MissionSite top unreached locations

DENVER, CO DENVER

MissionSite (TM) Table of Contents

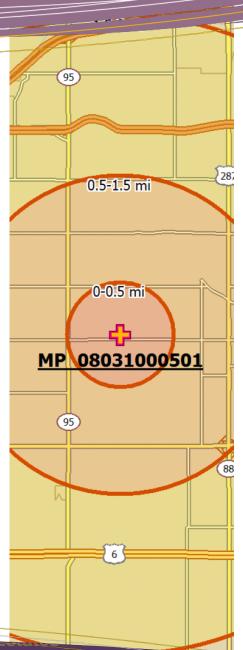
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Site Location Summary

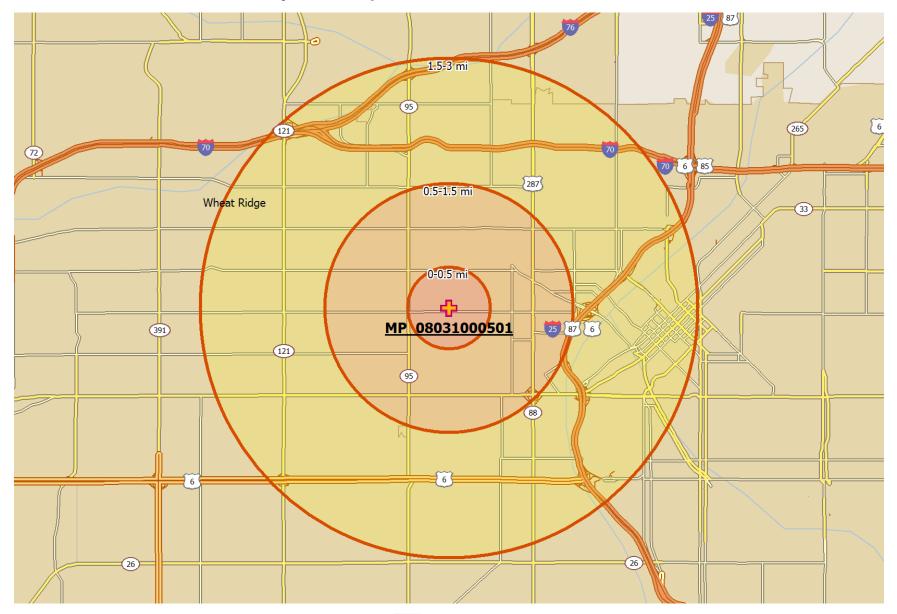
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	08R01	Front Range
2	Association	08A08	Mile High
3	County Location	08031	Denver
4	Zipcode	80212	Denver
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
8	Sitescape Density Pattern	K	250000-1000000-1000000



Eads Louisville Pagosa Springs Colorado Springs Edgewater Akron Sheridan Aristocrat Ranchettes Find Mountain Falls Vilas Stonegate Applewood Franktown Downieville-Law Intercultural Institute They Springs Dillon Log Lane Village Dinosaur Lochbuie Pitkin Lamar ^g Copyright 2012, Intercultural Institute for Contextual Ministry ^g Copyright 2012, Intercultural Institute for Contextual Ministry ^g Copyright 2012, Intercultural Institute for Contextual Ministry ^g Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



The Hotchkiss Fort Garland Eagle-Vail Fraser Ovid Las Animas Cheraw Loveland Rockvale Log Lane Centennial Estes Park Elizabeth Dillon Erie Stonegate Flagler Aver Hot Sulphur Springs Acres G e Wiggins Downieville-Lawson-Dumont East Pleasant View La Jara Center for Contextual Ministry Coopyright 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	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric Locale	11	City: Large: Territory inside an urbanized area and inside a principal city with
	Codes		population of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

pire Salida Twin Lakes Las Animas Cheraw Stratton El Jebel Silt Louviers Todd Creek Fowler Greek ekside Towaoc Ophir Windsor Bethune Central City Federal Heights Intercultural Institute Roxborough Park Hudson Mancos Columbine Ramah Lakeside Hotch 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	5,010	49,457	101,226
2010 Households	2,174	19,228	37,754
2010 Group Quarters Population	93	1,733	2,627

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	84	85	83
Language Diversity National Index	79	69	67
Foreign Born Diversity National Index	6	17	25
Ancestry Diversity National Index	26	52	61
Racial Diversity National Index	76	70	62

Liff Hartman Paoli Evergreen Dacono Hillrose Dolores Granby East Pleasant View Breckenridge Colorado Springs Nucla Telluride Silverthorne Seibert Pitkin Red Feaser Intercultural Institute oen Westminster Black Forest Fountain Dinosaur Hotchkiss Westcliffe View Johnstown Roxborough P6 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	0	False
Retirement Destination County	0	False

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

Feather Lakes Avon Antonito South Fork Bonanza Norwood Bennett Idano Springs Mountain Village Cascade-Chipita Park Castle Rock Buena Vista Platteville Ponderosa Park Intercultural Institute Firestone Grand Lake Deer Trail Georgetown St. Mary's Columbine Jos Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	721	33.16%
Mainstay Communities	Established, Diverse Households	381	17.53%
Working Communities	Blue-collar, Working Families	661	30.4%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	271	12.47%
Urban Communities	High Density, Inner-city Neighborhoods	141	6.49%

Fraser Dolores Mount Crested Butte Berkley Longmont Westcreek Crook Elizabeth Keenesburg Ma Perry Park Foxfield Hooper Roxborough Park Avon Williamsburg Intercultural Institute Sey Gilcrest Red Feather Lakes Eagle Dillon Antonito Vail Woodland for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

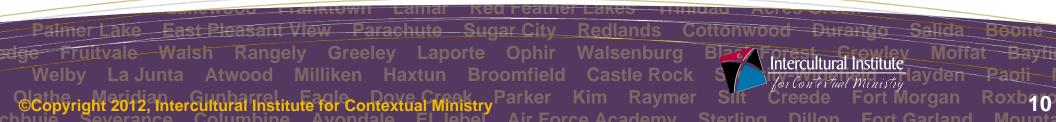
- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for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

er Laporte Bennett Sherrelwood Kittredge Parker Westcliffe Firestone Mountain View Eagle-Vail Plate Aspen Park Wellington Delta Saguache Nunn Montezuma New Caster Intercultural Institute pton Hudson Deer Trail Black Hawk Derby Simla Log Lane Village Mountain View Park De Bequ Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Palisade Arboles Grand Junction Otis Clifton Camp

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	181,458	1,528	0.84%
Unreached %	72.55%	70.28%	96.87
Religious But NOT Evangelical HH	42,369	351	0.83%
Religious But NOT Evangelical %	16.94%	16.15%	95.35
Spiritual But NOT Relig or Evang HH	29,293	236	0.81%
Spiritual But NOT Relig or Evang %	11.71%	10.87%	92.78
Not Evangelical, Not Interested HH	109,839	941	0.86%
Not Evangelical, Not Interested %	43.91%	43.27%	98.53





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	15,068	3,926	26.06%
Active Evangelical Percent	6.02%	6.64%	110.18
Inactive Evangelical Households	53,595	13,966	26.06%
Inactive Evangelical Percent	21.43%	23.61%	110.18
# New Churches Needed	125	30	23.65%





Using the Spirituality Indicators

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

Issues for Your Consideration

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



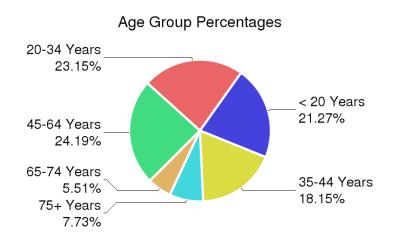
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the 0-0.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO		DEMOSCAPE	COUNTY	BAND	% OF CC
1990 Population	467,400	4,833	1.03%		1990 Households	210,834	2,296	1.09%
2000 Population	554,636	5,040	0.91%		2000 Households	239,235	2,416	1.01%
2010 Population	626,118	5,010	0.8%		2010 Households	250,120	2,174	0.87%
			n this Missio			Location Ty	ре	0-0.5mi Banc
🔲 0-0.5mi Ban	d 🔲 0.5-1	.5mi Band	🗖 1.5-3mi	Band	County	Residential		2,369
400,000						Residential A	Apt.	530
300,000						Residential N	lon-Apt.	1,839
						Business		72
200,000						Seasonal		0
						USPS Resid	ential	2,486
100,000 0 Residential Residential Apt. Residential Non-Apt. Business USPS Business USPS Business USPS Business USPS Business								60

