MissionSite top unreached locations

Reverse Serings Pritchett Cheraw Towaoc Pierce Number Reverse Reve Reverse Re

CENSUS TRACT: 08067970600 REGION: Western Colorado ASSOCIATION: Mesa Verde COUNTY: La Plata STESCAPE: Countryscape DENSITY PATTERN: E1 COLORADO BEPUISES

MissionSite (TM) Table of Contents

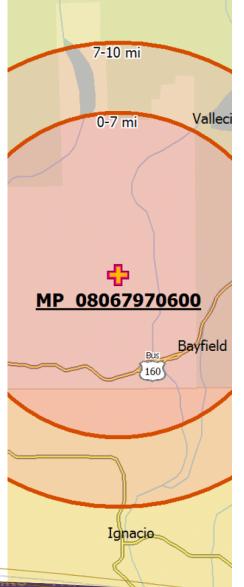
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Site Location Summary

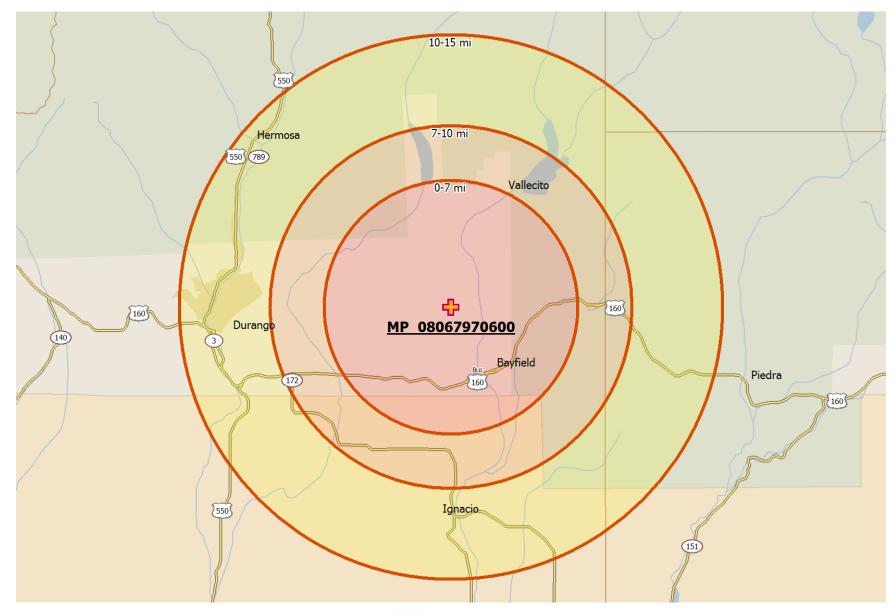
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	08A07	Mesa Verde
3	County Location	08067	La Plata
4	Zipcode	81122	La Plata
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.1	Remote Areas
7	Sitescape Subgroup	1.13	Remote area adjacent to a small town
8	Sitescape Density Pattern	E1	0-10000-10000



La Junta Brighton Sugar City Orchard Mesa Haswell Sherrelwood Niwot Thornton Twin Lakes Mean Keystone Oak Creek Idaho Springs Keenesburg Walden Air Force Intercultural Institute Crawford Frisco Walsenburg Norwood Manassa Wheat Ridge Record for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



e Dolores Akron Meeker Keenesburg Meridian Atwood Silt Lone Tree Bow Mar Boone Ignacio Nik Fleming Silverton Greeley Kittredge Black Hawk Timnath Kremmling Intercultural Institute Ille Coal Creek North Washington Crestone Manitou Springs Gunbarrel Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry 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	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	70	Micropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8	Percent Commuting to Metro	2	Percent commuting from non metro to metro areas

Ophir Silverton Ovid Coal Creek Greenwood Village Louviers Bow Mar Glenwood Springs Aspen Park Himent Allenspark Alamosa East Stratmoor Evergreen Kittredge Hudson Intercultural Institute Lincoln Park Cottonwood St. Mary's Wray Vilas Mead Silver Plume Gotterfuel Ministry one Tree Mont Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 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	7,217	4,708	19,390
2010 Households	2,939	1,848	7,958
2010 Group Quarters Population	23	51	1,391

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	0	14	4
Language Diversity National Index	0	18	45
Foreign Born Diversity National Index	0	58	56
Ancestry Diversity National Index	0	89	27
Racial Diversity National Index	0	0	39

Sheridan Derby Saguache Calhan Collbran Campion Wiley Littleton Johnstown Severance Ward S Rangely Highlands Ranch Stratmoor Crowley Federal Heights Sedger Intercultural Institute by Erie Avon Columbine Valley Walsh Foxfield Fountain Pueblo Niv Rico Lake City Crested Butte 6 Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Hotchkiss Florence Twin Lakes Westcreek Dinosaur Frisco Westcliffe Fountain Walden Boulder Stor Springs Moffat Franktown Branson Palmer Lake Paoli San Luis Kim Intercultural Institute Genoa Cimarron Hills Colorado City Johnstown Bennett Meeker Gov Johnstown Bennett Meeker Gov Johnstown Branson Trinidad 7 T

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	884	30.08%
Mainstay Communities	Established, Diverse Households	1,283	43.65%
Working Communities	Blue-collar, Working Families	101	3.44%
Country Communities	Rural, Agri. & Mining Families	554	18.85%
Aspiring Communities	Young Singles / Aspiring-Multihousing	105	3.57%
Urban Communities	High Density, Inner-city Neighborhoods	7	0.24%

Towaoc Denver Limen Platteville Two Buttes Lafayette Bayfield Granby Stratmoor Security-Widefield Cliff Monument Moffat Poncha Springs Silverton Green Mountain Falls Marble Vilas North Was osum Breckenridge Todd Creek Walsenburg Louisville Bow Mar Brook for Contextual Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute Valley Hot Sull Springs Copyright 2012, Intercultural Institute Valley Hot Sull Sull Springs Copyright 2012, Intercultural Institute Valley Hot Sull Springs Copyright 2012, Intercultural Institute Valley Hot Sull Springs Copyright 2012, Intercultural Institute Valley Copyright 2012, Intercultural Institute Valley

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.

ennial Lone Tree Battlement Mesa Arvada Poncha Springs Manassa Cortez Westminster Castle Pines F La Salle Palisade Durango Hot Sulphur Springs Federal Heights Frederie Intercultural Institute New Castle Ge estone Alma Dinosaur Evergreen Otis Merino Padroni Bethune Alam ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

Clifton Morrison Yuma Alma Rico Cherry Hills Village Genesee Raymer South Fork Stratton Eckley Inling Sedalia Snowmass Village Gleneagle Franktown Ophir Gypsum Intercultural Institute dale Sherrelwood Silver Cliff Monument Lake City Starkville Glenwood For Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry 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	15,100	1,937	12.83%
Unreached %	68.61%	65.91%	96.07
Religious But NOT Evangelical HH	2,933	368	12.54%
Religious But NOT Evangelical %	13.33%	12.51%	93.9
Spiritual But NOT Relig or Evang HH	2,912	375	12.87%
Spiritual But NOT Relig or Evang %	13.23%	12.75%	96.38
Not Evangelical, Not Interested HH	9,254	1,195	12.91%
Not Evangelical, Not Interested %	42.05%	40.65%	96.67



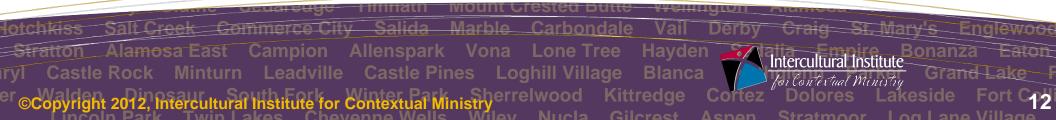
Aswell Green Mountain Falls Towaoc Iliff Louviers Cortez Black Forest Castle Pines Campo Holyoke Westcliffe Padroni Rifle Downieville-Lawson-Dumont Kremmling Ryon Intercultural Institute all Genoa Brighton Walsh Twin Lakes Deer Trail Bow Mar Victor Castle Confectual Ministry Copyright 2012, Intercultural Institute for Contextual 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	1,299	56	4.31%
Active Evangelical Percent	5.90%	6.27%	106.26
Inactive Evangelical Households	5,609	242	4.31%
Inactive Evangelical Percent	25.49%	27.09%	106.29
# New Churches Needed	11	0	4.06%





