MissionSite top unreached locations

a Vista Grover - Westcliffe Gunnison Flagler Brush Center

CENSUS TRACT: 08103951100 REGION: Western Colorado ASSOCIATION: Grand Valley COUNTY: Rio Blanco SITESCAPE: Countryscape DENSITY PATTERN: K COLORADO Buptists COLORADO Buptists

MissionSite (TM) Table of Contents

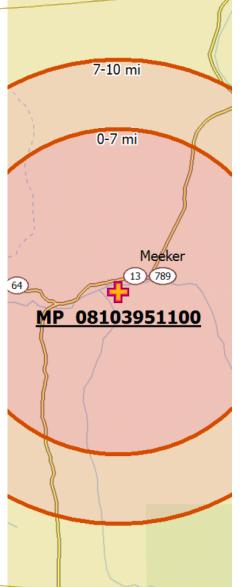
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Site Location Summary

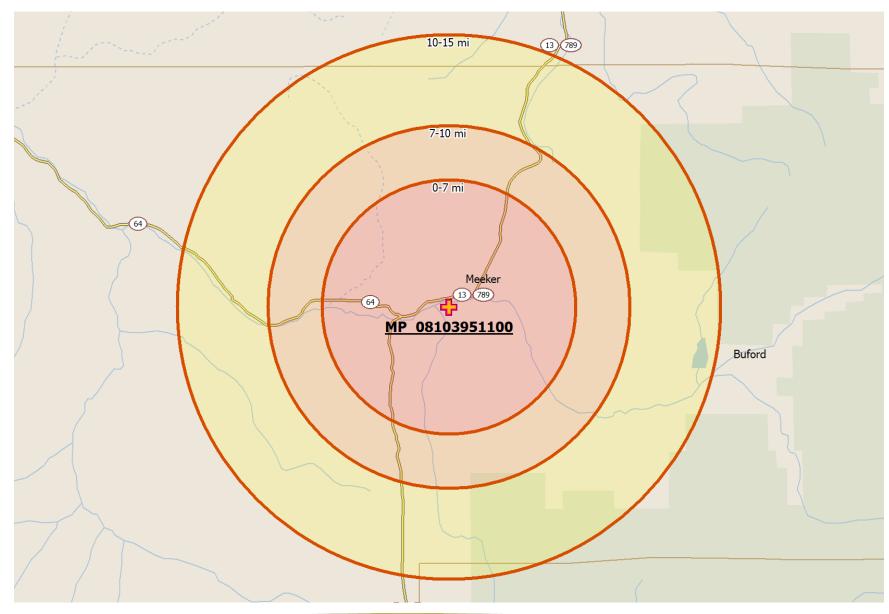
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	08R03	Western Colorado
2	Association	08A03	Grand Valley
3	County Location	08103	Rio Blanco
4	Zipcode	81641	Rio Blanco
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.22	Settlements adjacent to other settlements
8	Sitescape Density Pattern	K	2500-2500-2500



Elizabeth Ophir Wheat Ridge Keenesburg Ponderosa Park Fleming Parker Bennett Beulah Valley Ly Grover Red Feather Lakes Kim Campo Sawpit Lamar Frederick Auro Intercultural Institute Creede Pueblo Lincoln Park Paoli Cokedale Central City Alamosa ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



ittleten Antonito Black Forest Firestone Kim Eldorado Springs Log Lane Village Springfield Gold Hill B Nucla Fort Cellins Sheridan Lake Berkley Pagosa Springs Rangely Padra <u>Intercultural Institute</u> Hot Sulphur S Itain View Highlands Ranch Manassa Parker Holly St. Mary's Crested Boo Gontertual Ministry J ©Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	12	Noncore not adjacent to a metro/micro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	9	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	4	Rural areas commuting: No additional code
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Genesee Ovid Grover Windsor Laporte Eldora Greenwood Village Branson Simla Wray Manassa G Selbert Mead Aristocrat Ranchettes Dove Creek Silver Cliff Derby Intercultural Institute Alamosa East Eagle-Vail Loveland Romeo Haxtun La Jara Iliff Bor Gontextual Ministry idge Byers C 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	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	3,269	135	226
2010 Households	1,334	56	88
2010 Group Quarters Population	61	3	3

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	7	1	1
Language Diversity National Index	33	42	23
Foreign Born Diversity National Index	29	24	23
Ancestry Diversity National Index	83	85	85
Racial Diversity National Index	17	65	16

Eldorado Springs Ken Garyi Wond

of Suphur Springs Lagie De Beque Kiewa Grand Junction Olathe Kit Carson Last Pleasant view Ponder He-Lawson-Dumont Nunn Wellington Wheat Ridge Crestone Perry Park Intercultural Institute Avon Red Feather Lakes Alamosa Grand Lake Highlands Ranch Kerse for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Spowmass Village Cortez Alamosa Fast Gunbarred

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	1	True
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

ee Applewood Norwood La Jara Sugar City Seibert Mancos Aristocrat Ranchettes Manzanela Womels Curay Fraser Cheyenne Wells Severance Burlington Westcreek Del Norweiter Widefield Fort Carson Trinidad Greeley Frederick Vona Peetz Towaoc Monte Vista Parke for Confertual Ministry Confertual 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 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	248	18.59%
Mainstay Communities	Established, Diverse Households	347	26.01%
Working Communities	Blue-collar, Working Families	131	9.82%
Country Communities	Rural, Agri. & Mining Families	372	27.89%
Aspiring Communities	Young Singles / Aspiring-Multihousing	17	1.27%
Urban Communities	High Density, Inner-city Neighborhoods	218	16.34%

the Fort Garland Gleneagle Vilas Alamosa East Rangely Tabernash Cripple Creek Peetz Red Feather E Eagle-Vail Cherry Hills Village Penrose Burlington Montezuma Wellington Intercultural Institute Veta Snowmass Village Aspen Park Applewood Littleton Gold Hill Dac for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Aurora Jamestown Berkley IIIff Ward Idaho Springs The Pinery San Luis Erie Dillon Dinesaur Dolore Latenburg Romeo Fort Morgan Leadville North Fowler Coal Creek Niwer Intercultural Institute Ind Park Hillrose Springfield Colorado City Campo Eckley Center Greek View Idation Monistry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Minis

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?

Mancos Edgewater Morrison Cimarron Hills Greenwood Village Basalt Downieville-Lawson-Dumont Louviers Hotchkiss Stratmoor Ault Ouray Sanford Crestone Breed Intercultural Institute ins Federal Heights Castle Rock Peetz Commerce City Niwot Victor Confectual Ministry Confectual Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	1,664	854	51.29%
Unreached %	64.31%	63.98%	99.5
Religious But NOT Evangelical HH	317	151	47.81%
Religious But NOT Evangelical %	12.24%	11.35%	92.75
Spiritual But NOT Relig or Evang HH	299	165	55.22%
Spiritual But NOT Relig or Evang %	11.54%	12.37%	107.12
Not Evangelical, Not Interested HH	1,049	537	51.23%
Not Evangelical, Not Interested %	40.53%	40.29%	99.39



Niwot Antonito Yuma Ward Fraser Firestone Vona Sherrelwood Evans Cai / on City Kim Mance Applewood Timnath Eldora Greenwood Village Todd Creek Greeley Intercultural Institute Minturn Crawford Louisville Eagle Derby Dove Creek Larkspur Ma for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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	232	102	44.12%
Active Evangelical Percent	8.95%	8.99%	100.44
Inactive Evangelical Households	692	305	44.12%
Inactive Evangelical Percent	26.74%	26.86%	100.44
# New Churches Needed	1	1	43.93%



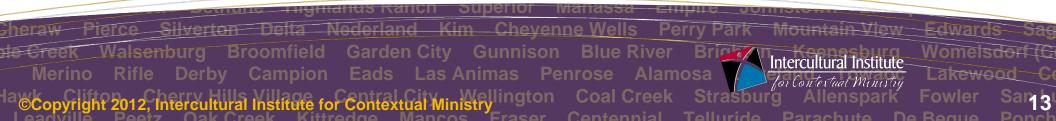


Using the Spirituality Indicators

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

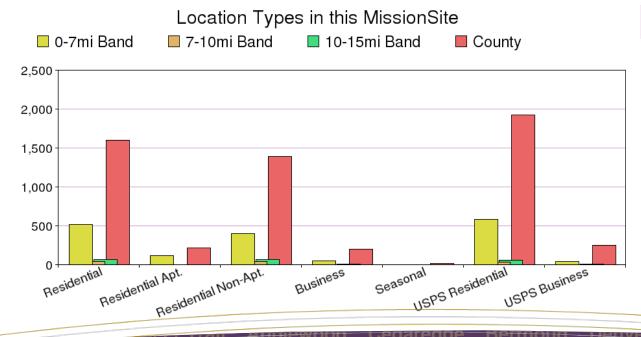
Issues for Your Consideration

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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	5,972	2,718	45.51%
2000 Population	5,986	2,911	48.63%
2010 Population	6,702	3,269	48.78%

