MissionSite top unreached locations

Colorado Chevenno Wells Ovid Bennett Craig COLORADO SPRINGS, CO

Poncha Springs Moffat Sugar City Mountain View CENSUS TRACT: 08041003905 Aspen Multip vistocrat Ranchettes Air Force Academy **REGION: Front Range** Ponderosa Park Gypsum Fort Morgan Superior Lovela ASSOCIATION: Pikes Peak enoa Manzanola Otis Edgewater Westminster Welby Crowley Monte VistCOUNTY: El PasoEmpire Kersey Columbine Olne In partnership with the: Gleneagle Edwards Orchard City McSITESCAPE: Suburbscapeeek Las Animas Rocky Intercultural Institute Ignacio Louviers Lake Teal Fowler Garden City Crook Wes estown for Contextual Ministrystes Park Trinidad COLORADO BarofregtsLochbuie Ken Carv Green Mountain Falls Lamar Atwood Glenwood loc Copyright 2012 Intercultural Institute for Contextual Ministry alt Fort Garland Louisville Downieville-Lawson-Dumont

MissionSite (TM) Table of Contents

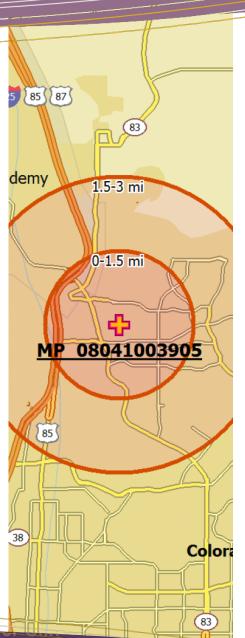
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Site Location Summary

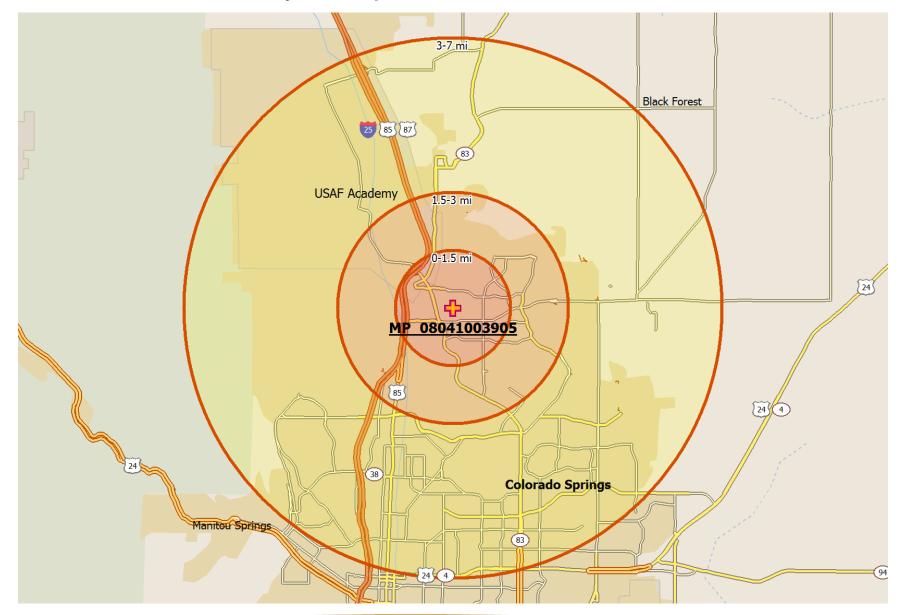
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Location Typography	CODE	LOCATION
Region	08R01	Front Range
Association	08A09	Pikes Peak
County Location	08041	El Paso
Zipcode	80920	El Paso
Sitescape Category	3	Suburbscape
Sitescape Group	3.3	Medium Suburbs
Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
Sitescape Density Pattern	K	100000-250000-250000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region08R01Association08A09County Location08041Zipcode80920Sitescape Category3Sitescape Group3.3Sitescape Subgroup3.33



Curity-Widefield Vias Hoffat Scibert South Fork Fleming Keenesburg Aguilar Larkspur Sawpit Kreming Contextual Duray Westcliffe Colorado Ministry Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Welby Louisville Severance Oak Creek Crested Butte Silver Plume **Fideway Towaec Greeley** Welby Louisville Severance Oak Creek Crested Butte Silver Plume Intercultural Institute Trinidad Cripple Creek Cimarron Hills Granada Breckenridge Lincoln P Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Ocopyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale	11	City: Large: Territory inside an urbanized area and inside a principal city with
	Codes		population of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

vergreen Red Feather Lakes Alma Pueblo Pierce Eldora Arriba Applewood Fruita East Pleasant View Riffe Kremmling Del Norte Cedaredge Pueblo West Pritchett Grand Intercultural Institute Romeo Cheyenne Wells Rangely Avondale Red Cliff Mount Crested Boo Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at MissionalCyclopedia.org.