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

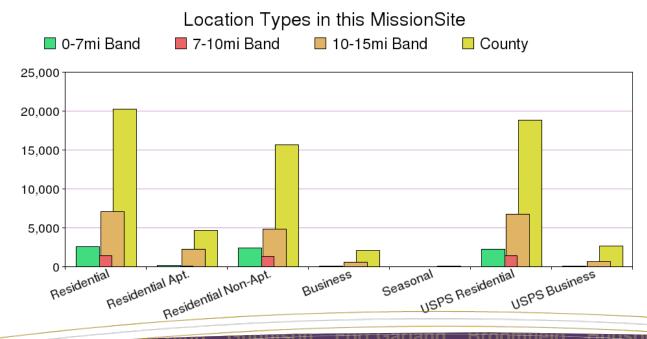
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

r Estes Park Hooper Louviers Rockvale Loghill Village Kit Carson Security-Widefield Pueblo West Wa Hanassa Platteville Iliff La Jara Colorado Springs Aspen Walden Walser Intercultural Institute Green Mountain Falls Edwards Alma Glenwood Springs De Beque Fort for Confectual Ministry Buena Vista C Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 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	32,283	3,347	10.37%
2000 Population	43,941	5,945	13.53%
2010 Population	52,363	7,217	13.78%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	11,975	1,185	9.9%
2000 Households	17,342	2,274	13.11%
2010 Households	22,008	2,939	13.35%

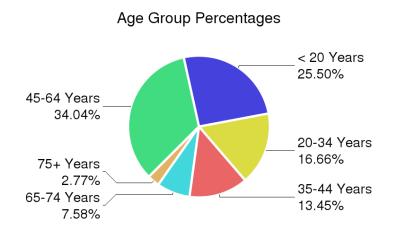


Location Type	0-7mi Band
Residential	2,607
Residential Apt.	154
Residential Non-Apt.	2,453
Business	58
Seasonal	1
USPS Residential	2,212
USPS Business	48

Windsor Alamosa East Lochbuie Fort Collins Aurora Naturita Ignacio Edgewater Aquilar Palmer La Rocky Ford Basalt Castle Pines Limon Bennett Nunn Meridian De Morthglenn Morrison La Bow Mar Cimarron Hills Milliken Ridgway Yampa West Pleasant View Governation Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ity Winter Park Loveland Campo Ophir Eckley By 12

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.

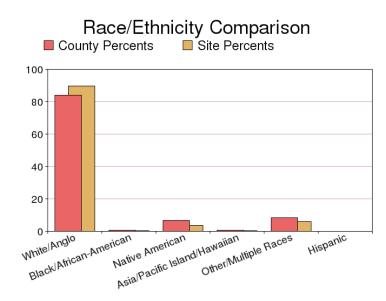


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.19%	6%	115.61
4-5 Years	2.26%	2.3%	101.77
6-8 Years	3.22%	3.8%	118.01
9-11 Years	3.15%	3.8%	120.63
12-13 Years	2.07%	3.05%	147.34
14-17 Years	5.01%	4.1%	81.84
18-19 Years	2.7%	2.41%	89.26
0-5 Years	7.45%	8.3%	111.41
6-12 Years	7.42%	9.12%	122.91
13-19 Years	8.74%	8.04%	91.99
< 20 Years	23.61%	25.46%	107.84
20-34 Years	23.87%	16.64%	69.71
35-44 Years	11.36%	13.43%	118.22
45-64 Years	28.88%	33.99%	117.69
65-74 Years	7.51%	7.57%	100.8
75+ Years	4.77%	2.77%	58.07
Median Age	37	42	113.05
Median Age (Male)	36	41	115.26
Median Age (Female)	39	43	109.25

den City Crestone Sherfelwood Durango La Salle Beulah Valley Crowley Silverthorne Byers St. Mary S Olathe Iliff Strasburg Thornton Twin Lakes Gold Hill Gypsum Confectual Institute Simla Highlands Ranch Sugar City Hayden Fraser Avon Superior for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 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.



COUNTY	BAND	INDEX
83.84%	89.7%	107
0.64%	0.32%	49.67
6.63%	3.64%	54.99
0.67%	0.18%	26.8
0.05%	0.03%	51.83
8.17%	6.11%	74.81
0%	8.2%	0
34,882	5,071	
2.65%	1.46%	181.33
	83.84% 0.64% 6.63% 0.67% 0.05% 8.17% 0% 34,882	83.84% 89.7% 0.64% 0.32% 6.63% 3.64% 0.67% 0.18% 0.05% 0.03% 8.17% 6.11% 0% 8.2% 34,882 5,071

Total Adults over age 25 years.	34,882	5,071	
Less than 9th Grade	2.65%	1.46%	181.33
No High School Diploma	5.24%	4.85%	107.97
High School Graduate	23.57%	25.95%	90.82
Some College, no degree	24.68%	30.39%	81.22
Associate Degree	6.47%	6.45%	100.38
College Degree	24.88%	20.55%	121.09
Graduate/Prof. degree	12.51%	10.35%	120.87

Tudson Chevenne Wells Avondale Ovid Columbine Keenesburg Federal Heights Leadville Pitkin Green He Atwood Grover Eagle Fountain Breckenridge Manzanola Aristocra Ministry keside Tabernash Hartman Nucla Georgetown Fairplay Air Force Acade [of Contextual Ministry] ©Copyright 2012, Intercultural Institute for Contextual Ministry Battlement Mesa Longmont Green Mountain Falls S16

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	6.87%	6.23%	85.86
\$10,000 to \$19,999	10.41%	9.56%	91.89
\$20,000 to \$29,999	12.34%	13.71%	111.15
\$30,000 to \$49,999	20.61%	24.12%	117.07
\$50,000 to \$59,999	7.73%	9.73%	125.83
\$60,000 to \$69,999	7.54%	7.04%	93.38
\$70,000 to \$79,999	6%	5.38%	89.63
\$80,000 to \$89,999	4.96%	4.59%	92.66
\$90,000 to \$99,999	3.76%	3.13%	83.3
\$100,000 to \$124,999	7.68%	8.06%	105.01
\$125,000 to \$149,999	4.24%	2.25%	52.97
\$150,000 to \$199,999	3.77%	2.79%	73.98
\$200,000 to \$249,999	1.29%	0.82%	63.28
\$250,000 or more	2.82%	2.31%	82.13
Median Household	49,748	48,863	98.22
Average Household	68,470	69,475	101.47
Per Capita Household	30,527	28,298	92.7
Family/Non-Family Household			
Income			
Median Family Income	64,138	57,848	90.19
Average Family Income	82,665	79,253	95.87
Median Non-Family Income	31,032	29,774	95.95
Average Non-Family Income	45,256	39,304	86.85

Blue River Crawford Fountain Bow Mar Eldorado Springs Olney Springs Manassa Molfat Holyoke W Redlands Windsor Wellington Ignacio Kit Carson Empire Palmer Laker Intercultural Institute way Sugar City Fowler Julesburg Log Lane Village Starkville Red Feath 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	62.05%	72.51%	116.84
Families with Children	30.05%	35.18%	117.09
Families without Children	32.01%	37.33%	116.62
Non-Family Households			
% Non-Family Households	37.95%	27.49%	72.45
Non-Families with Children	0.4	0.48	120.5
Non-Families without Children	37.55	27.02	71.95
Housing Units			Index
Total Housing Units	26,761	3,560	
Vacant percent	17.76%	17.44%	98.21
Owned percent	56.29%	67.64%	120.16%
Rented Percent	25.95%	14.92%	57.48
Households by Size			Index
Avg household size	2.30	2.45	106.52
Avg family hh size	2.83	2.89	102.12
Avg non-family hh size	1.43	1.28	89.51
Households By Count of Persons			Percent
One	5,782	639	11.05%
Тwo	9,027	1,256	13.91%
Three or Four	6,002	856	14.26%
Five+	1,197	188	15.71%

Fruita Jamestown Keystone Cripple Creek Thornton Starkville Berkley Walden Montrese Foundation Evers Westcliffe Basalt Bow Mar Dolores Palmer Lake Olathe Norwer Intercultural Institute Ramah Aurora Leadville Kittredge Creede Nederland Perry Park For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

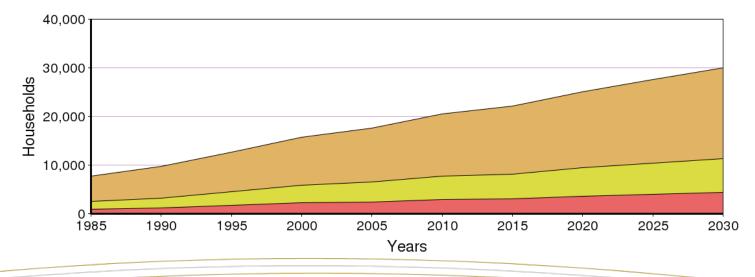
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile 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	32,283	3,347	10.37%
2000 Population	43,941	5,945	13.53%
2010 Population	52,363	7,217	13.78%
2015 Population	56,849	7,475	13.15%

Household Change from 1985 to 2030

📕 0-7mi Ring 👘 🔲 0-10mi Ring

🔲 0-15mi Ring



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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.