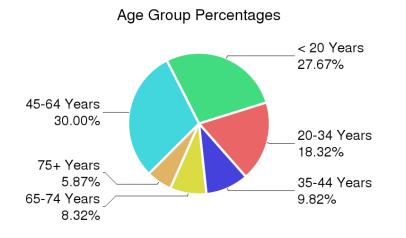


Location Type	0-7mi Band
Residential	517
Residential Apt.	119
Residential Non-Apt.	398
Business	46
Seasonal	0
USPS Residential	582
USPS Business	39

Longmont Aurora Rifle Kim Pitkin Campo Ponderosa Park Burlington Greeky Lafavette Arvada A Calhan Grand Junction Security-Widefield Steamboat Springs Dacono Intercultural Institute mpa Womelsdorf (Coalton) Williamsburg Kiowa Crook Aristocrat Ranche Contextual Ministry at Copyright 2012, Intercultural Institute for Contextual Ministry aporte Nucla Mancos Cherry Hills Village

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

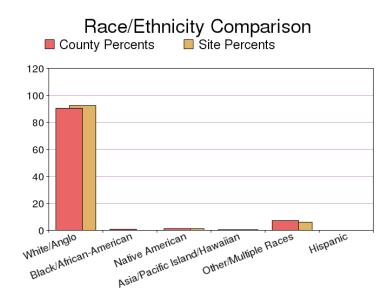


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.74%	7.16%	124.74
4-5 Years	2.88%	2.42%	84.03
6-8 Years	4.36%	4.31%	98.85
9-11 Years	4.22%	4.1%	97.16
12-13 Years	2.7%	2.72%	100.74
14-17 Years	5.66%	4.5%	79.51
18-19 Years	2.91%	2.48%	85.22
0-5 Years	8.62%	9.57%	111.02
6-12 Years	9.94%	9.82%	98.79
13-19 Years	9.91%	8.29%	83.65
< 20 Years	28.47%	27.68%	97.23
20-34 Years	20.17%	18.32%	90.83
35-44 Years	11.37%	9.82%	86.37
45-64 Years	27.31%	30.01%	109.89
65-74 Years	7.82%	8.32%	106.39
75+ Years	4.86%	5.87%	120.78
Median Age	36	40	109.74
Median Age (Male)	35	39	112.31
Median Age (Female)	37	42	113.21

Ramah Milliken <u>El Jobel Berthoud Blanca Thornton Byers Crawford</u> Tabernash Alma Leadville Colu Sawpit Silverton Niwot Glenwood Springs Mountain Village Hayden <u>Intercultural Institute</u> Keenesburg Eaton Swink Brighton Peetz Downieville-Lawson-Dumon ^{Intercultural Institute} for Contextual Ministry ^{Intercultural Institute} for Contextual Ministry 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	90.45%	92.47%	102.24
Black, African-American	0.7%	0.09%	13.09
Native American	1.12%	1.04%	92.94
Asian	0.45%	0.43%	95.67
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	7.28%	5.93%	81.5
Hispanic	0%	10.55%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,305	2,179	
Less than 9th Grade	4.07%	6.1%	66.6
No High School Diploma	6.81%	7.57%	89.88
High School Graduate	32.71%	31.48%	103.89
Some College, no degree	27.34%	29.74%	91.94
Associate Degree	8.94%	6.56%	136.27
College Degree	13.19%	13.45%	98.12
Graduate/Prof. degree	6.95%	5.09%	136.34

Gunbarrel Palisade Lone Tree Montrose Silver Cliff Avondale Lochbule Woodland Park Leadville Tell defino Holyoke Brookside Wellington Morrison Wiley Deer Trail Meridian Buena Vista Creede North E Collbran Milliken Coal Creek Louviers Allenspark Commerce City Manza for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	5.8%	7.12%	141.77
\$10,000 to \$19,999	12.29%	16.27%	132.39
\$20,000 to \$29,999	11.67%	12.29%	105.35
\$30,000 to \$49,999	23.53%	22.79%	96.84
\$50,000 to \$59,999	9.43%	10.04%	106.54
\$60,000 to \$69,999	9.66%	9.45%	97.78
\$70,000 to \$79,999	8.11%	8.02%	98.85
\$80,000 to \$89,999	5.83%	6%	102.78
\$90,000 to \$99,999	3.44%	2.85%	82.83
\$100,000 to \$124,999	5.45%	1.57%	28.89
\$125,000 to \$149,999	2.67%	3.15%	118.09
\$150,000 to \$199,999	1.74%	0.07%	4.31
\$200,000 to \$249,999	0.15%	0%	0
\$250,000 or more	0.23%	0.22%	97
Median Household	46,516	42,940	92.31
Average Household	56,132	52,649	93.79
Per Capita Household	22,991	21,588	93.9
Family/Non-Family Household			
Income			
Median Family Income	55,032	50,314	91.43
Average Family Income	64,941	59,611	91.79
Median Non-Family Income	29,705	27,450	92.41
Average Non-Family Income	34,904	21,826	62.53

Dinosaur Denver Dacono Granada Cedaredge Mount Crested Butte Delta Paoli Manassa Gold Hill Ha imarron Hills Atwood Georgetown Simla Ovid Indian Hills Vilas Durano Intercultural Institute Columbine Valley Fort Collins Basalt Aristocrat Ranchettes Florence for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	70.67%	67.92%	96.1
Families with Children	35.74%	32.68%	91.44
Families without Children	34.93%	35.23%	100.86
Non-Family Households			
% Non-Family Households	29.33%	32.08%	109.4
Non-Families with Children	0.23	0.37	161.67
Non-Families without Children	29.1	31.71	108.98
Housing Units			Index
Total Housing Units	3,254	1,559	
Vacant percent	20.47%	14.43%	70.51
Owned percent	56.15%	60.42%	107.62%
Rented Percent	23.39%	25.08%	107.24
Households by Size			Index
Avg household size	2.50	2.40	96
Avg family hh size	3.04	2.98	98.03
Avg non-family hh size	1.21	1.19	98.35
Households By Count of Persons			Percent
One	666	384	57.66%
Two	908	480	52.86%
Three or Four	774	361	46.64%
Five+	240	109	45.42%

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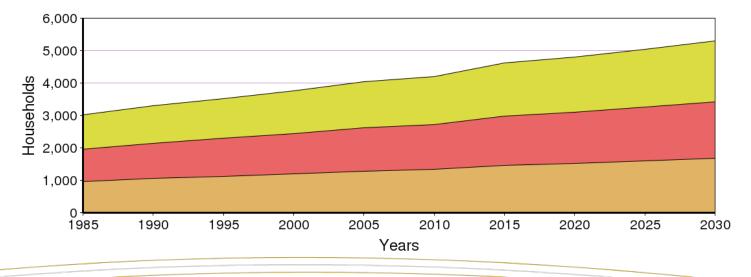
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	5,972	2,718	45.51%
2000 Population	5,986	2,911	48.63%
2010 Population	6,702	3,269	48.78%
2015 Population	7,542	3,717	49.28%

Household Change from 1985 to 2030

🔲 0-7mi Ring 🛛 📕 0-10mi Ring

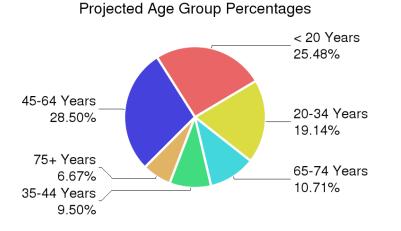
🗖 0-15mi Ring



Indale Bayfield Womelsdorf (Coalton) Woodmoor Dillon Kiowa St. Mary's Twin Lakes Sawpit Eldora Alamosa East Thornton Crook Silverton Keenesburg Meeker Kim <u>Intercultural Institute</u> of Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Second Starkville Morrison South Fork Springfield Longmont Cent