Sum Evergreen Cheyenne Wells Rico Johnstown Crested Butte Mountain Village Laporte Marble Arist Grand View Estates Campo Timnath Crowley Westminster Wiley Intercultural Institute Itz Colorado City Winter Park Dinosaur Julesburg Columbine Valley La Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bergins Red Feather Lakes Englewood Two Buttes Deer 14

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

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

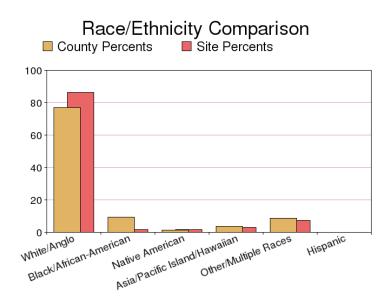


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.66%	4.83%	72.52
4-5 Years	3.09%	2.28%	73.79
6-8 Years	4.51%	3.57%	79.16
9-11 Years	3.75%	3.51%	93.6
12-13 Years	2.17%	2.3%	105.99
14-17 Years	3.86%	3.31%	85.75
18-19 Years	1.76%	1.46%	82.95
0-5 Years	9.74%	7.11%	73
6-12 Years	9.35%	8.26%	88.34
13-19 Years	6.69%	5.89%	88.04
< 20 Years	25.78%	21.26%	82.47
20-34 Years	25.77%	23.13%	89.76
35-44 Years	16.13%	18.14%	112.46
45-64 Years	21.66%	24.17%	111.59
65-74 Years	5.59%	5.51%	98.57
75+ Years	5.06%	7.72%	152.57
Median Age	34	38	111.41
Median Age (Male)	34	38	110.89
Median Age (Female)	35	39	112.29

Georgetown Monument Federal Heights Hooper Crested Butte Grand View Estates Craig Sedgwick B Kess Castle Rock Pueblo Williamsburg Mount Crested Butte Basalt Case Chipita Park Westminster Cottonwood Jamestown Peetz Eads Sheridan Parachu for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Ordway Penrose Florence Tabernash Vail Fruita Burlington Antonito Wood Moor Derby Kim Fort Lupton Leadville North La Salle College

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	77.13%	86.43%	112.05
Black, African-American	9.37%	1.72%	18.32
Native American	1.29%	1.54%	119.51
Asian	3.27%	2.71%	83.02
Pacific Island, Hawaiian	0.24%	0.16%	65.73
Other/Multiple Races	8.7%	7.47%	85.81
Hispanic	0%	34.25%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	428,335	3,729	
Less than 9th Grade	7.63%	7.13%	106.98
No Lligh Cohool Diploma	7 7 6 0/	E CO0/	407 77

l otal Adults over age 25 years.	428,335	3,729	
Less than 9th Grade	7.63%	7.13%	106.98
No High School Diploma	7.76%	5.63%	137.77
High School Graduate	22.94%	21.83%	105.09
Some College, no degree	16.48%	19.04%	86.54
Associate Degree	5.27%	4.02%	131.01
College Degree	23.04%	27.51%	83.73
Graduate/Prof. degree	16.89%	14.83%	113.88

rd Pritchett Northglenn Todd Creek Battlement Mesa Lakewood Tabernash Greenwood Village Telluride Lincoln Park Fountain Rangely Black Forest Aspen Lamar Evans Yare <u>Intercultural Institute</u> Denver Longn Fruita Granada Holyoke Acres Green Cimarron Hills Parker North William Boone Womelsdorf (Coalton) Fir 16 ©Copyright 2012, Intercultural Institute for Contextual Ministry Sawnit Pitkin Dillon Kim Ophir Crowley Niwot

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	10.16%	6.85%	83.31
\$10,000 to \$19,999	12.77%	10.67%	83.55
\$20,000 to \$29,999	12.04%	10.07%	83.68
\$30,000 to \$49,999	20.28%	22.82%	112.49
\$50,000 to \$59,999	7.68%	8.42%	109.61
\$60,000 to \$69,999	6.81%	10.07%	147.94
\$70,000 to \$79,999	5.47%	7.54%	138.02
\$80,000 to \$89,999	4.1%	4.97%	121.11
\$90,000 to \$99,999	2.78%	3.22%	115.75
\$100,000 to \$124,999	6.2%	6.35%	102.43
\$125,000 to \$149,999	3.95%	2.39%	60.56
\$150,000 to \$199,999	3.74%	5.06%	135.32
\$200,000 to \$249,999	1.2%	0.74%	61.16
\$250,000 or more	2.82%	0.74%	26.13
Median Household	44,493	49,839	112.02
Average Household	69,321	65,147	93.98
Per Capita Household	28,757	28,673	99.71
Family/Non-Family Household			
Income			
Median Family Income	56,352	60,829	107.94
Average Family Income	87,346	77,855	89.13
Median Non-Family Income	35,551	41,767	117.48
Average Non-Family Income	52,938	53,032	100.18

Dillon Colorado City Dinosaur Highlands Ranch Silverthorne Gilcrest Naturita Walsenburg El Jeber Vall Beulah Valley Aurora Campo Ramah Simla Romeo Greenwood Charles Montrose Mead El Edwards Central City Sedgwick Tabernash Woodmoor Black Hawk Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Porder Parker Mordan Coal Creek Barkley Factor Vall Black Forest Sedalia Mount Crested Butte Fairplay Brighton

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	47.61%	47.93%	100.66
Families with Children	25.06%	21.11%	84.24
Families without Children	22.55%	26.82%	118.92
Non-Family Households			
% Non-Family Households	52.39%	52.07%	99.4
Non-Families with Children	0.08	0.14	166.74
Non-Families without Children	52.3	51.93	99.29
Housing Units			Index
Total Housing Units	282,261	2,428	
Vacant percent	11.39%	10.46%	91.87
Owned percent	49.38%	61.08%	123.7%
Rented Percent	39.24%	28.46%	72.53
Households by Size			Index
Avg household size	2.45	2.26	92.24
Avg family hh size	3.77	3.36	89.12
Avg non-family hh size	1.25	1.25	100
Households By Count of Persons			Percent
One	110,223	922	0.84%
Two	51,899	576	1.11%
Three or Four	54,770	468	0.85%
Five+	33,228	207	0.62%

Westminster Eagle-Vail Cripple Creek Calhan Bethune Parker Avon Pueblo Fruita Louisville Mo Dove Creek Aguilar La Jara Gilcrest Greenwood Village Colorado Spring Intercultural Institute St. Mary's Norwood Evans Grover Montrose Centennial Dinosaur Jor Contextual Ministry ah Copyright 2012, Intercultural Institute for Contextual Ministry Deve Creek Aguilar La Jara Gilcrest Greenwood Village Colorado Spring Intercultural Institute St. Mary's Norwood Evans Grover Montrose Centennial Dinosaur Jor Contextual Ministry Contextual Ministry Lafayette Basalt Firestone Ouray Eldora Commercial Dindad Royboro und Park Fortield Severance Ward Buena Vista Morrison Log Lane Village Nucla Burling

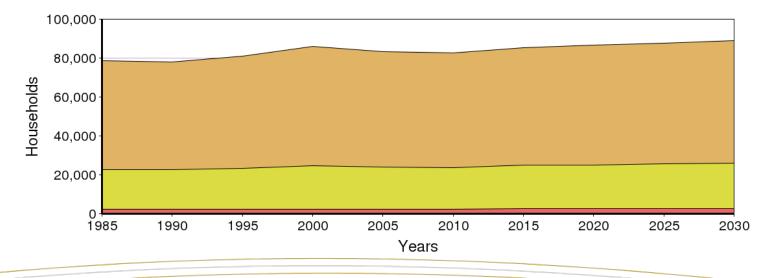
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	467,400	4,833	1.03%
2000 Population	554,636	5,040	0.91%
2010 Population	626,118	5,010	0.8%
2015 Population	704,977	6,752	0.96%

