MissionSite top unreached locations

ke City Longmont Ramah Parker Vil AURORA, CO Green Mountai awson-Dumont Grand Junction CENSUS TRACT: 08005007015 Village Table eek Monument Aristocrat Ranchettes Lakewood tonwo Multiplystle Pines Northglenn Crestone Palis REGION: Front Range Conservational Conservation Lone Tree El Jebel Columbine ASSOCIATION: Mile High Kersey Manassa Our Aspen Boulder Derby Olathe Rangely Center Rome COUNTY: Arapahoe an Sheridan Lake Pierce Au Limon^{In partnership with the}: Firestone Glenwood Springs RocISITESCAPE: Cityscape City Mountain Village Roc Intercultural Institute vergreen Padroni Flem Site Silver Cliff Windsor Brighton Coked 6

Method Contextual Ministryvay Blanca Cortez Colling Hart COLORADO Baptistste Lakes a Vista Westminster Littleton Sedgwick Georgetown Bennett Stratmoor Berkley Paonia San Luis Foxf Twin Lakes Breckenridge Black Hawk Perry Park Silverthorne Selpert Strasburg Merino Wray Crow ©Copyright 2012, Intercultural Institute for Contextual Ministry ty Blue River Haswell Berthoud Genesee Minturn Arv

MissionSite (TM) Table of Contents

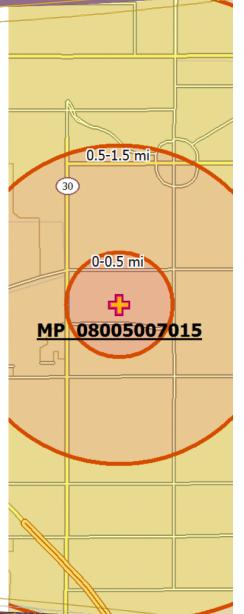
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Site Location Summary

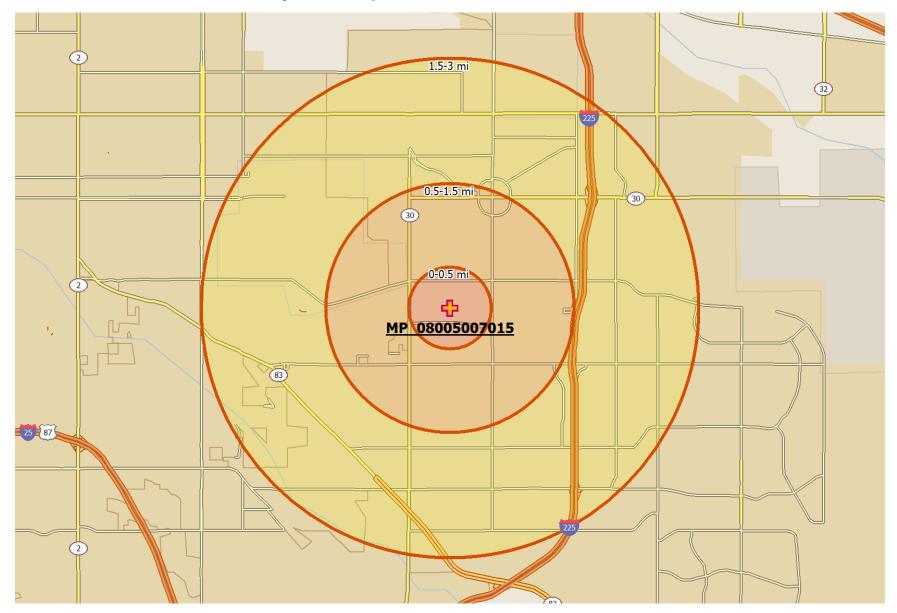
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has 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
Region	08R01	Front Range
Association	08A08	Mile High
County Location	08005	Arapahoe
Zipcode	80012	Arapahoe
Sitescape Category	4	Cityscape
Sitescape Group	4.1	Small Cities
Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
Sitescape Density Pattern	K	250000-1000000-1000000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region08R01Association08A08County Location08005Zipcode80012Sitescape Category4Sitescape Group4.1Sitescape Subgroup4.16



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Site Location Summary - Map of the Site Location



Valden Superior Hartman Gilcrest Broomfield Sugar City Georgetown Naturita Central City Otis North Brighton La Veta Eckley Yuma Caï, ½on City Ordway Genoa Strature Intercultural Institute Twin Lakes Ra Blue River Creede Todd Creek Fraser El Jebel Parker Silverthorne Governation Intercultural Institute Branson North Contextual Ministry Contextual Contextual Ministry Contextual Ministr

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric	11	City: Large: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Letwiers Ignacio Black Forest Sheridan Lake Wray Niwot Bennett Merino Alamosa Perry Park Mee Paonia Beulah Valley Westcreek Federal Heights Loghill Village Moura Intercultural Institute Rico Fort Collins Sherrelwood Womelsdorf (Coalton) Hudson Aspen Intercultural Institute her Lakes Wine Copyright 2012, Intercultural Institute for 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	5,768	41,964	135,284
2010 Households	2,588	18,334	55,254
2010 Group Quarters Population	4	365	1,301

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	87	82	77
Language Diversity National Index	79	67	78
Foreign Born Diversity National Index	28	36	7
Ancestry Diversity National Index	37	54	31
Racial Diversity National Index	89	81	78

Cherry Hills Village Penderosa Park Downieville-Lawson-Dumont Crestone Blanca Mount Crested Butte Sa ergetown Bennett Boone Alma Pitkin Manzanola Vilas Stonegate Intercultural Institute La Jara Broomfield Hayden Kit Carson Collbran Fowler Empire Carb for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

ry Park Granada Thornton Dotores Louisville Williamsburg Arvada Padroni Grand-View Estates Gilcres Fleming Lafayette Todd Creek Timnath Lincoln Park Kim Steambord Intercultural Institute aoli Westcliffe Greenwood Village Sterling Glendale La Veta Blue Rive for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	313	12.09%
Mainstay Communities	Established, Diverse Households	40	1.55%
Working Communities	Blue-collar, Working Families	253	9.78%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	886	34.23%
Urban Communities	High Density, Inner-city Neighborhoods	1,095	42.31%

Blue River Aven Woedland Park Coal Creek Center Walden Clifton Las Animas St. Mary's Silver Clift Fremmling Poncha Springs Downieville-Lawson-Dumont Firestone Mary Intercultural Institute Lafayette Morrison Greeley Olney Springs Welby Minturn Indian Hills Confertual Ministry Crested Butte Mead Bennett Westminster Haxtun 8 8

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.

Crowley Craig Raymer Las Animas Larkspur Granby Crook Snowmass Village Castle Rock Bow Mar Fort Lupton Lochbuie Merino Starkville Battlement Mesa Johnstown Intercultural Institute te Eagle-Vail Campion Wiley Limon Rifle Palmer Lake Hartman Cort for Contextual Ministry meo Aspen Pal Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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



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 0-0.5 mile band that are in each category. The index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	153,453	1,842	1.2%
Unreached %	71.28%	71.19%	99.87
Religious But NOT Evangelical HH	34,698	404	1.16%
Religious But NOT Evangelical %	16.12%	15.61%	96.85
Spiritual But NOT Relig or Evang HH	25,828	305	1.18%
Spiritual But NOT Relig or Evang %	12%	11.79%	98.23
Not Evangelical, Not Interested HH	92,973	1,134	1.22%
Not Evangelical, Not Interested %	43.19%	43.8%	101.41





Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of CBGC 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 CBGC Churches	0	0	0%
Active CBGC Attenders	0	0	0%
Active Evangelical Households	19,379	6,836	35.28%
Active Evangelical Percent	9.00%	8.97%	99.69
Inactive Evangelical Households	42,437	14,970	35.28%
Inactive Evangelical Percent	19.71%	19.65%	99.69
# New Churches Needed	108	38	35.39%





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.

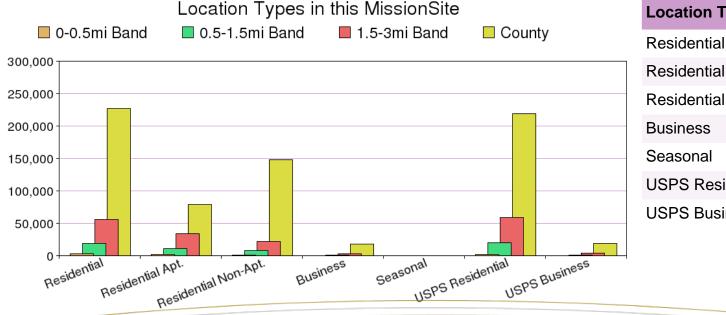
Issues for Your Consideration

- 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.