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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

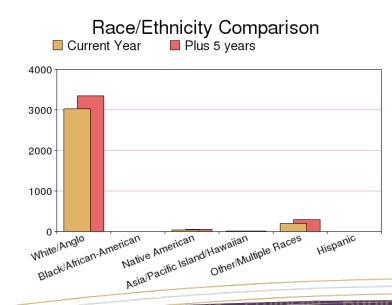


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.16%	6.05%	84.5
4-5 Years	2.42%	2.07%	85.54
6-8 Years	4.31%	3.9%	90.49
9-11 Years	4.1%	4.06%	99.02
12-13 Years	2.72%	2.72%	100
14-17 Years	4.5%	4.52%	100.44
18-19 Years	2.48%	2.15%	86.69
0-5 Years	9.57%	8.12%	84.85
6-12 Years	9.82%	9.36%	95.32
13-19 Years	8.29%	7.99%	96.38
< 20 Years	27.68%	25.47%	92.02
20-34 Years	18.32%	19.13%	104.42
35-44 Years	9.82%	9.5%	96.74
45-64 Years	30.01%	28.49%	94.94
65-74 Years	8.32%	10.71%	128.73
75+ Years	5.87%	6.67%	113.63
Median Age	36	42	115.04
Median Age (Male)	35	42	121.51
Median Age (Female)	37	43	115.56

Cottonwood Larkspur Columbine Valley Niwot Hotchkiss Branson Yuma Fountain Olathe Ault O Byers Breckenridge Nederland Kim Williamsburg Hugo Alamosa East Intercultural Institute Swink Crested Butte Northglenn Mead Foxfield Morrison Silverthorne Torcontextual Ministry Beckenright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-7 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	92.47%	90.21%	97.55
Black, African-American	0.09%	0.13%	146.58
Native American	1.04%	1.29%	124.16
Asian	0.43%	0.38%	87.95
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	5.93%	8.02%	135.09
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,179	2,578	
Less than 9th Grade	6.1%	5.66%	92.78
No High School Diploma	7.57%	7.1%	93.74
High School Graduate	31.48%	31.69%	100.66
Some College, no degree	29.74%	29.56%	99.39
Associate Degree	6.56%	6.87%	104.62
College Degree	13.45%	13.81%	102.7
Graduate/Prof. degree	5.09%	5.31%	104.32

Wiley Red Feather Lakes Eagle-Vail Kiowa Allenspark Avondale Mountain View Orchard City Trinide Haswell Pueblo Rye Clifton Antonito Coal Creek Arvada Arriba Intercultural Institute Longmont Parachute Dillon Sedgwick Fort Garland Grover Log Lan for Contextual Ministry Copyright 2012, 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 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 0-7 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 0-7 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 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	7.12%	6.35%	89.14
\$10,000 to \$19,999	16.27%	15.63%	96.09
\$20,000 to \$29,999	12.29%	12.22%	99.39
\$30,000 to \$49,999	22.79%	22.25%	97.65
\$50,000 to \$59,999	10.04%	9.83%	97.85
\$60,000 to \$69,999	9.45%	7.78%	82.39
\$70,000 to \$79,999	8.02%	8.94%	95.31
\$80,000 to \$89,999	6%	6.62%	97.89
\$90,000 to \$99,999	2.85%	3.41%	119.81
\$100,000 to \$249,999	1.57%	2.59%	164.77
\$125,000 to \$149,999	3.15%	3.28%	104.07
\$150,000 to \$199,999	0.07%	0.27%	364.23
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.22%	0.2%	91.06
Median Household	42,940	45,363	105.64
Average Household	52,649	56,412	107.15
Per Capita Household	21,588	22,332	103.45
Family/Non-Family Household			
Income			
Median Family Income	50,314	51,878	103.11
Average Family Income	59,611	63,865	107.14
Median Non-Family Income	27,450	29,111	106.05
Average Non-Family Income	21,826	23,080	105.75

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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 0-7 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 0-7 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 0-7 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	67.92%	67.92%	100
Families with Children	32.68	32.42	99.2
Families without Children	35.23	38.16	108.3
Non-Family Households			
% Non-Family Households	32.08%	32.08%	99.99
Non-Families with Children	0.37	0.27	99.99
Non-Families without	31.71	31.81	100.31
Children			
Housing Units			
Total Housing Units	1,559	1,712	109.81%
Vacant percent	14.43%	14.43%	99.97
Owned percent	60.42%	60.34%	99.86
Rented Percent	25.08%	25.18%	100.38
Households by Size			
Avg household size	2.40	2.50	104.17%
Avg family hh size	2.98	3.10	104.03%
Avg non-family hh size	1.19	1.21	101.68%
Households By Count of			
Persons			
One	384	426	110.94%
Тwo	480	479	99.79%
Three or Four	361	421	116.62%
Five+	109	139	127.52%

The Berkley Pierce Growley Sheridan Lake Julesburg Denver Grand Junction Campion Kersey Keys Inter Park Greenwood Village Del Norte Red Cliff Aguilar Craig Crested Intercultural Institute Centennial Estes Park Kiowa Lamar Manitou Springs Byers Golden (a) 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:	0-7	7-10	10-15	BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	105	0	141	Eastern A	frica 0	0	0
Northern Europe	4	0	5	Middle Afr	ica 0	0	0
Western Europe	27	0	36	Northern A	Africa 0	0	0
Southern Europe	4	0	5	Southern	Africa 0	0	0
Eastern Europe	0	0	0	Western A	frica 0	0	0
Other Europe	0	0	0	Other Afric	ca 0	0	0
Eastern Asia	6	0	8	Oceania	0	0	0
So. Central Asia	4	0	6	Caribbear	0	0	0
SE Asia	0	0	0	Central Ar	ner. 51	0	69
Western Asia	0	0	0	South Am	erica 2	0	3
Other Asia	0	0	0	North Ame	erica 7	0	9
				Born at se	a 0	0	0

Red Feather Lakes Avondale Rockvale Granby Sherrelwood Thornter Intercultural Institute Edwards Trinidad Derby Silverton Granada Leadville Littleton Mor Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry Correction Springer Copyright 2012, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	2,477	0	3,011	Other Indo-Euro	0	0	0
Spanish	131	0	150	Asian/PI languages	0	0	0
Other Indo-Euro	59	0	68	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	23	0	27	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	9	0	10	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	9	0	10	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	5	0	6	Other Asian	0	0	0
A Scandinavian	9	0	10	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	4	0	5	Other languages	5	0	5
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	5	0	5
Urdu	0	0	0				

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 Pueblo Colorado Springs Eldorado Springs Keystone Mancos Aristocrat Ranchettes Vona Pierce Es St. Mary's Montrose Ovid Wiggins Wiley Palmer Lake Greeley South Intercultural Institute Nederland Holly Sanford Hayden Gunnison Hotchkiss New Castle Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Stratton Select Parker Pitkin Brookside Frederick Carbondale Oral

Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15
	MILES	MILES	MILES
Reporting ancestry	2,153	0	2,595
Arab	0	0	0
Armenian	0	0	0
Austrian	14	0	17
British	0	0	0
Canadian	0	0	0
Croatian	0	0	0
Czech	8	0	10
Czechoslovak	3	0	4
Danish	32	0	38
Dutch	33	0	40
English	266	0	320
European	19	0	23
Finnish	10	0	12
French (not Basque)	90	0	108
French Canadian	21	0	25
German	477	0	575
Greek	14	0	17
Hungarian	13	0	16
Iranian	0	0	0

beth El Jebel Wheat Ridge Lakewood Acres Green Crestone Palisade Steamboat Springs Olathe Hillion Trail Westcliffe Kit Carson Estes Park Empire Frederick Ordway Cruck Intercultural Institute enburg Del Norte Air Force Academy Silver Plume Loghill Village Eagle for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

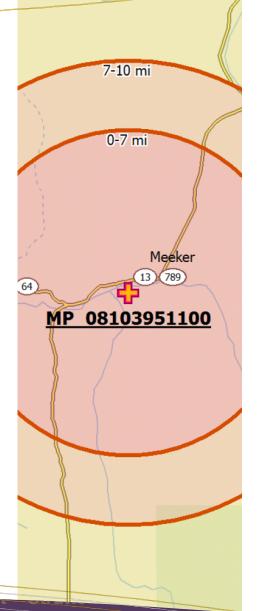
Issues for Your Consideration - continued

- 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?