Household Change from 1985 to 2030

0-0.5mi Ring 0-1.5mi Ring

🔲 0-3mi Ring



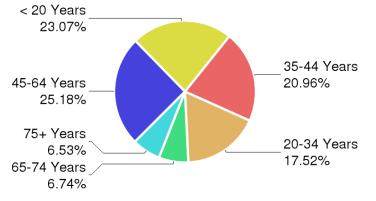
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East Pleasant View Pierce Antonito Cherry Hills Village Bayfield Ovid Montrose Highlands Ranch West Please Har Silverthome Olathe Starkville Georgetown Avondale Pueblo Are Intercultural Institute oke Johnstown Alamosa East Brush Brighton Westcliffe Sedgwick Al Tor Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Fort Garland Frederick Center Welby Ault The Pine 19

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

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

Projected Age Group Percentages

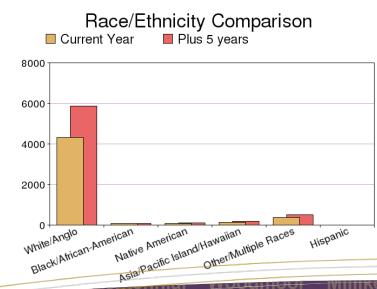


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.83%	4.5%	93.17
4-5 Years	2.28%	2.31%	101.32
6-8 Years	3.57%	3.67%	102.8
9-11 Years	3.51%	4%	113.96
12-13 Years	2.3%	2.95%	128.26
14-17 Years	3.31%	4.01%	121.15
18-19 Years	1.46%	1.63%	111.64
0-5 Years	7.11%	6.81%	95.78
6-12 Years	8.26%	9.11%	110.29
13-19 Years	5.89%	7.15%	121.39
< 20 Years	21.26%	23.07%	108.51
20-34 Years	23.13%	17.52%	75.75
35-44 Years	18.14%	20.96%	115.55
45-64 Years	24.17%	25.18%	104.18
65-74 Years	5.51%	6.74%	122.32
75+ Years	7.72%	6.53%	84.59
Median Age	34	40	115.59
Median Age (Male)	34	39	115.58
Median Age (Female)	35	40	115.95

La Jara Evergreen Allenspark Vilas Walsenburg Fort Garland Swink Sheridan Wray Orchard City Nederland Evans Palmer Lake Rocky Ford Castle Pines North Colorade Intercultural Institute Vondale Deer Trail Pierce Eldorado Springs Dove Creek San Luis Fort for Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Dinosaur Marble Cripple Creek Bockyale Brush

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	86.43%	86.77%	100.4
Black, African-American	1.72%	1.21%	70.75
Native American	1.54%	1.57%	102.15
Asian	2.71%	2.62%	96.57
Pacific Island, Hawaiian	0.16%	0.13%	83.48
Other/Multiple Races	7.47%	7.67%	102.77
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,729	4,955	
Less than 9th Grade	7.13%	8.36%	117.13
No High School Diploma	5.63%	4.44%	78.84
High School Graduate	21.83%	22.28%	102.07
Some College, no degree	19.04%	17.72%	93.06
Associate Degree	4.02%	3.57%	88.8
College Degree	27.51%	27.83%	101.15
Graduate/Prof. degree	14.83%	15.8%	106.56

r Hartman Silverton Walden Walsenburg Fort Morgan Salt Creek Byers Alma Wellington Haxtun Le Crowley Erie Vona Applewood Arriba Pagosa Springs Del Norte Branson Twin Lakes Vilas Commerce City Frederick Sheridan Lake Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.85%	7.09%	103.41
\$10,000 to \$19,999	10.67%	9.63%	90.28
\$20,000 to \$29,999	10.07%	9.56%	94.91
\$30,000 to \$49,999	22.82%	20.63%	90.44
\$50,000 to \$59,999	8.42%	10.41%	123.67
\$60,000 to \$69,999	10.07%	10.82%	107.37
\$70,000 to \$79,999	7.54%	8.79%	90.04
\$80,000 to \$89,999	4.97%	5.83%	106.26
\$90,000 to \$99,999	3.22%	3.03%	94.01
\$100,000 to \$249,999	6.35%	5.54%	87.23
\$125,000 to \$149,999	2.39%	2.07%	86.42
\$150,000 to \$199,999	5.06%	5.28%	104.33
\$200,000 to \$249,999	0.74%	0.7%	95.3
\$250,000 or more	0.74%	0.7%	95.3
Median Household	49,839	53,116	106.58
Average Household	65,147	68,693	105.44
Per Capita Household	28,673	27,863	97.18
Family/Non-Family Household			
Income			
Median Family Income	60,829	61,350	100.86
Average Family Income	77,855	82,518	105.99
Median Non-Family Income	41,767	47,099	112.77
Average Non-Family Income	53,032	55,511	104.67

Westcliffe Kittredge Manzanola Glendale La Jara Foxfield Kit Carson Cortez Chevenne Wells Centre Springs Lakeside Hudson Eldora Blue River Florence Monte Vista National Intercultural Institute M Columbine Branson Kiowa Salida Two Buttes Wiggins Eckley Gil Confertual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	47.93%	47.8%	99.74
Families with Children	21.11	21.96	104.03
Families without Children	26.82	30.86	115.08
Non-Family Households			
% Non-Family Households	52.07%	52.2%	100.24
Non-Families with Children	0.14	0.07	100.24
Non-Families without	51.93	52.12	100.37
Children			
Housing Units			
Total Housing Units	2,428	3,019	124.34%
Vacant percent	10.46%	10.27%	98.16
Owned percent	61.08%	60.88%	99.68
Rented Percent	28.46%	28.88%	101.49
Households by Size			
Avg household size	2.26	2.46	108.85%
Avg family hh size	3.36	3.64	108.33%
Avg non-family hh size	1.25	1.37	109.6%
Households By Count of			
Persons			
One	922	1,187	128.74%
Тwo	576	469	81.42%
Three or Four	468	646	138.03%
Five+	207	407	196.62%

Creede Eagle-Vail Platteville Rifle Edgewater Williamsburg Sugar City Bayfield Laporte Alamosa Ho Log Lane Village Salt Creek Genoa Salida Aurora Eldora Parker Bland Intercultural Institute etz Cherry Hills Village Westcliffe Lakewood Antonito Morrison Westmi Lor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-0.5	0.5-1.5	1.5-3	BORN IN:		0-0.5	0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	406	10,010	17,081	Eastern Africa		0	0 4
Northern Europe	33	137	203	Middle Africa		0	0 0
Western Europe	11	190	233	Northern Africa		0	0 17
Southern Europe	18	111	213	Southern Africa	2	2	2 7
Eastern Europe	17	349	340	Western Africa	С)	0
Other Europe	0	0	0	Other Africa	0		0
Eastern Asia	26	259	321	Oceania	0		22
So. Central Asia	0	24	127	Caribbean	4		22
SE Asia	24	445	571	Central Amer.	234		7,959
Western Asia	0	87	75	South America	17		268
Other Asia	0	0	0	North America	20		109
				Born at sea	0		0

vale Morrison <u>Ken Caryl</u> Florence Johnstown Ridgway Englewood Louviers Sheridan Lake Leadville New Woodland Park Arvada La Junta Sanford Granby Simla Wray Otis Intercultural Institute For Contextual Ministry Eldora Snowmass Village Rocky Ford Campo Eckley Ovid Brecke Joi Contextual Ministry Lakeside G24

Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	
				Other Indo-Euro	12	73	N
English only	4,236	32,280	61,191				23
Spanish Other Indo-Euro	654	13,758	25,446	Asian/PI languages Chinese	0	0 86	0 11
	129	1,070	1,432		25		
language	4	4.45	100	Japanese	24	39	29
French (incl. Patois,	1	145	166	Korean	9	72	70
Cajun)	•	-	10	Mon-Khmer,	0	22	0
French Creole	0	0	19	Cambodian	-		
Italian	25	135	268	Miao, Hmong	0	51	95
Portuguese	20	54	0	Thai	0	17	73
German	21	265	414	Laotian	0	6	12
Yiddish	0	24	0	Vietnamese	40	298	35
Other West Germanic	4	5	26	Other Asian	0	74	53
A Scandinavian	11	20	47	Tagalog	0	14	32
Language				Other Pacific Is	7	15	51
Greek	0	13	13	Other languages	7	152	36
Russian	18	48	93	Navajo	0	11	26
Polish	9	81	71	Other Native N.	0	62	13
Serbo-Croatian	0	158	105	American			
Other Slavic Language	1	30	31	Hungarian	0	0	26
Armenian	0	0	0	Arabic	0	0	45
Persian	7	12	45	Hebrew	0	25	14
Gujarathi	0	0	21	African languages	0	4	93
Hindi	0	0	22	Other unspecified	7	50	27
Urdu	0	0	55	·			