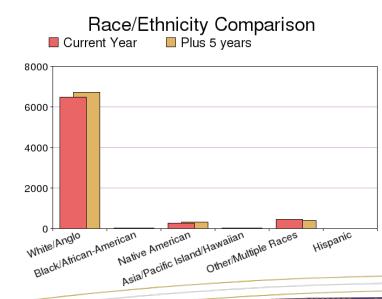
Projected Age Group Percentages 45-64 Years 30.59%
20-34 Years 18.74%
75+ Years 3.29%
65-74 Years 10.51%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6%	7.26%	121
4-5 Years	2.3%	2.62%	113.91
6-8 Years	3.8%	4.44%	116.84
9-11 Years	3.8%	4.07%	107.11
12-13 Years	3.05%	2.66%	87.21
14-17 Years	4.1%	2.81%	68.54
18-19 Years	2.41%	1.38%	57.26
0-5 Years	8.3%	9.89%	119.16
6-12 Years	9.12%	9.95%	109.1
13-19 Years	8.04%	5.4%	67.16
< 20 Years	25.46%	25.24%	99.14
20-34 Years	16.64%	18.7%	112.38
35-44 Years	13.43%	11.57%	86.15
45-64 Years	33.99%	30.53%	89.82
65-74 Years	7.57%	10.49%	138.57
75+ Years	2.77%	3.28%	118.41
Median Age	37	42	112.11
Median Age (Male)	36	42	116.6
Median Age (Female)	39	43	110.35

Walden Berkley Hooper Starkville Dillon Poncha Springs Steamboat Springs Estes Park Grand Junch Franky Louisville Glenwood Springs Fort Carson Hudson Elizabeth Lapar Intercultural Institute d Sheridan Lake Fairplay Lakeside Niwot Parker Palmer Lake Battlem For Contextual Ministry Williamsburg Copyright 2012, Intercultural Institute for Contextual Ministry De Beque Lincoln Park Antonito Northglenn Sil 20

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

For each category both the current year and the projected percents for the 0-7 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	89.7%	89.83%	100.14
Black, African-American	0.32%	0.4%	125.93
Native American	3.64%	4.24%	116.37
Asian	0.18%	0.19%	103.98
Pacific Island, Hawaiian	0.03%	0.03%	96.55
Other/Multiple Races	6.11%	5.31%	86.92
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,071	5,386	
Less than 9th Grade	1.46%	1.21%	82.7
No High School Diploma	4.85%	4.57%	94.15
High School Graduate	25.95%	26.1%	100.59
Some College, no degree	30.39%	29.87%	98.31
Associate Degree	6.45%	6.74%	104.52
College Degree	20.55%	21.2%	103.19
Graduate/Prof. degree	10.35%	10.3%	99.53

nnison Ponderosa Park Blue River Walden Edwards Thornton Boone Antonito Louviers Vona Grand Stonegate Otis Sterling Manzanola Aguilar Florence Fort Carson Intercultural Institute Von City Rico Grover Sawpit Monte Vista Brush Castle Pines Eagle for Confectual Ministry Ptecopyright 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	6.23%	5.56%	89.22
\$10,000 to \$19,999	9.56%	9.07%	94.89
\$20,000 to \$29,999	13.71%	12.29%	89.66
\$30,000 to \$49,999	24.12%	22.65%	93.89
\$50,000 to \$59,999	9.73%	10.16%	104.38
\$60,000 to \$69,999	7.04%	6.74%	95.68
\$70,000 to \$79,999	5.38%	5.82%	97.84
\$80,000 to \$89,999	4.59%	4.6%	92.32
\$90,000 to \$99,999	3.13%	3.09%	98.71
\$100,000 to \$249,999	8.06%	8.94%	110.88
\$125,000 to \$149,999	2.25%	2.96%	131.75
\$150,000 to \$199,999	2.79%	3.81%	136.67
\$200,000 to \$249,999	0.82%	1.08%	132.84
\$250,000 or more	2.31%	2.83%	122.19
Median Household	48,863	52,206	106.84
Average Household	69,475	74,809	107.68
Per Capita Household	28,298	30,449	107.6
Family/Non-Family Household			
Income			
Median Family Income	57,848	61,646	106.57
Average Family Income	79,253	85,618	108.03
Median Non-Family Income	29,774	33,827	113.61
Average Non-Family Income	39,304	43,191	109.89

tone Lincoln Park Evans Manassa Branson Battlement Mesa De Beque Starkville Mountain Village La The Crested Butte Pueblo Walsh Hugo Eldora Nunn Yuma Centennial Intercultural Institute Sedalia Monument Indian Hills Silverthorne Stonegate Collbran Ophir Intercultural Institute for Contextual Ministry I © Copyright 2012, Intercultural Institute for Contextual Ministry Coll Creek Acres Green Castle Pines North Pitkin Coll Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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	72.51%	72.58%	100.11
Families with Children	35.18	34.32	97.55
Families without Children	37.33	38.59	103.4
Non-Family Households			
% Non-Family Households	27.49%	27.42%	99.72
Non-Families with Children	0.48	0.36	99.72
Non-Families without	27.02	27.05	100.14
Family Households72.51%72.58%% Family Households72.51%72.58%Families with Children35.1834.32Families without Children37.3338.59Non-Family Households27.49%27.42%Non-Families with Children0.480.36Non-Families with Children0.480.36Non-Families without27.0227.05Children27.023,696Vacant percent17.44%17.69%Owned percent67.64%67.59%			
Housing Units			
Total Housing Units	3,560	3,696	103.82%
Vacant percent	17.44%	17.69%	101.44
Owned percent	67.64%	67.59%	99.92
Rented Percent	14.92%	14.72%	98.68
Households by Size			
Avg household size	2.45	2.45	100%
Avg family hh size	2.89	2.91	100.69%
Avg non-family hh size	1.28	1.24	96.88%
Households By Count of			
Persons			
One	639	668	104.54%
Тwo	1,256	1,268	100.96%
Three or Four	856	890	103.97%
Five+	188	215	114.36%

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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	BOR	RN IN:	RN IN: 0-7	RN IN: 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	81	114	497	Eastern Afric	а	a 0	a 0 0
Northern Europe	6	12	42	Middle Africa		0	0 0
Western Europe	17	24	91	Northern Africa		0	0 0
Southern Europe	1	2	19	Southern Africa		7	7 4
Eastern Europe	0	1	10	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	8	8	22	Oceania		0	0 0
So. Central Asia	6	6	11	Caribbean		0	0 0
SE Asia	7	7	25	Central Amer.	8	3	3 27
Western Asia	0	0	8	South America	1		5
Other Asia	0	0	0	North America		20	20 18
				Born at sea	С)	0 0



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	4,469	3,759	15,443	Other Indo-Euro	0	0	1
Spanish	164	151	1,290	Asian/PI languages	0	0	0
Other Indo-Euro	53	36	282	Chinese	0	0	15
language				Japanese	0	1	9
French (incl. Patois,	17	8	91	Korean	0	0	7
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	2	Miao, Hmong	0	0	0
Portuguese	0	6	21	Thai	0	0	0
German	12	8	132	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	7	Other Asian	0	0	6
A Scandinavian	21	7	0	Tagalog	0	1	5
Language				Other Pacific Is	0	0	19
Greek	0	0	7	Other languages	11	31	567
Russian	0	3	2	Navajo	2	4	251
Polish	1	0	14	Other Native N.	0	27	305
Serbo-Croatian	0	0	0	American			
Other Slavic Language	2	1	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	4	Hebrew	0	0	9
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	9	0	2
Urdu	0	0	0				