Creede Fountain Flagler Genoa Eldora Vilas Clifton Walsenburg Victor Crawford Womelsdorf (C Antonito Eldorado Springs Salt Creek Palmer Lake Roxborough Park Collins Yuma Oak Creek arbondale Gypsum Lyons Wiley Franktown Sheridan Caï; ½on City To Confectual Ministry Copyright 2012, 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 0-0.5 mile band. The percentage of the county population and number of households that appears in the 0-0.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	391,720	4,854	1.24%
2000 Population	487,967	5,897	1.21%
2010 Population	576,330	5,768	1%

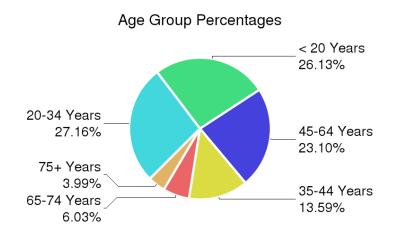


Location Type0-0.5mi BandResidential2,888Residential Apt.2,026Residential Non-Apt862Business63Seasonal0USPS Residential2,440USPS Business61

Alamosa Craig Towacc Tabernash Durango Keenesburg Niwot Trinidad Berkley Blue River Sanion is ville Alamosa East Woodland Park Montezuma Denver Haswell Eckler Intercultural Institute by Wheat Ridge Raymer Otis Florence Welby Evans Palmer Lake Si for Contextual Ministry © Copyright 2012, Intercultural Institute for Contextual Ministry © Copyright 2012, Intercultural Institute for Contextual Ministry Dinosaur Winter Park Meridian Centennial Cedaredo

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.

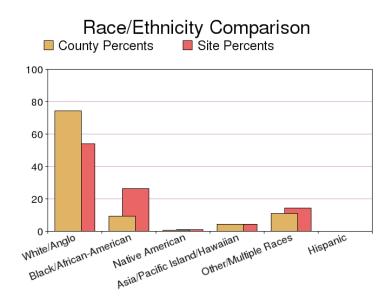


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	5.86%	109.74
4-5 Years	2.84%	2.7%	95.07
6-8 Years	4.35%	4.11%	94.48
9-11 Years	4.22%	3.64%	86.26
12-13 Years	2.74%	2.18%	79.56
14-17 Years	5.35%	5.05%	94.39
18-19 Years	2.63%	2.6%	98.86
0-5 Years	8.18%	8.56%	104.65
6-12 Years	9.95%	8.84%	88.84
13-19 Years	9.35%	8.74%	93.48
< 20 Years	27.48%	26.14%	95.12
20-34 Years	20.29%	27.17%	133.91
35-44 Years	13.94%	13.59%	97.49
45-64 Years	26.25%	23.11%	88.04
65-74 Years	6.61%	6.03%	91.23
75+ Years	5.42%	3.99%	73.62
Median Age	37	34	91.61
Median Age (Male)	35	33	92.19
Median Age (Female)	38	34	90.86

mont Del Norte Walden Sedgwick Englewood Stonegate Allenspark Timnath Woodland Park Arboles Hiff Ignacio Peetz Deer Trail Dolores Rico Buena Vista Norwood Intercultural Institute Walsenburg Fairplay Kiowa Cedaredge Bethune Cherry Hills Village Joi Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	74.43%	54.04%	72.6
Black, African-American	9.42%	26.21%	278.13
Native American	0.77%	1.01%	131.11
Asian	4.35%	4.32%	99.32
Pacific Island, Hawaiian	0.16%	0.16%	100.36
Other/Multiple Races	10.88%	14.27%	131.18
Hispanic	0%	28.52%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	381,452	3,707	
Less than 9th Grade	3.99%	5.66%	70.41

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	381,452	3,707	
Less than 9th Grade	3.99%	5.66%	70.41
No High School Diploma	5.5%	8.09%	67.99
High School Graduate	22.92%	29.16%	78.58
Some College, no degree	21.3%	23.55%	90.46
Associate Degree	7.58%	6.47%	117.04
College Degree	25.01%	18.67%	133.95
Graduate/Prof. degree	13.71%	8.39%	163.38

tou Springs Center Gunnison Johnstown Montrose Derby Black Hawk Womelsdorf (Coalton) Louviers Hiands Ranch Applewood Buena Vista Mountain View Empire Eldorado Intercultural Institute agle Lyons Cripple Creek Cedaredge Olathe Lincoln Park Rico Super Joi Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Bennett Timnath 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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.69%	12.98%	250.66
\$10,000 to \$19,999	7.81%	13.79%	176.66
\$20,000 to \$29,999	8.61%	14.68%	170.57
\$30,000 to \$49,999	18%	26.51%	147.3
\$50,000 to \$59,999	8.2%	6.57%	80.1
\$60,000 to \$69,999	7.82%	5.99%	76.6
\$70,000 to \$79,999	7.07%	4.52%	63.96
\$80,000 to \$89,999	5.65%	3.32%	58.77
\$90,000 to \$99,999	4.11%	2.2%	53.56
\$100,000 to \$124,999	10.29%	5.33%	51.8
\$125,000 to \$149,999	5.39%	1.24%	22.93
\$150,000 to \$199,999	6.03%	2.16%	35.9
\$200,000 to \$249,999	1.96%	0.23%	11.84
\$250,000 or more	3.37%	0.39%	11.45
Median Household	61,913	35,254	56.94
Average Household	81,867	45,244	55.27
Per Capita Household	31,079	20,305	65.33
Family/Non-Family Household			
Income			
Median Family Income	77,939	44,791	57.47
Average Family Income	100,607	58,709	58.35
Median Non-Family Income	40,758	29,139	71.49
Average Non-Family Income	49,140	30,978	63.04

Green Mountain Falls Kittredge La Veta Vilas North Washington Hudson Ward Colorado Springs Grand Rico Coal-Creek Ault Vail Cokedale Highlands Ranch Ken Caryl July Intercultural Institute agle-Vail Granby Basalt Swink Laporte Limon Columbine La Junta Correctual Ministry Park Hartman Copyright 2012, Intercultural Institute for Contextual Ministry Arriba Antonito Beulah Valley Silverthorne Victor Pior

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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	63.59%	45.52%	71.58
Families with Children	32.19%	25.15%	78.15
Families without Children	31.4%	20.36%	64.85
Non-Family Households			
% Non-Family Households	36.41%	54.48%	149.63
Non-Families with Children	0.37	0.62	165.95
Non-Families without Children	36.04	53.86	149.46
Housing Units			Index
Total Housing Units	235,740	2,823	
Vacant percent	8.68%	8.32%	95.87
Owned percent	61.68%	33.65%	54.56%
Rented Percent	29.63%	58.06%	195.91
Households by Size			Index
Avg household size	2.65	2.23	84.15
Avg family hh size	3.47	3.40	97.98
Avg non-family hh size	1.22	1.25	102.46
Households By Count of Persons			Percent
One	66,974	1,242	1.85%
Two	53,286	538	1.01%
Three or Four	68,714	578	0.84%
Five+	26,296	229	0.87%

Sugar City Breckenridge Olney Springs Norwood De Beque Yuma Meeker Downieville-Lawson-Dumont C Antonito Eldorado Springs Edwards Eagle Castle Pines North Palisade <u>Intercultural Institute</u> Fountain E Caï / ¹/₂on City Georgetown Federal Heights Woodland Park Grand Lake Intercultural Institute for Contextual Ministry Antonico Eldorado Springs Edwards Eagle Castle Pines North Palisade (Serievital Ministry) Intercultural Institute for Contextual Ministry

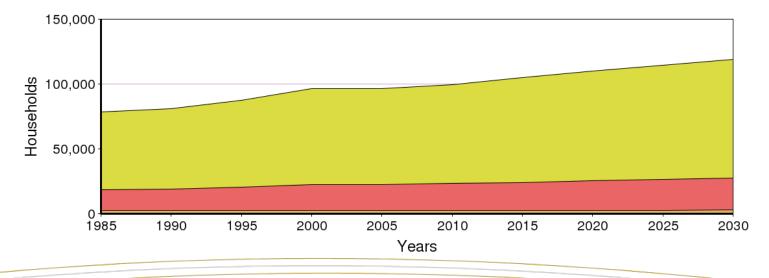
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 mile ring. The percentage of the county population and number of households that appears in the 0-0.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	391,720	4,854	1.24%
2000 Population	487,967	5,897	1.21%
2010 Population	576,330	5,768	1%
2015 Population	631,167	6,139	0.97%