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Pagosa Springs Jamestown Simla Towaoc Wray Aspen Ponderosa Park Morrison Red Cliff Cotton Loghill Village Nederland Fort Lupton Superior Crawford Rico Basal Anterita Crowley Woodland Park Castle Rock Merino Creede Genesee Leadville North Beulah Valley for Contextual Ministry Dacono Deer Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Reporting ancestry	4,466	43,876	81,727
Arab	8	125	82
Armenian	0	20	4
Austrian	13	99	147
British	14	100	231
Canadian	15	88	51
Croatian	7	53	59
Czech	5	64	181
Czechoslovak	9	72	130
Danish	36	185	319
Dutch	21	244	664
English	283	2,540	4,624
European	53	413	503
Finnish	4	60	65
French (not	85	657	1,173
Basque)			
French Canadian	28	205	296
German	618	4,908	8,541
Greek	13	86	205
Hungarian	14	68	142
Iranian	7	5	48

Vista Brush <u>Sheridan Lake Peetz Mancos Pierce Hillrose</u> Eagle Dacono Louviers Genoa Branson Vid Merino Wiggins Ophir Creede Minturn Palisade Swink Louver Intercultural Institute Georgetown Castle Rock Fleming Wray Golden Centennial Sherre Volcontextual Ministry to Contextual Ministry Stratton Yampa Kit Carson Hartman Aspen Park El 26 Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Stratton Yampa Kit Carson Hartman Aspen Park El 26

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

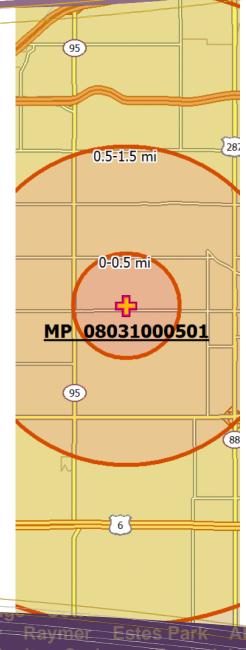
Issues for Your Consideration - continued

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

Stonegate <u>De Boque</u> Fruitvale Johnstown Aristocrat Ranchettes Coal Creek Cai, / on City Williamsbu South Fork Orchard City Sugar City Florence Erie Salida Castle Piner <u>Intercultural Institute</u> Louisville Rockvale Fairplay Pueblo West Aspen Park Campo Kim *Intercultural Institute* Morrison Per Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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



Sawpit Glenwood Springs Crestone Yuma Fraser Broomfield Ovid Ordway Raymer Estes Park And Head Moffat Frisco Sheridan Colorado Springs Fountain Gunbarrel Intercultural Institute Rangely Wray Hotchkiss Castle Pines North Creede Granada Montezu (a) Confertual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,174	100%	1,528	100%
AFFLUENT SUBURBIA	19	0.87%	13	0.85%
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	19	0.87%	13	0.85%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	702	32.29%	487	31.87%
Status Conscious Consumers	123	5.66%	86	5.63%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	416	19.14%	279	18.26%
Solid Suburban Mix	6	0.28%	5	0.33%
2nd Generation Success	81	3.73%	60	3.93%
Successful Urban Sprawl	76	3.5%	57	3.73%
SM TWN SUCCESS	325	14.95%	229	14.99%
2nd City Homebodies	268	12.33%	190	12.43%
Prime Middle America	21	0.97%	14	0.92%
Urban Optimists	29	1.33%	20	1.31%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	7	0.32%	5	0.33%

asalt Meridian Las Animas Sawpit Wheat Ridge Crook New Castle Foxfield Ken Caryl Eldera Frankter Lake City Black Hawk Silverthorne Rico Aspen Hugo Parker The Pier Edwards Lakewood Cripple olorado City Kiowa Ovid Clifton La Junta Orchard Mesa Ponderosa Par Intercultural Institute Confectual Ministry Salt Creek 30 Copyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,174	100%	1,528	100%
BLUE COLLAR BACKBONE	12	0.55%	8	0.52%
Nuevo Hispanic Fam.	12	0.55%	8	0.52%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	56	2.58%	40	2.62%
Ethnic Urban Mix	15	0.69%	11	0.72%
Urban Blues	0	0%	0	0%
Professional Urbanites	21	0.97%	15	0.98%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	18	0.83%	12	0.79%
Mature America	2	0.09%	2	0.13%
METRO FRINGE	649	29.85%	444	29.06%
Steadfast Conservative	631	29.02%	432	28.27%
Moderate Conventionalists	2	0.09%	1	0.07%
Southern Blues	16	0.74%	11	0.72%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Leadville North <u>Starkville</u> Cedaredge Todd Creek Black Hawk Lyons Ovid Caïz / on City Kim Frisco (Grence Wiggins Brookside Stonegate Lake City Columbine Valley Norver Intercultural Institute Penrose Grand View Estates Green Mountain Falls Fairplay Campion H

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,174	100%	1,528	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	271	12.47%	204	13.35%
Young Cosmopolitans	191	8.79%	150	9.82%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	80	3.68%	54	3.53%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

La Salle Evergreen Woodland Park Acres Green Alamosa East Manitou Springs De Beque Roxborough Sheridan Lake Haswell Fairplay Peetz Lafayette Mead Log Lane Villager Intercultural Institute Kremmling Columbine Ponderosa Park Trinidad Montrose Edwards Jor Confextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,174	100%	1,528	100%
STRUGGLING SOCIETIES	119	5.47%	87	5.69%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	15	0.69%	10	0.65%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	104	4.78%	77	5.04%
URBAN ESSENCE	22	1.01%	16	1.05%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	16	0.74%	12	0.79%
New Generation Activists	6	0.28%	4	0.26%
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%

Grand View Estates Manitou Springs Larkspur Gunbarrel Estes Park Hayden Crested Butte Red Feather Springs Kim Leadville North Telluride Bennett Niwot Air Force Academy Purlington Federal Heights B Pueblo Collbran Superior Edgewater Rocky Ford Montezuma Orcha Gonderful Ministry Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-0.5 mile, 0.5-1.5 mile and 1.5-3 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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



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).



Tanada Byers Cheyenne Wells Fowler Westminster Sherrelwood Bonanza Naturita Meridian Rifle Fox Marble Johnstown Berthoud Parker Wheat Ridge Creede Highland Intercultural Institute wood Manassa Garden City Wray Kremmling Georgetown Severance Confectual Ministry Pueblo Aspen Park Lakeside Tabernash Fairplay 35 Confectual Institute for Contextual Ministry Pueblo Aspen Park Lakeside Tabernash Fairplay 35 Pierce Monte Vista Imacio Hotchkiss Denver

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3	BF	RIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES			MILES	MILES	MILES
PC-HH Own	81%	74%	73%	Hŀ	H Owns DVD Player	31%	26%	25%
Use Comp. for Internet/E-mail	65%	56%	55%	Int	ternet Use: Banking	29%	24%	24%
Internet Use: E-Mail	55%	47%	45%	Us	se Comp. for News/Info./Data	26%	21%	21%
Use Comp. for Word	42%	35%	34%	Se	ervice			
Processing				PC	C-Network-HH Has One	21%	17%	17%
Use Comp. for Comp. Games	42%	36%	34%	Us	se Comp. for Personal	16%	12%	12%
Use Comp. for Shopping	38%	31%	31%	Fir	nancial Mngmnt			
Use Comp. for Education	35%	31%	31%	Int	ternet Use: Shopping:	15%	11%	11%
Use Comp. for Digital Camera	35%	28%	27%	Ga	athered Info. for Shopping			
Photo Editing				Us	se Comp. for Accounting	15%	10%	10%
Use Comp. for Banking	34%	29%	28%	Int	ternet Use: Research/	14%	13%	12%
Internet Use: News/ Weather	31%	27%	27%	Ec	ducation			
				Int	ternet Use: Shopping: Made A	14%	10%	10%
				Ρι	urchase			

