MissionSite top unreached locations



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MissionSite (TM) Table of Contents

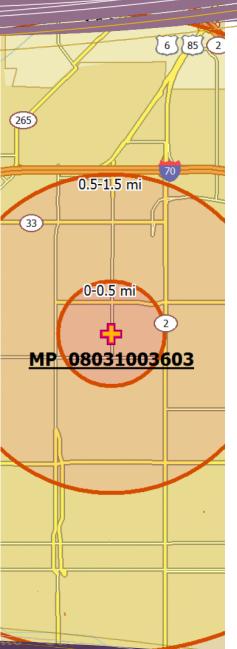
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Site Location Summary

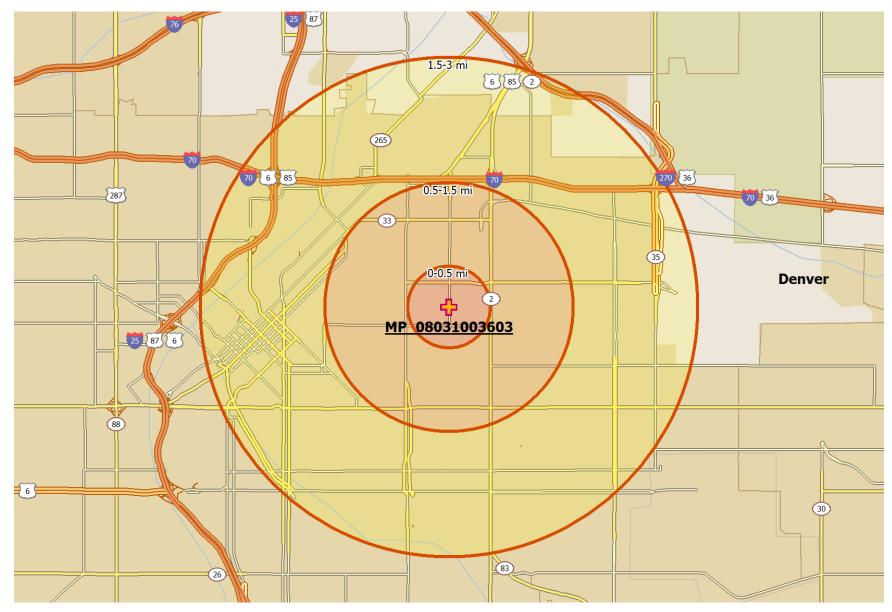
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has 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	80205	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	М	250000-1000000-1000000



Red Cliff Redlands Grand Junction Stonegate Yuma Lone Tree Windsor Kim Huge Morrison Battlemer La Veta West Pleasant View San Luis Holyoke Clifton Walden Littleton Intercultural Institute Cripple Creek Lochbuie Black Hawk Avon Silverthorne Englewood Grand Grand Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



sco Woodland Park Atwood Mead St. Mary's Johnstown Cascade-Chipita Park Redlands Larkspur San Sedgwick Naturita Ault Saguache Fairplay Walsenburg Dove Creek Mary's Eart Lupton Coal Greek Niwot Blue River Aurora Walsh Grand Lake Las Animas Wiley Wo for Contextual Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Red Clifft Dony Ver Mary Coal Creek Frie Ra

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 Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Hugo Cedaredge Julesburg Hudson Walden Jamestown Springfield Eaton Womelsdorf (Coalton) Heter Alamosa Walsh Eldora Frederick Winter Park Woodland Park Are Intercultural Institute Ezuma Lone Tree Ponderosa Park Creede Rangely Marble Glendale Por Jor Confertual Ministry Creek Arvada Scopyright 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	4,984	47,378	110,292
2010 Households	1,745	17,740	51,878
2010 Group Quarters Population	12	1,072	3,138

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	82	86	85
Language Diversity National Index	73	80	62
Foreign Born Diversity National Index	15	10	38
Ancestry Diversity National Index	34	28	64
Racial Diversity National Index	81	81	62

raig Colorado City Black Hawk Arriba Gilcrest South Fork Fruitvale Crook Bethune Gold Hill St Mary Ridgway Winter Park Fort Lupton Meeker Campo Olney Springs Intercultural Institute Genoa Akron Tabernash Cokedale Cherry Hills Village Ouray Glevie Turit Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

Platteville <u>Grested Butte</u> Lincoln Park Beulah Valley <u>Steamboat Springs</u> Gypsum Raymer Leadville He Otis Penrose Glenwood Springs Lafayette Akron Burlington Perry <u>Intercultural Institute</u> od Niwot Indian Hills Silverthorne Battlement Mesa Seibert Gilcrest <u>Copyright 2012, Intercultural Institute for Contextual Ministry</u> 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	0	0%
Mainstay Communities	Established, Diverse Households	68	3.9%
Working Communities	Blue-collar, Working Families	143	8.19%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,160	66.48%
Urban Communities	High Density, Inner-city Neighborhoods	374	21.43%

wood Hiff Ovid Raman Manzanola Roxborough Park Naturita Ault Eldorado Springs Hot Sulphur Spring amestown Florence Avondale Montezuma Cokedale Merino Bennett ink Seibert Hugo Green Mountain Falls Woodland Park Gilcrest Aspen of Intercultural Institute of Contextual Ministry Woodland Park Gilcrest Aspen of Contextual Ministry Silverton Woodland Park 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.

Crested Butte Aspen Park Haswell Elizabeth San Luis Arvada Dacono Glencagle Hot Sulphur Sprin Berthoud Rico Ward Lamar Colorado Springs Arriba Golden Frank Intercultural Institute Olney Springs Norwood Monte Vista Bayfield Cottonwood Ouray Joc Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

Rocky Ford Sedgwick Oak Creek Avondale Alma Keenesburg Bow Mar Wellington Porry Park Lai abernash Mancos Pueblo West Todd Creek Arvada Security-Widefield Intercultural Institute Gold Hill Peetz Jamestown Greeley Downieville-Lawson-Dumont Linco Tor Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Leadville Ordway Redlands Georgetown Nucla Aul 10

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	1,266	0.7%
Unreached %	72.55%	72.54%	99.99
Religious But NOT Evangelical HH	42,369	483	1.14%
Religious But NOT Evangelical %	16.94%	27.67%	163.35
Spiritual But NOT Relig or Evang HH	29,293	102	0.35%
Spiritual But NOT Relig or Evang %	11.71%	5.82%	49.71
Not Evangelical, Not Interested HH	109,839	682	0.62%
Not Evangelical, Not Interested %	43.91%	39.07%	88.96



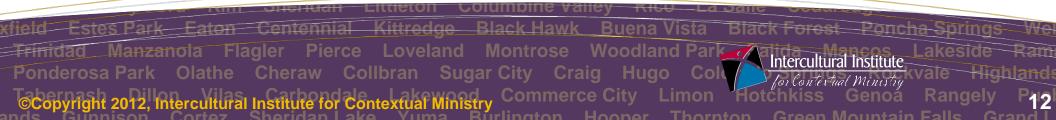


Spirituality Indicators - Churchscape

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	4,026	26.72%
Active Evangelical Percent	6.02%	5.64%	93.64
Inactive Evangelical Households	53,595	14,319	26.72%
Inactive Evangelical Percent	21.43%	20.07%	93.64
# New Churches Needed	125	36	28.53%



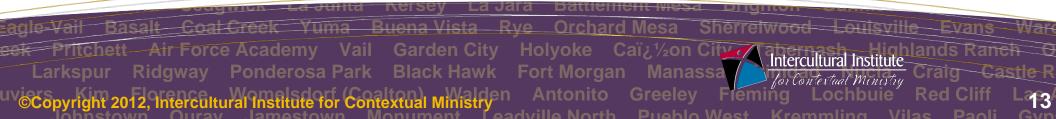


Using the Spirituality Indicators

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.