Household Change from 1985 to 2030

0-0.5mi Ring

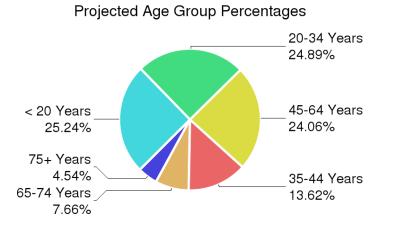
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r Walsh Haxtun Sherrelwood Glenwood Springs Eaton Ramah Silver Plune Centennial Wray Branse Herte Grand View Estates Walsenburg Olathe Marble La Jara Milliken Intercultural Institute Pritchett Foxfield Buena Vista Sheridan Lake Oak Creek Louviers Col Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

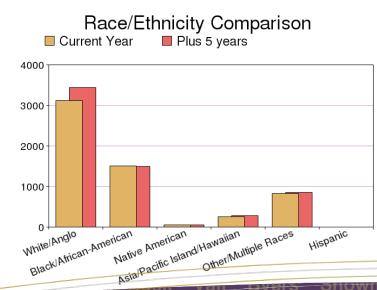


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.86%	4.79%	81.74
4-5 Years	2.7%	2.48%	91.85
6-8 Years	4.11%	3.93%	95.62
9-11 Years	3.64%	3.7%	101.65
12-13 Years	2.18%	2.43%	111.47
14-17 Years	5.05%	5.2%	102.97
18-19 Years	2.6%	2.74%	105.38
0-5 Years	8.56%	7.27%	84.93
6-12 Years	8.84%	8.85%	100.11
13-19 Years	8.74%	9.14%	104.58
< 20 Years	26.14%	25.26%	96.63
20-34 Years	27.17%	24.91%	91.68
35-44 Years	13.59%	13.63%	100.29
45-64 Years	23.11%	24.08%	104.2
65-74 Years	6.03%	7.67%	127.2
75+ Years	3.99%	4.54%	113.78
Median Age	37	35	96.04
Median Age (Male)	35	34	96.89
Median Age (Female)	38	36	95.35

a Platteville Ken Caryl Peetz Derby Alamosa Sanford Yuma Crowley Idaho Springs Arbeles Lone Fr Cokedale Granada Franktown Bethune Keenesburg Hudson Center Malsenburg Keystone Louviers Oak Creek Dacono Dolores Berkley Simla Greeley La Ve for Contextual Ministry Victor Flagler Secopyright 2012, Intercultural Institute for Contextual Ministry Blue River 20

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 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	54.04%	56.12%	103.84
Black, African-American	26.21%	24.43%	93.21
Native American	1.01%	0.98%	97.2
Asian	4.32%	4.46%	103.39
Pacific Island, Hawaiian	0.16%	0.18%	114.84
Other/Multiple Races	14.27%	13.83%	96.92
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,707	4,023	
Less than 9th Grade	5.66%	6.39%	112.77
No High School Diploma	8.09%	7.31%	90.3
High School Graduate	29.16%	30.7%	105.27
Some College, no degree	23.55%	21.28%	90.35
Associate Degree	6.47%	6.41%	99.06
College Degree	18.67%	18.67%	100
Graduate/Prof. degree	8.39%	9.25%	110.22

Delta Meridian Caiz 1/2 on City Centennial Buena Vista Coal Creek Battlement Mesa Gleneagle Brighton Sawpit Telluride Westcreek Aristocrat Ranchettes Ward Fraser General Intercultural Institute Beulah Valley Kit Carson Alamosa Lone Tree Yuma Allenspark Campion for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	12.98%	14.51%	111.74
\$10,000 to \$19,999	13.79%	14.24%	103.25
\$20,000 to \$29,999	14.68%	14.02%	95.45
\$30,000 to \$49,999	26.51%	24.51%	92.46
\$50,000 to \$59,999	6.57%	5.98%	91.11
\$60,000 to \$69,999	5.99%	5.91%	98.66
\$70,000 to \$79,999	4.52%	4.66%	101.38
\$80,000 to \$89,999	3.32%	3.37%	102.59
\$90,000 to \$99,999	2.2%	2.2%	99.75
\$100,000 to \$249,999	5.33%	5.83%	109.4
\$125,000 to \$149,999	1.24%	1.48%	119.47
\$150,000 to \$199,999	2.16%	2.61%	120.79
\$200,000 to \$249,999	0.23%	0.38%	163.38
\$250,000 or more	0.39%	0.38%	98.03
Median Household	35,254	34,595	98.13
Average Household	45,244	47,543	105.08
Per Capita Household	20,305	20,450	100.71
Family/Non-Family Household			
Income			
Median Family Income	44,791	46,586	104.01
Average Family Income	58,709	63,710	108.52
Median Non-Family Income	29,139	28,084	96.38
Average Non-Family Income	30,978	31,010	100.1

The Evans Pitkin Kremmling Vall Littleton Atwood Williamsburg Mountain View Branson Lamar Ho a Arboies Haswell Gunbarrel Wiggins Saguache Pueblo West La Jara Intercultural Institute Bow Mar Fruita Hudson Loveland Lyons Hillrose Windsor Applewood Intercultural Institute Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	45.52%	44.7%	98.2
Families with Children	25.15	24.17	96.07
Families without Children	20.36	20.04	98.4
Non-Family Households			
% Non-Family Households	54.48%	55.3%	101.51
Non-Families with Children	0.62	0.61	101.51
Non-Families without	53.86	54.7	101.55
Children			
Housing Units			
Total Housing Units	2,823	2,876	101.88%
Vacant percent	8.32%	8.21%	98.57
Owned percent	33.65%	33.55%	99.71
Rented Percent	58.06%	58.24%	100.31
Households by Size			
Avg household size	2.23	2.32	104.04%
Avg family hh size	3.40	3.67	107.94%
Avg non-family hh size	1.25	1.24	99.2%
Households By Count of			
Persons			
One	1,242	1,310	105.48%
Two	538	426	79.18%
Three or Four	578	615	106.4%
Five+	229	289	126.2%

Wheat Ridge Ward Correz Rye Brush La Junta Stonegate Lincoln Park Bayfield Bennett Branson Sheridan Lake Eagle Breckenridge Hugo Northglenn Sherrelwood Ord Intercultural Institute Pinery Sterling Carbondale Holly Acres Green Grand Lake Garden City Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Foreign Born Pop	947	7,836	27,435
Northern Europe	15	169	434
Western Europe	19	267	537
Southern Europe	1	119	128
Eastern Europe	76	538	2,041
Other Europe	0	0	8
Eastern Asia	93	584	1,405
So. Central Asia	11	190	1,390
SE Asia	107	583	1,542
Western Asia	2	128	509
Other Asia	0	12	88



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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	
English only				Other Indo-Euro		17	
English only	2,886 640	27,713	83,357				
Spanish Other Indo-Euro		6,246	22,857	Asian/PI languages Chinese	0	0	
	125	1,364	4,840		20	255	
language	47	100	040	Japanese	2	132	
French (incl. Patois,	17	162	613	Korean	71	324	
Cajun)				Mon-Khmer,	0	7	
French Creole	0	0	19	Cambodian			
Italian	7	34	134	Miao, Hmong	0	17	
Portuguese	5	17	47	Thai	0	15	
German	10	380	629	Laotian	2	44	
Yiddish	0	0	59	Vietnamese	63	226	
Other West Germanic	0	21	109	Other Asian	0	10	
A Scandinavian	0	10	51	Tagalog	51	221	
_anguage				Other Pacific Is	28	100	
Greek	3	94	183	Other languages	147	641	
Russian	31	286	1,532	Navajo	0	0	
Polish	4	48	184	Other Native N.	0	10	
Serbo-Croatian	20	41	107	American			
Other Slavic Language	8	74	194	Hungarian	0	25	
Armenian	0	0	51	Arabic	47	146	
Persian	13	58	200	Hebrew	0	48	
Gujarathi	0	5	31	African languages	100	405	
Hindi	0	61	298	Other unspecified	0	7	
Urdu	0	0	83				

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Greeley Parker Yampa Gardon City Black Hawk Walden Dacono Salt Creek Colligan Sheridan Was Hereina Ophir Merino Johnstown Fairplay Hot Sulphur Springs Castle And Intercultural Institute The second second

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.