Hayden Windsor Blanca Mancos Laporte Penrose Rockvale Strasburg Battlement Mesa Erie Lake G The Commerce City Cottonwood Wray Rye Marble Lochbuie Paonia Mead Kittredge Tabernash Victor Hartman Peetz Yuma Denver Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministr

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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		ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	4,067	3,677	15,232		Irish	Irish 386	Irish 386 301
Arab	1	6	33		Italian	Italian 160	Italian 160 93
Armenian	5	2	7		Lithuanian	Lithuanian 0	Lithuanian 0 1
Austrian	10	6	49		Norwegian	Norwegian 119	Norwegian 119 55
British	16	11	79		Polish	Polish 58	Polish 58 33
Canadian	0	1	24		Portuguese	Portuguese 14	Portuguese 14 8
Croatian	0	0	0		Romanian	Romanian 2	Romanian 2 4
Czech	19	12	41		Russian	Russian 6	Russian 6 6
Czechoslovak	13	5	33		Scandinavian	Scandinavian 9	Scandinavian 9 11
Danish	49	28	78		Scotch-Irish	Scotch-Irish 68	Scotch-Irish 68 58
Dutch	75	52	298		Scottish	Scottish 170	Scottish 170 103
English	554	373	1,745		Slovak	Slovak 8	Slovak 8 2
European	47	82	565		Subsaharan African	Subsaharan African 7	Subsaharan African 7 2
Finnish	12	16	130		Swedish	Swedish 117	Swedish 117 66
French (not Basque)	128	78	299		Swiss	Swiss 20	Swiss 20 12
French Canadian	42	22	111		Ukrainian	Ukrainian 0	Ukrainian 0 1
German	883	619	2,773		US/American	US/American 521	US/American 521 411
Greek	0	5	35		Welsh	Welsh 33	Welsh 33 25
Hungarian	3	4	38		West Indian	West Indian 0	West Indian 0 0
Iranian	0	1	16		Yugoslavian	Yugoslavian 4	Yugoslavian 4 2
					Other	Other 507	Other 507 1,161

al City Severance Loghbuie Derby Leadville Fairplay Frederick Silverton Merine Edwards Sheridan L Hancos Collbran Berthoud Franktown Acres Green Breckenridge Broght Intercultural Institute ather Lakes Ophir Foxfield Vona Castle Pines North La Veta Mount Creve For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 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?

The Lawson-Dumont Twin Lakes Colden Franktown Parachute La Salle Crawford Greeley Hooper Pen-Battlement Mesa Salt Creek Firestone Hudson Lyons Sherrelwood Hill For Morgan Columbine Hooper Penngmont Gunnison Grand Lake San Luis Wray Columbine Valley Fort Confectual Ministry City Padroni a Copyright 2012, Intercultural Institute for Contextual Ministry Monument Keystone Steamboat Springs Haswell Trin 27

Using the Demographic Indicators

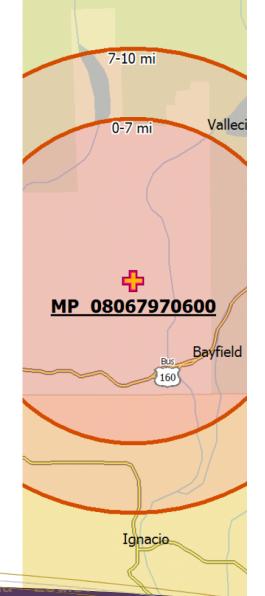
Issues for Your Consideration - continued

- 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?

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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.



Lakeside Twin Lakes Colorado Springs Roxborough Park Longmont Gypsum Rye Thornton La Junta Rangely Laporte Beulah Valley Severance Brighton Foxfield Larkspur <u>Intercultural Institute</u> Avon Daco Iden Rocky Ford Pagosa Springs Castle Rock Carbondale Aspen St. M. <u>Intercultural Institute</u>rk Cortez De Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	2,939	100%	1,937	100%
AFFLUENT SUBURBIA	59	2.01%	41	2.12%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	59	2.01%	41	2.12%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	825	28.07%	556	28.7%
Status Conscious Consumers	4	0.14%	3	0.15%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	791	26.91%	531	27.41%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	14	0.48%	10	0.52%
Successful Urban Sprawl	16	0.54%	12	0.62%
SM TWN SUCCESS	1,259	42.84%	821	42.39%
2nd City Homebodies	19	0.65%	13	0.67%
Prime Middle America	821	27.93%	535	27.62%
Urban Optimists	113	3.84%	78	4.03%
Family Convenience	306	10.41%	195	10.07%
Mid-Market Enterprise	0	0%	0	0%

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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	2,939	100%	1,937	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	24	0.82%	17	0.88%
Ethnic Urban Mix	1	0.03%	1	0.05%
Urban Blues	0	0%	0	0%
Professional Urbanites	11	0.37%	8	0.41%
Urban Advancement	4	0.14%	3	0.15%
Amer. Great Outdoors	8	0.27%	5	0.26%
Mature America	0	0%	0	0%
METRO FRINGE	101	3.44%	69	3.56%
Steadfast Conservative	101	3.44%	69	3.56%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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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	2,939	100%	1,937	100%
REMOTE AMERICA	32	1.09%	19	0.98%
Hardy Rural Fam.	10	0.34%	6	0.31%
Rural Southern Living	22	0.75%	13	0.67%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	105	3.57%	71	3.67%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	11	0.37%	8	0.41%
Aspiring Hispania	94	3.2%	63	3.25%
RURAL VILLAGES & FARMS	522	17.76%	339	17.5%
Industrious Country Living	334	11.36%	227	11.72%
America's Farmland	78	2.65%	45	2.32%
Comfy Country Living	110	3.74%	67	3.46%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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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	2,939	100%	1,937	100%
STRUGGLING SOCIETIES	5	0.17%	3	0.15%
Rugged Southern Style	5	0.17%	3	0.15%
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	2	0.07%	1	0.05%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	2	0.07%	1	0.05%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Palisade Marble Grover Swink Stratton Crowley Timnath Cortez Nucla Craig Deer Trail Merino Ge Poncha Springs Greenwood Village Garden City Romeo Haswell Were Intercultural Institute ark Red Cliff Gleneagle Dove Creek Fruitvale Collbran Manassa Roxt For Contextual Ministry Cortextual Ministry Trinidad Cottonwood Dacono Dinosaur Caï; ½on Cit 33 ©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?

Eckley Fort Lupton East Pleasant View Haswell Sanford The Pinery Ophir Keenesburg Ramah Manass Deta La Salle Franktown Lakeside Federal Heights Cottonwood Springer Intercultural Institute Eldorado Springs Central City Grand Lake Bonanza Holly Estes Park ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

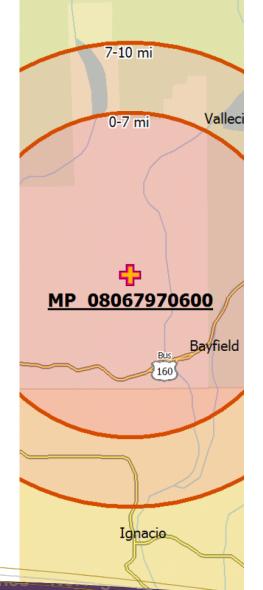
Potential Cultural Bridges

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).



r Westminster Ward Loghill Village Gilcrest Boone Acres Green Brookside Limon Grand Lake Fort Lu Foxfield Gleneagle Englewood Crestone Hayden New Castle Snowreg Village Bocky Ford Ramah City Eagle-Vail Ponderosa Park Hotchkiss Eckley Golden Welby Holyc Arboins JorConfectual Ministry er Copyright 2012, Intercultural Institute for Contextual Ministry Olathe Colorado Springs Chevenne Wells Estes Park Cherry Hills Village Tripidad Atwood Silverton For

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
	MILES	MILES	MILES
PC-HH Own	82%	82%	81%
Use Comp. for Internet/E-mail	69%	69%	67%
Internet Use: E-Mail	57%	57%	57%
Use Comp. for Word	46%	46%	44%
Processing			
Use Comp. for Comp. Games	44%	44%	42%
Use Comp. for Shopping	42%	42%	40%
Use Comp. for Digital Camera	42%	41%	39%
Photo Editing			
Use Comp. for Banking	38%	38%	36%
Use Comp. for Education	36%	36%	34%
Internet Use: News/ Weather	32%	32%	32%

ingfield La Junta Ponderosa Park Coal Creek Telluride Elizabeth Campo Sawpit Oak Creek Lone Tree East Pleasant View Wiggins Fairplay Frederick Genoa Breckenridge Intercultural Institute Goone Evergreen Walsenburg Victor Pueblo Rico Federal Heights Edge Intercultural Institute Jor Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 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.

