	Sun: 7-10am 1.8%	Sun: 7-10am 1.8% 1.83%
11pm-1am	39.4%	40.28%	41.27%		Sun: 10am-1pm	Sun: 10am-1pm 7.05%	Sun: 10am-1pm 7.05% 7.66%
1-6am	33.12%	32.67%	32.12%		Sun: 1-4pm	Sun: 1-4pm 5.36%	Sun: 1-4pm 5.36% 5.24%
					Sun: 4-7pm	Sun: 4-7pm 12.38%	Sun: 4-7pm 12.38% 13.04%
					Sun: 7-11pm	Sun: 7-11pm 9.05%	Sun: 7-11pm 9.05% 9.8%
					Sun: 11pm-1am	Sun: 11pm-1am 4.31%	Sun: 11pm-1am 4.31% 4.4%
					Sun: 1-7am	Sun: 1-7am 19.71%	Sun: 1-7am 19.71% 20.66%

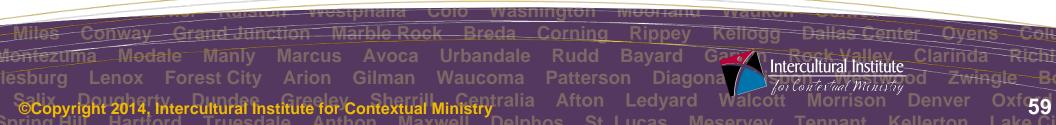
Armstrong Alburnett Sabula Schleswig Renwick Jolley Whitten Rodman Ely Dundee Stanton Well Cedar Falls Essex Winterset George Numa Bevington Sibley Woor Intercultural Institute Emerson Mount Vernon Bradgate Woodward Lone Rock Lohrville Move for Contextual Ministry Coopyright 2014, Intercultural Institute 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

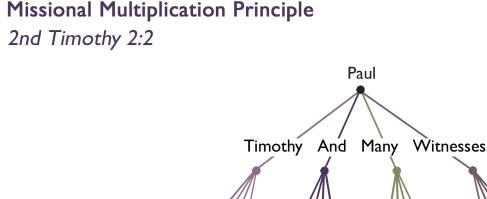
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Jesup Osceola Sanborn Columbus City Newhall Jewell Junction Stanwood Arthur Ogden Randall Grand Mound Farley Livermore Vail Wallingford Sully St. Marys Arthur Intercultural Institute Dolliver Hepburn Rhodes Coulter Union Ankeny Orchard Newell Arthur Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 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.



The Same Commit Thou to Faithful Men Who Shall Be Able To Teach Others Also

Dakota City Diagonal Mount Auburn Panora Colesburg Promise City Epworth West Point Raymond Tipton Titonka Marathon Cylinder Sanborn Tiffin Mount Sterling Intercultural Institute Irwin Hopkinton Pleasant Plain Albert City Farragut Eldora Riverton for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Plane 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.



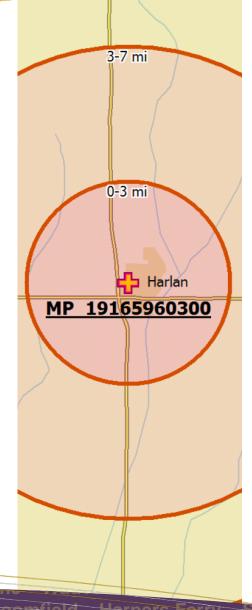


Your MissionSite and the Missional Suite

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





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.





6 Wateroak Court North Augusta, SC 29841 In Partnership with:



An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

CONTACT US:

cwatke@iicm.net
803-279-5828
www.iicm.net
www.apept.org
www.missionalcoach.org
www.missionalcontext.org
www.missionalcorps.org
www.missionalcyclopedia.org
www.missionalzipcode.org
www.missionalpartners.org