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	20,480	61,265	211,349
2010 Households	7,805	20,788	77,962
2010 Group Quarters Population	42	475	6,902

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	62	61	53
Language Diversity National Index	43	47	59
Foreign Born Diversity National Index	83	80	40
Ancestry Diversity National Index	87	81	52
Racial Diversity National Index	34	17	59

ion Columbine Valley Norwood Holyoke Vail Federal Heights Castle Pines Meridian Durange Berthoug Grand View Estates Haxtun Orchard Mesa Coal Creek Morrison Collbrar (Intercultural Institute Julesburg Limon Lone Tree Dinosaur Crawford Gunnison Log Lane V Goule Trail Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

og Lane Village <u>Delta Eldora Hillrose Mountain View Hudson</u> Pueblo Black Hawk St. Mary's Cedaredge Salida Littleton Ouray Deer Trail Superior Sedalia Cheraw Wigging <u>Intercultural Institute</u> Padroni Center Florence Burlington Sedgwick Loghill Village Paonia Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	5,656	72.47%
Mainstay Communities	Established, Diverse Households	386	4.95%
Working Communities	Blue-collar, Working Families	268	3.43%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,434	18.37%
Urban Communities	High Density, Inner-city Neighborhoods	59	0.76%

Evergreen Las Animas Cottonwood Williamsburg Applewood Bonanza Grand View Estates Manassa View Columbine Valley Dillon Pritchett San Luis Fleming Otis Creede Towaoc Woodland Park Rico Rockvale Castle Pines North Walsh Colo for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Williamsburg Rico Lamar Mount Crested Butte Cascade-Chipita Park Trinidad Edgewater The Pinery Julesburg Derby Eaton Strasburg Grand View Estates Ovid Hotch Intercultural Institute Walden Brookside Towaoc Lafayette Padroni Castle Pines Greeley Intercultural Institute for Contextual Ministry Ault Holyoke Pritchett Wheat Ridge Pagosa Springs 91

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?

Bethune Bayfield Boone Mead Akron Woodland Park Walden Clifton Derby Norwood Georgetown Hune Crook Hugo De Beque Eagle-Vail Loveland Brighton Red Cliff Cedaredge Carbondale Padroni Minturn Simla Eldorado Springs Gring Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Battlement Mesa Manassa Montrose South Fork Pali 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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	153,759	5,487	3.57%
Unreached %	69.33%	70.3%	101.41
Religious But NOT Evangelical HH	34,786	1,189	3.42%
Religious But NOT Evangelical %	15.68%	15.24%	97.15
Spiritual But NOT Relig or Evang HH	25,866	916	3.54%
Spiritual But NOT Relig or Evang %	11.66%	11.74%	100.67
Not Evangelical, Not Interested HH	93,400	3,381	3.62%
Not Evangelical, Not Interested %	42.11%	43.32%	102.88





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	23,461	3,047	12.99%
Active Evangelical Percent	10.58%	10.66%	100.74
Inactive Evangelical Households	44,572	5,788	12.99%
Inactive Evangelical Percent	20.10%	20.24%	100.74
# New Churches Needed	111	14	12.89%



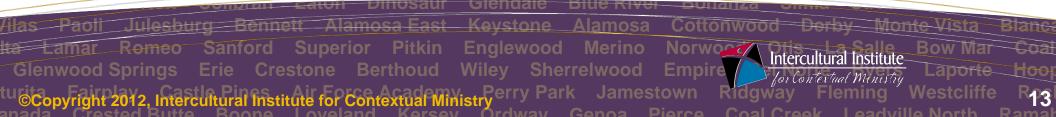


Using the Spirituality Indicators

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

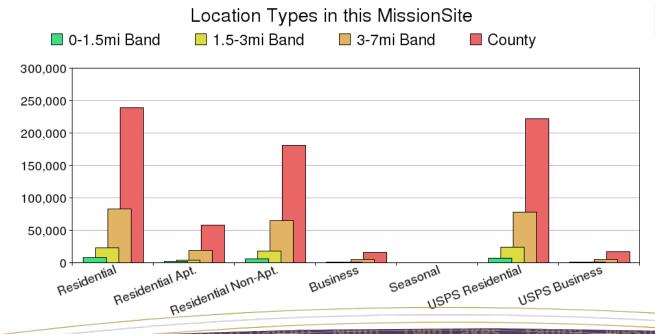
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	397,014	16,244	4.09%
2000 Population	516,929	20,743	4.01%
2010 Population	614,050	20,480	3.34%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	146,968	5,983	4.07%
2000 Households	192,409	8,004	4.16%
2010 Households	221,792	7,805	3.52%

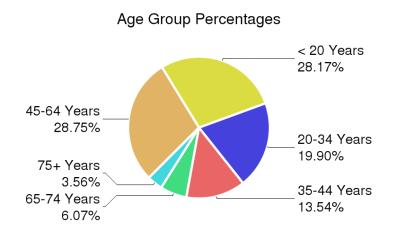


Location Type	0-1.5mi Band
Residential	8,381
Residential Apt.	2,242
Residential Non-Apt.	6,139
Business	591
Seasonal	0
USPS Residential	6,928
USPS Business	755

Brush Stratmoor Castle Pines North Mead Pueblo West Red Feather Lakes Welby Vona Broomfield Fasburg Kim Empire Lincoln Park Lakewood Lakeside Monte Vista Swink Parker Hugo Gilcrest Rye Ouray Cortez Leadville North Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bildgway Johnstown Caji Von City