Red Feather Lakes Atwood Lincoln Park Georgetown Fruitvale Black Hawk Larkspur Battlement Mesa Pueblo West Collbran El Jebel Meeker Durango Indian Hills Superior Intercultural Institute Applewood Cortez Foxfield Padroni Parker Sterling Bayfield Welby Jor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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



orough Park Gilcrest La Salle Stonegate Glendale Mancos Sheridan Salida Aspen Hugo Redlands a Acres Green Ovid Nucla West Pleasant View Kittredge Pitkin Campor Intercultural Institute res Cheraw Denver Louisville Strasburg Breckenridge Yuma Edwards JorConfectual Ministry Pacopyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual Ministry Confectual Ministry Confectual Confectual Ministry Confectual Confectual Ministry Confectual Confectual Confectual Confectual Ministry Confectual Confectual Confectual Confectual Ministry Confectual Confec

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,334	100%	852	100%
AFFLUENT SUBURBIA	70	5.25%	48	5.63%
America's Wealthiest	0	0%	0	0%
Dream Weavers	3	0.22%	2	0.23%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	67	5.02%	46	5.4%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	178	13.34%	120	14.08%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	178	13.34%	120	14.08%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	281	21.06%	180	21.13%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	35	2.62%	23	2.7%
Urban Optimists	0	0%	0	0%
Family Convenience	246	18.44%	157	18.43%
Mid-Market Enterprise	0	0%	0	0%

Ponderosa Park La Veta Rocky Ford Lochbuie Williamsburg Meridian Fowier Security Widefield Clifton Head Mancos Sheridan Kit Carson Keystone Naturita Hudson Atway Intercultural Institute ede Castle Pines North Walsh Orchard Mesa Monte Vista Rangely Cen Jor Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,334	100%	852	100%
BLUE COLLAR BACKBONE	44	3.3%	29	3.4%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	16	1.2%	10	1.17%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	28	2.1%	19	2.23%
AMER. DIVERSITY	66	4.95%	44	5.16%
Ethnic Urban Mix	15	1.12%	11	1.29%
Urban Blues	41	3.07%	26	3.05%
Professional Urbanites	10	0.75%	7	0.82%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	87	6.52%	59	6.92%
Steadfast Conservative	76	5.7%	52	6.1%
Moderate Conventionalists	11	0.82%	7	0.82%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Olney Springs <u>Gypsum Sedgwick Cherry Hills Village</u> Allenspark Gleneagle Penrose Fort Carson Orcha ighlands Ranch La Veta Ponderosa Park Franktown Atwood Walden Ciro Hills Winter Park Parker igely Nucla East Pleasant View Sawpit Roxborough Park South Fork La Contextual Institute of Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,334	100%	852	100%
REMOTE AMERICA	192	14.39%	116	13.62%
Hardy Rural Fam.	110	8.25%	67	7.86%
Rural Southern Living	29	2.17%	17	2%
Coal & Crops	53	3.97%	32	3.76%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	17	1.27%	13	1.53%
Young Cosmopolitans	15	1.12%	12	1.41%
Minority Metro Communities	2	0.15%	1	0.12%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	180	13.49%	111	13.03%
Industrious Country Living	83	6.22%	56	6.57%
America's Farmland	97	7.27%	55	6.46%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

r Holyoke Vail Buena Vista Redlands Dove Creek Paoli Montrose Silt Holly Williamsburg Granby H Basalt North Washington Aguilar Brush Blue River Center Yuma Chera Glandale Cedaredge C ak Creek Wiley La Jara Franktown Colorado Springs Otis Cheraw Avenue for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,334	100%	852	100%
STRUGGLING SOCIETIES	173	12.97%	101	11.85%
Rugged Southern Style	173	12.97%	101	11.85%
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	45	3.37%	31	3.64%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	2	0.15%	1	0.12%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	23	1.72%	17	2%
New Generation Activists	20	1.5%	13	1.53%
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%

Fort-Lupton Downieville-Lawson-Dumont Silver Plume Genesee Creede Granby Superior Las Animas P Blanca Platteville Julesburg Strasburg Idaho Springs Nucla Bow Montercultural Institute od Springs Hooper Coal Creek Rifle Longmont El Jebel Coal Creek for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?

Lincoln Park Niwet Aristocrat Ranchettes Fairplay Fort Collins Aspen Park Grover Holyoke Brookside data Dolores Deer Trail Penrose The Pinery Genoa Cherry Hills Village Intercultural Institute Loveland Brighton Alamosa East Ault Wray Ordway Georgetown For Confectual Ministry Confectual Ministry Ouray Pritch 34 Copyright 2012, Intercultural Institute for Contextual Ministry

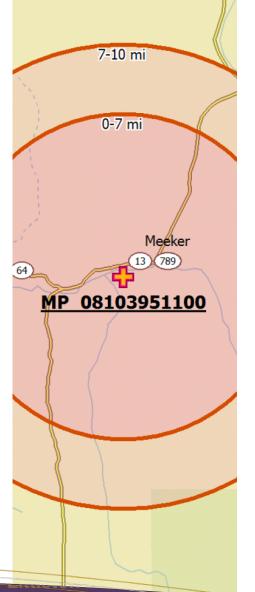
Potential Cultural Bridges

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).



ty Sheridan La Veta Towaoc Black Hawk Genesee Haxtun Denver Loghii Village Stratton Basalt De Collbran Castle Rock Dove Creek Durango Aguilar Mead Fowler <u>Barachute</u> Evans William Keenesburg Grover Grand Junction Wellington Milliken Moffat Platton Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry S Yampa Ridgway Gunnison Mount Crested Butte 35

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES		0-7	0-7 7-10
	MILES	MILES	MILES		MIL	ES	ES MILES
PC-HH Own	77%	77%	77%	Internet Use: News/ Weather	27%	ó	6 27%
Use Comp. for Internet/E-mail	62%	61%	61%	Internet Use: Banking	25%)	25%
Internet Use: E-Mail	50%	50%	50%	Use Comp. for News/Info./Data	23%		23%
Use Comp. for Word	43%	43%	43%	Service			
Processing				PC-Network-HH Has One	17%		17%
Use Comp. for Comp. Games	41%	42%	41%	Use Comp. for Accounting	16%		16%
Use Comp. for Shopping	37%	37%	37%	Use Comp. for Personal Financial	14%		14%
Use Comp. for Digital Camera	35%	35%	35%	Mngmnt			
Photo Editing				Use Comp. for Filing/DB Mngmnt	14%		14%
Use Comp. for Education	31%	31%	31%	Internet Use: Shopping: Made A	12%		12%
Use Comp. for Banking	31%	31%	31%	Purchase			
HH Owns DVD Player	28%	28%	27%	Internet Use: Shopping: Gathered	12%		11%
				Info. for Shopping			
				Internet Use: Research/ Education	11%		11%

Cottonwood nstitute Olathe Contextual Ministry Keenesbura 36

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	67%	67%	67%
Dining Out (Not Fast Food)	58%	58%	58%
Reading Books	52%	52%	53%
Card Games	44%	44%	44%
Gardening	39%	39%	39%
Go To A Beach/Lake	37%	37%	37%
Cooking for Fun	35%	35%	35%
Board Games	33%	33%	33%
Going To	21%	21%	21%
Bars/Nightclubs/Dancing			
Photography	19%	19%	19%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	42%	42%	42%
Dentist	28%	28%	28%
Backache	22%	22%	22%
Eye Dr.	21%	21%	21%
Hypertension/High Blood	21%	21%	21%
Pressure			
None Of These	19%	19%	19%
High Cholesterol	18%	18%	18%
Any Arthritis	16%	16%	16%
Overweight (30 Pounds Or	16%	16%	16%
More)			

Edgewater East Pleasant View Holly Basalt Hot Sulphur Springs Monte Vista Aurora Sheridan Fairpla Greek Castle Pines North Franktown Manzanola Walsh Gold Hill Montro Intercultural Institute Aspen Air Force Academy Pueblo Gleneagle Golden Eagle-Vail Leadvill For Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Pitkin Colorado City Minturn Starkville Johnstown 37

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Concert	25.07%	25.05%	25.04%
Live Theater	18.8%	18.85%	19.05%
Live Theater Most Often	16.34%	16.39%	16.56%
Rock/Pop Concerts Most	12.26%	12.23%	12.12%
Often			
Comedy Club	8.48%	8.43%	8.31%
Country Concerts Most	8.17%	8.16%	8.07%
Often			
Movies: Comedy	37.48%	37.43%	37.2%
Movies: Action/Adventure	36.27%	36.2%	36.01%
Movies: Fam.	19.17%	19.18%	19.12%