11% 11% Internet Use: Read Magazines/ 13% Newspapers

Littleton Oak Creek Monte Intercultural Georaetown Delta Genoa Lvons 36

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	69%	66%	66%
Dining Out (Not Fast Food)	59%	53%	52%
Reading Books	55%	52%	51%
Card Games	40%	37%	36%
Go To A Beach/Lake	39%	34%	33%
Cooking for Fun	37%	35%	34%
Gardening	35%	30%	29%
Board Games	32%	29%	28%
Going To	23%	20%	20%
Bars/Nightclubs/Dancing			
Visit Museum	23%	20%	20%

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
67%	64%	64%
41%	37%	36%
31%	26%	26%
22%	22%	22%
21%	21%	20%
21%	19%	19%
18%	17%	17%
18%	16%	16%
14%	14%	13%
13%	13%	12%
	MILES 67% 41% 31% 22% 21% 21% 21% 18% 18%	MILES MILES 67% 64% 41% 37% 31% 26% 22% 22% 21% 21% 21% 19% 18% 16% 14% 14%

oveland Allenspark Central City Garden City Longmont Green Mountain Fails Fort Lupton Nucla Woodm Eckley Towaoc Kim Salt Creek La Veta Gypsum Antonito Parker New Intercultural Institute rsey Jamestown Craig Englewood Fort Carson Sheridan Buena Vista ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Widefield Nederland Black Hawk Monument West Please

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	31.58%	27.46%	27.62%
Live Theater	23.22%	18.56%	18.91%
Live Theater Most Often	18.66%	14.94%	15.12%
Rock/Pop Concerts Most	17.72%	15.77%	15.55%
Often			
Comedy Club	10.26%	9.82%	10.07%
Dance Performance	9.78%	9.59%	9.66%
Movies: Comedy	42.19%	38.36%	37.46%
Movies: Action/Adventure	40.1%	38.7%	37.55%
Movies: Drama	22.18%	19.31%	19.32%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Romantic	20.06%	18.4%	18.16%
Comedy			
Movies: Fam.	18.72%	19.4%	18.6%
Movies: Mystery	17.77%	16.62%	16.38%
MLB Baseball Reg.	10.11%	7.62%	7.59%
Season			
NFL Football Reg.	7.51%	5.81%	5.61%
Season			
College Football Reg.	6.43%	4.91%	4.91%
Season			
NBA Basketball Reg.	4.41%	3.23%	3.29%
Season			
College Basketball Reg.	4.24%	3.19%	3.21%
Season			
NHL Hockey Reg.	4.04%	3.13%	3.01%
Season			

Craig Olathe Northgienn Holly Campion Brush Crested Butte Manitou Springs Silverthorne Paoli ath Greenwood Village Acres Green Raymer Center Pritchett Ridgway Intercultural Institute Air Force Academy Coal Creek Arvada Carbondale Lakewood Granby Monitor for Confectual Ministry an Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Ovid Morrison Peetz Silver Plume Brookside Yamp 38 Crest Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3	в	RIDGES	RIDGES 0-0.5	RIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	42.54%	39.15%	38.58%	Aerobics		11.46%	11.46% 10.04%
Swimming	34.59%	29.58%	29.07%	Baseball		10.97%	10.97% 12.92%
Bowling	20.81%	19.3%	19.25%	Volleyball		9.41%	9.41% 9.86%
Billiards/Pool	19.55%	20.29%	20.01%	Football		8.53%	8.53% 10.23%
Weight Training	18.34%	15.27%	15.16%	Soccer		8.51%	8.51% 10.27%
Using Cardio	16.63%	14.07%	14.22%	Tennis		8.44%	8.44% 7.52%
Machine				Yoga		8.14%	8.14% 7.78%
Jogging/Running	16.48%	15.53%	15.75%	Softball		8.08%	8.08% 8.14%
Camping Trips	15.45%	14.63%	13.72%	Target Shooting		8.02%	8.02% 8.17%
Golf	15%	11.91%	11.86%	Power Boating		7.83%	7.83% 6.72%
Freshwater Fishing	14.7%	14%	13.55%	Hunting		7.6%	7.6% 7.71%
Stationary Cycling	14.13%	12.37%	12.5%	Canoeing/Kayaking	7	7.39%	6.69%
Basketball	13.77%	15.13%	15.55%	Saltwater Fishing	7	7.14%	6.86%
Mountain/Road	13.05%	11.67%	11.26%	Motorcycling		6.04%	6.04% 5.99%
Biking							
Backpacking/Hiking	11.96%	10.26%	10.03%				

Ordway Walsh Fountain Selbert Collbran Pitkin Hot Sulphur Springs Fort Morgan Silver Cliff Gleneag Highlands Ranch Stratton Paonia Lone Tree Otis Timnath Oak Creek Fraser Glenwood Springs Mount Crested Butte Aristocrat Ranchettes for Contextual Ministry Contextual Ministry Berthoud Kersey Rockvale Brighton Firestone Co39 Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Horseback Riding	6.02%	5.77%	5.71%	Fly Fishing	Fly Fishing 3.82%	Fly Fishing 3.82% 4.03%
Jet Skiing	5.47%	4.38%	4.34%	Rock Climbing	Rock Climbing 3.82%	Rock Climbing 3.82% 4.11%
Roller Skating	5.25%	5.82%	5.5%	Snowboarding	Snowboarding 3.74%	Snowboarding 3.74% 3.82%
Water Skiing	5.15%	4.48%	4.5%	Archery	Archery 3.72%	Archery 3.72% 4.23%
Snorkeling	5.12%	4.43%	4.45%	Snowmobiling	Snowmobiling 3.66%	Snowmobiling 3.66% 3.55%
Downhill & X-Country	5.1%	4.63%	4.59%	Auto Racing	Auto Racing 3.27%	Auto Racing 3.27% 3.41%
Skiing				Sailing	Sailing 3.24%	Sailing 3.24% 3.13%
Ice Skating	5.09%	5.27%	5.29%	Surfing &	Surfing & 3.2%	Surfing & 3.2% 3.1%
Hockey	4.3%	4.3%	4.37%	Windsurfing	Windsurfing	Windsurfing
Racquetball	4.28%	4.43%	4.45%	Skateboarding	Skateboarding 3.08%	Skateboarding 3.08% 3.35%
Martial Arts	3.98%	4.2%	4.21%	Rowing	Rowing 2.6%	Rowing 2.6% 2.87%

Beone Longmont Byers Victor Lone Tree Pagosa Springs Minturn Sawpit La Salle Wiley Fleming Jamestown Rye Paoli Allenspark Berthoud Lamar Sedgwick Westcreet Intercultural Institute Jownieville-Lawson-Dumont Starkville Ponderosa Park Firestone Brighton Josef and Ministry La Veta Romeo Carbondal 40 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.

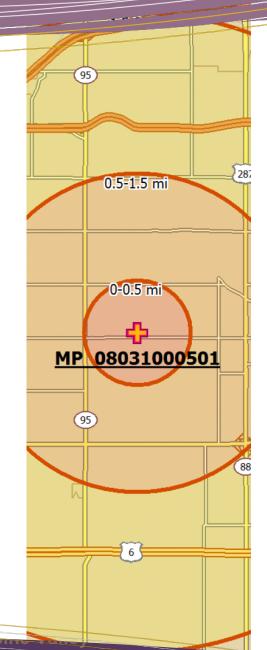
BIBLICAL BARRIERS

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.



eker Salt Creek El Jabel West Pleasant View Colorado City Oak Creek Westcreek Moodland Park Julesburg Stretthorne Nunn Womelsdorf (Coalton) Edwards Foxfield Lafayette Intercultural Institute nieville-Lawson-Dumont New Castle Bethune Pueblo Grand Lake Hudson for Contextual Ministry Woodmoor Wellington Boor41 Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