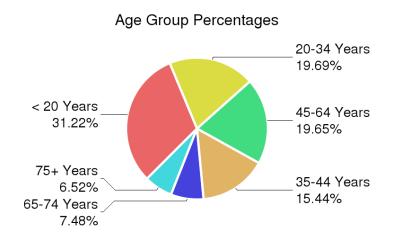
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the 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 CO
1990 Population	467,400	4,125	0.88%		1990 Households	210,834	1,654	0.78%
2000 Population	554,636	4,790	0.86%		2000 Households	239,235	1,806	0.75%
2010 Population	626,118	4,984	0.8%		2010 Households	250,120	1,745	0.7%
		51	n this Missi			Location Ty	ре	0-0.5mi Band
🔲 0-0.5mi Ban	d 🔲 0.5-1	.5mi Band	🗖 1.5-3mi	Band L	County	Residential		1,822
400,000						Residential A	.pt.	40
300,000						Residential N	lon-Apt.	1,782
						Business		51
200,000						Seasonal		0
						USPS Reside	ential	1,864
100,000 0 Residential Reside	ntial Apt. Residential Not	n-Apt. Bus	iness Seaso	nal USPS Resider	Itial USPS Business	USPS Busine	ess	44

Rexborough Park Stratton Ramah Foxfield Grand View Estates Rifle Derby Silver Plume Steamboat Eagle-Vail Poncha Springs Glenwood Springs Dolores Crook Castle Manassa Starkville Harts Battlement Mesa Firestone Greeley Evergreen Todd Creek Boone Nor Confectual Institute Confectual Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fairplay Bayfield Walden Fruitvale Garden City Gunda

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.

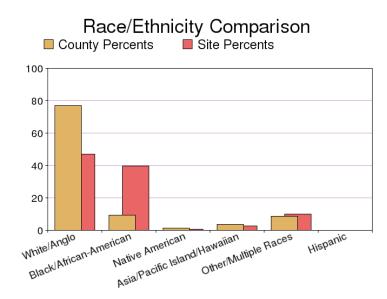


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.66%	6.44%	96.7
4-5 Years	3.09%	3.53%	114.24
6-8 Years	4.51%	5.6%	124.17
9-11 Years	3.75%	5.08%	135.47
12-13 Years	2.17%	3.13%	144.24
14-17 Years	3.86%	5.18%	134.2
18-19 Years	1.76%	2.29%	130.11
0-5 Years	9.74%	9.97%	102.36
6-12 Years	9.35%	12.24%	130.91
13-19 Years	6.69%	9.03%	134.98
< 20 Years	25.78%	31.24%	121.18
20-34 Years	25.77%	19.7%	76.45
35-44 Years	16.13%	15.45%	95.78
45-64 Years	21.66%	19.66%	90.77
65-74 Years	5.59%	7.48%	133.81
75+ Years	5.06%	6.52%	128.85
Median Age	34	36	104.14
Median Age (Male)	34	34	99.65
Median Age (Female)	35	38	108.42



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%	46.85%	60.74
Black, African-American	9.37%	39.53%	421.83
Native American	1.29%	0.82%	63.97
Asian	3.27%	2.53%	77.32
Pacific Island, Hawaiian	0.24%	0.3%	123.89
Other/Multiple Races	8.7%	9.95%	114.39
Hispanic	0%	27.57%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	428,335	3,193	
Lass than 0th Crade	7 600/	10.050/	60.04

Total Adults over age 25 years.	428,335	3,193	
Less than 9th Grade	7.63%	12.65%	60.31
No High School Diploma	7.76%	10.24%	75.76
High School Graduate	22.94%	25.68%	89.33
Some College, no degree	16.48%	18.04%	91.34
Associate Degree	5.27%	5.64%	93.48
College Degree	23.04%	17.29%	133.26
Graduate/Prof. degree	16.89%	10.46%	161.44

Columbine Strasburg Green Mountain Falls Rangely Crawford Vail Cottonwood Red Feather Lakes Towas Lake City Arvada Grand Junction Dinosaur Leadville North Cortez Northglenn Aristocrat Ranchettes Del Norte Julesburg Empire Cherry Otis Minturn Kittredge Estes P16 Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 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%	19.26%	234.04
\$10,000 to \$19,999	12.77%	14.1%	110.38
\$20,000 to \$29,999	12.04%	13.87%	115.2
\$30,000 to \$49,999	20.28%	20.4%	100.58
\$50,000 to \$59,999	7.68%	7.05%	91.79
\$60,000 to \$69,999	6.81%	4.87%	71.54
\$70,000 to \$79,999	5.47%	4.53%	82.83
\$80,000 to \$89,999	4.1%	4.01%	97.79
\$90,000 to \$99,999	2.78%	2.29%	82.4
\$100,000 to \$124,999	6.2%	4.81%	77.68
\$125,000 to \$149,999	3.95%	1.6%	40.63
\$150,000 to \$199,999	3.74%	1.2%	32.19
\$200,000 to \$249,999	1.2%	0.34%	28.57
\$250,000 or more	2.82%	1.72%	61.03
Median Household	44,493	33,102	74.4
Average Household	69,321	53,184	76.72
Per Capita Household	28,757	18,625	64.77
Family/Non-Family Household			
Income			
Median Family Income	56,352	40,874	72.53
Average Family Income	87,346	66,107	75.68
Median Non-Family Income	35,551	24,431	68.72
Average Non-Family Income	52,938	36,189	68.36

Collbran Ken Caryl Limon Olathe Ridgway Redlands Ovid Kremmling Gold Hill Clifton Granby Lederland St. Mary's Bonanza Olney Springs Glenwood Springs Lone Trees Intercultural Institute Loghill Village Yampa Campion Berthoud Fowler Fairplay Ophir Brock for Contextual Ministry Cocopyright 2012, Intercultural Institute for Contextual Ministry Cocopyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 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%	56.96%	119.63
Families with Children	25.06%	33.07%	131.92
Families without Children	22.55%	23.9%	105.97
Non-Family Households			
% Non-Family Households	52.39%	43.04%	82.15
Non-Families with Children	0.08	0.17	207.73
Non-Families without Children	52.3	42.87	81.96
Housing Units			Index
Total Housing Units	282,261	1,950	
Vacant percent	11.39%	10.51%	92.32
Owned percent	49.38%	61.64%	124.84%
Rented Percent	39.24%	27.85%	70.97
Households by Size			Index
Avg household size	2.45	2.85	116.33
Avg family hh size	3.77	4.10	108.75
Avg non-family hh size	1.25	1.20	96
Households By Count of Persons			Percent
One	110,223	636	0.58%
Two	51,899	336	0.65%
Three or Four			
	54,770	399	0.73%

Alas Norwood <u>Glenwood Springs Fruita Victor Windsor New Castle</u> Central City Manitou Springs Pages The Ramah Coal Creek Creede Manassa Eads Poncha Springs Coked <u>Intercultural Institute</u> Delta Olney Springs Orchard City Aristocrat Ranchettes Glendale Log Contextual Ministry Be Copyright 2012, Intercultural Institute for Contextual Ministry Blanca Lafayette Olathe St. Mary's Applewood Li 18 Contextual Ministry

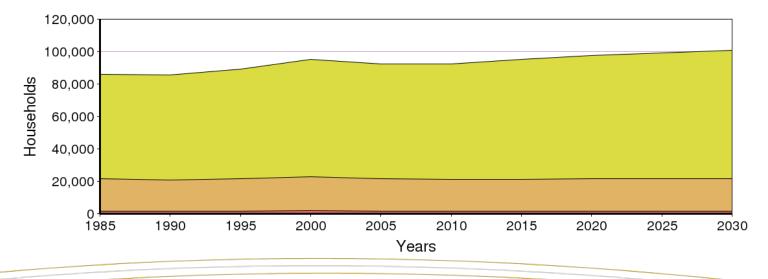
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	467,400	4,125	0.88%
2000 Population	554,636	4,790	0.86%
2010 Population	626,118	4,984	0.8%
2015 Population	704,977	5,330	0.76%