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

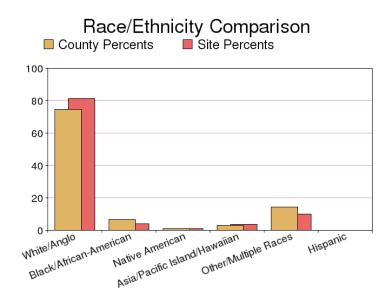


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.93%	5.01%	84.49
4-5 Years	2.9%	2.53%	87.24
6-8 Years	4.3%	4.18%	97.21
9-11 Years	4.23%	4.31%	101.89
12-13 Years	2.78%	2.89%	103.96
14-17 Years	5.66%	6%	106.01
18-19 Years	2.84%	3.23%	113.73
0-5 Years	8.83%	7.55%	85.5
6-12 Years	9.93%	9.93%	100
13-19 Years	9.89%	10.69%	108.09
< 20 Years	28.65%	28.17%	98.32
20-34 Years	21.36%	19.9%	93.16
35-44 Years	12.99%	13.54%	104.23
45-64 Years	26.33%	28.75%	109.19
65-74 Years	6.24%	6.07%	97.28
75+ Years	4.44%	3.56%	80.18
Median Age	35	38	109.83
Median Age (Male)	34	37	111.07
Median Age (Female)	36	40	110.97

Fruita Broomfield Catz 2 on City Eldora Beulah Valley Williamsburg Flagter Morrison Holyoke Clathe spark Strasburg Lyons Bayfield Grand Lake La Junta Hooper Lakesic Intercultural Institute Highlands Ranch Ault Fort Collins Kersey Coal Creek Wiggins Bloom Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	74.73%	81.41%	108.94
Black, African-American	6.66%	4.13%	62.05
Native American	1.12%	0.98%	87
Asian	2.84%	3.32%	117.08
Pacific Island, Hawaiian	0.28%	0.19%	65.29
Other/Multiple Races	14.37%	9.98%	69.46
Hispanic	0%	9.22%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	391,535	13,271	
Loss than Oth Crada	0 70/	1 1 0 0 /	000 EC

Total Adults over age 25 years.	391,535	13,271	
Less than 9th Grade	2.7%	1.19%	226.56
No High School Diploma	4.52%	2.34%	192.86
High School Graduate	23.77%	18.63%	127.56
Some College, no degree	22.92%	20.54%	111.6
Associate Degree	10.07%	10.99%	91.57
College Degree	22.4%	29.38%	76.23
Graduate/Prof. degree	13.63%	16.92%	80.55

Raymer Edgewater Williamsburg Cheraw Applewood Granada Larkspur Foxfield Dolores Lone Tree Sector Kim Cripple Creek Castle Pines North Crowley Paonia Merida Intercultural Institute Dinosaur Thornton Merino Aguilar Ovid Silverton Ridgway Louisville For Contextual Ministry Contextual Ministry 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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.44%	1.73%	41.19
\$10,000 to \$19,999	8.21%	3.66%	44.65
\$20,000 to \$29,999	9.25%	7.48%	80.88
\$30,000 to \$49,999	19.6%	17.57%	89.6
\$50,000 to \$59,999	8.86%	9.12%	102.95
\$60,000 to \$69,999	9.31%	10.95%	117.66
\$70,000 to \$79,999	7.87%	8.52%	108.31
\$80,000 to \$89,999	5.94%	6.8%	114.56
\$90,000 to \$99,999	4.02%	4.78%	118.95
\$100,000 to \$124,999	8.86%	14.72%	166.18
\$125,000 to \$149,999	4.99%	7.47%	149.55
\$150,000 to \$199,999	4.26%	5.27%	123.56
\$200,000 to \$249,999	1.18%	0.82%	69.52
\$250,000 or more	2.21%	1.09%	49.32
Median Household	58,501	71,314	121.9
Average Household	75,267	81,452	108.22
Per Capita Household	28,468	31,042	109.04
Family/Non-Family Household			
Income			
Median Family Income	69,637	83,206	119.49
Average Family Income	90,063	91,656	101.77
Median Non-Family Income	37,461	50,035	133.57
Average Non-Family Income	45,571	57,659	126.53

ampion Sugar City Vona Naturita Alamosa East The Pinery Evans Yampa Campo Bow Mar La Junta Arboles Wheat Ridge Green Mountain Falls Federal Heights Pitkin Intercultural Institute Orchard City Williamsburg Central City Indian Hills Granada La Jara ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Pueblo Rangely Eagle-Vail Louisville Gunnison Elorence

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	66.74%	65.27%	97.79
Families with Children	34.81%	33.56%	96.38
Families without Children	31.93%	31.71%	99.31
Non-Family Households			
% Non-Family Households	33.26%	34.73%	104.44
Non-Families with Children	0.23	0.18	76.36
Non-Families without Children	33.02	34.55	104.64
Housing Units			Index
Total Housing Units	249,605	8,787	
Vacant percent	11.14%	11.18%	100.29
Owned percent	60.51%	56.22%	92.9%
Rented Percent	28.34%	32.6%	115.04
Households by Size			Index
Avg household size	2.69	2.62	97.4
Avg family hh size	3.44	3.38	98.26
Avg non-family hh size	1.21	1.18	97.52
Households By Count of Persons			Percent
One	62,513	2,321	3.71%
Two	58,167	2,061	3.54%
Three or Four	73,138	2,511	3.43%
Five+	27,974	911	3.26%

le-Chipita Park Stonegate Foxfield De Beque Coal Creek Romeo Ward Dove Creek Gunnison Silver Plan Imas Mountain View Hayden Bonanza Eads Winter Park Bennett Lyons Elizabeth Platteville Kremmitt Padroni La Salle Columbine Wheat Ridge Westcreek Leadville Nort for Contextual Ministry Concenter and Ministry Frederick Fowler Peetz Kim Windsor Erie Coal Creek Firestone Calban View Mindsor Erie Coal Creek