Phoen Grand View Estates Mountain View Glendale Palisade Bayfield Hillrose Marble Orchard City North Rico Ovid Westcliffe Dinosaur Pitkin Firestone Fountain Vona Brecht Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	41%	41.1%	41.31%		Baseball	Baseball 11.3%	Baseball 11.3% 11.31%
Swimming	35.22%	35.2%	35.1%		Stationary Cycling	Stationary Cycling 11.18%	Stationary Cycling 11.18% 11.17%
Freshwater Fishing	23.99%	24.07%	24.02%		Backpacking/Hiking	Backpacking/Hiking 11.18%	Backpacking/Hiking 11.18% 11.25%
Bowling	22.39%	22.41%	22.3%		Power Boating	Power Boating 10.72%	Power Boating 10.72% 10.76%
Camping Trips	20.69%	20.7%	20.56%		Football	Football 9.57%	Football 9.57% 9.58%
Billiards/Pool	18.91%	18.81%	18.52%		Canoeing/Kayaking	Canoeing/Kayaking 9.56%	Canoeing/Kayaking 9.56% 9.54%
Hunting	16.41%	16.51%	16.48%		Softball	Softball 9%	Softball 9% 9.04%
Golf	15.5%	15.67%	15.87%		Volleyball	Volleyball 8.5%	Volleyball 8.5% 8.51%
Basketball	15.09%	15.1%	14.97%		Horseback Riding	Horseback Riding 8.16%	Horseback Riding 8.16% 8.19%
Weight Training	14.99%	14.97%	14.88%		Motorcycling	Motorcycling 7.9%	Motorcycling 7.9% 7.92%
Jogging/Running	14.43%	14.44%	14.38%		Aerobics	Aerobics 7.83%	Aerobics 7.83% 7.8%
Mountain/Road Biking	13.86%	13.96%	14.08%		Saltwater Fishing	Saltwater Fishing 7.77%	Saltwater Fishing 7.77% 7.68%
Target Shooting	12.73%	12.81%	12.83%		Archery	Archery 6.78%	Archery 6.78% 6.83%
Using Cardio Machine	12.41%	12.37%	12.3%		Soccer	Soccer 6.56%	Soccer 6.56% 6.55%



The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Tennis	6.13%	6.12%	6.09%	Rock Climbing	3.75%	3.78%	3.78%
Yoga	5.93%	5.9%	5.89%	Sailing	3.73%	3.72%	3.74%
Roller Skating	5.78%	5.8%	5.77%	Auto Racing	3.73%	3.73%	3.72%
Water Skiing	5.76%	5.78%	5.77%	Snowboarding	3.52%	3.53%	3.51%
Downhill & X-Country	5.61%	5.65%	5.65%	Racquetball	3.39%	3.37%	3.32%
Skiing				Skateboarding	3.31%	3.33%	3.35%
Snowmobiling	5.58%	5.66%	5.72%	Hockey	3.21%	3.22%	3.21%
Fly Fishing	5.39%	5.4%	5.38%	Martial Arts	2.95%	2.92%	2.87%
Ice Skating	5.38%	5.41%	5.43%	Surfing & Windsurfing	2.85%	2.85%	2.82%
Snorkeling	5.06%	5.08%	5.05%	Rowing	2.81%	2.82%	2.85%
Jet Skiing	4.9%	4.91%	4.9%				

Dinosaur Pierce Sit Clifton Gunnison Parker Iliff Bonanza Ward Idaho Springs Avon Cortez Ho Colorado Springs Cimarron Hills Ault Manassa Hugo Yuma St. Maron Intercultural Institute Applewood Two Buttes Steamboat Springs Federal Heights Pitkin Flag For Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

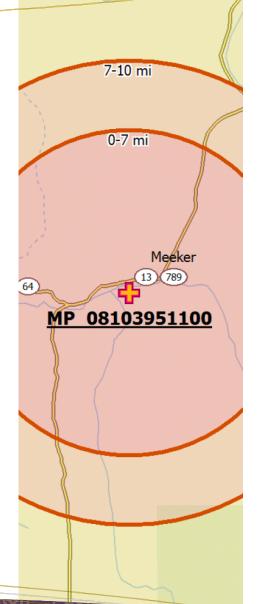
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



mbine Valley Perry Park Campton Ward Johnstown Milliken Womelsdorf (Coalton) Derby Cherry Hills Ville Cimarron Hills Castle Pines Dinosaur Gypsum Yuma Bow Mar Lapar <u>Intercultural Institute</u> Mount Crested B on City Rye Mountain View Applewood Empire Kittredge Basalt Auror for 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.

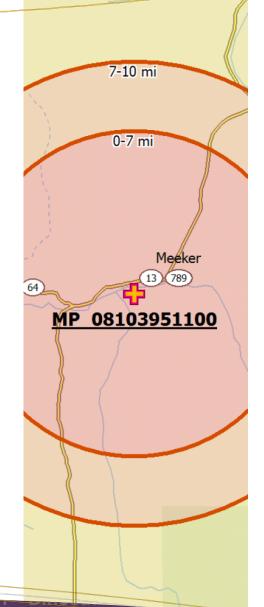
CULTURAL BARRIERS OF ACCEPTANCE

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.



Vail Burlington Highlands Ranch Crowley Genesee Sugar City Derby Alamosa East Green Mountain H ield Victor Parachute Dolores Cheyenne Wells Wray Columbine Eagle Intercultural Institute Foulder Crawford Fruitvale Wellington Blue River Olney Springs Castle for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Wellby Cilerent Logbill Village Across Bark

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning	49%	49%	49%	Like to Stand Out In A Crowd	20%	20%	20%
New Things				Marijuana Should Be Legalized	18%	18%	18%
Find It Difficult To Say No To My Kids	38%	38%	38%	Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Woman's Place Is In The Home	37%	37%	37%	I Am A Workaholic	17%	17%	17%
Speak My Mind Even If It Upsets People	34%	34%	34%	Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Like Control Over People And Resources	32%	32%	32%	Only Work Current Job for The Money	15%	15%	15%
Prefer To Have Few Possessions As Possible	31%	32%	32%	We Should Strive for Equality for All	11%	11%	11%
Like To Do Unconventional Things	30%	30%	30%	Happy With My Standard Of Living	11%	11%	11%
Money Is Best Measure Of Success	28%	28%	28%	On Whole People Get What They Deserve	9%	9%	9%
Don't Judge People/Way They Live Life	28%	27%	27%	Indulge My Kids With The Little Extras	9%	9%	9%
If Won Lottery Would Never Work Again	25%	25%	25%	Little I Can Do To Change My Life	7%	7%	7%
Friends More Important Than My Fam.	23%	24%	24%	Very Happy With My Life As It Is	6%	6%	6%
Too Much Sponsorship In Arts/Sports	21%	21%	20%				

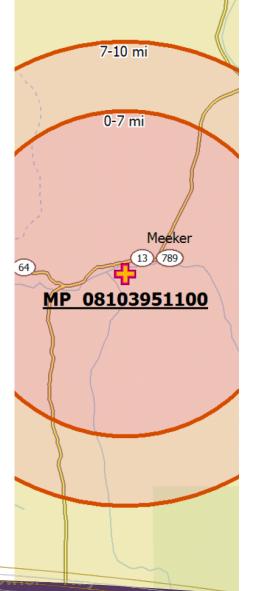
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Nucla Burlington Orchard City Norwood Fairplay Cai, Son City Walsh Columbus Alarosa Estes Park watch Grand Junction Deer Trail Fowler Lafayette Crawford Perry Intercultural Institute St. Mary's Starkville Loveland Trinidad Cheyenne Wells Wiley Creve Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Vilas Otis Ponderosa Park Stratmoor Cimarron Hills

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.