Household Change from 1985 to 2030

0-0.5mi Ring 0-1.5mi Ring

📃 0-3mi Ring

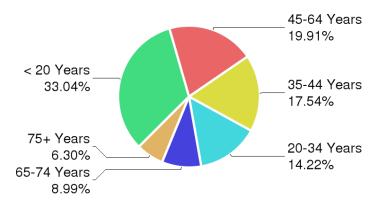


tis Jamestown Palisade Perry Park La Junta Cascade-Chipita Park Tellunde Crested Butte Welby Com Limon The Pinery Red Feather Lakes Lake City Trinidad Security-Win Intercultural Institute Erie Derby Snowmass Village Blue River Hugo Black Forest Holly ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

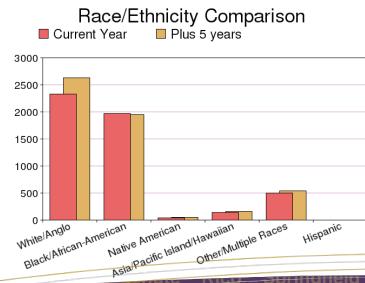


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.44%	5.46%	84.78
4-5 Years	3.53%	3.41%	96.6
6-8 Years	5.6%	5.72%	102.14
9-11 Years	5.08%	5.78%	113.78
12-13 Years	3.13%	4%	127.8
14-17 Years	5.18%	6.12%	118.15
18-19 Years	2.29%	2.55%	111.35
0-5 Years	9.97%	8.87%	88.97
6-12 Years	12.24%	13.49%	110.21
13-19 Years	9.03%	10.68%	118.27
< 20 Years	31.24%	33.04%	105.76
20-34 Years	19.7%	14.22%	72.18
35-44 Years	15.45%	17.54%	113.53
45-64 Years	19.66%	19.91%	101.27
65-74 Years	7.48%	8.99%	120.19
75+ Years	6.52%	6.3%	96.63
Median Age	34	37	108.58
Median Age (Male)	34	35	104.07
Median Age (Female)	35	39	112.03

Parker Meridian Walden Genoa Firestone Orchard City Kiowa Cai, 200 City Breckenridge Swink Gri Hooper Walsh Boone Twin Lakes Hugo Pueblo Bayfield Manzano Anther Serk North Washington Louisville Sedalia Niwot Pueblo West Genesee Atwood Paoli Yum Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Cover Platter Collins Silver Cliff Aristocrat Ranchette 20

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	46.85%	49.44%	105.52
Black, African-American	39.53%	36.53%	92.42
Native American	0.82%	0.9%	109.47
Asian	2.53%	2.74%	108.35
Pacific Island, Hawaiian	0.3%	0.34%	112.21
Other/Multiple Races	9.95%	10.08%	101.24
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,193	3,384	
Less than 9th Grade	12.65%	11.35%	89.68
No High School Diploma	10.24%	8.16%	79.64
High School Graduate	25.68%	27.45%	106.9
Some College, no degree	18.04%	16.46%	91.24
Associate Degree	5.64%	5.79%	102.74

17.29%

10.46%

18.32%

12.47%

105.98

119.22

San Luis Victor Derby Blue River Granby Palmer Lake Castle Pines Beulah Valley Seibert Parker Indale Ken Caryl Ordway Holly Tabernash Two Buttes Fort Carson Intercultural Institute Manassa Hartman Genesee Westcreek Byers Dinosaur Laporte Goldon Fort Lupton Stratmoor Lea 21 Copyright 2012, Intercultural Institute for Contextual Ministry

College Degree

Graduate/Prof. degree

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	19.26%	19.32%	100.31
\$10,000 to \$19,999	14.1%	13.86%	98.34
\$20,000 to \$29,999	13.87%	13.23%	95.36
\$30,000 to \$49,999	20.4%	19.32%	94.68
\$50,000 to \$59,999	7.05%	6.61%	93.81
\$60,000 to \$69,999	4.87%	4.87%	100.03
\$70,000 to \$79,999	4.53%	4.64%	102.5
\$80,000 to \$89,999	4.01%	4.47%	111.34
\$90,000 to \$99,999	2.29%	2.26%	98.69
\$100,000 to \$249,999	4.81%	5.22%	108.45
\$125,000 to \$149,999	1.6%	2.32%	144.6
\$150,000 to \$199,999	1.2%	1.62%	134.96
\$200,000 to \$249,999	0.34%	0.41%	118.09
\$250,000 or more	1.72%	2.03%	118.09
Median Household	33,102	34,046	102.85
Average Household	53,184	56,786	106.77
Per Capita Household	18,625	18,371	98.64
Family/Non-Family Household			
Income			
Median Family Income	40,874	41,308	101.06
Average Family Income	66,107	71,500	108.16
Median Non-Family Income	24,431	25,533	104.51
Average Non-Family Income	36,189	37,669	104.09

kspur Empire Stonegate Parker Genesee Sugar City Breckenridge Indian Hills Coal Creek Brookside Atwood Creede Mountain Village Starkville Estes Park Evans Alamos <u>Intercultural Institute</u> Edwards Aurora Flagler Air Force Academy Gunbarrel Ouray Frisco (ontextual 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	56.96%	56.32%	98.88
Families with Children	33.07	32.83	99.29
Families without Children	23.9	22.85	95.64
Non-Family Households			
% Non-Family Households	43.04%	43.68%	101.49
Non-Families with Children	0.17	0.06	101.49
Non-Families without	42.87	43.62	101.76
Children			
Housing Units			
Total Housing Units	1,950	1,923	98.62%
Vacant percent	10.51%	10.4%	98.93
Owned percent	61.64%	62.09%	100.73
Rented Percent	27.85%	27.56%	98.98
Households by Size			
Avg household size	2.85	3.08	108.07%
Avg family hh size	4.10	4.61	112.44%
Avg non-family hh size	1.20	1.12	93.33%
Households By Count of			
Persons			
One	636	664	104.4%
Two	336	198	58.93%
Three or Four	399	402	100.75%
Five+	374	460	122.99%

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Ethnographic Summary

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

BORN IN:	0-0.5	0.5-1.5	1.5-3		BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	272	9,961	13,878		Eastern Africa	Eastern Africa 0	Eastern Africa 0 126
Northern Europe	0	118	552	ſ	Middle Africa	Middle Africa 0	Middle Africa 0 3
Western Europe	0	128	512	North	hern Africa	hern Africa 0	nern Africa 0 75
outhern Europe	0	121	195	Souther	n Africa	n Africa 0	n Africa 0 23
Eastern Europe	0	170	1,040	Western A	frica	Africa 2	Africa 2 48
Other Europe	0	0	4	Other Africa	à	a 4	a 4 31
Eastern Asia	0	135	1,019	Oceania		0	0 26
So. Central Asia	0	55	351	Caribbean		0	0 136
SE Asia	13	151	394	Central Amer.		244	244 8,374
Western Asia	0	35	143	South America		9	9 61
Other Asia	0	0	0	North America		0	0 145
				Born at sea		0	0 0

Brighton Pueblo Calhan Glenwood Springs Raymer Cokedale Superior Aurora Meridian Jameston burg Deer Trail Branson Victor Crowley Cascade-Chipita Park Rico And Esde Akeyood The Pinery or Park Wiley Twin Lakes Fruita Akron Hillrose Oak Creek Coal Creek for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILE
English only	1,380	30,181	74,305	Other Indo-Euro	0	33	98
Spanish	334	12,546	14,565	Asian/PI languages	0	0	0
Other Indo-Euro	0	923	3,566	Chinese	0	51	403
language				Japanese	8	76	473
French (incl. Patois,	0	282	742	Korean	0	2	147
Cajun)				Mon-Khmer,	0	8	76
French Creole	0	14	24	Cambodian			
Italian	0	30	217	Miao, Hmong	0	0	0
Portuguese	0	94	100	Thai	0	10	71
German	0	216	605	Laotian	0	0	0
Yiddish	0	10	51	Vietnamese	21	3	102
Other West Germanic	0	13	77	Other Asian	0	0	121
A Scandinavian	0	27	181	Tagalog	0	20	66
Language				Other Pacific Is	0	8	48
Greek	0	69	213	Other languages	23	369	753
Russian	0	29	652	Navajo	0	37	62
Polish	0	16	77	Other Native N.	0	36	121
Serbo-Croatian	0	60	127	American			
Other Slavic Language	0	6	126	Hungarian	0	10	59
Armenian	0	0	24	Arabic	0	131	100
Persian	0	9	62	Hebrew	6	11	122
Gujarathi	0	8	21	African languages	17	141	253
Hindi	0	7	101	Other unspecified	0	3	36
Urdu	0	0	15				

almer Lake Todd Creek Clifton Platteville Florence Evans Lyons Lochbure Welby Mountain Village H Keenesburg Kersey Pueblo Nunn Holyoke Crawford Minturn Logh Intercultural Institute Byers Case ville-Lawson-Dumont Berthoud Commerce City Alma Windsor Leadville Joc Confectual Ministry Keystone Stonegate Steamboat Springs Norwood 25