1.5-3
MILES
6,850
3,015
151
1,451
1,451
1,689
96
107
2,195
1,468
1,468
1,416
1,13
2,630

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Reporting ancestry	3,810	34,580	108,388
Arab	69	269	813
Armenian	0	0	87
Austrian	9	100	133
British	10	114	523
Canadian	0	60	179
Croatian	2	44	97
Czech	5	129	235
Czechoslovak	9	90	215
Danish	18	153	472
Dutch	39	332	1,008
English	216	2,377	6,384
European	25	284	1,175
Finnish	6	69	163
French (not	61	466	1,561
Basque)			
French Canadian	14	126	510
German	439	4,469	13,421
Greek	9	129	456
Hungarian	7	106	302
Iranian	4	38	155

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

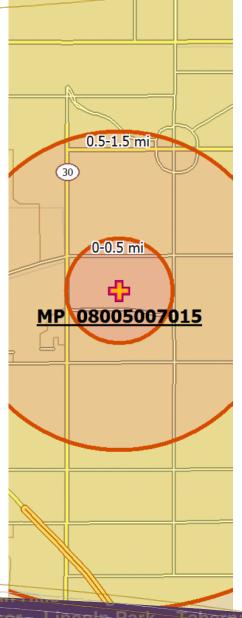
Issues for Your Consideration - continued

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



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.



City Lochbuie Orchard Mosa Fort Morgan Log Lane Village Central City Windsor Lincoln Park Taberna Hereinent Walsenburg Ophir Keystone New Castle Wheat Ridge Snow <u>Intercultural Institute</u> Intercultural Institute For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,588	100%	1,843	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	313	12.09%	217	11.77%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	211	8.15%	142	7.7%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	99	3.83%	73	3.96%
Successful Urban Sprawl	3	0.12%	2	0.11%
SM TWN SUCCESS	40	1.55%	28	1.52%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	40	1.55%	28	1.52%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

St. Mary's <u>Colden</u> Estes Park <u>Aurora</u> <u>Downieville-Lawson-Dumont</u> <u>Gleneagle</u> <u>Cottonwood</u> <u>Greeley</u> <u>Greeley</u> <u>Greeley</u> <u>Creeter</u> <u>Accessed</u> <u>Accessed</u> <u>Contextual Ministry</u> <u>Contextual Ministry</u>

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,588	100%	1,843	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	253	9.78%	175	9.5%
Steadfast Conservative	164	6.34%	112	6.08%
Moderate Conventionalists	1	0.04%	1	0.05%
Southern Blues	88	3.4%	62	3.36%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Hiff Trinidad Fort Collins Akron Romeo Eckley The Pinery Applewood Mountain View Platteville Salt Springfield Blanca Cherry Hills Village Loveland Larkspur Sedalia Kron Intercultural Institute Castle Rock Hooper Cokedale Vail Severance Greenwood Village Idano Springs Downieville-Lawsor 31 Compright 2012, Intercultural Institute for Contextual Ministry Compright 2012, Intercultural Institute for Contextual Ministry Golden Keenesburg Idano Springs Downieville-Lawsor 31

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,588	100%	1,843	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	886	34.23%	637	34.56%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	6	0.23%	4	0.22%
Stable Careers	842	32.53%	607	32.94%
Aspiring Hispania	38	1.47%	26	1.41%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

ayden Yampa Mead Empire Moffat Evans Cherry Hills Village Sterling Downieville-Lawson-Dumont Gra advite Merino The Pinery Bennett Coal Creek Dolores Red Cliff West Contextual Institute Crestone Dillon Buena Vista Estes Park Calhan Pueblo West Rayme for Contextual Ministry Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Comparison Deer Trail Flagler Fort Morgan Alamos 32

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,588	100%	1,843	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
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	1,095	42.31%	786	42.65%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	158	6.11%	111	6.02%
Urban Diversity	937	36.21%	675	36.63%
New Generation Activists	0	0%	0	0%
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%

Frederick Vietor Westcreek Montrose Blue River Dove Creek El Jebel Leadville North Platteville He Arboles Erie Hooper Niwot Idaho Springs Sheridan Campo Seibert Carste Fort Carson Golder Boulder Cimarron Hills Hillrose Marble Pierce Walsh Raymer Eldo Alma Glendale Del Norte 33 Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-0.5 mile, 0.5-1.5 mile and 1.5-3 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?

Aerine Strasburg Lakewood Niwot Golden Eckley Dacono Westcliffe Georgetown Eldora Genoa Call Filey Ward Bonanza Haswell Gypsum Montrose Byers Julesburg The Intercultural Institute Basalt Edgewater Arriba La Veta Saguache Arboles Franktown Cent for Contextual Ministry ⁿ ©Copyright 2012, Intercultural Institute for Contextual Ministry

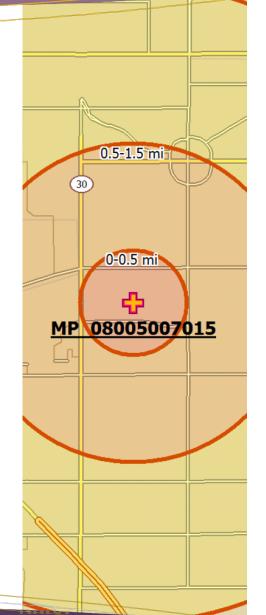
Potential Cultural Bridges

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).



Aguilar Seibert Dacone Eagle Mancos Morrison Fruita La Salle Edgewater Sterling North Washington attonwood Olathe Superior Wiggins Frisco Stratmoor The Pinery Calify Pillon Woodmoor The ngely Sherrelwood La Veta Calhan Avondale Akron Louisville Wray Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	68%	73%	73%	Use Comp. for Education	26%	29%	31%
Use Comp. for Internet/E-mail	53%	55%	57%	Use Comp. for News/Info./Data	24%	22%	23%
Internet Use: E-Mail	46%	48%	49%	Service			
Use Comp. for Word	36%	37%	37%	PC-Network-HH Has One	21%	17%	18%
Processing				Internet Use: News/ Weather	20%	27%	28%
Use Comp. for Comp. Games	34%	33%	34%	Internet Use: Research/	16%	15%	14%
Use Comp. for Shopping	33%	32%	33%	Education			
Use Comp. for Banking	30%	31%	32%	Internet Use: Movie Info./	16%	11%	11%
Internet Use: Banking	28%	26%	27%	Reviews/ Showtimes			
HH Owns DVD Player	27%	27%	27%	Internet Use: Play/ Download	15%	10%	10%
Use Comp. for Digital Camera	27%	28%	29%	Online Games			
Photo Editing				Internet Use: Instant	14%	10%	10%
				Messaging (Im)			
				HH Owns Video/Webcam	14%	10%	10%

ne Village Twin Lakes Longmont Glenwood Springs Nederland Battlement Mesa Castle Pines North Down-Boulder Ward Windsor Platteville Parachute Olney Springs Sterling Intercultural Institute Ish Lochbuie Atwood Superior West Pleasant View Oak Creek Brush Contextual Ministry Colorado City F Copyright 2012, Intercultural Institute for Contextual Ministry

Files

Internet Use: Download Music

13%

9%

9%

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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
61%	66%	67%
52%	56%	55%
51%	55%	55%
33%	37%	36%
32%	35%	36%
31%	33%	35%
29%	29%	29%
21%	20%	22%
18%	24%	25%
17%	21%	21%
	MILES 61% 52% 51% 33% 32% 31% 29% 21%	MILES61%66%52%56%51%55%33%37%32%35%31%29%21%20%18%24%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	60%	66%	64%
Gen./Fam. Practitioner	33%	39%	37%
Dentist	24%	28%	28%
None Of These	21%	21%	21%
Eye Dr.	19%	23%	21%
Backache	16%	20%	19%
High Cholesterol	16%	19%	17%
Hypertension/High Blood	15%	21%	18%
Pressure			
Any Arthritis	14%	15%	14%
Overweight (30 Pounds Or More)	13%	13%	13%

Frederick Mentrose Wiley Fort Morgan Cedaredge Severance Campo Merino Hayden Starkville Ville gle Vall Morrison Edwards Denver Walden Saguache Crestone Alamoso Intercultural Institute felluride Coal Creek Cripple Creek Silverton Timnath Fort Collins Parke for Contextual Ministry S Village Fort Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Ward Welby Air Force Academy Silt Lochbuie N37