Campo Monte Vista Craig Allenspark Pritchett Palisade Cherry Hills Village Gypsum Sedgwick Gar Edgewater Center Limon Ponderosa Park Sheridan Aspen Park Sales Intercultural Institute Aurora Haxtun Mancos Downieville-Lawson-Dumont Sterling Sawpit Confectual Ministry Commerce City Walden Lone Tree Westcliffe Simla 44

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-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	61%	61%	61%	Worried About Pollution Caused By Cars	16%	16%	16%
You Should Seize Opportunities	55%	55%	55%	Is An Important Part Of Who I Am	15%	15%	15%
In Life				Real Men Don't Cry	15%	15%	15%
Like To Understand About Nature	35%	35%	35%	Looking for New Ideas To Improve Home	15%	15%	14%
Important Feel Respected By My Peers	33%	33%	33%	Try Not To Worry About The Future	12%	12%	12%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Enjoy Spending Time With My Fam.	11%	11%	11%
Prefer To Have Few Possessions As Possible	31%	32%	32%	Provide My Kids With The Little Extras	10%	10%	10%
Important To Juggle Various	28%	28%	28%	Feel Very Alone In The World	6%	6%	6%
Tasks				Like Spending Most Time With	5%	5%	5%
Good At Fixing Things	26%	26%	26%	Fam.			
Have Keen Sense Of Adventure	25%	26%	26%	Children Should Be Allowed To	5%	5%	5%
People Have To Take Me As	22%	22%	22%	Express Themselves			
They Find Me				Decor Particular Interest To Me	5%	5%	5%
Like To Just Enjoy Life	21%	21%	21%	Would Like To Set Up Own	4%	4%	4%
Consider Myself Interested In The Arts	19%	19%	19%	Business			

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A Montal Grand Unction Black Hawk Fort Lupton Aurora Crook Blue River Coar Creek Eckley Meridia Unacto Downieville-Lawson-Dumont Westcreek Eads Woodland Park Such Intercultural Institute Grand Lake Granby Timnath Manitou Springs Mead Centennial Edge (onfectual Ministry for Confectual Ministry er Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 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.



7-10 mi

0-7 mi

MP 08103951100

Meeker

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	87.46%	87.52%	87.38%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.37%	83.52%	83.65%
Houses-Visit Any			
McDonald's	58.41%	58.4%	58.25%
Burger King	37.51%	37.5%	37.32%
Subway	33.05%	33.06%	32.89%
Applebee's	30.17%	30.21%	30.21%
Wendy's	28.5%	28.46%	28.35%
Taco Bell	27.69%	27.69%	27.55%
Kentucky Fried Chicken (KFC)	27.4%	27.43%	27.29%
Arby's	25.63%	25.71%	25.62%
Dairy Queen	22.34%	22.47%	22.5%
Pizza Hut	21.88%	21.9%	21.82%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Olive Garden	18.89%	18.93%	19.02%
Cracker Barrel	15.89%	15.88%	15.87%
Red Lobster	15.78%	15.8%	15.82%
Outback Steakhouse	13.76%	13.71%	13.66%
Sonic	13.68%	13.6%	13.42%
Domino's Pizza	11.47%	11.4%	11.23%
Denny's	11.16%	11.16%	11.14%
Hardee's	10.97%	11.03%	11.02%
IHOP (International House Of	10.91%	10.83%	10.76%
Pancakes)			
Chili's Grill and Bar	10.4%	10.36%	10.27%
Chick-Fil-A	10.34%	10.25%	10.1%
Starbucks	9.84%	9.83%	9.81%

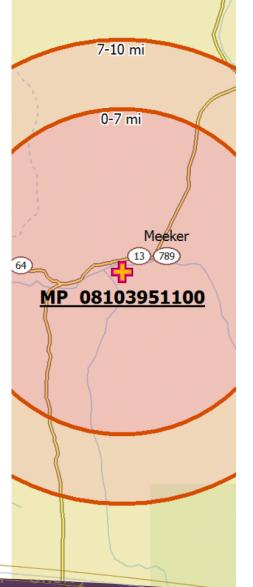
wheat Kinge Two butters in Series Againan Genesee Dove Creek Wheat Kinge Two butters in Series Empire Walsh Strasburg Rockvale Greeley Air Force Academy Sugar City Del Norte Creek Heights Gunbarrel Sant mpo Caï /20n City Cedaredge Hotchkiss Fort Collins West Pleasant View Confertual Ministry ler Silt Victor Confertual Ministry Confertual Institute for Contextual Ministry Tabernash La Salle Norwood Yuma South Fork Delt 47

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!



Salida Hayden Williamsburg Milliken Hotchkiss Roxborough Park Sugar City Crestone Raymer Avon Horgan Parachute Pagosa Springs Lincoln Park Calhan Westminster Intercultural Institute Fridan Merino Columbine Crook Hudson Dillon Battlement Mesa Super Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	48.54%	48.71%	48.9%
Recycled products	35.21%	35.28%	35.41%
Worked as volunteer (non political)	18.59%	18.65%	18.68%
Engaged in fund raising	11.7%	11.75%	11.76%
Religious club member	8.4%	8.43%	8.45%
Wrote to elected offcl about publ bus	6.47%	6.49%	6.5%

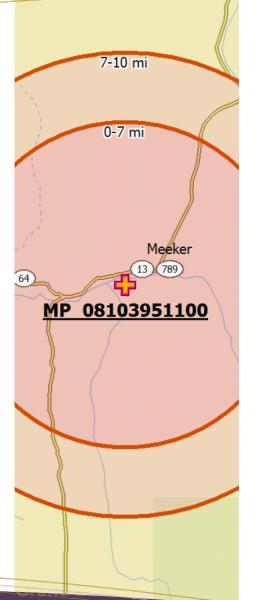
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Union member	5.99%	6.02%	6.05%
Wrote to editor of mag or	5.91%	5.9%	5.9%
newspaper			
Charitable Organization	5.87%	5.92%	5.96%
Church Board	5.57%	5.62%	5.66%
Addressed a public meeting	5.49%	5.54%	5.58%
Took active part in local civic	5.36%	5.39%	5.41%
issue			

d Wheat Ridge Eads Fort Carson South Fork Manitou Springs Highlands Ranch San Luis Pitkin West P Edgway Gunbarrel Stratton Lyons Berkley Elizabeth Penrose Steambor Intercultural Institute ghill Village La Veta Gold Hill Thornton The Pinery Yuma Lone Tree A for Contextual Ministry Lake City P raccopyright 2012, Intercultural Institute for Contextual Ministry Paper Context Wellington Columbine Valley Sugar City

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.



Delta Paonia Security-Widefield Fort Garland Hot Sulphur Springs Rye Arriba Thornton Orchard Me Burlington Glenwood Springs Bow Mar Aspen Park Eldorado Springs Intercultural Institute Silver Plume Rico Las Animas Perry Park Frederick Hartman Olat Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	16.61%	16.57%	16.57%
Children's Books	13.19%	13.2%	13.19%
Mystery	11.85%	11.85%	11.89%
Cookbooks	10.73%	10.75%	10.77%
Religious (not Bibles)	8.24%	8.23%	8.21%
Romance	7.2%	7.2%	7.18%
Personal/Business	6.55%	6.55%	6.55%
Self-help			
History	6.54%	6.52%	6.55%
Biography	5.61%	5.59%	5.59%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	64.5%	64.54%	64.61%
Gen. Editorial	42.61%	42.62%	42.7%
Womens	38.26%	38.21%	38.13%
Service	35.96%	35.96%	35.97%
Fishing/Hunting	16.41%	16.48%	16.48%
Mens	15.77%	15.75%	15.72%
Business/Finance	14.56%	14.56%	14.61%
Automotive	13.19%	13.19%	13.18%
Mature Market	12.97%	13.03%	13.17%