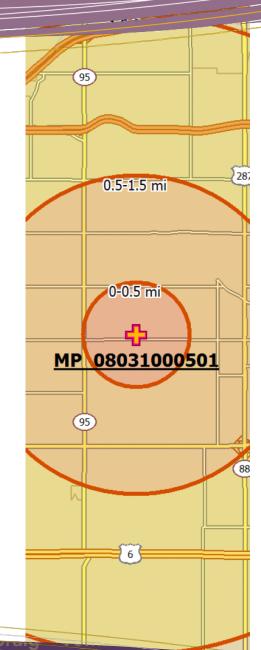
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Delta Bonanza Cortez Vilas Lamar Deer Trail Ault Frederick De Beque Castle Pines North Nucla Auro Pueblo West Two Buttes St. Mary's Kittredge Cheyenne Wells Hugo Intercultural Institute Mead Morrison Julesburg Monte Vista Yampa Woodmoor Keystone Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	48%	49%	49%	Like To Pursue Challenge/Novelty/Change	22%	23%	24%
Prefer To Have Few Possessions As Possible	44%	39%	39%	Marijuana Should Be Legalized	22%	21%	22%
Find It Difficult To Say No To My Kids	38%	34%	33%	Like to Stand Out In A Crowd I Am A Workaholic	21% 19%	20% 20%	20% 21%
Speak My Mind Even If It Upsets People	35%	34%	34%	Happy With My Standard Of Living	17%	14%	15%
Woman's Place Is In The Home	33%	34%	34%	Rarely Sit Down to a Meal Together At Home	16%	15%	15%
Like Control Over People And Resources	33%	34%	35%	We Should Strive for Equality for All	14%	15%	15%
Friends More Important Than My Fam.	31%	30%	30%	Only Work Current Job for The Money	14%	15%	16%
If Won Lottery Would Never Work Again	31%	27%	27%	On Whole People Get What They Deserve	12%	12%	12%
Don't Judge People/Way They Live Life	28%	28%	29%	Indulge My Kids With The Little Extras	9%	12%	12%
Money Is Best Measure Of Success	27%	25%	26%	Little I Can Do To Change My Life	8%	7%	7%
Like To Do Unconventional Things	27%	26%	26%	I Am A Perfectionist	8%	9%	10%
Too Much Sponsorship In Arts/Sports	23%	26%	27%				

eetz Gunnison Fairplay Morrison Fort Lupton Fleming Colorado Springs Acres Green Ignacio Perry Pa Way Victor Woodland Park Elizabeth Granada Crowley Durango Parks Hotchkiss Aurora La Junta ian Mountain Village Nederland Fraser Manassa Womelsdorf (Coalton) ^t ©Copyright 2012, Intercultural Institute for Contextual Ministry ^t ©Copyright 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.



nd Wheat Ridge Sugar City Crawford Delta Brush Cheraw Acres Green Leadville North La Jara Moun Lakewood Ordway Laporte Lake City Avondale Swink Littleton Intercultural Institute Orchard Mesa Calhan Genesee Castle Pines Ouray Gilcrest Ignacio Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important To Respect Customs And Beliefs	64%	56%	55%
You Should Seize Opportunities In Life	57%	57%	57%
Prefer To Have Few Possessions As Possible Like To Understand About	44% 39%	39% 38%	39% 38%
Nature Important Feel Respected By	34%	34%	35%
My Peers Prefer Work Part Of Team	32%	31%	31%
Than Alone Important To Juggle Various	31%	33%	33%
Tasks Good At Fixing Things	29%	29%	30%
Have Keen Sense Of Adventure	28%	26%	26%
Like To Just Enjoy Life People Have To Take Me As They Find Me	26% 26%	25% 23%	25% 24%
Worried About Pollution Caused By Cars	21%	19%	19%

Ourav Montezuma Samoro I

Control Butter Park Seibert Red Cliff Montrose Campo Loveland Naturita Lagle Hooper Buttes Sheridan Lake Cottonwood Wellington Loghill Village Grand Lake Intercultural Institute Bayfield Manassa Arriba Ignacio Air Force Academy Crowley Starkvil (Soutestual Ministy) Contextual Ministry Wheat Ridge Monte Vista Castle Pines North Louisville 45 Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



e-Chipita Park Bennett Jamestown Kremmling Las Animas Eckley Holly Fowler Pitkin Louisville Oph apien Steamboat Springs Rye Wiley Hayden Nucla Saguache Monte Intercultural Institute Beque Winter Park Allenspark Olney Springs Ignacio Gleneagle Glend Goi Contextual Ministry 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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

1.5-3

MILES 12.5% 15.28% 15.2% 14.56%

13.08% 15.92% 16.82% 11.3% 12.26% 10.35% 9.34% 10.23%

PLACE	0-0.5	0.5-1.5	1.5-3		PLACE	PLACE 0-0.5
	MILES	MILES	MILES			MILES
ast Food/Drive-In	84.07%	83.85%	83.17%		Outback Steakhouse	Outback Steakhouse 16.67%
Restaurant-Visit Any					Red Lobster	Red Lobster 16.22%
Fam. Restaurants/Steak	82.13%	78.55%	77.15%	٢	Dairy Queen	Dairy Queen 15.63%
Houses-Visit Any				Ił	HOP (International House	HOP (International House 14.35%
McDonald's	54.45%	53.82%	52.8%	C	Of Pancakes))f Pancakes)
Burger King	37.9%	39.7%	38.78%	S	Starbucks	Starbucks 14.14%
Applebee's	29.61%	26.63%	25.87%	[Denny's	Denny's 14.04%
Taco Bell	29.35%	29.96%	28.83%		Domino's Pizza	Domino's Pizza 13.99%
Wendy's	27.75%	26.71%	25.54%	-	TGI Friday's	TGI Friday's 13.26%
Subway	27.36%	27.16%	26.74%	Cł	nili's Grill and Bar	nili's Grill and Bar 13.19%
Kentucky Fried Chicken	25.08%	26.45%	25.79%	Crack	ker Barrel	ker Barrel 12.79%
(KFC)				Quizr	nos Sub	nos Sub 12.31%
Olive Garden	21.22%	18.3%	17.71%	Chio	ck-Fil-A	ck-Fil-A 11.91%
Arby's	20.44%	18.58%	17.58%			
Pizza Hut	19.97%	22.12%	21.82%			

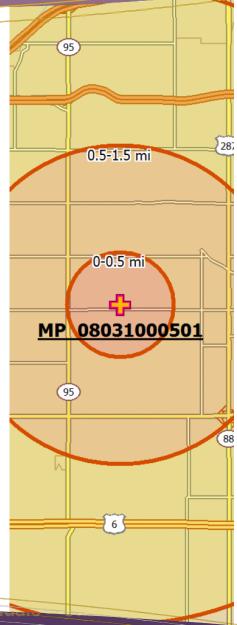
old Hill Stratmoor Eckley Monte Vista Milliken Pritchett Minturn Carbondale Campion Eagle Applewe Paoli Arriba Buena Vista Redlands Perry Park Keystone Brookside Intercultural Institute Twin Lakes Loveland Foxfield Poncha Springs Fort Morgan Ramah ©Copyright 2012, Intercultural Institute for Contextual Ministry st Pleasant View Montat Hooper Adviced Battlemont Mesa Showmass Village Swink, Glenwood Springs Bennett

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!



Gold Hill Centennial Grover Palmer Lake City Fleming Gleneagle Ken Caryl Castle Rock Porcha Springs Gold Hill Centennial Grover Palmer Lake Sheridan Burlington Acres Intercultural Institute Starkville Crestone Wray Fort Lupton Vilas Derby New Castle Campio for Confectual Ministry Coopyright 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-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	50.47%	42.64%	41.15%
Recycled products	40.15%	34.66%	33.93%
Worked as volunteer (non political)	18.95%	15.22%	14.71%
Engaged in fund raising	11.33%	9.39%	9.31%
Religious club member	7.34%	6.63%	6.54%
Wrote to elected offcl about publ bus	6.81%	5.27%	5.16%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to editor of mag or	6.23%	5.7%	5.67%
newspaper			
Charitable Organization	5.96%	4.9%	4.85%
Took active part in local	5.73%	4.76%	4.72%
civic issue			
Union member	5.56%	4.55%	4.34%
Addressed a public meeting	4.97%	3.99%	3.86%
Fraternal order member	4.94%	4.23%	3.97%

ountain Sheridan Pritchett Coal Creek Walden Vail Sanford Parker Hot Sulphur Springs Orchard City Frasburg Grand Lake Mount Crested Butte Stonegate Morrison Hotchkiss And Intercultural Institute easant View Stratmoor Wellington Arriba Snowmass Village Crested But for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Cold Hill Starkville Ourav

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.