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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	25.23%	28.68%	29.26%
Live Theater	18.33%	22.8%	21.6%
Live Theater Most Often	15.06%	18.8%	17.56%
Rock/Pop Concerts Most	13.5%	15.41%	16.65%
Often			
Comedy Club	10.84%	10.96%	10.42%
Dance Performance	8.25%	10.61%	10.16%
Movies: Comedy	36.14%	36.95%	38.81%
Movies: Action/Adventure	35.24%	36.59%	37.93%
Movies: Drama	18.62%	20.82%	21.59%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Romantic	17.37%	18.93%	19.71%
Comedy			
Movies: Fam.	17.35%	18.09%	18.64%
Movies: Mystery	14.47%	16.64%	17.08%
MLB Baseball Reg.	6.83%	8.51%	8.6%
Season			
NFL Football Reg.	5.45%	6.29%	6.79%
Season			
College Football Reg.	3.71%	4.85%	5.05%
Season			
NBA Basketball Reg.	3.25%	4.06%	4.23%
Season			
NHL Hockey Reg.	3.02%	3.73%	3.62%
Season			
Auto Racing Events	2.67%	2.53%	2.43%

inery Gold Hill Genoa Trinidad New Castle Sheridan Manassa Campion Crock Silverthorne Ordway ckennidge Starkville Ovid Meridian De Beque Empire Sanford North Contextual Institute Columbine Valley Dillon Orchard City Loghill Village Green Mountain (Contextual Ministry) Copyright 2012, Intercultural Institute for Contextual Ministry Bueblo Castle Pines North Carbondale Pierce Womelso

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	37.14%	39.79%	39.96%	Aerobics	Aerobics 8.6%	Aerobics 8.6% 10.9%
Swimming	28.9%	30.05%	31.01%	Soccer	Soccer 8.54%	Soccer 8.54% 8.87%
Bowling	17.31%	18.86%	19.18%	Backpacking/Hiking	Backpacking/Hiking 8.32%	Backpacking/Hiking 8.32% 9.56%
Billiards/Pool	17.14%	17.27%	18.54%	Golf	Golf 7.95%	Golf 7.95% 12.25%
Basketball	15.32%	13.84%	14.38%	Target Shooting	Target Shooting 7.65%	Target Shooting 7.65% 6.82%
Weight Training	13%	15.88%	16%	Softball	Softball 7%	Softball 7% 7.38%
Jogging/Running	12.57%	14.32%	16.3%	Yoga	Yoga 6.91%	Yoga 6.91% 8.25%
Baseball	12.04%	11.15%	10.87%	Tennis	Tennis 6.64%	Tennis 6.64% 8.05%
Camping Trips	11.68%	12.06%	12.58%	Hunting	Hunting 5.96%	Hunting 5.96% 6.22%
Using Cardio	11.54%	14.95%	14.92%	Volleyball	Volleyball 5.86%	Volleyball 5.86% 7.78%
Machine				Motorcycling	Motorcycling 5.54%	Motorcycling 5.54% 5.59%
Freshwater Fishing	11.29%	12.08%	12.35%	Roller Skating	Roller Skating 5.3%	Roller Skating 5.3% 5.96%
Mountain/Road	11.03%	11.65%	11.82%	Canoeing/Kayaking	Canoeing/Kayaking 5.24%	Canoeing/Kayaking 5.24% 6.39%
Biking				Power Boating	Power Boating 5.15%	Power Boating 5.15% 6.46%
Stationary Cycling	10.95%	12.8%	12.11%			
Football	9.75%	9.12%	9.09%			

mass Village Fruita Vall Bonanza Twin Lakes Hooper Simla Granada Lochbuie Certez Hotchkiss G Avon Silver Cliff Olney Springs Hudson Silt Sterling Flagler Palisade Intercultural Institute tonwood Westcliffe Lakewood Pritchett Dinosaur Eagle-Vail Stratton Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, 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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3		BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Rock Climbing	4.86%	4.13%	4.04%		Hockey	Hockey 3.52%	Hockey 3.52% 4.57%
Horseback Riding	4.79%	5.41%	5.15%	ę	Snowboarding	Snowboarding 3.46%	Snowboarding 3.46% 4.39%
Snorkeling	4.64%	4.85%	4.6%	Sn	owmobiling	owmobiling 3.21%	owmobiling 3.21% 3.77%
Martial Arts	4.43%	4.44%	4.26%	Ra	cquetball	cquetball 3.17%	cquetball 3.17% 4.48%
Saltwater Fishing	4.27%	6%	6.04%	Sa	iling	iling 3.15%	iling 3.15% 3.53%
Auto Racing	4.16%	2.74%	2.65%	J	et Skiing	et Skiing 2.76%	et Skiing 2.76% 4.36%
Water Skiing	3.93%	4.58%	3.77%	Fly	y Fishing	y Fishing 2.62%	y Fishing 2.62% 3.41%
Archery	3.69%	3.72%	3.38%	Row	ving	ving 2.55%	ving 2.55% 3.26%
Downhill & X-Country	3.62%	5.08%	4.76%	S	urfing &	urfing & 2.11%	urfing & 2.11% 3.26%
Skiing				١	Windsurfing	Nindsurfing	Nindsurfing
Ice Skating	3.56%	5.45%	4.99%		Skateboarding	Skateboarding 1.97%	Skateboarding 1.97% 3.64%

Tarble Boulder <u>Delta Golumbine Valley Mountain View Security-Widefield</u> Avon Eagle-Vail Sheridan Lake ethe Wells Perry Park Steamboat Springs Fowler Rocky Ford Boone Reverses <u>Intercultural Institute</u> tale Montrose Cortez La Jara Manassa Ault Castle Pines North Rama (Sourder tual Ministry) Contextual Ministry Salt Creek Kersey Num Meridian Olney Springs G40 Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Salt Creek Kersey Num Meridian Olney Springs G40

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.

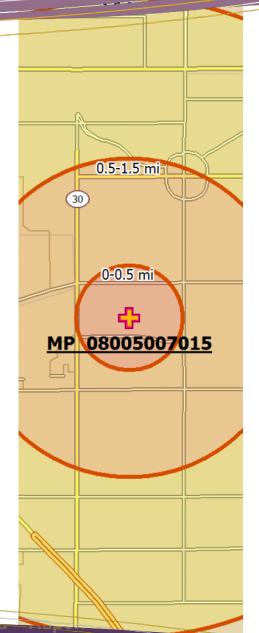
BIBLICAL BARRIERS

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.



Olney Springs Hetchkiss Ovid Marble Haswell Rico Poncha Springs Colorado City West Pleasant Vi Franktown Montezuma Thornton Black Forest Penrose Wiley Trinier Intercultural Institute Hills Village Byers Downieville-Lawson-Dumont Alamosa Tabernash Agu Confectual Ministry ©Copyright 2012, 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.

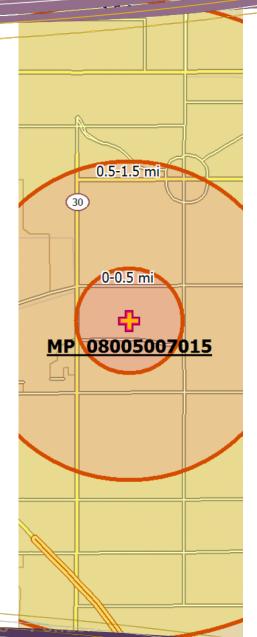
CULTURAL BARRIERS OF ACCEPTANCE

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.