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	1,589	40,654	85,096
Arab	0	192	314
Armenian	0	0	61
Austrian	0	114	292
British	0	175	500
Canadian	0	41	135
Croatian	0	18	127
Czech	3	59	400
Czechoslovak	0	9	103
Danish	0	75	420
Dutch	11	218	770
English	15	1,559	6,107
European	11	538	1,110
Finnish	0	42	119
French (not Basque)	4	377	1,428
French Canadian	0	161	383
German	37	2,676	10,309
Greek	0	135	436
Hungarian	0	75	337
Iranian	0	24	69

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	17	2,237	7,264
Italian	12	747	3,454
Lithuanian	0	99	191
Norwegian	22	339	1,296
Polish	0	457	1,579
Portuguese	0	64	113
Romanian	0	21	116
Russian	0	315	1,498
Scandinavian	2	60	266
Scotch-Irish	4	342	1,375
Scottish	3	399	1,813
Slovak	0	26	89
Subsaharan African	47	999	749
Swedish	5	408	1,263
Swiss	6	80	283
Ukrainian	4	73	276
US/American	56	1,220	3,001
Welsh	0	159	517
West Indian	6	99	128
Yugoslavian	0	76	110
Other	1,324	25,945	36,292

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Columbine Valley Frisco Branson Eaton Marble Pueblo Aspen Starkville Blue River Fruitvale Se Grenard Mesa Campo Westminster Vail Granby Monument Wellington Aspen Intercultural Institute Clifton Green Mountain Falls Snowmass Village Cimarron Hills Del Norte Intercultural Heights Bonanza Case Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

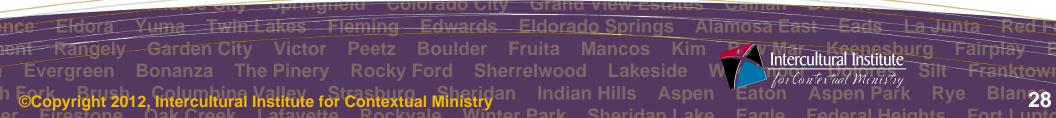
- 1. The Demoscape information on page 19 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing,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

Aristocrat Ranchettes Starkville Fruitvale Rye Burlington Welby Palmer Lake Glenwood Springs En Dolores Pritchett Glendale Edwards Pueblo Mountain Village Column Intercultural Institute Cokedale Seibert Louisville Colorado Springs Breckenridge Julesburg Scoopyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

Issues for Your Consideration - continued

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



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

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



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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	1,745	100%	1,266	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	12	0.69%	8	0.63%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	12	0.69%	8	0.63%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

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bondale Basalt Nederland Kit Carson Steamboat Springs Fort Lupton Storegate Grever Penderosa Park Growley Frederick Mead Laporte Genoa Rifle Alamosa East Brecker Intercultural Institute Iucla Raymer Glendale Moffat Lamar Rangely Stratton Ovid Morriso (on Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Peetz Eldora Englewood Monte Vista Aurora Monte

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	1,745	100%	1,266	100%
BLUE COLLAR BACKBONE	53	3.04%	37	2.92%
Nuevo Hispanic Fam.	53	3.04%	37	2.92%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	56	3.21%	36	2.84%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	56	3.21%	36	2.84%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	90	5.16%	65	5.13%
Steadfast Conservative	33	1.89%	23	1.82%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	57	3.27%	42	3.32%
Grass-Roots Living	0	0%	0	0%

Mountain View Eckley Alma Idaho Springs Strasburg Westcreek Olney Springs Allenspark Windson Blanca Avon Moffat Centennial El Jebel Highlands Ranch Bethune Intercultural Institute Golden Fruitvale Walden Monument Central City Boulder Florence For Confextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Bandaly Specific Confextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 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	1,745	100%	1,266	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	1,160	66.48%	859	67.85%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,160	66.48%	859	67.85%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
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%

Plume Stonegate <u>Air Force Academy Crawford</u> <u>Beulah Valley</u> <u>Estes Park</u> Northgionn <u>Severance</u> <u>Alamos</u> Sterling Edgewater Brighton Kremmling Calhan East Pleasant View Later <u>Intercultural Institute</u> Firestone Wiley Trinidad Tabernash Haxtun South Fork Arvada Victor *for Contextual Ministry* **Copyright 2012, Intercultural Institute for Contextual Ministry** Contextual Ministry Contextual Ministry Holly Georgetown Genoa lliff Aquilar Parachute Silve

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	1,745	100%	1,266	100%
STRUGGLING SOCIETIES	63	3.61%	43	3.4%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	57	3.27%	39	3.08%
Struggling city Centers	6	0.34%	4	0.32%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	311	17.82%	218	17.22%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	311	17.82%	218	17.22%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Telta Nucla Bethune Ridgway Aguilar Holyoke Merino Wray Frederick Breckenridge Hartman Rayme Fort Morgan Pueblo West Clifton Brush Lake City Vona Campion Intercultural Institute Ibran Kim Louviers Edwards Hudson Lincoln Park Telluride Rockval for Confectual Ministry Coopyright 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?

Mount Crested Butte Norwood Empire Log Lane Village East Pleasant View South Fork Starkville Mon Grover Lakewood Arvada Cokedale Haxtun Crested Butte Littleton Intercultural Institute on Walden Columbine Byers Breckenridge Peetz Welby Genesee To Govertual Ministry Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

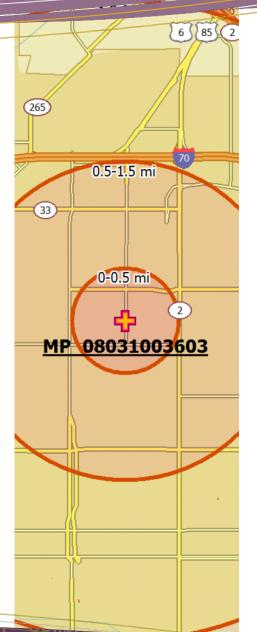
Potential Cultural Bridges

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

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

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



Monument Dillon Blanca Black Hawk Orchard City Glenwood Springs Mountain View Chevenne Wells Red Feather Lakes Telluride Oak Creek Winter Park Branson Campion Intercultural Institute saur La Veta Sedgwick Grover Palisade Olney Springs Superior Two Jos Confectual Ministry Confectual Ministry Denver Timnath Greenwood Village Thornton Sev 35 ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
PC-HH Own	69%	70%	75%
Use Comp. for Internet/E-mail	45%	51%	59%
Internet Use: E-Mail	39%	44%	53%
Use Comp. for Comp. Games	30%	30%	32%
Use Comp. for Word	28%	32%	39%
Processing			
Use Comp. for Education	26%	28%	29%
HH Owns DVD Player	24%	25%	28%
Use Comp. for Shopping	23%	28%	35%
Use Comp. for Digital Camera	21%	25%	31%
Photo Editing			
Internet Use: News/ Weather	21%	26%	33%



Graphics/Presentation Internet Use: Shopping:

Gathered Info. for Shopping

12%

15%

9%

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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	66%	67%	69%
Reading Books	51%	53%	58%
Dining Out (Not Fast Food)	46%	50%	57%
Card Games	39%	37%	38%
Cooking for Fun	34%	36%	40%
Board Games	28%	27%	28%
Go To A Beach/Lake	27%	31%	35%
Gardening	24%	24%	26%
Visit Museum	19%	21%	26%
Going To	16%	20%	24%
Bars/Nightclubs/Dancing			