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	57.97%	58.1%	58.22%
Classified	36.87%	36.92%	36.82%
Sport	33.51%	33.62%	33.75%
Editorial Page	32.89%	33%	33.11%
Comics	29.94%	30.03%	30.09%
Business/Finance	28.68%	28.74%	28.89%
Food/Cooking	25.25%	25.3%	25.38%
TV/Radio Listings	23.47%	23.46%	23.44%
Movie Listings & Reviews	23.13%	23.07%	23.01%
Home/Gardening	22.48%	22.51%	22.51%
Travel	18.61%	18.61%	18.65%
Science/Technology	17.79%	17.8%	17.81%
Fashion	12.89%	12.9%	12.9%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	31.32%	31.51%	31.53%
Adult Contemporary	19%	19.03%	19.07%
CHR Contemp Hit Radio	15.38%	15.32%	15.26%
Rock	12.89%	12.88%	12.82%
News/Talk	12.03%	12.05%	12.05%
Oldies	11.86%	11.91%	11.95%
Classic Rock	11.69%	11.74%	11.78%
Alternative	7.9%	7.84%	7.77%
Variety	7.7%	7.69%	7.64%
Urban Contemporary	6.79%	6.69%	6.55%
Religious	6.63%	6.65%	6.66%
Soft Contemporary	5.38%	5.33%	5.24%
All News	3.87%	3.88%	3.93%
Classic Hits	3.83%	3.8%	3.76%
Sports	3.46%	3.45%	3.44%
All Talk	3.22%	3.23%	3.35%
Classical	2.93%	2.93%	2.93%
Jazz	2.81%	2.79%	2.79%

ands Ranch Idaho Springs Salida Pagosa Springs Gypsum Crook Rangely Kit Carson Telluride Silvert Sherrelwood Olney Springs Ouray Leadville New Castle Victor Commercy Intercultural Institute idan Lake Loghill Village Eckley El Jebel Craig Monte Vista Atwood Good for Contextual Ministry pita Park Marb Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		MULTIMEDIA: TV	MULTIMEDIA: TV 0-7	MULTIMEDIA: TV 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	66.25%	66.39%	66.53%		TV Info From Sunday TV	TV Info From Sunday TV 27.98%	TV Info From Sunday TV 27.98% 28.05%
Satellite Dish	55.55%	55.66%	55.58%		Magazine	Magazine	Magazine
Soapnet	49.31%	49.34%	49.4%		TV Info From Newspapers	TV Info From Newspapers 26.96%	TV Info From Newspapers 26.96% 27.01%
Other	43.49%	43.62%	43.74%		Hallmark Channel	Hallmark Channel 25.57%	Hallmark Channel 25.57% 25.65%
Video-On-Demand					BET (Black Entertainment	BET (Black Entertainment 25.56%	BET (Black Entertainment 25.56% 25.59%
Sci-Fi Channel	40.59%	40.73%	40.76%		TV)	TV)	TV)
MSNBC	36.54%	36.67%	36.71%		TCM (Turner Classic	TCM (Turner Classic 24.12%	TCM (Turner Classic 24.12% 24.21%
Adult Pay Per View TV	34.89%	34.98%	35.17%		Movies)	Movies)	Movies)
					USA Network	USA Network 24.07%	USA Network 24.07% 24.13%
Nickelodeon	33.13%	33.26%	33.23%		TV Info From Monthly Cable	TV Info From Monthly Cable 23.49%	TV Info From Monthly Cable 23.49% 23.49%
Adult Swim	31.77%	31.9%	31.89%		Guide	Guide	Guide
Nick At Nite	29.16%	29.25%	29.19%		The Golf Channel	The Golf Channel 22.53%	The Golf Channel 22.53% 22.52%
Subscribe Digital	29%	29.09%	29.06%		ABC Fam.	ABC Fam. 22.02%	ABC Fam. 22.02% 22%
Cable					ESPN2	ESPN2 21.93%	ESPN2 21.93% 21.94%
Comedy Central	28.86%	28.89%	29.19%		Lifetime	Lifetime 21.3%	Lifetime 21.3% 21.31%
					Encore	Encore 19.94%	Encore 19.94% 20.04%

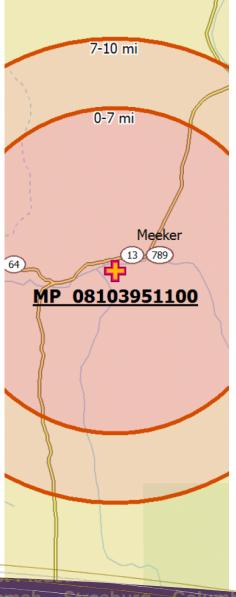
ople Creek Bennett Lafayette Sodgwick Firestone Alamosa East Wiley Rockvale Bethune Alma Air Fo Pueblo West Boulder Holly Springfield Monte Vista Crook Rocky Ford Intercultural Institute Coal Creek Ault Pagosa Springs Palisade Stratton Frisco Padroni Ro for Contextual Ministry Kit Carson Silt Fairplay Silverton Rico Coal Cree 53

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.



el Norte Nucla Norwood Laporte Carbondale Fleming Hayden Todd Creek Ramah Strasburg Columb Downleville-Lawson-Dumont Hugo Lamar Branson Sterling Brookside (Intercultural Institute Collbran Rico Craig Columbine Valley Genesee Acres Green Buena (Intercultural Institute) Confectual Ministry is Copyright 2012, Intercultural Institute for Contextual Ministry 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.85%	19.83%	19.81%
Medium Users (4-6)	10.23%	10.19%	10.16%
Light Users (1-3)	20.16%	20.17%	20.15%
Quintiles (20%)			
Newspaper I (Heavy)	1.46%	1.47%	1.47%
Newspaper II	1.21%	1.21%	1.21%
Newspaper III	2.29%	2.3%	2.31%
Newspaper IV	0.54%	0.54%	0.54%
Newspaper V (Light)	1.12%	1.12%	1.12%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.35%	19.37%	19.32%
Magazines II	7.89%	7.89%	7.87%
Magazines III	10.58%	10.64%	10.66%
Magazines IV	10.39%	10.35%	10.26%
Magazines V (Light)	0.38%	0.38%	0.38%
Outdoor I (Heavy)	6.04%	5.99%	5.93%
Outdoor II	1.89%	1.87%	1.85%
Outdoor III	2.87%	2.87%	2.86%
Outdoor IV	15.95%	15.95%	15.94%
Outdoor V (Light)	25.44%	25.52%	25.69%
Yellow Pages I	14.02%	13.97%	13.85%
(Heavy)			
Yellow Pages II	4.89%	4.88%	4.88%
Yellow Pages III	3.92%	3.91%	3.86%
Yellow Pages IV	22.04%	22.01%	21.91%
Yellow Pages V (Light)	2.22%	2.21%	2.18%

ma Fort Carson Springfield Beulah Valley Golden Cherry Hills Village Limon The Pinery Pueblo West E Gim Buena Vista Granada Silver Cliff Wiley Cortez Alamosa Wiggins <u>Intercultural Institute</u> Monte Vista ing Basalt Highlands Ranch Green Mountain Falls Eads Fruitvale Glence *For Confectual Ministry* ^S ©Copyright 2012, Intercultural Institute for Contextual Ministry ^S ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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 0-7 7-10 10-15	MEDIUM	MEDIUM 0-7	MEDIUM 0-7 7-10
MILES MILES MILES		MILES	MILES MILES
Radio Drive Time Quntiles	TV Prime Time Quntiles	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths
(fifths / 20%)	/ 20%)	/ 20%)	/ 20%)
Drive Time I & II (Heavy) 4% 4.03% 4.07%	Prime Time I & II (Heav	Prime Time I & II (Heavy) 4.1%	Prime Time I & II (Heavy) 4.1% 4.12%
Drive Time III (Medium) 0.88% 0.86% 0.82%	Prime Time III (Medium	Prime Time III (Medium) 2.2%	Prime Time III (Medium) 2.2% 2.21%
Radio IV & V (Light) 1.92% 1.93% 1.92%	Prime Time IV & V (Ligl	Prime Time IV & V (Light) 7.39%	Prime Time IV & V (Light) 7.39% 7.31%
Radio Media Quntiles (fifths /	TV Early/Late Fringe Q	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)	(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy) 8.28% 8.27% 8.23%	Fringe I & II (Heavy)	Fringe I & II (Heavy) 40.75%	Fringe I & II (Heavy) 40.75% 40.81%
Radio III (Medium) 5.38% 5.4% 5.43%	Fringe III (Medium)	Fringe III (Medium) 55.16%	Fringe III (Medium) 55.16% 55.32%
Radio IV & V (Light) 2.95% 2.94% 2.92%	Fringe IV (Light)	Fringe IV (Light) 56.67%	Fringe IV (Light) 56.67% 56.63%
Cable TV Quntiles (fifths /	TV All Day Quntiles (fift	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)	20%)	20%)	20%)
Cable I & II (Heavy) 12.84% 12.84% 12.79%	All Day I & II (Heavy)	All Day I & II (Heavy) 12.22%	All Day I & II (Heavy) 12.22% 12.21%
Cable III (Medium) 3.39% 3.37% 3.34%	All Day III (Medium)	All Day III (Medium) 23.9%	All Day III (Medium) 23.9% 23.91%
Cable IV & V (Light) 32.52% 32.61% 32.78%	All Day IV (Light)	All Day IV (Light) 11.15%	All Day IV (Light) 11.15% 11.06%