Hugo Buena Vista Cokedale Thornton Hartman Cimarron Hills Marble Silver Plume Aristocrat Rand Halden Severance Stratmoor Beulah Valley Ignacio Ordway Oak Creek Ender Jamestown Engewoor acono Sedgwick Antonito Eldorado Springs Hot Sulphur Springs Merin (Strasburg D Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

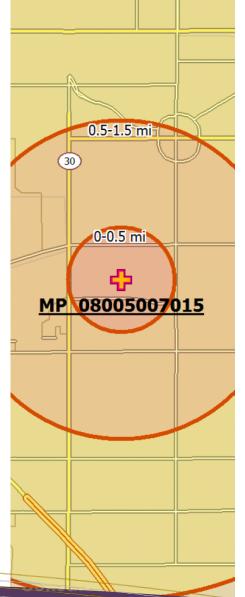
BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	46%	49%	49%	Like To Pursue Challenge/Novelty/Change	21%	23%	23%
Like Control Over People And Resources	35%	34%	35%	I Am A Workaholic Marijuana Should Be	18% 18%	18% 20%	20% 21%
Woman's Place Is In The Home	34%	34%	34%	Legalized Only Work Current Job for T	he 16%	16%	16%
Speak My Mind Even If It Upsets People	33%	36%	35%	Money Happy With My Standard Of		17%	16%
Prefer To Have Few Possessions As Possible	30%	40%	38%	Living Like to Stand Out In A Crow		18%	18%
Find It Difficult To Say No To My Kids	29%	32%	34%	We Should Strive for Equalit for All		14%	15%
Don't Judge People/Way They Live Life	29%	28%	29%	Rarely Sit Down to a Meal Together At Home	12%	14%	14%
If Won Lottery Would Never Work Again	26%	27%	28%	Indulge My Kids With The Little Extras	11%	10%	11%
Friends More Important Than My Fam.	25%	31%	29%	On Whole People Get What They Deserve	10%	12%	12%
Too Much Sponsorship In Arts/Sports	24%	22%	23%	I Am A Perfectionist More Important Do Duty Tha	9% In 9%	9% 8%	9% 8%
Like To Do Unconventional Things	22%	27%	25%	Enjoy Life			
Money Is Best Measure Of Success	22%	27%	26%				

Berthoud Leadville North Salt Creek Hot Sulphur Springs Platteville Dove Creek Silverton Flagler Age Aut Fort Lupton Frisco Windsor Cascade-Chipita Park Black Forest ighlands Ranch Castle Rock Pagosa Springs Manitou Springs Evergreen for Confectual Ministry Colbran Gr Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Cultural Themes

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

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



Wellington Hayden Dillon Black Forest Castle Rock Vail Louisville Otis Bow Mar Womelsdorf (Go Springfield Gleneagle Granada Grand Junction Genoa Hartman Gyper <u>Intercultural Institute</u> Crook Mount Crested Butte Idaho Springs Merino Antonito Julesburg for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

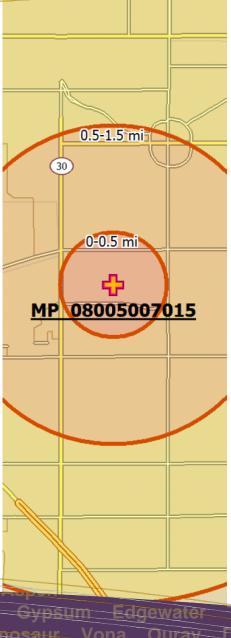
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed 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.

HEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1
ou Should Seize	54%	58%	58%	Real Men Don't Cry	19%	18%	1
Opportunities In Life				Consider Myself Interested In	18%	19%	2
mportant To Respect Customs	52%	56%	58%	The Arts	4-04	4-04	
and Beliefs	000/	000/	000/	Is An Important Part Of Who I	17%	17%	1
ike To Understand About	38%	38%	39%	Am Looking for Now Idoop To	16%	15%	1
lature mportant Feel Respected By	35%	35%	35%	Looking for New Ideas To Improve Home	1070	13%	10
ly Peers	0070	0070	0070	Try Not To Worry About The	15%	15%	1
mportant To Juggle Various	33%	33%	32%	Future	10,0	1070	
asks				Provide My Kids With The Little	14%	14%	1:
Prefer To Have Few	30%	40%	38%	Extras			
ossessions As Possible				Enjoy Spending Time With My	13%	12%	1
Prefer Work Part Of Team	29%	33%	32%	Fam.			
han Alone		•••	•••	Children Should Be Allowed To	7%	7%	79
Good At Fixing Things	29%	30%	29%	Express Themselves			_
lave Keen Sense Of	23%	27%	26%	Feel Very Alone In The World	6%	7%	79
dventure				Decor Particular Interest To Me	5%	4%	59
ike To Just Enjoy Life	23%	27%	26%	Like Spending Most Time With	5%	5%	6
Vorried About Pollution	20%	20%	22%	Fam.			
Caused By Cars				Would Like To Set Up Own	4%	4%	4
People Have To Take Me As They Find Me	20%	23%	25%	Business			

Strasburg Glendale Florence Battlement Mesa Eads Hugo Littleton Stonegate Central City Spring Ault Commerce City Towaoc Larkspur Eagle-Vail Leadville North Yuma Pinery Del Norte Glenwood Grover Montrose Gold Hill Westminster Jamestown Alamosa Pier for Contextual Ministry Coopyright 2012, 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.



Castle Rock Erie Berkley Cedaredge Caï, ½on City Deer Trail Granby Julesburg Cypsum Edgewater T Thath Calhan Silverton Branson Avondale Hooper Indian Hills Strature Intercultural Institute alle Crowley Iliff Dacono Flagler La Jara Eagle Golden La Veta Stor for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Hot Sulphur Springs

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	PLACE		0-0.5
	MILES	MILES	MILES			MILES
Fast Food/Drive-In	82.13%	82.06%	82.24%	Domino's Pizza		15.21%
Restaurant-Visit Any				Jack-In-The-Box		14.9%
Fam. Restaurants/Steak	74.74%	77.54%	77.53%	IHOP (International Hous	е	e 14.63%
Houses-Visit Any				Of Pancakes)		
McDonald's	49.62%	50.94%	52.51%	Red Lobster		13.53%
Burger King	37.04%	36.78%	37.47%	Outback Steakhouse		13.41%
Taco Bell	27.05%	26.2%	27.3%	Dairy Queen		13.32%
Kentucky Fried Chicken	25.64%	22.59%	24.29%	Denny's		12.82%
(KFC)				Sonic		12.7%
Subway	25.61%	25.69%	27.08%	Chili's Grill and Bar		12.51%
Wendy's	24.12%	25.2%	26.1%	Dunkin' Donuts		10.75%
Applebee's	24.02%	24.45%	25.16%	Cracker Barrel		10.58%
Pizza Hut	20.3%	19.11%	20.06%	Carl's Jr		10.52%
Arby's	16.51%	16.67%	17.34%			
Olive Garden	15.92%	18.82%	18.57%			

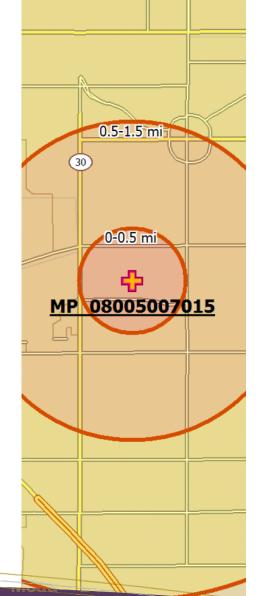
Park Broomfield Silverthorne Walsenburg Genesee Delta Crawford Fountain Strasburg Berkley Well Stonegate South Fork Elizabeth Kit Carson Aurora Norwood George Anglewood Redlands Red Junction Cottonwood Wiley Longmont Castle Rock Gold Hill Allensp Genesee Loghill Village St. Mary's Crestone 47 Copyright 2012, 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!



Highlands Ranch Central City Evergreen Kiowa Campion Olney Springs Creede Rockvale Lone Tree Twin Lakes Lafayette Montezuma Hillrose Black Hawk Antonito Golder Intercultural Institute Breckenridge Manzanola Columbine Valley Crook Parachute Bow Confectual Ministry Confectual Ministry Minturn Womelsdorf (Coalton) Fountain Windsor Pitki48

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	39.95%	45.62%	43.22%
Recycled products	33.86%	36.28%	35.65%
Worked as volunteer (non political)	14.22%	16.52%	15.81%
Engaged in fund raising	9.45%	9.94%	10.07%
Religious club member	6.67%	6.91%	6.89%
Wrote to editor of mag or newspaper	5.93%	5.85%	5.88%

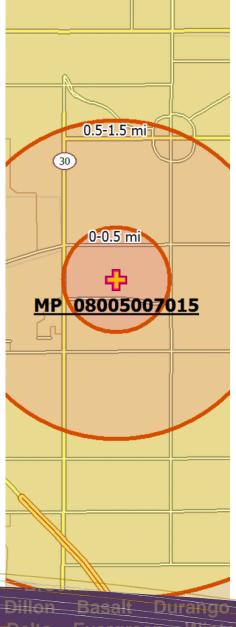
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	4.89%	5.95%	5.78%
Fraternal order member	4.51%	4.81%	4.21%
Took active part in local civic issue	4.44%	4.9%	4.8%
Charitable Organization	4.39%	5.27%	5.22%
Union member	4.27%	4.27%	4.45%
Wrote to editor of mag or newspaper	4.13%	3.52%	3.6%