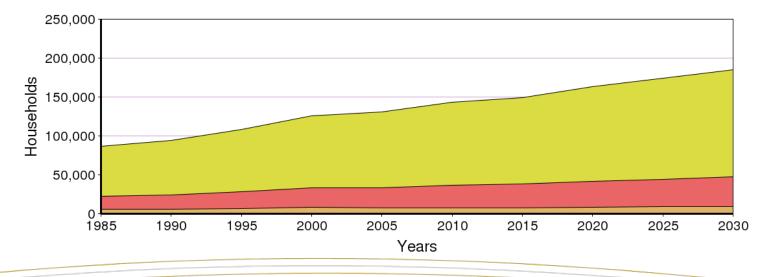
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	397,014	16,244	4.09%
2000 Population	516,929	20,743	4.01%
2010 Population	614,050	20,480	3.34%
2015 Population	661,580	21,222	3.21%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 🛛 🔲 0-3mi Ring

📃 0-7mi Ring

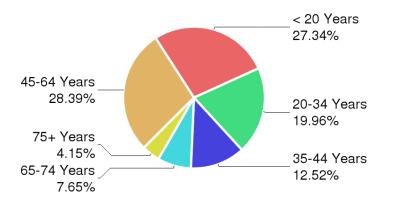


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A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-1.5 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

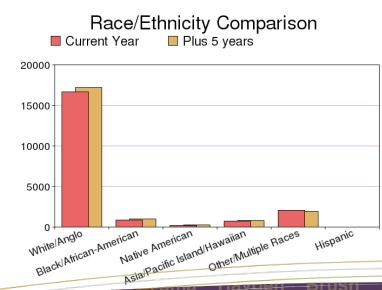


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.01%	4.96%	99
4-5 Years	2.53%	2.47%	97.63
6-8 Years	4.18%	4.02%	96.17
9-11 Years	4.31%	4.21%	97.68
12-13 Years	2.89%	2.88%	99.65
14-17 Years	6%	5.77%	96.17
18-19 Years	3.23%	3.03%	93.81
0-5 Years	7.55%	7.43%	98.41
6-12 Years	9.93%	9.66%	97.28
13-19 Years	10.69%	10.25%	95.88
< 20 Years	28.17%	27.34%	97.05
20-34 Years	19.9%	19.96%	100.3
35-44 Years	13.54%	12.52%	92.47
45-64 Years	28.75%	28.39%	98.75
65-74 Years	6.07%	7.65%	126.03
75+ Years	3.56%	4.15%	116.57
Median Age	35	40	114.43
Median Age (Male)	34	39	114.89
Median Age (Female)	36	41	112.7

North Washington Grand Junction Grand Lake Gilcrest Manassa Crested Butte Antonito Berthoud Ge Hills Village Timnath Ramah Eckley Wray Eaton Laporte Wiley Gleve Intercultural Institute Isburg Snowmass Village Indian Hills Dolores Mount Crested Butte Bou For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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 0-1.5 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	81.41%	81.15%	99.68
Black, African-American	4.13%	4.84%	117.15
Native American	0.98%	1.11%	113.39
Asian	3.32%	3.59%	108.14
Pacific Island, Hawaiian	0.19%	0.18%	99.04
Other/Multiple Races	9.98%	9.13%	91.5
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,271	14,056	
Less than 9th Grade	1.19%	1.25%	104.57
No High School Diploma	2.34%	2.02%	86.22
High School Graduate	18.63%	18.94%	101.63
Some College, no degree	20.54%	18.77%	91.4
Associate Degree	10.99%	11.07%	100.69
College Degree	29.38%	30.22%	102.87
Graduate/Prof. degree	16.92%	17.73%	104.8

t Castle Pines Ignacio Littleton Boone Bennett Olney Springs Granby Mountain View Center Cimarro Castle Pines North Haxtun Otis Holyoke Merino Loghill Village Meeker Intercultural Institute Ce Snowmass Village Battlement Mesa Woodland Park Pueblo West Fort for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 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 0-1.5 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 0-1.5 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	1.73%	1.55%	89.43
\$10,000 to \$19,999	3.66%	3.38%	92.11
\$20,000 to \$29,999	7.48%	6.6%	88.16
\$30,000 to \$49,999	17.57%	15.71%	89.45
\$50,000 to \$59,999	9.12%	7.95%	87.17
\$60,000 to \$69,999	10.95%	11.12%	101.53
\$70,000 to \$79,999	8.52%	8.83%	101.43
\$80,000 to \$89,999	6.8%	7.1%	104.48
\$90,000 to \$99,999	4.78%	5%	104.6
\$100,000 to \$249,999	14.72%	16.39%	111.33
\$125,000 to \$149,999	7.47%	8.62%	115.36
\$150,000 to \$199,999	5.27%	5.75%	109.25
\$200,000 to \$249,999	0.82%	0.83%	101.34
\$250,000 or more	1.09%	1.16%	106.83
Median Household	71,314	75,971	106.53
Average Household	81,452	86,833	106.61
Per Capita Household	31,042	32,005	103.1
Family/Non-Family Household			
Income			
Median Family Income	83,206	88,394	106.24
Average Family Income	91,656	98,262	107.21
Median Non-Family Income	50,035	53,481	106.89
Average Non-Family Income	57,659	62,008	107.54