Mar Center Deer Trail Walsh Nunn Gypsum Greeley Garden City Commerce City Fraser Nederland G eles Del Norte Monument Ken Caryl Greenwood Village Genesee Ovid Intercultural Institute Castle Pines North Empire Sedalia Cheyenne Wells Eagle-Vail Spring Confertual Ministry a Copyright 2012, Intercultural Institute for Contextual Ministry Confertual Contextual Ministry Confertual Contextual Ministry

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.26%	12.25%	12.23%
6:00am - 10:00am	14.96%	14.95%	15.03%
10:00am - 3:00pm	4.43%	4.4%	4.44%
3:00pm - 7:00pm	14.73%	14.74%	14.69%
7:00pm - Midnight	13.12%	13.14%	13.18%
Midnight - 6:00am	5.34%	5.35%	5.41%
Weekend Radio			
Listeners			
Dayparts [summary]	15.64%	15.67%	15.61%
6:00am - 10:00am	3.22%	3.2%	3.18%
10:00am-3:00pm	4.22%	4.24%	4.32%
3:00pm - 7:00pm	7.1%	7.1%	7.07%
7:00pm - Midnight	8.04%	7.98%	7.87%
Midnight - 6:00am	9.31%	9.27%	9.27%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.22%	9.23%	9.17%
Saturday:	8.21%	8.2%	8.15%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.73%	9.78%	9.8%
9:00am-1:00pm	29.16%	29.25%	29.19%
9:00am-4:00pm	33.4%	33.49%	33.41%
4:00pm-7:00pm	27.47%	27.47%	27.51%
11:00pm-1:00am	43.29%	43.38%	43.42%
AVG Prime time	2.25%	2.24%	2.22%
Mon-Sun			

Lakeside Derby Gunnison Pierce Hartman Two Buttes Mead Vona Fruitvale Flagler Kit Carson Pa Beutan Valley Cedaredge Ignacio Platteville Downieville-Lawson-Dumonic Intercultural Institute Steamboat Springs Berthoud Sawpit Sherrelwood Garden City Red For Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES		MILES	
Weekday				Weekend	Weekend	Weekend
6-7am	16.86%	16.84%	16.8%	Sat: 7-10am	Sat: 7-10am 16.94%	Sat: 7-10am 16.94% 16.97%
7-9am	21.93%	21.94%	22%	Sat: 10am-1pm	Sat: 10am-1pm 7.92%	Sat: 10am-1pm 7.92% 7.9%
9am-12noon	25.49%	25.57%	25.51%	Sat: 1-4pm	Sat: 1-4pm 22.37%	Sat: 1-4pm 22.37% 22.38%
12noon-4pm	7.92%	7.91%	7.9%	Sat: 4-6pm	Sat: 4-6pm 6.34%	Sat: 4-6pm 6.34% 6.37%
4-6pm	46.13%	46.27%	46.46%	Sat: 6-7pm	Sat: 6-7pm 2.24%	Sat: 6-7pm 2.24% 2.24%
6-7pm	21.84%	21.95%	22%	Sat: 7-8pm	Sat: 7-8pm 1.46%	Sat: 7-8pm 1.46% 1.45%
7-7:30pm	1.49%	1.47%	1.46%	Sat: 8-11pm	Sat: 8-11pm 8.21%	Sat: 8-11pm 8.21% 8.2%
7:30-8pm	11.2%	11.15%	11.06%	Sat: 11pm-1am	Sat: 11pm-1am 4.03%	Sat: 11pm-1am 4.03% 4.02%
8-11pm	9.22%	9.23%	9.17%	Sat: 1am-7pm	Sat: 1am-7pm 24.07%	Sat: 1am-7pm 24.07% 24.13%
11pm-12am	36.54%	36.67%	36.71%	Sun: 7-10am	Sun: 7-10am 1.98%	Sun: 7-10am 1.98% 1.98%
11pm-1am	43.29%	43.38%	43.42%	Sun: 10am-1pm	Sun: 10am-1pm 7.53%	Sun: 10am-1pm 7.53% 7.58%
1-6am	30.17%	30.22%	30.46%	Sun: 1-4pm	Sun: 1-4pm 5.43%	Sun: 1-4pm 5.43% 5.42%
				Sun: 4-7pm	Sun: 4-7pm 13.44%	Sun: 4-7pm 13.44% 13.48%
			Sun: 7-11pm	Sun: 7-11pm 9.73%	Sun: 7-11pm 9.73% 9.78%	
				Sun: 11pm-1am	Sun: 11pm-1am 4.34%	Sun: 11pm-1am 4.34% 4.32%
				Sun: 1-7am	Sun: 1-7am 21.26%	Sun: 1-7am 21.26% 21.31%

Silver Plume Wellington Wiggins Snowmass Village Black Forest Basait Louviers Strasburg Paonia Cherry Hills Village Rocky Ford Monte Vista Sherrelwood Fruita Revealed Intercultural Institute ncoln Park Atwood Oak Creek Fraser Frederick Vail Gleneagle Severation for Contextual Ministry for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bancose Ouray, Green Mountain Falls, Boone, Florence

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

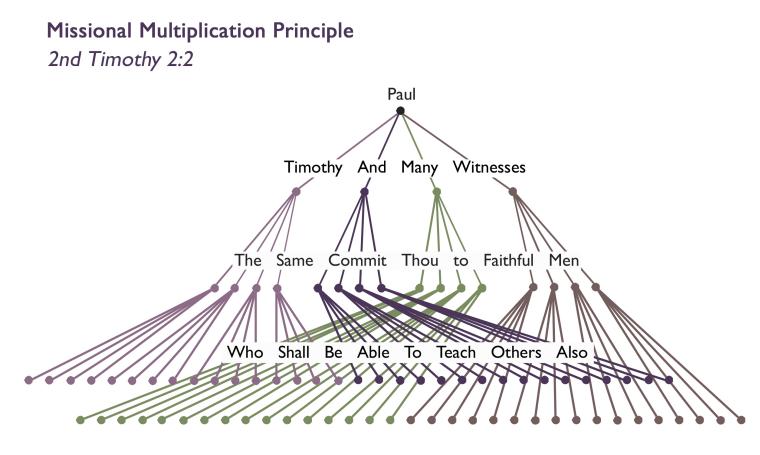
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

ue Pueblo Salida Lamar Eldorado Springs San Luis Denver Kit Carson Montat Wray Williamsburg Be Hind Valley Fort Carson Gunnison Lafayette Acres Green Coal Creek Intercultural Institute Telluride Frederick Stratmoor Lone Tree Superior Bennett Ramah Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Cont

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.



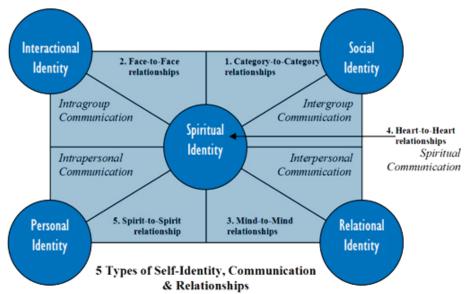
Gold Hill Mountain Village Padroni Dinosaur Battlement Mesa Windsor Brush Grook Edgewater G Sheridan Olney Springs Pueblo Glendale Larkspur Naturita Dacono <u>Intercultural Institute</u> ard Mesa Hotchkiss Stratton Coal Creek North Washington Franktown are Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Strates Park Pitkin, Crestone, Paetz, Logbill Village, Code

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.



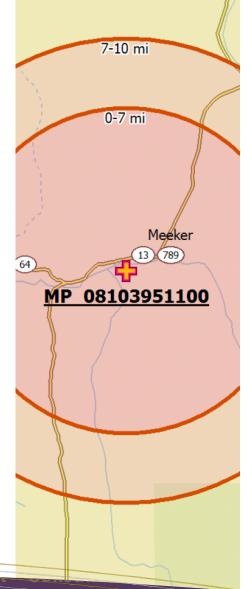


Your MissionSite and the Missional Suite

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



Redlands Indian Hills Orchard City Calhan Glenwood Springs Ridgway Marble East Pleasant View Ward Manassa Allenspark Arboles Dove Creek Highlands Ranch Caï, ¹/₂ or Milliansburg Battlemen He Itain View Rocky Ford Lakeside Loghill Village Flagler La Jara Empire for Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Reckendidge Fagle-Vail Aurora Craig Golden Sheri

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.





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