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	68%	64%	64%
Gen./Fam. Practitioner	33%	33%	36%
Dentist	24%	26%	30%
Backache	23%	21%	21%
Hypertension/High Blood	23%	18%	18%
Pressure			
Eye Dr.	21%	20%	21%
High Cholesterol	20%	17%	17%
None Of These	17%	21%	23%
Acid Reflux Disease	16%	13%	13%
(GERD)			
Overweight (30 Pounds Or	16%	12%	11%
More)			



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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	25.36%	28.53%	33.24%
Live Theater	19.25%	20.56%	25.63%
Live Theater Most Often	15.25%	16.04%	20.42%
Rock/Pop Concerts Most	14.13%	15.96%	18.16%
Often			
Dance Performance	10.69%	11.34%	12.28%
Comedy Club	10.59%	10.81%	11.2%
Movies: Comedy	38.27%	39.56%	40.15%
Movies: Action/Adventure	36.85%	39.05%	39.96%
Movies: Fam.	21.8%	19.46%	17.57%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Drama	21.78%	22.58%	24.35%
Movies: Romantic	20.22%	19.79%	20.92%
Comedy			
Movies: Mystery	16.63%	19.36%	19.82%
NFL Football Reg.	5.34%	5.82%	6.7%
Season			
College Football Reg.	4.69%	5.23%	6.63%
Season			
MLB Baseball Reg.	4.21%	7.84%	10.99%
Season			
NBA Basketball Reg.	3.57%	4.11%	5.07%
Season			
College Basketball Reg.	3.57%	4.44%	5.6%
Season			
NFL Football	1.81%	1.22%	1.11%
Post-Season			



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

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES		0-0.5	0-0.5 0.5-1.5
	MILES	MILES	MILES		MILE	S	S MILES
Walking for Exercise	38.31%	38.81%	41.87%	Soccer	9.45%		10.35%
Swimming	24.13%	26.91%	31.69%	Mountain/Road	9.24%		10.63%
Bowling	22.3%	19.85%	19.39%	Biking			
Basketball	20.27%	17.24%	15.58%	Volleyball	9.24%		8.94%
Jogging/Running	17.77%	18.41%	19.32%	Softball	8.72%		8.35%
Billiards/Pool	15.79%	19.27%	20.06%	Tennis	7.4%		8.19%
Football	14.42%	11.87%	10.12%	Saltwater Fishing	7.26%		6.82%
Weight Training	13.67%	15.66%	18.69%	Roller Skating	6.65%		6.12%
Freshwater Fishing	13.46%	12.23%	11.87%	Yoga	6.65%		8.3%
Baseball	13.38%	12.49%	10.95%	Backpacking/Hiking	6.3%		8.52%
Aerobics	13.27%	12%	12.46%	Camping Trips	6.29%		8.87%
Using Cardio	11.42%	13.85%	17.3%	Ice Skating	6.03%		5.66%
Machine				Target Shooting	5.58%		5.44%
Stationary Cycling	10.68%	11.89%	13.55%	Racquetball	5.45%		4.31%
Golf	9.73%	10.3%	12.81%	Hunting	5.32%		5.6%

awford Silverton Red Cliff Craig Ridgway Garden City Penrose Mancos Green Mountain Falls Mount G Avondale Cokedale Golden Byers Dacono Cherry Hills Village Sectory Widgfield Walsenburg Dente Fort Collins Frederick Bethune Longmont Las Animas Eagle Sugar for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Basalt Breck Prince Frisch Mead Long 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
Hockey	4.92%	3.95%	3.48%	Water Skiing	Water Skiing 3.62%	Water Skiing 3.62% 3.51%
Horseback Riding	4.43%	5.18%	5.61%	Martial Arts	Martial Arts 3.56%	Martial Arts 3.56% 4.27%
Canoeing/Kayaking	4.41%	5.12%	5.88%	Snowboarding	Snowboarding 3.23%	Snowboarding 3.23% 3.17%
Motorcycling	4.34%	4.11%	3.75%	Snowmobiling	Snowmobiling 3.09%	Snowmobiling 3.09% 2.7%
Power Boating	4.31%	4.41%	5.2%	Sailing	Sailing 2.88%	Sailing 2.88% 3.12%
Skateboarding	4.23%	3.35%	2.7%	Archery	Archery 2.85%	Archery 2.85% 2.86%
Fly Fishing	3.95%	3.51%	3.07%	Rowing	Rowing 2.83%	Rowing 2.83% 2.39%
Downhill & X-Country	3.89%	4.17%	5.62%	Rock Climbing	Rock Climbing 2.79%	Rock Climbing 2.79% 3.3%
Skiing				Surfing &	Surfing & 2.68%	Surfing & 2.68% 2.81%
Jet Skiing	3.84%	3.93%	4.17%	Windsurfing	Windsurfing	Windsurfing
Snorkeling	3.64%	4.43%	5.51%	Auto Racing	Auto Racing 2.32%	Auto Racing 2.32% 2.6%

rnton Eagle <u>South Fork Westcreek Mount Crested Butte Iliff</u> Sedgwick Berthoud Coal Creek Garden G Geres Beulah-Valley Salt Creek Holyoke Bethune Battlement Mesa Kiower Intercultural Institute Columbine Valley Mountain Village Firestone Loghill Village Snowmass for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Erie Crowley Centennial Greeley Kittredge Niwot Frisco Lafayette Bayfield Cherry Hills Village With Lone Tree Colorado City Silver Plume Padroni Kremmling Olney Springs Intercultural Institute Hartman Winter Park Evans Arvada Limon Oak Creek Telluride for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

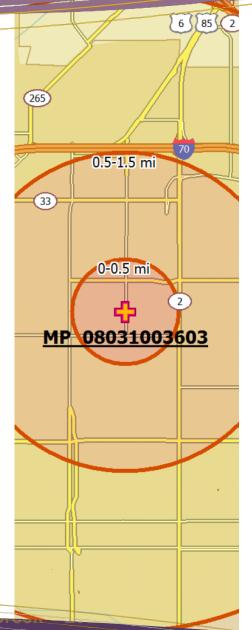
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



New Castle Arvada St. Mary's Arriba Garden City Fort Lupton Kiowa Orchard Mesa Hudson Red C chett Welby Manassa Redlands Nederland Grand Junction Pueblo Huge Intercultural Institute n Todd Creek Marble Denver Beulah Valley Deer Trail Sawpit Stoneg for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning	53%	51%	50%	Marijuana Should Be	22%	22%	22%
New Things Like Control Over People And	43%	38%	34%	Legalized Friends More Important Than	22%	26%	31%
Resources	0 00 <i>i</i>	a a a (0 - 0 (My Fam.	•••	0.001	0.00/
Speak My Mind Even If It Upsets People	39%	36%	35%	Like to Stand Out In A Crowd Like To Pursue	20% 19%	20% 22%	20% 23%
Find It Difficult To Say No To	37%	35%	36%	Challenge/Novelty/Change			
My Kids Woman's Place Is In The	35%	33%	31%	Only Work Current Job for The Money	17%	16%	15%
Home	0070	0070	5170	We Should Strive for Equality	16%	17%	17%
Too Much Sponsorship In Arts/Sports	31%	27%	23%	for All Rarely Sit Down to a Meal	15%	15%	14%
Prefer To Have Few	31%	36%	42%	Together At Home	1370	1576	14 /0
Possessions As Possible	200/	050/	000/	Happy With My Standard Of	13%	16%	20%
Like To Do Unconventional Things	30%	25%	23%	Living Indulge My Kids With The	12%	12%	11%
Don't Judge People/Way They	29%	30%	31%	Little Extras			
Live Life Money Is Best Measure Of	26%	26%	27%	On Whole People Get What They Deserve	11%	13%	14%
Success				I Am A Perfectionist	11%	11%	10%
If Won Lottery Would Never Work Again	25%	26%	31%	More Important Do Duty Than Enjoy Life	9%	9%	7%
I Am A Workaholic	25%	24%	23%				