stown Naturita <u>Mountain View Eldora Cimarron Hills Two Buttes</u> Buena Vista Mead Todd Greek Northg Granby Deer Trail Colorado City Nederland North Washington La Jung <u>Intercultural Institute</u> Edwards Delta Hot Sulphur Springs Dacono Westcliffe Dinosaur il Confectual Ministry il Copyright 2012, Intercultural Institute for Contextual Ministry Bow Mar Holly Commerce City La Veta Poncha Spring22 Condate Poncha Spring22

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 0-1.5 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 0-1.5 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 0-1.5 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	65.27%	64.01%	98.08
Families with Children	33.56	31.82	94.83
Families without Children	31.71	30.53	96.28
Non-Family Households			
% Non-Family Households	34.73%	35.99%	103.61
Non-Families with Children	0.18	0.12	103.61
Non-Families without	34.55	35.87	103.82
Children			
Housing Units			
Total Housing Units	8,787	8,809	100.25%
Vacant percent	11.18%	11.2%	100.26
Owned percent	56.22%	55.82%	99.29
Rented Percent	32.6%	32.98%	101.14
Households by Size			
Avg household size	2.62	2.71	103.44%
Avg family hh size	3.38	3.59	106.21%
Avg non-family hh size	1.18	1.14	96.61%
Households By Count of			
Persons			
One	2,321	2,473	106.55%
Two	2,061	1,675	81.27%
Three or Four	2,511	2,603	103.66%
Five+	911	1,072	117.67%

Colorado Springs Ponderosa Park Silverton Nederland Poncha Springs Wray Cherry Hills Village Ma Alenspark Byers Louisville Castle Pines North Beulah Valley Mountaine Hudson Snowmass Village Seibert Vona Arboles Manassa Fruitvale Montrose Red Feather La Intercultural Institute Jos Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Clifton Antonito Aguilar Basalt Montezuma Center 23

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:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	1,151	3,344	9,618	Eastern Africa	Eastern Africa 6	Eastern Africa 6 31
Northern Europe	115	347	818	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	223	520	1,587	Northern Africa	Northern Africa 3	Northern Africa 3 52
Southern Europe	3	39	100	Southern Africa	Southern Africa 0	Southern Africa 0 52
Eastern Europe	46	160	545	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 8
Eastern Asia	248	688	1,396	Oceania	Oceania 28	Oceania 28 67
So. Central Asia	115	411	1,130	Caribbean	Caribbean 8	Caribbean 8 109
SE Asia	41	242	800	Central Amer.	Central Amer. 139	Central Amer. 139 180
Western Asia	15	8	62	South America	South America 27	South America 27 83
Other Asia	6	5	24	North America	North America 128	North America 128 342
				Born at sea	Born at sea 0	Born at sea 0 0

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 Glendale
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 El Jebel
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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	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	
	MILES	MILES	MILES		MILES	
English only	17,415	46,802	136,775	Other Indo-Euro	0	
Spanish	769	1,554	7,170	Asian/PI languages	0	
Other Indo-Euro	613	1,753	4,815	Chinese	21	
language				Japanese	36	
French (incl. Patois,	116	263	762	Korean	139	
Cajun)				Mon-Khmer,	0	
French Creole	0	0	0	Cambodian		
Italian	18	64	244	Miao, Hmong	0	
Portuguese	0	6	61	Thai	5	
German	344	753	1,974	Laotian	0	
Yiddish	3	5	8	Vietnamese	9	
Other West Germanic	0	72	101	Other Asian	50	
A Scandinavian	10	45	140	Tagalog	37	
Language				Other Pacific Is	53	
Greek	9	0	19	Other languages	12	
Russian	17	72	113	Navajo	0	
Polish	17	60	190	Other Native N.	0	
Serbo-Croatian	2	33	210	American		
Other Slavic Language	9	47	137	Hungarian	0	
Armenian	4	2	0	Arabic	12	
Persian	11	131	209	Hebrew	0	
Gujarathi	0	45	103	African languages	0	
Hindi	0	83	276	Other unspecified	0	
Urdu	8	19	39			