10-15

MILES 67% 43% 30% 22% 21% 21% 21% 18%

18% 14%

14%

BRIDGES	0-7	7-10	10-15	BRIDGES	0-7	7-10	-
	MILES	MILES	MILES		MILES	MILES	I
Listening To Music	69%	69%	70%	Any Ailment	68%	68%	6
Dining Out (Not Fast	64%	64%	64%	Gen./Fam. Practitioner	44%	44%	4
Food)				Dentist	31%	30%	(
Reading Books	54%	54%	56%	Backache	22%	22%	2
Card Games	43%	43%	43%	None Of These	21%	20%	2
Go To A Beach/Lake	42%	42%	42%	Eye Dr.	20%	20%	2
Gardening	39%	38%	37%	Hypertension/High Blood	18%	18%	,
Cooking for Fun	36%	36%	38%	Pressure			
Board Games	35%	35%	34%	High Cholesterol	17%	18%	
/isit Museum	22%	22%	23%	Overweight (30 Pounds (Dr 15%	15%	
Photography	21%	21%	21%	More)			
				Acid Reflux Disease	14%	15%	



(GERD)

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 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	27.68%	27.8%	30.89%
Live Theater	22.43%	22.53%	23.83%
Live Theater Most Often	19.2%	19.12%	19.75%
Rock/Pop Concerts Most	14.53%	14.37%	17.09%
Often			
Comedy Club	10.56%	10.54%	10.29%
Country Concerts Most	8.03%	8.13%	7.35%
Often			
Movies: Comedy	41.67%	41.92%	41.09%
Movies: Action/Adventure	40.7%	40.5%	38.41%
Movies: Fam.	21.47%	21.36%	19.92%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Movies: Romantic Comedy	20.59%	20.8%	21.41%
Movies: Drama	18.3%	18.34%	19.31%
Movies: Mystery	15.01%	14.91%	15.66%
MLB Baseball Reg.	10.43%	10.33%	10.11%
Season			
NFL Football Reg. Season	8.75%	8.76%	8.46%
College Football Reg.	7.24%	7.27%	7.72%
Season			
College Basketball Reg.	4.85%	4.82%	5.38%
Season			
Auto Racing Events	4.28%	4.32%	3.67%
NBA Basketball Reg.	4.18%	4.22%	4.2%
Season			



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	43.54%	43.38%	43.43%		Baseball	Baseball 11.97%	Baseball 11.97% 11.7%
Swimming	38.35%	38.1%	37.69%		Target Shooting	Target Shooting 11.53%	Target Shooting 11.53% 11.15%
Bowling	23.46%	23.22%	22.56%		Backpacking/Hiking	Backpacking/Hiking 11.29%	Backpacking/Hiking 11.29% 11.12%
Freshwater Fishing	20.5%	20.32%	17.96%		Aerobics	Aerobics 9.8%	Aerobics 9.8% 9.7%
Billiards/Pool	19.42%	19.7%	21.2%		Power Boating	Power Boating 9.53%	Power Boating 9.53% 9.53%
Camping Trips	18.41%	18.27%	16.59%		Softball	Softball 9.41%	Softball 9.41% 9.31%
Weight Training	18.38%	18.43%	18.49%		Football	Football 9.33%	Football 9.33% 9.44%
Golf	16.61%	16.51%	17.26%		Saltwater Fishing	Saltwater Fishing 8.79%	Saltwater Fishing 8.79% 8.97%
Using Cardio Machine	16.02%	15.78%	16.43%		Volleyball	Volleyball 8.16%	Volleyball 8.16% 8.25%
Jogging/Running	15.59%	15.1%	15.56%		Canoeing/Kayaking	Canoeing/Kayaking 7.62%	Canoeing/Kayaking 7.62% 7.64%
Basketball	15.51%	15.19%	15.22%		Motorcycling	Motorcycling 7.25%	Motorcycling 7.25% 7.4%
Mountain/Road Biking	14.45%	14.32%	14.55%		Tennis	Tennis 7.22%	Tennis 7.22% 7.19%
Stationary Cycling	12.91%	12.67%	12.65%		Yoga	Yoga 6.86%	Yoga 6.86% 6.79%
Hunting	12.38%	12.35%	10.15%		Horseback Riding	Horseback Riding 6.84%	Horseback Riding 6.84% 6.87%

Williamsburg Granby Pitkin Merino Denver Hot Sulphur Springs Wiley On polo Cooking Sedatia South Fork G Aspen Park Empire Eaton Gleneagle Broomfield Rye Brush Kersey Intercultural Institute Inspark Fruitvale Gunnison Buena Vista Limon Larkspur Nucla Las A Tor Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 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

0-7	7-10	10-15	
MILES	MILES	MILES	
6.73%	6.69%	7.33%	
5.92%	5.9%	4.82%	
5.84%	5.75%	5.84%	
5.36%	5.27%	5.29%	
5.23%	5.21%	5.23%	
4.99%	5.05%	5.35%	
4.89%	4.8%	4.23%	
4.89%	4.86%	4.94%	
4.82%	4.79%	4.98%	
4.53%	4.57%	4.23%	
	MILES 6.73% 5.92% 5.84% 5.36% 5.23% 4.99% 4.89% 4.89% 4.82%	MILESMILES6.73%6.69%5.92%5.9%5.84%5.75%5.36%5.27%5.23%5.21%4.99%5.05%4.89%4.8%4.89%4.86%4.82%4.79%	MILESMILESMILES6.73%6.69%7.33%5.92%5.9%4.82%5.84%5.75%5.84%5.36%5.27%5.29%5.23%5.21%5.23%4.99%5.05%5.35%4.89%4.8%4.23%4.89%4.86%4.94%4.82%4.79%4.98%

0-7	7-10	10-15
MILES	MILES	MILES
4.14%	4.06%	3.7%
4.14%	4.01%	4%
3.91%	3.84%	4.25%
3.63%	3.55%	3.16%
3.54%	3.42%	3.11%
3.37%	3.27%	3.05%
3.34%	3.22%	3.15%
3.2%	3.19%	3.31%
3.1%	3.13%	3.33%
3.03%	3.09%	3.4%
	MILES 4.14% 4.14% 3.91% 3.63% 3.54% 3.37% 3.34% 3.2% 3.1%	MILES4.14%4.06%4.14%4.01%3.91%3.84%3.63%3.55%3.54%3.42%3.37%3.27%3.34%3.22%3.2%3.19%3.1%3.13%

regate Dillon <u>El Jebel Atwood North Washington Womelsdorf (Coalton)</u> Grover Yuma IIIff Black Hawk Fampa Aspen Calhan Crested Butte Trinidad Severance Strasburg <u>Intercultural Institute</u> kin Saguache De Beque Swink Silver Plume Lamar Mancos Keenesburg 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.

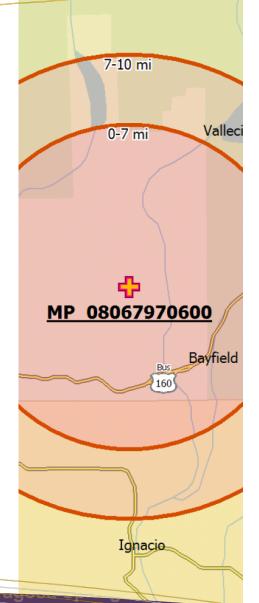
BIBLICAL BARRIERS

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.



Simla Walsenburg Holyoke Westcliffe Bennett Sheridan Lake Perry Park Federal Heights Pierce Bay Seibert Aspen Aguilar Kiowa Snowmass Village Cheraw Orchard Merry Intercultural Institute Cottonwood Nunn Fort Lupton Cimarron Hills Fort Carson Cheyenne Intercultural Institute Geopyright 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.