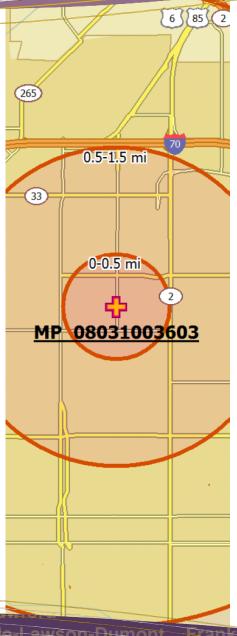
at Aspen Park Kim Erie

Padroni Castle Rock Kittredge Parachute Louviers Hooper Flagler Hotchkiss East Pleasant View Broom Heade Craig Meeker Alma Collbran Del Norte Sugar City Stonegate Month Nerwood Acres Green Dod Air Force Academy Caï; ½on City Campion Cherry Hills Village West for Contextual Ministry Pe Copyright 2012, Intercultural Institute for Contextual Ministry De Boone Grand Lake Eaton Pitkin Tripidad Indian Hills Sherre

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.



n Arvada Craig Vilas Dacono Colorado Springs Grand View Estates Downleville-Lawson-Dumont Frankle are village Fort Morgan Raymer Fort Garland The Pinery Beulah Valley Intercultural Institute ceenesburg Evans Morrison Walsenburg Fruita Poncha Springs Aspen for Contextual Ministry for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 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.

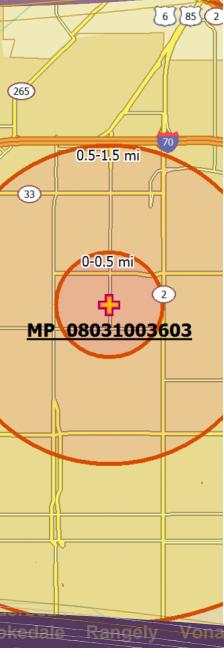
THEMES	0-0.5	0.5-1.5	1.5-3	THEMES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	57%	57%	60%	Consider Myself Interested In The Arts	21%	21%	19%
Important To Respect Customs And Beliefs	56%	57%	62%	Like To Just Enjoy Life Worried About Pollution Caused	19% 19%	23% 21%	26% 26%
Prefer Work Part Of Team Than Alone	41%	34%	32%	By Cars Real Men Don't Cry	18%	19%	18%
Like To Understand About Nature	37%	38%	39%	Try Not To Worry About The Future	17%	16%	16%
Important To Juggle Various Tasks	36%	34%	33%	Enjoy Spending Time With My Fam.	14%	13%	12%
Important Feel Respected By My Peers	34%	34%	36%	Is An Important Part Of Who I Am	13%	15%	16%
Prefer To Have Few Possessions As Possible	31%	36%	42%	Children Should Be Allowed To Express Themselves	9%	8%	7%
Good At Fixing Things Have Keen Sense Of	31% 27%	29% 27%	29% 28%	Like Spending Most Time With Fam.	7%	6%	6%
Adventure				Feel Very Alone In The World	6%	6%	6%
People Have To Take Me As They Find Me	24%	25%	27%	Would Like To Set Up Own Business	5%	5%	4%
Provide My Kids With The Little Extras	23%	17%	13%	Decor Particular Interest To Me	3%	4%	4%
Looking for New Ideas To Improve Home	21%	18%	14%				

entennial Lognili Village Grand Junction

South Fork Avondale Sedalia Crested Butte Brush Englewood Holly Silver Flume Dillon Gleneagle As Aspen Park Commerce City Colorado Springs Cripple Creek Superior Intercultural Institute Intercultural Institute for Contextual Mancos Marble La Jara Brookside (or Contextual Ministry Contextual Ministry Hotch 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.



Ken Caryl Castle Rock Mount Crested Butte Julesburg Buena Vista Num Cokedale Rangely Vona Vilas Two Buttes Pierce Derby Frederick Fort Collins Lakewood <u>Intercultural Institute</u> Gunbarrel Ca do Springs Elizabeth Caï; ¹/2 on City Garden City Alamosa East Fountain ©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.

ACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fast Food/Drive-In	85.3%	82.9%	80.71%
Restaurant-Visit Any			
Fam. Restaurants/Steak	77.79%	75.44%	76.45%
Houses-Visit Any			
McDonald's	54.82%	53.4%	51.58%
Burger King	39.52%	37.31%	33.79%
Kentucky Fried Chicken	36.17%	29.39%	24.49%
(KFC)			
Wendy's	32.4%	27.47%	25.33%
Subway	29.22%	26.83%	25.55%
Applebee's	26.25%	24.48%	24.29%
Pizza Hut	25.78%	22.17%	18.86%
Taco Bell	25.29%	25.78%	25.17%
Red Lobster	20%	16.65%	14.56%
Arby's	19.8%	17.86%	16.71%

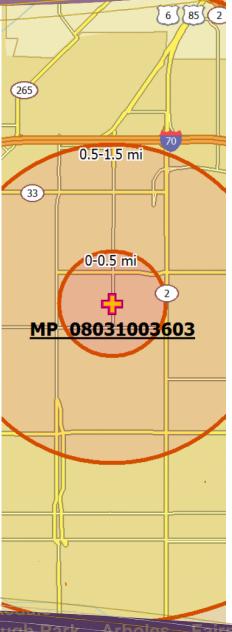
The Hotchkiss Orchard City Fruita Delta Salida Monte Vista La Jara Romeo Blanca Grand Junction E The Pierce Flagler Welby Berkley Woodmoor Ophir Leadville Nunn Streeley Platteville Campion Mountain View Mancos Rifle Eads Meeker For Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Comparison Contextual Mini

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!



ail Loveland San Luis Ophir Iliff Bethune Woodland Park Centennial Roxborough Park Arboles Fairph Sawpit Redlands Stratton De Beque Swink Lakewood Northglenn Ophin Intercultural Institute Indian Hills Langton Log Lane Village Twin Lakes North Washington Del Norte Akron (Soutertual Ministry) Indian Hills La Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-0.5 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	43.38%	40.65%	43.92%
Recycled products	26.46%	31.05%	36.97%
Engaged in fund raising	12.33%	10.33%	10.85%
Worked as volunteer (non political)	11.52%	13.7%	16.62%
Religious club member	9.44%	7.63%	7.37%
Church Board	9.24%	5.82%	4.7%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Union member	6%	4.54%	4.67%
Took active part in local	4.83%	4.8%	5.63%
civic issue			
Charitable Organization	4.55%	5.01%	6.15%
Fraternal order member	4.43%	3.75%	3.8%
Wrote to editor of mag or	4.36%	5.4%	6.23%
newspaper			
Wrote to elected offcl about	4.29%	5.06%	6.57%
publ bus			

ral Heights Central City Paoli Castle Rock Avon Branson Clifton Mount Crested Butte Georgetown Man Heeker Commerce City Trinidad Denver Aristocrat Ranchettes Evans Contextual Institute Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fort Morgan Keystone Fruita Fads Simla Cimarron Hills 49

