

Location Composition

| Category | 0-3 MI | 3-7 MI | 7-10 MI |
|---------------------|--------|--------|---------|
| 2010 Population | 9,400 | 1,865 | 4,534 |
| 2010 Households | 3,564 | 763 | 1,948 |
| 2010 Group Quarters | 1,534 | 0 | 46 |

Missionscape: Cultural Bridges

| Cultural Bridge | #HHlds | %HHlds |
|---|--------|--------|
| Home Personal Computer-HH Own | 2,709 | 76% |
| HH Uses Computer For Internet/E-mail | 2,093 | 59% |
| McDonald's | 2,022 | 57% |
| Reading Books | 1,906 | 53% |
| Watching Diet (Health/Weight)-Presently | 1,884 | 53% |
| Controlling Diet | | |
| Non-Presc-For Regular Headaches | 1,819 | 51% |
| Voted in fed/state/local election | 1,740 | 49% |

Getting Involved

This mission site is located in the Southeast of the Baptist Convention of Iowa. For more information about this need, contact the regional Church Planting Strategist: Tim Lubinus (tlubinus@bciowa.org)

NOTES:

The Location Summary identifies the center of the smallest ring in the map above. The location data provides various types of identification to better describe the location. The GIS data can be used to map the location in Google maps or Google Earth.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community. The last item in this section reveals how many churches are needed in order to have a minimum of one church for every 2000 hhlds (4000-5000 people).

Location Composition: Listed are the total number of people and the total number of households corresponding to each of the three bands indicated on the map on page one.

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

Reaching Mount Pleasant, Iowa

MISSION SITE DIGEST

Inside

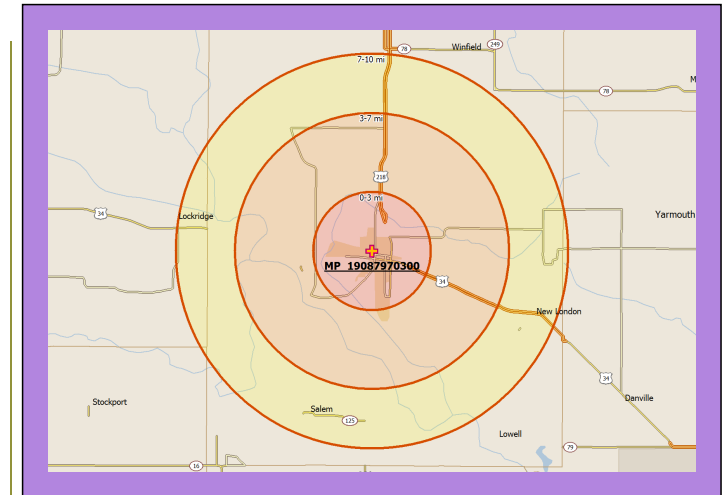
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Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them.

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This location has been identified as one of the areas in Iowa in need of new ministries or new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

Location Summary

| | |
|------------------------|---------------------|
| Central Street Address | 201-299 N Marion St |
| Zip Code | 52641 |
| State Region | Southeast |
| GIS Latitude | 40.968820 |
| GIS Longitude | -91.559830 |
| Sitescape Category | Townscape |
| Sitescape Group | Small Towns |



Top Community Types



Working Communities

Most residents are high school educated; some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service that provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs. Adherence to traditional family values and resistance to authority are key aspects of their psychological nature.

Households: 1,751
Percent: 49.14%



Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Outside the nation's larger metro areas, residents can savor the familiarity of the small town cafe, or venture into the city to frequent comedy clubs, nightclubs and malls.

Households: 667
Percent: 18.72%



Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boomer parents. Most work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts. For upscale community households, disposable income is at a peak. These families enjoy large homes, comfortable lifestyles and shopping for the latest high-tech electronics.

Households: 437
Percent: 12.26%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | BAND HHLDS | BAND % |
|------------------------------------|------------|--------|
| Unreached | 2,374 | 66.6% |
| Religious but NOT Evangelical | 494 | 13.86% |
| Spiritual but NOT Evangelical | 418 | 11.72% |
| Non-Evangelical but NOT Interested | 1,463 | 41.04% |

Top Lifestyle Segments

Steadfast Conservatives

(69% Unreached)

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.



Households: 998
Percent: 28.01%

Working Rural Communities

(60% Unreached)

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.



Households: 583
Percent: 16.36%

Urban Commuter Families

(67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.



Households: 377
Percent: 10.58%

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | MI RING | RING % |
|----------------------------------|---------|--------|
| Active Evangelical HHlds | 447 | 12.55% |
| Inactive Evangelical HHlds | 742 | 20.82% |
| # New Ministries/Churches Needed | 2 | |