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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		0-7 MILES	7-10 MILES	10- MIL
Important Continue Learning	49%	49%	49%	Like to Stand Out In A Crowd	20%	21%	20%
New Things				, .	20%	20%	21%
Find It Difficult To Say No To	41%	41%	39%	I Am A Workaholic	18%	18%	18%
My Kids				Rarely Sit Down to a Meal	17%	17%	16%
Woman's Place Is In The Home		37%	33%	Together At Home			
Prefer To Have Few Possessions As Possible	35%	34%	38%	Like To Pursue Challenge/Novelty/Change	17%	16%	18%
Speak My Mind Even If It Upsets People	34%	34%	34%	Only Work Current Job for The Money	13%	13%	13%
Like Control Over People And Resources	30%	30%	30%		12%	12%	12%
If Won Lottery Would Never Work Again	30%	30%	30%	Happy With My Standard Of Living	11%	11%	14%
Like To Do Unconventional Things	30%	30%	28%	On Whole People Get What They Deserve	10%	10%	11%
Don't Judge People/Way They Live Life	28%	28%	29%	,	9%	9%	9%
Money Is Best Measure Of Success	27%	27%	26%		8%	8%	7%
Friends More Important Than My Fam.	26%	26%	27%	Willing To Give Up Time With Fam. To Advance	5%	5%	6%
Too Much Sponsorship In Arts/Sports	21%	20%	19%				

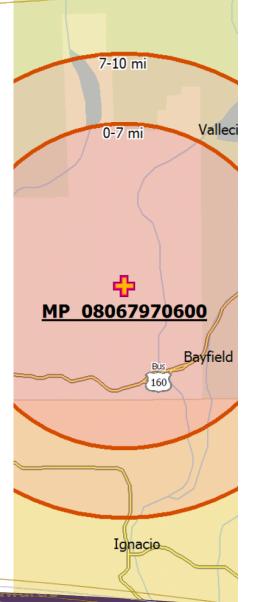
Lyons williamsburg Fountain

Federal Heights westelling Flowing El Jebel La Jara Salt Creek Northglenn Cascade Chipita Park Comm Sliverton Lone Tree Ramah Woodland Park Columbine Valley Cimarro Intercultural Institute ingfield Oak Creek Rifle Creede Glendale Bethune Brighton Timnath for Contestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Revealed 2012, Intercultural Institute for Contextual Ministry New Castle 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Hiff Hanitou Springs Add Crestone Derby Poncha Springs La Junta Red Cliff Bonanza Williamsburg Evergreen Fountain Vona Walsh Campion Dolores Fowler Red For Intercultural Institute forth Washington La Veta Olney Springs Berthoud Pagosa Springs Gran for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

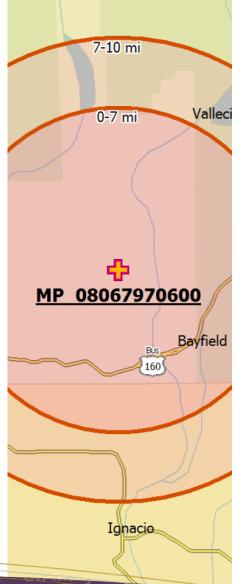
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	68%	68%	66%	Consider Myself Interested In The Arts	17%	17%	18%
You Should Seize Opportunities	56%	57%	56%	Real Men Don't Cry	16%	16%	16%
In Life				Is An Important Part Of Who I Am	15%	15%	15%
Like To Understand About Nature	36%	36%	37%	Looking for New Ideas To Improve Home	15%	15%	14%
Prefer To Have Few Possessions As Possible	35%	34%	38%	Try Not To Worry About The Future	13%	13%	13%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Enjoy Spending Time With My Fam.	12%	12%	11%
Important Feel Respected By My Peers	33%	32%	32%	Provide My Kids With The Little Extras	9%	9%	10%
Important To Juggle Various Tasks	28%	28%	28%	Like Spending Most Time With Fam.	5%	5%	5%
Have Keen Sense Of Adventure	27%	27%	26%	Feel Very Alone In The World	4%	4%	5%
Good At Fixing Things	27%	26%	27%	Children Should Be Allowed To	4%	4%	5%
People Have To Take Me As	26%	26%	24%	Express Themselves			
They Find Me				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	23%	22%	23%	Would Like To Set Up Own	3%	3%	3%
Worried About Pollution Caused By Cars	20%	20%	22%	Business			

Clendale Aurora Franktown Louisville Fort Carson Pueblo Georgetown Kittredge Lafavette Manitov Platteville Granby Black Forest Northglenn Fountain Towaoc Sanford Intercultural Institute Ingely Flagler Gunbarrel Cortez Mountain Village Mountain View Hotchk for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Strasburg Grand Junction Remer Revelopment Bayfield Centes

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.



Les Air Force Academy Timnath Montezuma Meridian Campion Ken Caryl Atwood Blue River Lake City Honte Vista Blanca Two Buttes Hillrose Campo Berthoud Hudson Star Intercultural Institute ton El Jebel Gold Hill Gleneagle Limon Battlement Mesa Kittredge Ar Confectual Ministry Crawford West Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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	87.8%	87.66%	85.05%
Restaurant-Visit Any			
Fam. Restaurants/Steak	87.59%	87.17%	84.38%
Houses-Visit Any			
McDonald's	59.15%	59.38%	57.07%
Burger King	36.77%	36.57%	35.52%
Subway	34.14%	34.01%	32.47%
Applebee's	33.56%	33.51%	32.97%
Taco Bell	32.84%	32.31%	30.12%
Wendy's	30.88%	31.21%	30.15%
Kentucky Fried Chicken (KFC)	26.52%	26.4%	25.08%
Arby's	26.31%	26.33%	23.71%
Olive Garden	22.38%	22.24%	21.93%
Pizza Hut	21.43%	21.46%	19.84%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Dairy Queen	18.41%	18.23%	17.54%
Cracker Barrel	18%	17.73%	15.84%
Outback Steakhouse	16.9%	16.81%	16.87%
Red Lobster	16.53%	16.39%	15.95%
Chili's Grill and Bar	15.88%	15.64%	15.67%
Chick-Fil-A	15.06%	14.95%	13.39%
Sonic	13.88%	13.59%	12.12%
TGI Friday's	13.11%	12.91%	13%
IHOP (International House Of	13.03%	13.21%	13.32%
Pancakes)			
Ruby Tuesday	12.85%	12.78%	12.07%
Domino's Pizza	12.2%	12.09%	12.74%
Starbucks	12.19%	12.09%	13.16%

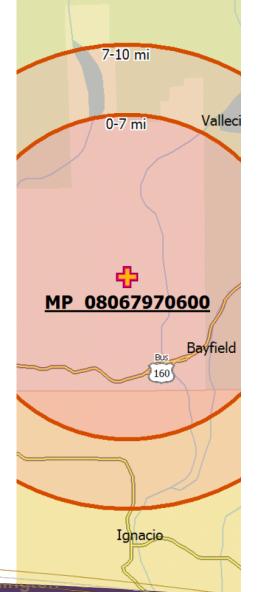
Orchard City Strasburg Pierce Montrose Sugar City Johnstown Woodmoor Moffal Branson Eads Coal Creek Genoa Hooper Wellington Genesee Byers Hugo De Born Craig Alamosa Creede E Cheraw Trinidad Fraser Keenesburg Lafayette Stratmoor Loghill Villa Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry December 2012, Intercultural Institute for Contextual Ministry Cheraw Trinidad Fraser Keenesburg Lafayette Stratmoor Loghill Villa Patroni Dove Creek Bertlar

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!



rand Lake Keystone Woodland Park Kim Bayfield Redlands Simla East Pleasant View Thornton Walde Springs Williamsburg Louviers Dillon Steamboat Springs Hugo Leader Intercultural Institute Arriba Rico Log Lane Village Estes Park Ponderosa Park Erie Cot for Confertual Ministry lio Copyright 2012, Intercultural Institute for Contextual 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	50.71%	50.89%	49.59%
Recycled products	38.81%	39.12%	38.72%
Worked as volunteer (non political)	19.61%	19.74%	19.33%
Engaged in fund raising	11.74%	11.86%	11.62%
Religious club member	8.47%	8.56%	8.15%
Wrote to elected offcl about publ bus	7.66%	7.69%	7.33%

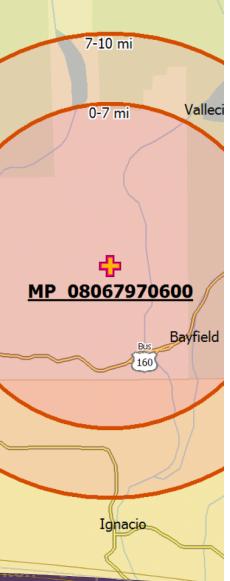
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Wrote to editor of mag or	6.51%	6.57%	6.5%
newspaper			
Union member	6.06%	6.07%	5.72%
Took active part in local civic	5.71%	5.67%	5.78%
issue			
Charitable Organization	5.56%	5.64%	5.66%
Church Board	5.2%	5.28%	4.98%
Addressed a public meeting	5.19%	5.23%	5.11%

Two Buttes Brookside St. Mary's Towaoc Fruita Kremmling Bennett Lamar Silverton Cottonwood Ea ison Fraser Oak Creek Vilas Starkville Saguache Otis Laporte Ophic Ale Sity Cheray Acres Greek Park Campo La Veta Littleton Morrison Center Aspen Park Frisco Copyright 2012, Intercultural Institute for Contextual Ministry Berkley Alamosa Genesee Merino De Beque Kit 49

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.