Communication Media Content

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

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



Sterling Akron Brighton Highlands Ranch Walsenburg Gunbarrel Glendale Denver Northglenn Se Nederland Boone Norwood Branson Battlement Mesa Elizabeth Stern Intercultural Institute Lincoln Park Deer Trail Antonito Downieville-Lawson-Dumont Green for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-0.5 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	14.28%	16.68%	20.38%
Children's Books	13.49%	12.97%	13.59%
Religious (not Bibles)	11.25%	9.26%	8.66%
Cookbooks	7.91%	9.49%	10.88%
Mystery	7.03%	10.24%	12.51%
Personal/Business	6.81%	7.23%	8.18%
Self-help			
Romance	6.81%	6.18%	5.96%
Biography	6.36%	6.98%	8.27%
Mail order	5.07%	4.28%	4.21%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	66.35%	63.42%	66.24%
Gen. Editorial	54.62%	49.81%	50.46%
Womens	50.34%	45%	44.17%
Service	26.65%	29.24%	32.49%
Business/Finance	23.51%	19.86%	21.79%
Music	22.17%	17.16%	14.67%
Mens	19.93%	20.2%	21.28%
Health	14.83%	13.57%	13.17%
Sports	14.05%	14.99%	16.45%

mbine Valley Platteville Gunbarrel Silt Pagosa Springs Florence Green Mountain Falls Ordway Timnath Branson Two Buttes Idaho Springs Superior Victor Marble Granby Intercultural Institute rity-Widefield Niwot Woodland Park Jamestown Snowmass Village Silver For Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Compared Strategy Contextual Ministry Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 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	47.24%	48.14%	52.31%
Classified	29.17%	29.62%	28.52%
Sport	28.75%	29.34%	31.16%
Business/Finance	23.97%	25.39%	29.66%
Editorial Page	23.52%	24.41%	27.46%
Movie Listings &	23.34%	24.2%	26.85%
Reviews			
Food/Cooking	21.57%	22.24%	24.3%
TV/Radio Listings	20.81%	20.38%	21.89%
Comics	19.74%	22.64%	24.52%
Home/Gardening	18.93%	18.15%	19.74%
Fashion	18.64%	15.44%	15.48%
Travel	18.14%	18.19%	20.94%
Science/Technology	15.38%	15.83%	18.33%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Urban Contemporary	47.02%	29.02%	19.43%
CHR Contemp Hit Radio	19.4%	21.11%	20.94%
Jazz	16.83%	9.65%	7.87%
Variety	13.75%	12.47%	11.75%
All News	10.43%	7.4%	8.6%
Gospel	8.71%	4.66%	2.68%
Oldies	8.22%	10.11%	10.47%
Hispanic	6.97%	10.33%	7.9%
Adult Contemporary	6.92%	12.69%	16.44%
Religious	6.88%	5.9%	5.63%
Country	5.68%	10.48%	11.86%
News/Talk	5.59%	9.06%	12.89%
Soft Contemporary	5.17%	5.51%	6.36%
Rock	4.59%	8.12%	10.2%
All Talk	4.33%	4.04%	4.96%
Sports	3.51%	3.8%	4.89%
Adult Standards	3.25%	2.39%	2.64%
Classical	2.95%	3.99%	5.74%

Craig Ponderosa Park Parachute La Salle Stonegate Rockvale Nederland Platteville Silver Cliff Ga Fowler Las Animas Twin Lakes Sedgwick Pueblo Arvada Commer Charter Intercultural Institute Hotchkiss Hayden Fairplay Westcliffe Rico Loveland De Beque for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Atwood Fort Morgan Lakewood Central City Akron

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
	MILES	MILES	MILES	
Fox News Channel	61.34%	60.93%	62.7%	TCM (Turner 0
Soapnet	49.86%	49.89%	50.76%	Movies)
Satellite Dish	49.77%	47.04%	45.08%	Nick At Nite
Other Video-On-Demand	41.09%	41.57%	39.87%	Hallmark Char
Subscribe Digital Cable	36.22%	30.45%	26.49%	TV Info From (
Sci-Fi Channel	35.48%	34.91%	35.39%	USA Network
MSNBC	31.27%	31.24%	31.97%	Lifetime
Adult Pay Per View TV	31.18%	27.4%	25.26%	The Golf Char
TV Info From Sunday TV	28.36%	27.71%	28.33%	HGTV (and Ga
Magazine				Television)
TV Info From Newspapers	25.73%	24.76%	24.98%	Video-On-Den
Nickelodeon	24.07%	25.37%	26.05%	ABC Fam.
Comedy Central	23.35%	29.89%	37.95%	TV Info From I

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
TCM (Turner Classic	23.07%	23.53%	25.04%
Movies)			
Nick At Nite	22.95%	23.74%	24.87%
Hallmark Channel	22.94%	24.56%	26.39%
TV Info From Other	22.33%	20.21%	19.94%
USA Network	21.56%	21.89%	23.43%
Lifetime	21.46%	20.87%	21.1%
The Golf Channel	21.17%	21.77%	24.14%
HGTV (and Garden	20.93%	18.05%	17.13%
Television)			
Video-On-Demand Movies	20.92%	21.15%	21.94%
ABC Fam.	20.23%	26.47%	31.37%
TV Info From Monthly	19.69%	21.27%	21.87%
Cable Guide			
ESPN2	19.28%	22.17%	25.8%

La Salle Collbran Frisco Eldorado Springs Fowler Platteville Peetz Genesee Towaoc Mountain View Cascade-Chipita Park Frederick Palisade Eads Edwards Center Cotter of Hillrose Johnstown Site Dak Creek Alamosa East Gunbarrel Firestone Perry Park Highlands Ranc for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Bonanza Alamosa El John Contextual Ministry

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.



herry Hills Village Wheat Ridge Acres Green Hot Sulphur Springs Woodmoor Sawpit Montrose Avon Hills Evans Green Mountain Falls Genoa Ordway Red Cliff Craig Nunn Milliken Starkville Raymer Bennett Blue River Estes Park Silver Cliff for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-0.5 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
	MILES	MILES	MILES	
Book Readers				Quintiles (20%)
Heavy Users (7+)	15.82%	18.72%	22.6%	Magazines I (Heavy)
Medium Users (4-6)	7.83%	9.53%	10.95%	Magazines II
Light Users (1-3)	20.68%	20.29%	20.56%	Magazines III
Quintiles (20%)				Magazines IV
Newspaper I	0.11%	0.78%	0.96%	Magazines V (Light)
(Heavy)				Outdoor I (Heavy)
Newspaper II	1.81%	1.58%	1.4%	Outdoor II
Newspaper III	2.7%	2.53%	2.76%	Outdoor III
Newspaper IV	0.38%	0.48%	0.48%	Outdoor IV
Newspaper V	0.37%	0.67%	0.86%	Outdoor V (Light)
(Light)				Yellow Pages I
				(Heavy)
				Vallaus Damas II

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	21.38%	21.42%	20.48%
Magazines II	9.69%	9.67%	9.15%
Magazines III	11.36%	11.03%	10.45%
Magazines IV	13.65%	12.67%	11.18%
Magazines V (Light)	1.61%	1.22%	1%
Outdoor I (Heavy)	9.14%	10.18%	9.97%
Outdoor II	4.96%	4.09%	3.38%
Outdoor III	5.52%	4.76%	3.92%
Outdoor IV	17.24%	17.16%	16.62%
Outdoor V (Light)	23.11%	23.13%	23.43%
Yellow Pages I	16.88%	16.01%	14.74%
(Heavy)			
Yellow Pages II	9.54%	8.58%	8.4%
Yellow Pages III	8.74%	8.12%	7.73%
Yellow Pages IV	23.98%	24.5%	24.21%
Yellow Pages V	4.82%	4.96%	4.44%
(Light)			

ake Clifton Rico Fleming Berkley Beulah Valley Wiley Nunn Vail Genoa Acres Green Seibert Frank Eagle Montezuma Wellington Delta Silverton Frisco Firestone Kremper Intercultural Institute Deer Trail Cheyenne Wells Cherry Hills Village Holly Aristocrat Rancher Fierder Ministry Vecopyright 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.
	MILES	MILES	MILES		MILES	MILES	M
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	าร		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	3.82%	3.59%	3.67%	Prime Time I & II (Heavy)	4.71%	4.45%	4.8
Drive Time III (Medium)	1.38%	1.09%	0.91%	Prime Time III (Medium)	1.57%	1.87%	1.9
Radio IV & V (Light)	3.55%	2.73%	2.12%	Prime Time IV & V (Light)	7.43%	10.24%	9.6
Radio Media Quntiles (fifths	s /			TV Early/Late Fringe Quntile	s		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	10.4%	10.44%	9.17%	Fringe I & II (Heavy)	38.3%	38.82%	41
Radio III (Medium)	3.74%	4.48%	4.95%	Fringe III (Medium)	52.83%	52.03%	50
Radio IV & V (Light)	5.31%	4.52%	3.71%	Fringe IV (Light)	54.22%	53.71%	54
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	13.1%	14.94%	16.68%	All Day I & II (Heavy)	17.2%	15.31%	13
Cable III (Medium)	4.32%	4.71%	5%	All Day III (Medium)	23.49%	23.87%	23
Cable IV & V (Light)	37.58%	36.49%	35.54%	All Day IV (Light)	19.99%	18.21%	17