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Calhan Federal Heights Womelsdorf (Coalton) Broomfield Mount Crested Butte Williamsburg Castle Pine Florence Greeley Silver Plume Larkspur Boulder Glenwood Springs Intercultural Institute Sawpit Avond Fraser Monument Fruita Cortez Strasburg Grand Junction Fort Carson (Source Strasburg Aymer Kiowa Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Reporting ancestry	17,223	46,494	135,033
Arab	42	140	294
Armenian	9	8	43
Austrian	58	121	394
British	177	365	999
Canadian	25	205	491
Croatian	0	24	158
Czech	169	255	766
Czechoslovak	42	91	350
Danish	144	355	968
Dutch	315	761	1,918
English	1,977	5,147	14,435
European	289	833	2,209
Finnish	36	80	209
French (not Basque)	377	1,060	3,119
French Canadian	166	427	1,163
German	3,281	10,290	27,984
Greek	111	123	312
Hungarian	54	225	424
Iranian	9	116	278

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

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



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

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



Otis Battlement Mesa Laporte Starkville Twin Lakes Columbine Valley Byers Fruitvale Vona Rifle Re afford Sawpit Mancos Palmer Lake Mountain View Victor Bayfield Born Intercultural Institute Raymer Coal Creek Silver Plume Alamosa East Aurora Thornton Work Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,805	100%	5,487	100%
AFFLUENT SUBURBIA	2,425	31.07%	1,669	30.42%
America's Wealthiest	0	0%	0	0%
Dream Weavers	153	1.96%	109	1.99%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	358	4.59%	240	4.37%
Small Town Success	1,620	20.76%	1,122	20.45%
New Suburbia Fam.	294	3.77%	198	3.61%
UPSCALE AMERICA	3,231	41.4%	2,273	41.43%
Status Conscious Consumers	492	6.3%	345	6.29%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,571	20.13%	1,055	19.23%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	266	3.41%	196	3.57%
Successful Urban Sprawl	902	11.56%	677	12.34%
SM TWN SUCCESS	312	4%	209	3.81%
2nd City Homebodies	82	1.05%	58	1.06%
Prime Middle America	222	2.84%	145	2.64%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	8	0.1%	6	0.11%

Haxtun Sawpit Paonia Alamosa Burlington Saguache Stratton Superior La Jara Orchard City Frase Antonito Westcreek Center Bethune Jamestown Otis Commerce Intercultural Institute ir Force Academy Colorado City Lafayette Julesburg Mancos Pagosa Sport Jon Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,805	100%	5,487	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	74	0.95%	54	0.98%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	74	0.95%	54	0.98%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	268	3.43%	180	3.28%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	268	3.43%	180	3.28%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Creede Iliff <u>Deer Trait</u> Alamosa Severance Platteville <u>Cai</u>; ½on City Leadville Penrose Kim Castle F aymer Collbran Berkley Louisville Lone Tree Parker Hot Sulphur Springe <u>Intercultural Institute</u> of Strasburg Green Mountain Falls Parachute Eaton Avondale Orchard <u>for Contextual Ministry</u> Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,805	100%	5,487	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	1,434	18.37%	1,066	19.43%
Young Cosmopolitans	665	8.52%	521	9.5%
Minority Metro Communities	2	0.03%	1	0.02%
Stable Careers	561	7.19%	405	7.38%
Aspiring Hispania	206	2.64%	139	2.53%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Olney Springs Sitt El Jebel Delta Glendale Aspen Park Manassa Cripple Creek Milliken Walsenburg etumbline Valley Julesburg Creede Lakewood Orchard City Keystone Intercultural Institute Salida Craft in Hills Cokedale Garden City Rye Silver Plume Englewood West Pleas Confertual Ministry Firestone Or for Confertual Ministry Contextual Ministry Brighton Lyons Clifton Coal Creek Breckenridge Appl 32

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,805	100%	5,487	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	59	0.76%	36	0.66%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	59	0.76%	36	0.66%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Pines North Edwards Northgienn Loveland Silverton Pagosa Springs Delta Rye Alamosa East Towaoc Kersey Timnath Winter Park Hudson Vail Florence Flagler Ramabo Intercultural Institute Montezuma Wheat Ridge Palisade Brighton Manzanola Parker La Ju and Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

Fruitvale East Pleasant View Applewood De Beque Rifle Lincoln Park Salida Indian Hills Fort Carson Wiley Aspen Cascade-Chipita Park Avondale Walsh Dacono Eagle Intercultural Institute Gold Hill Twin Lakes Frederick Crowley Towaoc Snowmass Village for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