Kim Acres Green Grover La Veta Fort Carson Loveland Poncha Springs Ward Parachute Strasburg The Vista Niwot Timnath Dove Creek Windsor Lake City Bow Mar Dove Trail Edgewater Detrive Cedaredge Granada Rocky Ford Pitkin Black Forest Brookside Wig Confertual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	19.34%	16.3%	16.19%
Mystery	13.49%	11.52%	11.1%
Children's Books	12.76%	11.7%	11.65%
Cookbooks	11.8%	10.02%	9.78%
Religious (not Bibles)	8.5%	7.77%	7.54%
Biography	8.32%	6.72%	6.71%
History	8.05%	7.34%	7.39%
Personal/Business	7.71%	6.47%	6.38%
Self-help			
Romance	6.29%	5.92%	5.84%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	70.45%	64.15%	62.43%
Gen. Editorial	47.08%	44.34%	44.02%
Womens	40.76%	39.31%	38.98%
Service	35.7%	31.62%	30.58%
Mens	19.75%	19.42%	19.33%
Business/Finance	18.23%	14.5%	14.28%
Sports	16.46%	15.1%	14.81%
Automotive	14.09%	14.62%	14.3%
Health	13.25%	12.89%	12.84%

daredge Flagler Lakeside Arriba Womelsdorf (Coalton) Red Feather Lakes Cottonwood Silt Glendale Fe Black Hawk Hudson Rifle Aristocrat Ranchettes Haswell Lochbuie Intercultural Institute Aurora Monte Vista The Pinery Monument Gleneagle Vilas Fowler for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Brookside De Beque Craig Alamosa Hartman 51

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Gen. News	57.25%	51.64%	50.38%
Sport	33.61%	30.72%	29.76%
Editorial Page	31.76%	27.25%	25.95%
Classified	31.57%	31.66%	30.9%
Business/Finance	31.39%	26.23%	25.27%
Comics	28.12%	26.38%	25.56%
Movie Listings &	27.57%	24.78%	24.05%
Reviews			
Food/Cooking	26.75%	23.43%	22.62%
TV/Radio Listings	24.57%	22.18%	21.38%
Home/Gardening	22.37%	19.06%	18.22%
Travel	21.78%	17.97%	17.37%
Science/Technology	19.88%	15.99%	15.32%
Fashion	13.99%	12.52%	12.38%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
CHR Contemp Hit Radio	19.97%	22.11%	22.58%
Adult Contemporary	19.68%	16.99%	16.39%
Country	18.95%	17.92%	16.68%
News/Talk	14.32%	10.7%	10.09%
Rock	13.86%	12.48%	11.87%
Alternative	12.41%	9.7%	9.19%
Oldies	12.29%	11.77%	11.4%
Classic Rock	10.68%	9.64%	9.1%
Urban Contemporary	10.31%	12.25%	12.91%
Variety	9.59%	10.89%	11.65%
Soft Contemporary	6.78%	5.59%	5.29%
All News	6.3%	4.53%	4.72%
Religious	6.07%	5.82%	5.78%
Hispanic	5.28%	11.42%	13.28%
Classic Hits	4.95%	4.11%	3.79%
Classical	4.71%	3.51%	3.5%
Jazz	4.69%	3.84%	3.91%
Sports	4.69%	3.53%	3.42%

Estes Park Fort Lupton Kittredge Raymer South Fork Eldora Arriba Boone Brighton Gunnison Ponderosa Park Lafayette Ophir Foxfield La Junta Cascade-Chipit of Engine Fort Morgan Du Palisade Rockvale Parker Eagle-Vail Allenspark Ouray Cimarron foi Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3	MULTIMEDIA: TV	(0-0.5
	MILES	MILES	MILES		MILES	
Fox News Channel	66.24%	62.5%	62.08%	Subscribe Digital Cable	27.87%	
Satellite Dish	51.26%	52.11%	52.3%	Hallmark Channel	27.74%	
Soapnet	50.6%	49.86%	49.94%	BET (Black Entertainment	27.5%	
Other Video-On-Demand	40.22%	41.06%	42.24%	TV)		
Sci-Fi Channel	38.26%	36.27%	36.01%	ESPN Classic	26.57%	
Comedy Central	38%	30.74%	30.09%	The Golf Channel	26.01%	
MSNBC	33.46%	33.11%	33.18%	ESPN2	25.81%	
Adult Pay Per View TV	31.93%	31.51%	31.91%	Nick At Nite	25.62%	
Nickelodeon	29.59%	27.62%	27.6%	TCM (Turner Classic	25.58%	
TV Info From Sunday TV	29.54%	28.37%	28.78%	Movies)		
Magazine				TV Info From Newspapers	25.56%	
ABC Fam.	29.42%	27.24%	27.68%	USA Network	24.37%	
Adult Swim	28.75%	27.32%	26.38%	TV Info From Monthly	23.19%	
				Cable Guide		
				ESPN News	22.51%	



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.

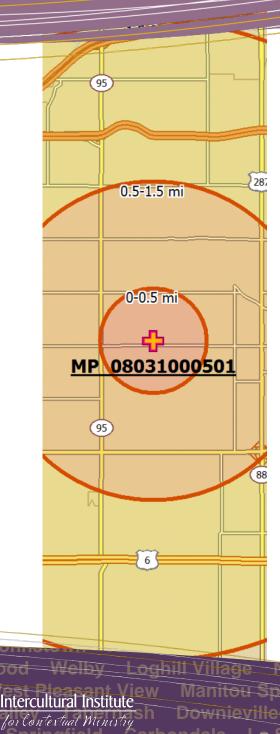
Central Citv

Thornton

Olathe

Parker

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Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	21.9%	18.52%	18.36%
Medium Users (4-6)	11.49%	10.69%	10.54%
Light Users (1-3)	21.25%	20.8%	20.64%
Quintiles (20%)			
Newspaper I	1.47%	1.66%	1.71%
(Heavy)			
Newspaper II	1.36%	1.67%	1.56%
Newspaper III	2.15%	1.81%	1.8%
Newspaper IV	0.69%	0.69%	0.72%
Newspaper V	1.11%	1.12%	1.06%
(Light)			

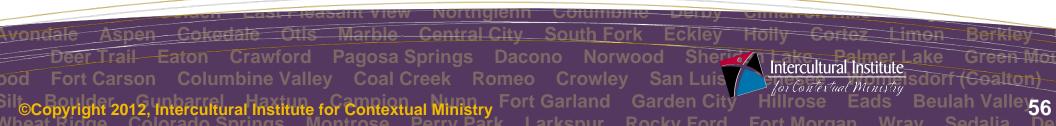
MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.28%	20.14%	19.86%
Magazines II	8.24%	8.91%	8.82%
Magazines III	9.27%	10.15%	10.39%
Magazines IV	10.81%	12.34%	11.94%
Magazines V (Light)	0.5%	0.59%	0.7%
Outdoor I (Heavy)	8.14%	9.63%	10.04%
Outdoor II	2.45%	4.04%	4.49%
Outdoor III	3.33%	4.38%	4.61%
Outdoor IV	16.06%	16.74%	17.11%
Outdoor V (Light)	24.34%	23.21%	23.29%
Yellow Pages I	15.07%	15.85%	16.2%
(Heavy)			
Yellow Pages II	6.58%	7.03%	7.67%
Yellow Pages III	6.31%	6.69%	7.47%
Yellow Pages IV	22.21%	24.04%	24.11%
Yellow Pages V	3.82%	4.81%	5.22%
(Light)			

adorf (Coalton) Loghill Village Dillon Burlington Chevenne Wells Moffat Genoa Stonegate Otis Vall Ra wick Rockvale Peetz Highlands Ranch Lochbuie Longmont Mancos High Reck Forest Louviers E Saguache Lafayette Centennial Manzanola Hartman Snowmass Village Village Village Village Village Ministry a Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5-
	MILES	MILES	MILES		MILES	MILES	MIL
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	าร		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	3.2%	3.39%	3.4%	Prime Time I & II (Heavy)	3.77%	4.06%	3.93
Drive Time III (Medium)	0.45%	0.74%	0.74%	Prime Time III (Medium)	2.14%	2.14%	1.98
Radio IV & V (Light)	2.77%	3.07%	2.78%	Prime Time IV & V (Light)	7.3%	9.23%	9.35
Radio Media Quntiles (fifths	s /			TV Early/Late Fringe Quntile	S		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.18%	9.72%	9.68%	Fringe I & II (Heavy)	41.16%	37.06%	36.8
Radio III (Medium)	5.19%	4.81%	4.78%	Fringe III (Medium)	52.64%	52.21%	52.2
Radio IV & V (Light)	2.73%	3.42%	3.51%	Fringe IV (Light)	54.96%	53.12%	53.0
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	14.95%	14.26%	14.36%	All Day I & II (Heavy)	12.29%	14.53%	15.2
Cable III (Medium)	4.03%	4.6%	4.57%	All Day III (Medium)	24.32%	24.09%	24.5
Cable IV & V (Light)	32.85%	33.04%	33.36%	All Day IV (Light)	13.75%	14.59%	16%



Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands --0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

SAGE	0-0.5	0.5-1.5	1.5-3	USAGE
	MILES	MILES	MILES	
ay-time Radio				Prime Time T
steners				Viewers
ayparts [summary]	13.43%	11.86%	11.14%	8:00-11:00pm
00am - 10:00am	19.64%	15.88%	15.78%	Saturday:
):00am - 3:00pm	6.99%	7.69%	7.76%	8:00-11:00pm
00pm - 7:00pm	13.21%	15.76%	15.08%	Sunday: 7:00-1
00pm - Midnight	15.45%	13.1%	12.85%	9:00am-1:00pm
idnight - 6:00am	6.23%	6.21%	6.27%	9:00am-4:00pr
eekend Radio				4:00pm-7:00pm
steners				11:00pm-1:00a
ayparts [summary]	15.3%	15.95%	15.6%	AVG Prime tim
00am - 10:00am	5.85%	3.85%	3.7%	Mon-Sun
):00am-3:00pm	6.41%	6.03%	6.18%	
00pm - 7:00pm	6.86%	7.09%	6.9%	
00pm - Midnight	9.71%	8.91%	8.97%	
idnight - 6:00am	11.67%	11.45%	11.18%	

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	8.54%	7.34%	7.45%
Saturday:	7.36%	7.89%	8.33%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.72%	9.72%	9.14%
9:00am-1:00pm	25.62%	25.21%	25.32%
9:00am-4:00pm	29.28%	29.13%	29.24%
4:00pm-7:00pm	31.21%	29.55%	30.09%
11:00pm-1:00am	40.95%	41.81%	42.03%
AVG Prime time	3.03%	3.42%	3.59%
Mon-Sun			

Tabernash Pritchett Intercultura Collbran Olathe istru Greelev 57

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	19.11%	19.8%	19.24%		Sat: 7-10am	Sat: 7-10am 19.43%	Sat: 7-10am 19.43% 18.09%
7-9am	25.81%	22.25%	21.65%		Sat: 10am-1pm	Sat: 10am-1pm 7.98%	Sat: 10am-1pm 7.98% 7.51%
9am-12noon	20.64%	19.83%	19.76%		Sat: 1-4pm	Sat: 1-4pm 24.92%	Sat: 1-4pm 24.92% 23.99%
12noon-4pm	8.64%	9.3%	9.49%		Sat: 4-6pm	Sat: 4-6pm 6.85%	Sat: 4-6pm 6.85% 6.38%
4-6pm	52.3%	46.76%	47.42%		Sat: 6-7pm	Sat: 6-7pm 2.97%	Sat: 6-7pm 2.97% 1.95%
6-7pm	20.03%	18.66%	18.68%		Sat: 7-8pm	Sat: 7-8pm 0.91%	Sat: 7-8pm 0.91% 0.98%
7-7:30pm	1.7%	2.31%	2.45%		Sat: 8-11pm	Sat: 8-11pm 7.36%	Sat: 8-11pm 7.36% 7.89%
7:30-8pm	11.05%	11.29%	11.38%		Sat: 11pm-1am	Sat: 11pm-1am 4.6%	Sat: 11pm-1am 4.6% 4.65%
8-11pm	8.54%	7.34%	7.45%		Sat: 1am-7pm	Sat: 1am-7pm 24.37%	Sat: 1am-7pm 24.37% 22.61%
11pm-12am	33.46%	33.11%	33.18%		Sun: 7-10am	Sun: 7-10am 2.82%	Sun: 7-10am 2.82% 2.82%
11pm-1am	40.95%	41.81%	42.03%		Sun: 10am-1pm	Sun: 10am-1pm 7.27%	Sun: 10am-1pm 7.27% 6.39%
1-6am	33.29%	33.05%	33.29%		Sun: 1-4pm	Sun: 1-4pm 6.78%	Sun: 1-4pm 6.78% 5.78%
					Sun: 4-7pm	Sun: 4-7pm 13.56%	Sun: 4-7pm 13.56% 12.68%
					Sun: 7-11pm	Sun: 7-11pm 10.72%	Sun: 7-11pm 10.72% 9.72%
					Sun: 11pm-1am	Sun: 11pm-1am 5.37%	Sun: 11pm-1am 5.37% 5.5%
					Sun: 1-7am	Sun: 1-7am 22.39%	Sun: 1-7am 22.39% 21.12%

Leadville North Ward Fountain Lone Tree Lake City Fruitvale Fort Morgan Thornton Delta Littleton Lake City Fruitvale Fort Morgan Thornton Delta Littleton Lake City Grand Junction Stonegate Eads Cokedale Red Cliff Olney Springs Intercultural Institute Englewood Site Sugar City Kersey Strasburg Hooper Derby Walsenburg Silt Kit Car Confectual Ministry Fruitvale Confectual Ministry Confe

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

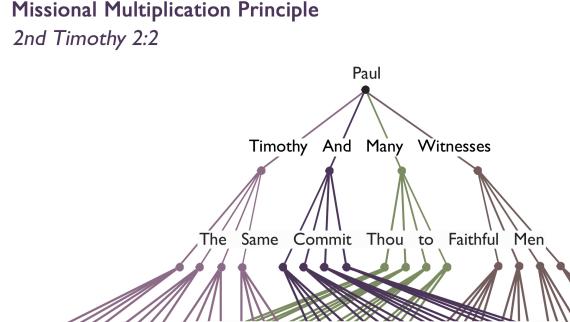
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Longmont Elizabeth Glenwood Springs South Fork Rangely Highlands Ranch Silverton La Jara Walse Fanada Keenesburg Holly Monte Vista Brighton Fairplay Lincoln Park Intercultural Institute Evans Ignacio Rye Olathe Kit Carson Berkley Wray Bethune Ger Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



Who Shall Be Able To Teach Others Also

Clifton Towaoc Hartman Brush Olney Springs Coal Creek Parker Log Lane Village Leadville Beth Red Feather Lakes Mancos Fairplay Derby Loghill Village Padroni Ver Intercultural Institute Commerce City Haswell Mountain Village Evergreen Iliff Yuma Fruitva for Contextual Ministry Grand Lake Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Silt Coal Creek Superior Simla Stratton Aristocrat R61

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.



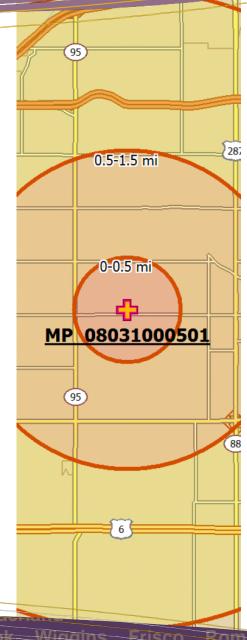
dgewater Ward <u>Ken Caryl</u> Orchard Mesa Lochbuie Silverthorne Pueblo West Gypsum Hooper Greeley and Mountain View Black Forest The Pinery Coal Creek Red Feather Laker Intercultural Institute liken Merino Byers Flagler Granby Starkville Burlington Loghill Villag Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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



r Cascade-Chipita Park Fort Lupton Ouray Starkville Mount Crested Butte Crook Miggins Frisco Rome Padroni Genoa Foxfield Cripple Creek Sherrelwood Pritchett Acres Intercultural Institute Rockvale Orchard Mesa Glendale De Beque Aurora Fort Collins More for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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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