Rangely Rocky Ford Allenspark Blue River Stratmoor Erie Walsenburg Minturn Derby Aurora Flagler Lamar Brookside Durango Byers Stratton Superior Alma Kersey Anna Haho Springs Cottonic sco Brush Bonanza Eagle-Vail Milliken Black Forest Granada The Pin Anna Highlands Ranch Crowley 050 Copyright 2012, Intercultural Institute for Contextual Ministry Basalt Niwot Silverton Highlands Ranch Crowley 050

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	18.78%	18.95%	19.25%
Children's Books	14.28%	14.37%	14.07%
Mystery	12.7%	12.73%	13.13%
Cookbooks	11.4%	11.42%	11.33%
Religious (not Bibles)	9.55%	9.58%	9%
Romance	7.64%	7.78%	7.43%
History	7.49%	7.52%	7.39%
Personal/Business	7.36%	7.48%	7.66%
Self-help			
Biography	7.14%	7.12%	7.34%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	69.29%	69.5%	69.19%
Gen. Editorial	44.29%	44.22%	44.98%
Womens	40.98%	41.21%	41.57%
Service	38.74%	38.77%	37.52%
Mens	17.86%	17.94%	18.83%
Business/Finance	17.59%	17.82%	18.43%
Sports	14.46%	14.5%	15.88%
Parenthood	14.1%	14.13%	14.14%
Fishing/Hunting	14.05%	13.93%	12.96%

Del Norte Arboles Edgewater Breckenridge Redlands Ward Edwards De Beque Kim Indian Hills Free lia Olney Springs Northglenn Cheraw Alamosa Clifton Kremmling Swind Brockside Fountain Fairplay eker Cedaredge Lafayette Sawpit Winter Park Aguilar Hartman Ignaci of Contextual Ministry No Copyright 2012, Intercultural Institute for Contextual Ministry Collins Durance Superior Delta Fort Lunch Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 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	58.83%	59.05%	58.07%
Classified	34.67%	34.68%	33.98%
Editorial Page	33.05%	33.14%	32.23%
Sport	32.59%	32.85%	32.52%
Business/Finance	31.41%	31.57%	31.66%
Comics	28.91%	29.01%	28.93%
Food/Cooking	26.39%	26.38%	26.19%
Movie Listings & Reviews	25.29%	25.47%	26.45%
TV/Radio Listings	23.57%	23.88%	23.49%
Home/Gardening	22.33%	22.55%	21.61%
Travel	20.05%	20.37%	20.49%
Science/Technology	18.76%	18.92%	19.34%
Fashion	13.74%	13.92%	13.99%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	26.88%	26.75%	23.53%
Adult Contemporary	19.8%	19.99%	19.87%
CHR Contemp Hit Radio	17.09%	17.28%	18.5%
Rock	14.88%	14.94%	14.53%
News/Talk	14.45%	14.47%	14.53%
Oldies	12.54%	12.48%	12.17%
Classic Rock	12.33%	12.36%	12.04%
Alternative	11.02%	11.06%	11.65%
Variety	8.3%	8.39%	9.03%
Soft Contemporary	7.72%	7.86%	7.37%
Urban Contemporary	7.61%	7.85%	9.3%
Religious	7.46%	7.4%	6.9%
Classic Hits	5.39%	5.43%	5.12%
All News	5.17%	5.19%	5.17%
All Talk	4.85%	4.78%	4.69%
Sports	3.99%	4.06%	4.26%
Jazz	3.94%	3.97%	4.06%
Classical	3.64%	3.71%	4.07%

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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
	MILES	MILES	MILES
Fox News Channel	68.15%	68.07%	66.47%
Satellite Dish	61.05%	60.1%	55.48%
Soapnet	53.6%	53.57%	52.89%
Other Video-On-Demand	43.79%	43.13%	40.75%
Sci-Fi Channel	40.31% 39.98%		38.35%
Adult Pay Per View TV	39.05%	38.68%	35.22%
MSNBC	36.69%	36.27%	34.85%
Nickelodeon	34.23%	33.86%	30.78%
Comedy Central	32.77%	32.92%	35.89%
TV Info From Sunday TV	31.77%	31.65%	30.11%
Magazine			
Adult Swim	31.64%	32.05%	31.96%
Nick At Nite	29.09%	29.11%	27.65%

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
TV Info From Newspapers	29%	28.84%	27.77%
Subscribe Digital Cable	28.45%	28.68%	27.86%
Video-On-Demand Movies	27.98%	27.29%	25.18%
Hallmark Channel	27.85%	27.93%	27.49%
TV Info From Monthly Cable	27.55%	27.33%	26.04%
Guide			
USA Network	27.04%	27.02%	26.33%
TCM (Turner Classic	26.85%	26.63%	26.5%
Movies)			
ABC Fam.	25.53%	25.63%	27.07%
BET (Black Entertainment	25.2%	25.27%	27.39%
TV)			
The Golf Channel	24.83%	25.03%	25.64%
ESPN2	24.2%	24.38%	25.52%
Lifetime	23.99%	23.81%	22.7%

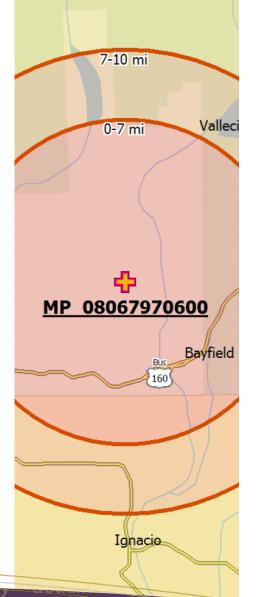
City Ouray Coal Creek Dacono Fruitvale Coal Creek Firestone Edwards Downieville-Lawson-Dumont Trinidad Bow Mar Broomfield Westcliffe Olathe Longmont Pierce Silver Cliff Norwood Fort Lupton Rocky Ford Louviers Kit Carson Sterling For Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Brush Timpath Larkspur, Collbran, Fort Carson, Krem

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.



Campion Dove-Greek Hestminster Eagle-Vail Colorado Springs Towaoc Crestone Hartman Pierce The Carson Hooper Silver Cliff Louviers Eckley Denver Crawford Snower Intercultural Institute of Lake Edwards Carbondale Milliken Atwood Parker Lyons Iliff Fair for Confectual Ministry for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Branson Morrison Grand View Estates La Salle East

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+)	21.59%	21.68%	22.21%
Medium Users (4-6)	11.69%	11.85%	11.66%
Light Users (1-3)	21.4%	21.56%	21.32%
Quintiles (20%)			
Newspaper I (Heavy)	1.65%	1.61%	1.6%
Newspaper II	1.29%	1.29%	1.21%
Newspaper III	2.23%	2.2%	1.96%
Newspaper IV	0.86%	0.89%	0.65%
Newspaper V (Light)	1.13%	1.17%	1.13%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.45%	20.16%	19.46%
Magazines II	9.53%	9.38%	8.64%
Magazines III	12.12%	11.78%	11.24%
Magazines IV	10.36%	10.31%	9.86%
Magazines V (Light)	0.64%	0.65%	0.79%
Outdoor I (Heavy)	5.98%	6.01%	6.09%
Outdoor II	1.83%	1.79%	2.01%
Outdoor III	2.54%	2.49%	2.55%
Outdoor IV	16%	15.82%	15.52%
Outdoor V (Light)	25.38%	25.78%	24.03%
Yellow Pages I	13.6%	13.93%	13.87%
(Heavy)			
Yellow Pages II	4.79%	4.97%	5.41%
Yellow Pages III	4.57%	4.5%	5.6%
Yellow Pages IV	21.5%	21.7%	22.14%
Yellow Pages V	2.34%	2.43%	2.54%
(Light)			