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
Day-time Radio				Prime Time TV			
Listeners				Viewers			
Dayparts [summary]	10.74%	11.31%	12.05%	8:00-11:00pm	4.9%	6.61%	8.41%
6:00am - 10:00am	16.43%	18.71%	22.52%	Saturday:	9.18%	8.39%	8.29%
10:00am - 3:00pm	11.9%	11.12%	10.45%	8:00-11:00pm			
3:00pm - 7:00pm	13.66%	14.65%	13.13%	Sunday: 7:00-11:00pm	6.8%	8.48%	9.63%
7:00pm - Midnight	10.32%	12.33%	14.31%	9:00am-1:00pm	22.95%	23.74%	24.87%
Midnight - 6:00am	7.27%	7.43%	7.04%	9:00am-4:00pm	28.15%	28.29%	29.28%
Weekend Radio				4:00pm-7:00pm	33.53%	30.58%	30%
Listeners				11:00pm-1:00am	41.89%	40.54%	39.98%
Dayparts [summary]	12.52%	13.41%	12.91%	AVG Prime time	5.43%	4.42%	3.81%
6:00am - 10:00am	2.09%	3.71%	5.15%	Mon-Sun			
10:00am-3:00pm	6.62%	7.06%	8.8%				
3:00pm - 7:00pm	6.16%	6.92%	6.22%				
7:00pm - Midnight	9.14%	9.21%	9.17%				
Midnight - 6:00am	11.94%	12.08%	12.16%				

Crested Butte Ward Battlement Mesa Haxtun Vona The Pinery Eldora Carbondale Fort Garland Crested Brookside Foxfield Westcreek Towaoc Crested Butte Sheridan Lake Intercultural Institute Rocky Ford Hayden Wiggins Ordway Trinidad Lamar Rye Westcliff For Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry For Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-0.5 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	12.02%	17.45%	19.32%		Sat: 7-10am	Sat: 7-10am 15.38%	Sat: 7-10am 15.38% 18.16%
7-9am	19.28%	22.17%	25.8%		Sat: 10am-1pm	Sat: 10am-1pm 9.37%	Sat: 10am-1pm 9.37% 9.18%
9am-12noon	18.61%	18.29%	19.93%		Sat: 1-4pm	Sat: 1-4pm 23.33%	Sat: 1-4pm 23.33% 23.42%
12noon-4pm	9.54%	10.01%	9.36%		Sat: 4-6pm	Sat: 4-6pm 8.15%	Sat: 4-6pm 8.15% 8%
4-6pm	50.59%	49.36%	51.09%		Sat: 6-7pm	Sat: 6-7pm 1.89%	Sat: 6-7pm 1.89% 1.82%
6-7pm	17.06%	17.34%	17.67%		Sat: 7-8pm	Sat: 7-8pm 1.14%	Sat: 7-8pm 1.14% 1.08%
7-7:30pm	2.68%	2.19%	2.15%		Sat: 8-11pm	Sat: 8-11pm 9.18%	Sat: 8-11pm 9.18% 8.39%
7:30-8pm	12.5%	12.46%	11.93%		Sat: 11pm-1am	Sat: 11pm-1am 7.82%	Sat: 11pm-1am 7.82% 6.46%
8-11pm	4.9%	6.61%	8.41%		Sat: 1am-7pm	Sat: 1am-7pm 21.56%	Sat: 1am-7pm 21.56% 21.89%
11pm-12am	31.27%	31.24%	31.97%		Sun: 7-10am	Sun: 7-10am 2.79%	Sun: 7-10am 2.79% 2.41%
11pm-1am	41.89%	40.54%	39.98%		Sun: 10am-1pm	Sun: 10am-1pm 4.57%	Sun: 10am-1pm 4.57% 4.52%
1-6am	31.2%	31.91%	33.5%		Sun: 1-4pm	Sun: 1-4pm 4.1%	Sun: 1-4pm 4.1% 5.18%
					Sun: 4-7pm	Sun: 4-7pm 10.31%	Sun: 4-7pm 10.31% 11.12%
					Sun: 7-11pm	Sun: 7-11pm 6.8%	Sun: 7-11pm 6.8% 8.48%
					Sun: 11pm-1am	Sun: 11pm-1am 4.24%	Sun: 11pm-1am 4.24% 5.12%
					Sun: 1-7am	Sun: 1-7am 18.1%	Sun: 1-7am 18.1% 19.47%

 Ownass Village
 Cedaredge
 Ophir
 Red Feather Lakes
 Hillrose
 Rico
 Orchard Mesa
 Ramah
 Edgewater
 Willing

 Black Forest
 Collbran
 Gold Hill
 Boone
 Fruita
 Air Force Academy
 Intercultural Institute
 Dove Credition

 Gunnison
 Alamosa East
 Security-Widefield
 Denver
 Antonito
 Grand Lake
 Intercultural Institute
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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

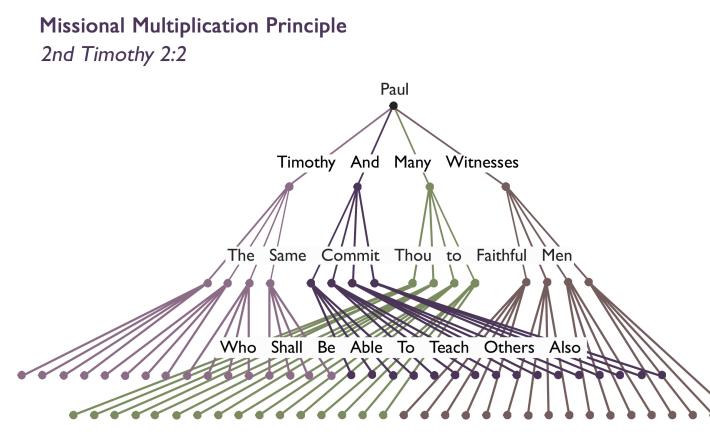
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Force Academy <u>Crestone</u> Beulah Valley Superior Northglenn Parachute Alamosa Castle Pines West Plea Bennett Vona Monte Vista Montrose Minturn Keystone Crested Butte <u>Intercultural Institute</u> Crowley Def Montezuma Nederland Dacono Towaoc Padroni Sawpit Hooper Schule Contextual Ministry Contextual Ministry Silver Plume Dove Creek Calhan Basalt Perry Park 60 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.



Raymer Bow Mar Cottonwood Iliff Silver Plume Louviers Byers St. Mary's Commerce City Kim Wells weed Village Roxborough Park Gold Hill Derby Lakewood Stonegate Intercultural Institute Meridian Des ton Sterling Eaton Mountain Village San Luis Sedgwick Woodland Park for Contextual Ministry ville Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



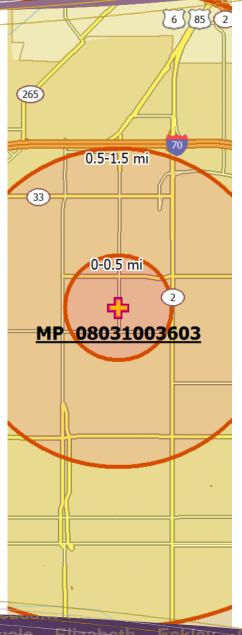


Your MissionSite and the Missional Suite

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

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

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



Windsor Kiewa Platteville Downieville-Lawson-Dumont Mountain View Rockvale Elizabeth Eckley G Kim Craig Dove Creek Orchard City Ordway North Washington Marchark Ken Carve Victor Fort G Ouray Alma Basalt Womelsdorf (Coalton) Perry Park Severance Boy Gonfeetual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Perception Park Derby Moffat Lafayette Parachute Fort Mor 63

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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