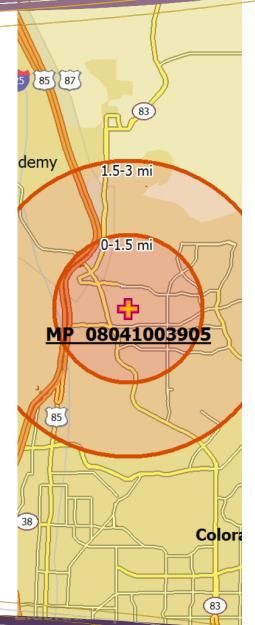
Potential Cultural Bridges

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

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

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

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



Edgewater Hetchkiss Eckley Kit Carson Erie Vilas Pagosa Springs Castle Pines North Gunnison G turita Williamsburg Louviers Highlands Ranch Springfield Florence Briter Intercultural Institute Suena Vista Empire Paoli Breckenridge Delta Holyoke Gold Hill Simla (or Contextual Ministry) Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7		BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES			MILES	MILES	MILES
PC-HH Own	85%	88%	85%	-	Internet Use: News/ Weather	36%	37%	35%
Use Comp. for Internet/E-mail	73%	77%	72%		Internet Use: Banking	35%	37%	34%
Internet Use: E-Mail	63%	65%	61%		Use Comp. for News/Info./Data	33%	35%	33%
Use Comp. for Word	53%	57%	53%		Service			
Processing					PC-Network-HH Has One	27%	30%	27%
Use Comp. for Comp. Games	47%	49%	46%		Use Comp. for Personal Financial	21%	23%	21%
Use Comp. for Shopping	47%	52%	47%		Mngmnt			
Use Comp. for Banking	45%	49%	44%		Internet Use: Shopping: Gathered	20%	20%	18%
Use Comp. for Digital Camera	43%	46%	43%		Info. for Shopping			
Photo Editing					Use Comp. for Accounting	19%	21%	19%
Use Comp. for Education	41%	45%	41%		Use Comp. for Filing/DB Mngmnt	17%	18%	16%
HH Owns DVD Player	37%	39%	36%		Internet Use: Shopping: Made A	17%	17%	15%
					Purchase			

Cokedale The Pinery Gilcrest Berthoud Starkville Rocky Ford Sterling Paonia Lincoln Park Basalt Foxfield Woodmoor Montezuma Sedgwick Redlands Roxborough Park Bidguray Alma Hugo Durat Genesee Vilas Minturn Columbine Raymer Meridian Nederland Sher a Junta Englewood Silverthou oCopyright 2012, Intercultural Institute for Contextual Ministry adde Vila Durat Derby Gunnison Pagosa Springs Federal Heights Fa

Internet Use: Travel Reservations 16%

17%

14%

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	72%	72%	70%
Dining Out (Not Fast Food)	67%	68%	64%
Reading Books	60%	59%	58%
Go To A Beach/Lake	47%	47%	43%
Card Games	44%	46%	45%
Cooking for Fun	41%	39%	38%
Gardening	36%	37%	35%
Board Games	36%	37%	36%
Visit Museum	27%	26%	24%
Going To	25%	25%	24%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	67%	66%	65%
Gen./Fam. Practitioner	42%	41%	41%
Dentist	34%	34%	32%
Eye Dr.	22%	22%	21%
None Of These	21%	23%	23%
Backache	20%	19%	20%
High Cholesterol	18%	18%	17%
Hypertension/High Blood	17%	15%	16%
Pressure			
OB/GYN	14%	14%	13%
Acid Reflux Disease (GERD)	12%	13%	13%

III Village Black Hawk Broomfield Silver Cliff Sedgwick San Luis Haswell Cripple Creek Ridgway Sedah Lake City Dacono Las Animas Acres Green Fountain Deer Trail Marky Castle Pines North Granby Ponderosa Park Fort Morgan Moffat Alamosa East Fort Carson Poncha Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	37.16%	36.48%	33.61%
Live Theater	27.68%	26.91%	24.79%
Live Theater Most Often	22.71%	22.17%	20.4%
Rock/Pop Concerts Most	22.47%	21.82%	19.33%
Often			
Comedy Club	11.17%	11.42%	11.07%
Dance Performance	10.48%	10.16%	9.78%
Movies: Comedy	44.42%	44.95%	43.09%
Movies: Action/Adventure	42.69%	44.47%	42.55%
Movies: Drama	23.87%	23.82%	22.74%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	23.49%	24.04%	22.35%
Movies: Fam.	21.17%	23.35%	22.39%
Movies: Mystery	17.64%	17.54%	17.46%
MLB Baseball Reg.	12.88%	12.56%	11.07%
Season			
NFL Football Reg. Season	10.77%	10.74%	9.57%
College Football Reg.	9.96%	10.3%	9%
Season			
NBA Basketball Reg.	6.77%	6.77%	5.71%
Season			
College Basketball Reg.	6.53%	6.7%	5.79%
Season			
NHL Hockey Reg. Season	5.16%	5.35%	4.79%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7		BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	46.63%	47.63%	45.97%		Aerobics	Aerobics 12.26%	Aerobics 12.26% 11.96%
Swimming	40.14%	41.84%	39.38%		Baseball	Baseball 10.95%	Baseball 10.95% 11.16%
Bowling	23.65%	26.05%	25.3%		Tennis	Tennis 9.49%	Tennis 9.49% 9.84%
Weight Training	22.2%	22.93%	20.89%		Power Boating	Power Boating 9.3%	Power Boating 9.3% 10.44%
Billiards/Pool	21.76%	21.96%	21.25%		Yoga	Yoga 9.27%	Yoga 9.27% 9.13%
Jogging/Running	19.17%	20.27%	19.04%		Football	Football 9.16%	Football 9.16% 9.22%
Using Cardio Machine	19.13%	20.84%	19.65%		Soccer	Soccer 8.78%	Soccer 8.78% 8.78%
Golf	18.12%	20.38%	18.74%		Canoeing/Kayaking	Canoeing/Kayaking 8.58%	Canoeing/Kayaking 8.58% 8.22%
Camping Trips	16.32%	17.37%	16.91%		Volleyball	Volleyball 8.19%	Volleyball 8.19% 8.52%
Mountain/Road Biking	16.07%	17.53%	16.23%		Softball	Softball 8.1%	Softball 8.1% 7.64%
Stationary Cycling	15.43%	15.58%	14.95%		Target Shooting	Target Shooting 8.01%	Target Shooting 8.01% 9.18%
Freshwater Fishing	15.12%	15.3%	14.97%		Saltwater Fishing	Saltwater Fishing 7.87%	Saltwater Fishing 7.87% 7.87%
Basketball	14.94%	16.34%	16.05%		Hunting	Hunting 6.97%	Hunting 6.97% 7.51%
Backpacking/Hiking	13.62%	13.1%	12.3%		Motorcycling	Motorcycling 6.86%	Motorcycling 6.86% 6.91%