Cai: Von City Rangely Silver Cliff Julesburg Aspen Park Moffat Simla Edwards Eaton Hugo Dove Creater Salida North Washington Mount Crested Butte Lafayette Hillrose Florence Intercultural Institute For Contextual Ministry Dacono Red Feather Lakes Ramah Superior Tabe 49 Coopyright 2012, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Flerence Louviers Oak Creek La Jara Aguilar Englewood Roxborough Park Dillon Basalt Durango Colorado Springs Cheraw Cortez Gilcrest Centennial Rocky Ford Provide Delta Evergreen Winter Golden Haswell Stonegate Larkspur Kersey Westcliffe Sheridan Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Silver Cliff Littleton Morrison Mountain View, Kim

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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	18.97%	18.62%	18.39%
Mystery	12.23%	13.17%	12.51%
Children's Books	12.01%	12.27%	12.66%
Cookbooks	11.26%	11.08%	10.97%
History	8.06%	8.18%	8.01%
Religious (not Bibles)	8.04%	8%	8.01%
Biography	7.33%	7.68%	7.41%
Personal/Business	6.4%	6.87%	7.22%
Self-help			
Romance	6.19%	6.82%	6.35%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	65.01%	68.45%	66.14%
Gen. Editorial	46.78%	48.09%	47.3%
Womens	41.7%	41.14%	41.56%
Service	31.16%	31.65%	31.47%
Mens	22.01%	20.14%	20.75%
Business/Finance	17.98%	18.18%	18.15%
Sports	16.42%	15.59%	15.92%
Music	15.63%	12.05%	13.11%
Health	13.68%	13.32%	13.27%

osum Julesburg Toward Fowler Alma Aguilar Severance Edwards Black Forest Blue River Limon B Tabernash Loveland Silt Clifton Eldora Erie Arboles Orchard City Intercultural Institute atton Calhan Bethune El Jebel Collbran Greeley Two Buttes Bayfield For Contextual Ministry Contextual Ministry Bayes Boy Brogs Gunbarrel Derby Brogs

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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Gen. News	52.06%	55.01%	52.26%
Classified	31.65%	29.78%	30.04%
Sport	29.51%	31.81%	31.03%
Business/Finance	26.39%	29.62%	28.36%
Movie Listings &	26.1%	26.26%	25.93%
Reviews			
Comics	25.74%	26.68%	25.7%
Editorial Page	25.26%	29.1%	26.95%
Food/Cooking	22.37%	24.94%	23.37%
TV/Radio Listings	21.02%	24.74%	22.4%
Travel	17.65%	20.77%	19.27%
Home/Gardening	17.26%	19.15%	18.8%
Science/Technology	15.61%	16.41%	16.39%
Fashion	12.67%	13.44%	13.85%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
CHR Contemp Hit Radio	21.6%	19.96%	21.72%
Adult Contemporary	18.17%	17.16%	17.58%
Urban Contemporary	16.88%	14.26%	15.97%
Country	14.36%	15.75%	14.77%
Rock	12.18%	11.41%	11.91%
Alternative	11.24%	10.17%	10.49%
News/Talk	10.94%	12.45%	11.92%
Classic Rock	10.66%	9.55%	9.71%
Oldies	10.19%	10.77%	11.23%
Variety	10.03%	10.11%	10.86%
Religious	6.11%	5.82%	6%
All News	6.06%	6.29%	6.51%
Soft Contemporary	5.92%	6.1%	6.28%
Hispanic	5.15%	6.43%	8.34%
All Talk	4.94%	4.68%	4.93%
Jazz	4.51%	5.75%	5.54%
Classical	4.44%	4.86%	4.46%
Classic Hits	3.99%	3.87%	3.85%



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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3	MULTIMEDIA: TV	0-0.5	
	MILES	MILES	MILES		MILES	
Fox News Channel	56.62%	59.67%	60.44%	Nick At Nite	20.65%	
Soapnet	48.15%	51.2%	50.9%	Subscribe Digital Cable	20.25%)
Satellite Dish	39.57%	45.68%	46.98%	ESPN2	20.06%	
Other Video-On-Demand	32.7%	39.29%	39.87%	BET (Black Entertainment	19.96%	
Sci-Fi Channel	32.58%	33.86%	34.92%	TV)		
MSNBC	29.52%	29.44%	31.52%	Adult Swim	19.76%	
Comedy Central	27.95%	33.92%	33.17%	TV Info From Monthly	19.64%	
ABC Fam.	26.61%	27.48%	28.25%	Cable Guide		
TV Info From Sunday TV	25.96%	29.15%	28.87%	USA Network	19.43%	
Magazine				Adult Pay Per View TV	19.03%	
Nickelodeon	24.5%	25.3%	26.73%	ESPN	18.85%	
TCM (Turner Classic	23.11%	24.35%	24.46%	CNN (Cable News	18.61%	
Movies)				Network)		
TV Info From Newspapers	20.93%	22.95%	24.07%	TV Info From Other	18.01%	
				Lifetime	17.67%	

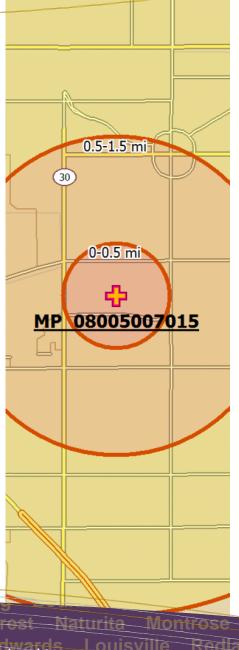
East Pleasant View Bow Mar Wheat Ridge Greeley Eagle Crowley Glendale Lake City Swink Cherry Histage Cortez Kiowa Cottonwood North Washington Two Buttes Arbol Contextual Institute Falls Castle Right Yampa Berthoud Laporte Vilas Las Animas Gleneagle Wiggins For Contextual Ministry Oghill Village Falls Contextual Ministry Cont

Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



Federal Heights Poncha Springs Oak Creck Eads West Pleasant View Black Forest Naturita Montrose Haswell Ouray Columbine Valley Grand View Estates Alma Lamar Fort Line Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	20.65%	20.09%	20.38%
Medium Users (4-6)	10.89%	11.22%	11.24%
Light Users (1-3)	21.19%	21.97%	21.1%
Quintiles (20%)			
Newspaper I	2.99%	1.97%	2.18%
(Heavy)			
Newspaper II	2.34%	2.03%	1.93%
Newspaper III	1.09%	1.95%	1.94%
Newspaper IV	0.39%	0.53%	0.62%
Newspaper V	1%	1.1%	0.9%
(Light)			

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.41%	19.34%	20.36%
Magazines II	9.78%	9.26%	9.69%
Magazines III	9.05%	9.78%	10.14%
Magazines IV	11.58%	11.55%	11.8%
Magazines V (Light)	0.53%	0.9%	0.87%
Outdoor I (Heavy)	10.08%	9.53%	10.37%
Outdoor II	2.91%	2.98%	3.34%
Outdoor III	4.58%	4.15%	4.27%
Outdoor IV	15.13%	18.05%	17.45%
Outdoor V (Light)	19.4%	25.97%	23.59%
Yellow Pages I	14.53%	16.6%	15.82%
(Heavy)			
Yellow Pages II	7.65%	7.34%	7.9%
Yellow Pages III	7.43%	6.67%	7.36%
Yellow Pages IV	24.2%	23.06%	23.68%
Yellow Pages V	4.5%	4.48%	4.61%
(Light)			

ely Redlands Roxborough Park Erie Keystone Ignacio Lake City Buena Vista Cascade-Chipita Park Sha Broomfield Minturn Denver Seibert Silt Security-Widefield Bethune Intercultural Institute Firestone Haxtun Aurora Oak Creek Ophir Lincoln Park Del Norte Joi Confectual Ministry ecopyright 2012, Intercultural Institute for Contextual Ministry Castle Rock Fort Garland Starkville Thornton San Lu55