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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		
	MILES	MILES	MILES		
Radio Drive Time Quntiles					
(fifths / 20%)					
Drive Time I & II (Heavy)	2.93%	3%	3.63%		
Drive Time III (Medium)	0.44%	0.51%	0.49%		
Radio IV & V (Light)	1.67%	1.68%	1.71%		
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles					
20%)					
Radio I & II (Heavy)	9.82%	9.61%	8.83%		
Radio III (Medium)	6.42%	6.2%	5.06%		
Radio IV & V (Light)	3.92%	3.65%	3.32%		
Cable TV Quntiles (fifths /					
20%)					
Cable I & II (Heavy)	15.94%	15.69%	15.82%		
Cable III (Medium)	3.63%	3.56%	3.83%		
Cable IV & V (Light)	32.62%	32.28%	31.85%		

Edwards Denver Fort Lupton De Beque Sedgwick Golden Peetz Stratton Julesburg Poncha Springs Kiewa Fort Garland Parachute Superior Franktown Greenwood Village Intercultural Institute Sherrelwood Sawpit Genoa Commerce City Limon Sheridan Pritche For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Palisade Westminster Manassa Ignacio Sedalia Kitt 56 Hudson Bennett Fillebel Campo Paoli Sugar City Frisco Cripple Creek Severance Nucla Pueblo West

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]	12.56%	12.82%	13.01%
6:00am - 10:00am	14.97%	15.07%	16.58%
10:00am - 3:00pm	5.96%	5.81%	6.58%
3:00pm - 7:00pm	14.64%	14.7%	13.91%
7:00pm - Midnight	14.55%	14.53%	14.72%
Midnight - 6:00am	4.93%	5.05%	5.5%
Weekend Radio			
Listeners			
Dayparts [summary]	17.63%	17.49%	15.96%
6:00am - 10:00am	4.14%	4.1%	4.77%
10:00am-3:00pm	4.85%	4.77%	5.92%
3:00pm - 7:00pm	7.93%	7.99%	7.62%
7:00pm - Midnight	9.53%	9.89%	10.28%
Midnight - 6:00am	9.82%	10.13%	11.21%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	11.3%	11.05%	10.94%
Saturday:	8.56%	8.47%	8.38%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.73%	10.7%	11.57%
9:00am-1:00pm	29.09%	29.11%	27.65%
9:00am-4:00pm	32.91%	32.91%	31.28%
4:00pm-7:00pm	30.71%	31%	31.54%
11:00pm-1:00am	44.03%	43.5%	42.68%
AVG Prime time	2.47%	2.42%	2.33%
Mon-Sun			

Hudson Avon Yuma Montrose Ouray New Castle Dove Creek Crowley Bow Mar Grand Junction Fair Loveland North Washington Greenwood Village Thornton Roxborouch Intercultural Institute Reside Fort Lupton Boulder Silt Firestone Salida Granada Minturn Wolfington St. Mary's San Lui 57 Copyright 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	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.98%	18.17%	18.83%	Sat: 7-10am	Sat: 7-10am 19.36%	Sat: 7-10am 19.36% 19.38%
7-9am	24.2%	24.38%	25.52%	Sat: 10am-1pm	Sat: 10am-1pm 8.79%	Sat: 10am-1pm 8.79% 8.65%
9am-12noon	25.48%	25.54%	23.72%	Sat: 1-4pm	Sat: 1-4pm 26.24%	Sat: 1-4pm 26.24% 26.48%
12noon-4pm	7.44%	7.37%	7.56%	Sat: 4-6pm	Sat: 4-6pm 7.67%	Sat: 4-6pm 7.67% 7.62%
4-6pm	52.14%	52.28%	51.95%	Sat: 6-7pm	Sat: 6-7pm 2.41%	Sat: 6-7pm 2.41% 2.45%
6-7pm	21.23%	21.09%	19.9%	Sat: 7-8pm	Sat: 7-8pm 1.41%	Sat: 7-8pm 1.41% 1.38%
7-7:30pm	1.59%	1.55%	1.78%	Sat: 8-11pm	Sat: 8-11pm 8.56%	Sat: 8-11pm 8.56% 8.47%
7:30-8pm	11.97%	11.75%	10.86%	Sat: 11pm-1am	Sat: 11pm-1am 4.4%	Sat: 11pm-1am 4.4% 4.44%
8-11pm	11.3%	11.05%	10.94%	Sat: 1am-7pm	Sat: 1am-7pm 27.04%	Sat: 1am-7pm 27.04% 27.02%
11pm-12am	36.69%	36.27%	34.85%	Sun: 7-10am	Sun: 7-10am 2.43%	Sun: 7-10am 2.43% 2.39%
11pm-1am	44.03%	43.5%	42.68%	Sun: 10am-1pm	Sun: 10am-1pm 7.67%	Sun: 10am-1pm 7.67% 7.8%
1-6am	33.64%	33.38%	33.98%	Sun: 1-4pm	Sun: 1-4pm 6.65%	Sun: 1-4pm 6.65% 6.6%
				Sun: 4-7pm	Sun: 4-7pm 15.63%	Sun: 4-7pm 15.63% 15.44%
				Sun: 7-11pm	Sun: 7-11pm 10.73%	Sun: 7-11pm 10.73% 10.7%
				Sun: 11pm-1am	Sun: 11pm-1am 5.67%	Sun: 11pm-1am 5.67% 5.61%
				Sun: 1-7am	Sun: 1-7am 23.74%	Sun: 1-7am 23.74% 23.7%

Swink Simla Blanca Edwards Oak Creek Fort Carson Avon Craig Walden Gilcrest Pagosa Spring tereek Loveland Stratton Crestone Empire Centennial Colorado Spring Intercultural Institute Collbran Colorado City Buena Vista Fountain Haxtun Red Feather Love Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Cheraw Creede Keenesburg Fruita Johnstown Ever 58 Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

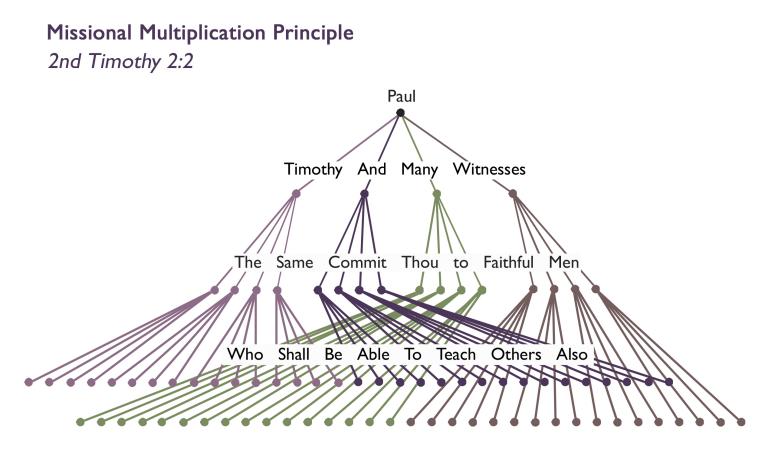
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

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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.



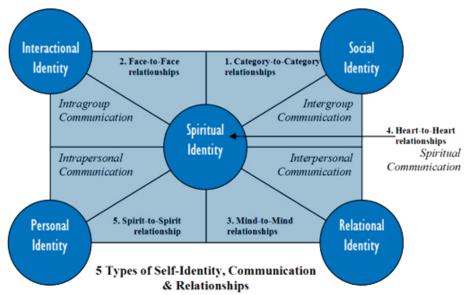
rton Keystone <u>Air Force Academy Wray Aguilar Parachute</u> Cheyenne Wells Pitkin The Pinery Black Have Wiggins Pierce Cripple Creek Byers Merino Eagle Vona Starkville <u>Intercultural Institute</u> sco Loghill Village Manzanola Crook Stratton Greeley Keenesburg For Contextual Ministry ^(Contextual Ministry) Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Fort Lunton Gleneagle Towacc, Laporte Colorado City

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.



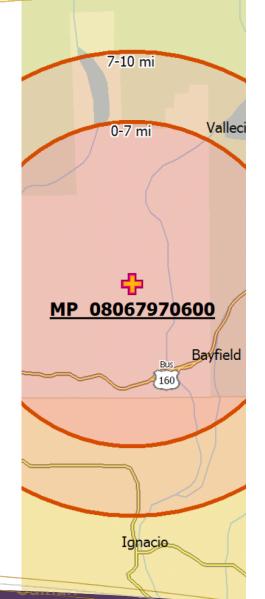


Your MissionSite and the Missional Suite

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



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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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