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	
	MILES	MILES	MILES		MILES	MILES	
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	IS		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	2.46%	3.19%	3.16%	Prime Time I & II (Heavy)	4.51%	4.01%	
Drive Time III (Medium)	1.3%	0.65%	0.76%	Prime Time III (Medium)	1.62%	2.1%	
Radio IV & V (Light)	3.35%	2.97%	2.81%	Prime Time IV & V (Light)	11.08%	8.27%	
Radio Media Quntiles (fifths	s /			TV Early/Late Fringe Quntile	s		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	9.95%	8.77%	9.41%	Fringe I & II (Heavy)	34.93%	40.19%	
Radio III (Medium)	4.61%	4.84%	5.13%	Fringe III (Medium)	50.09%	52.34%	
Radio IV & V (Light)	4.1%	3.61%	3.9%	Fringe IV (Light)	51.49%	54.01%	
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	9.01%	12.7%	14.12%	All Day I & II (Heavy)	12.67%	13.93%	
Cable III (Medium)	4.99%	4.5%	4.8%	All Day III (Medium)	20.51%	23.56%	
Cable IV & V (Light)	31.48%	34.44%	34.38%	All Day IV (Light)	14.76%	14.27%	



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 --0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	USAGE	0-0.5	0.5-
	MILES	MILES	MILES		MILES	MILE
Day-time Radio				Prime Time TV		
Listeners				Viewers		
Dayparts [summary]	9.95%	12.27%	11.53%	8:00-11:00pm	6.58%	6.59%
6:00am - 10:00am	15%	17.84%	17.37%	Saturday:	7.64%	8.19%
10:00am - 3:00pm	8.94%	8.33%	7.92%	8:00-11:00pm		
3:00pm - 7:00pm	18.61%	15.41%	14.96%	Sunday: 7:00-11:00pm	7.7%	8.28%
7:00pm - Midnight	10.72%	14.91%	14.03%	9:00am-1:00pm	20.65%	22.08%
Midnight - 6:00am	6.74%	7.38%	6.52%	9:00am-4:00pm	23.64%	25.74%
Weekend Radio				4:00pm-7:00pm	24.56%	27.78%
Listeners				11:00pm-1:00am	35.47%	36.85%
Dayparts [summary]	15.39%	14.57%	14.56%	AVG Prime time	3.03%	2.87%
6:00am - 10:00am	5.27%	4.74%	4.62%	Mon-Sun		
10:00am-3:00pm	6.28%	7.29%	6.73%			
3:00pm - 7:00pm	5.76%	6.96%	6.52%			
7:00pm - Midnight	8.29%	9.33%	8.94%			
Midnight - 6:00am	11.56%	12.13%	11.23%			

Intercultura nstitute **Cripple Creek** Julesbura Fruita Ministra Gleneagle57 Intercultural Institute for Contextual MinistrySilver

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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	18.85%	18.36%	18.65%		Sat: 7-10am	Sat: 7-10am 15.49%	Sat: 7-10am 15.49% 18.51%
7-9am	20.06%	22.11%	22.58%		Sat: 10am-1pm	Sat: 10am-1pm 6.76%	Sat: 10am-1pm 6.76% 6.97%
9am-12noon	18.16%	18.02%	19.22%		Sat: 1-4pm	Sat: 1-4pm 20.2%	Sat: 1-4pm 20.2% 23.35%
12noon-4pm	5.49%	7.72%	8.32%		Sat: 4-6pm	Sat: 4-6pm 5.47%	Sat: 4-6pm 5.47% 6.16%
4-6pm	34.46%	45.62%	47.04%		Sat: 6-7pm	Sat: 6-7pm 1.84%	Sat: 6-7pm 1.84% 1.88%
6-7pm	14.03%	15.63%	17.09%		Sat: 7-8pm	Sat: 7-8pm 1.44%	Sat: 7-8pm 1.44% 1.22%
7-7:30pm	1.33%	1.9%	2.13%		Sat: 8-11pm	Sat: 8-11pm 7.64%	Sat: 8-11pm 7.64% 8.19%
7:30-8pm	7.83%	9.62%	10.4%		Sat: 11pm-1am	Sat: 11pm-1am 4.42%	Sat: 11pm-1am 4.42% 5.01%
8-11pm	6.58%	6.59%	7.28%		Sat: 1am-7pm	Sat: 1am-7pm 19.43%	Sat: 1am-7pm 19.43% 23.46%
11pm-12am	29.52%	29.44%	31.52%		Sun: 7-10am	Sun: 7-10am 2.35%	Sun: 7-10am 2.35% 2.29%
11pm-1am	35.47%	36.85%	39.17%		Sun: 10am-1pm	Sun: 10am-1pm 4.6%	Sun: 10am-1pm 4.6% 5.32%
1-6am	31.83%	32.18%	33.04%		Sun: 1-4pm	Sun: 1-4pm 5.9%	Sun: 1-4pm 5.9% 5.54%
					Sun: 4-7pm	Sun: 4-7pm 10.33%	Sun: 4-7pm 10.33% 10.39%
					Sun: 7-11pm	Sun: 7-11pm 7.7%	Sun: 7-11pm 7.7% 8.28%
					Sun: 11pm-1am	Sun: 11pm-1am 3.16%	Sun: 11pm-1am 3.16% 4.47%
					Sun: 1-7am	Sun: 1-7am 17.31%	Sun: 1-7am 17.31% 19.3%

Betnune Columpine valley Lon

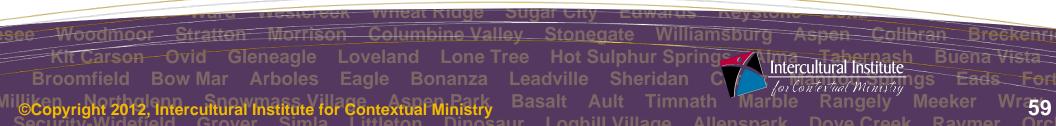
Akeside Paonia Calhan Dinosaur Crowley El Jebel Superior Starkville Hot Suphur Springs Vona Gro Thery Tuma Cheraw Springfield Derby South Fork Fairplay Delta Rock Intercultural Institute Cherry Hills Village Silverton Erie Johnstown Downieville-Lawson-Dumont for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual M

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

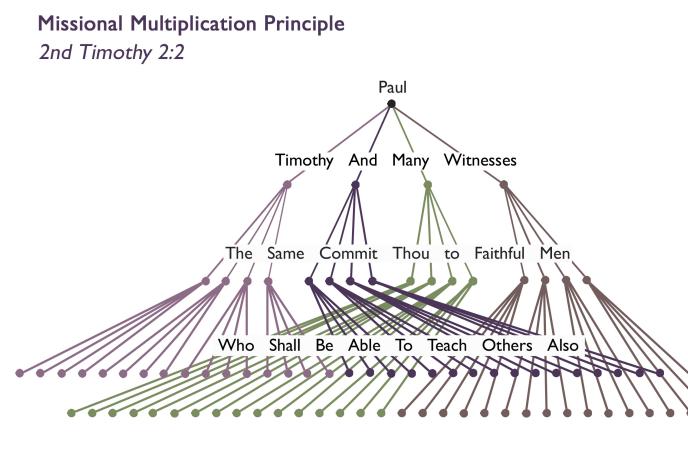
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



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.



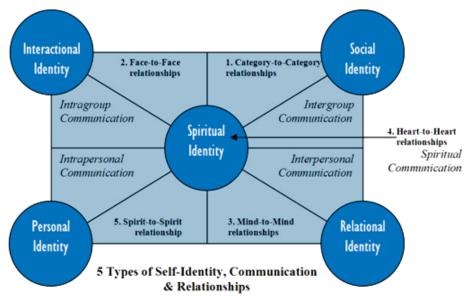
Las Animas Louisville Ward Paoli Moffat Meridian Haxtun Vilas Crestone Aguilar Colorado Springs Colorado Springs Colorado Springs Ault Air Force Academy Leadville North Castle Pines Ignacio Denver Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

Communication Steps

- 1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.
- 2. Face-to-Face: Begin interacting with the person; building a personal rapport.
- 3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.
- 4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
- 5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.





Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituallity of this particular location. This report relects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



Haswell Black Hawk Alamosa East Kim Fowler San Luis Trinidad Wiggins Simla South Fork Green H a Salle Frederick Granada Craig Wheat Ridge Bennett Swink East Pless Fruita Derby Seibert mah Springfield Byers Iliff Parachute Hooper Otis Allenspark Redla for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Back Provide Mountain View Glenwood Springs Platteville

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.

ffe Loveland Sedalia Commerce City Fort Lupton Highlands Ranch Sanford Saguache Dinesaur Louvie Boulder Red Feather Lakes Milliken Haxtun Federal Heights Montezure Mellington Evans Timnach akewood Northglenn Hot Sulphur Springs Erie Minturn Oak Creek Silve Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry



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