The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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

.5 1.5	5-3 3	6-7
ES MI	LES N	/ILES
1% 7.0)7% 6	5.21%
3% 6.3	88% 5	5.74%
4% 6.5	5% 6	6.24%
% 6.9	9% 6	6.54%
9% 6.2	2% 6	5%
7% 5.2	2% 5	5.15%
8% 6.0)7% 5	5.7%
% 4.7	' 4% 4	.53%
9% 4.4	7% 4	.23%
1% 4.5	57% 4	.6%
	LES MI 1% 7.0 3% 6.3 4% 6.5 % 6.9 9% 6.2 7% 5.2 8% 6.0 % 4.7 9% 4.4	LES MILES M 1% 7.07% 6 3% 6.38% 5 4% 6.5% 6 % 6.99% 6 9% 6.22% 6 7% 5.22% 5 8% 6.07% 5 % 4.74% 4 9% 4.47% 4

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snowboarding	4.23%	4.35%	4.09%
Sailing	4.12%	4.19%	3.83%
Racquetball	3.97%	4.05%	4.06%
Hockey	3.92%	3.58%	3.67%
Archery	3.61%	3.93%	4.06%
Snowmobiling	3.54%	3.45%	3.41%
Auto Racing	3.35%	3.67%	3.64%
Surfing & Windsurfing	3.32%	3.26%	3.03%
Skateboarding	3.12%	3.14%	3%
Rowing	2.97%	3.33%	3.18%

Mead Hooper Grand View Estates Pierce Deer Trail San Luis Palisade Olathe Keystone Columbine Intercultural Castle Pines Cedaredge Black Forest Montezuma Meridian Dove Creek Broomfield Ault Fort Lupton Boone Penrose Contextual Institute 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.

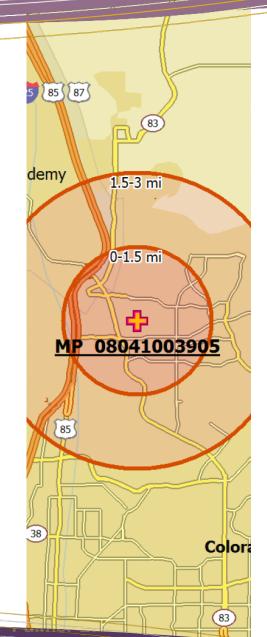
BIBLICAL BARRIERS

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.





Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

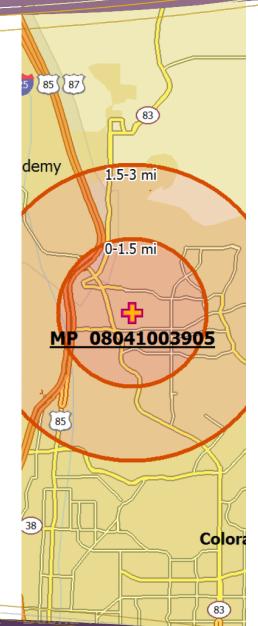
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



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Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3- M
Important Continue Learning New Things	48%	49%	49%	Like to Stand Out In A Crowd Like To Pursue	20% 19%	19% 17%	19 18
Prefer To Have Few Possessions As Possible	43%	41%	39%	Challenge/Novelty/Change Too Much Sponsorship In	18%	19%	20
Find It Difficult To Say No To	40%	41%	39%	Arts/Sports		1070	
My Kids				I Am A Workaholic	17%	16%	16
Woman's Place Is In The Home Speak My Mind Even If It	33% 33%	35% 33%	34% 33%	Rarely Sit Down to a Meal Together At Home	17%	16%	16
Upsets People				Happy With My Standard Of	15%	14%	14
If Won Lottery Would Never Work Again	32%	32%	31%	Living We Should Strive for Equality	13%	12%	13
Like Control Over People And Resources	29%	29%	30%	for All	12%	12%	13
Friends More Important Than	29%	28%	27%	Only Work Current Job for The Money	1270	1270	13
My Fam.	2070	2070	_, ,0	On Whole People Get What	10%	9%	9%
Don't Judge People/Way They	28%	27%	27%	They Deserve			
Live Life				Indulge My Kids With The Little	8%	8%	8%
Like To Do Unconventional	26%	26%	26%	Extras			
Things				I Am A Perfectionist	7%	6%	7%
Money Is Best Measure Of Success	25%	25%	25%	Little I Can Do To Change My Life	7%	7%	7%
Marijuana Should Be Legalized	21%	22%	21%				

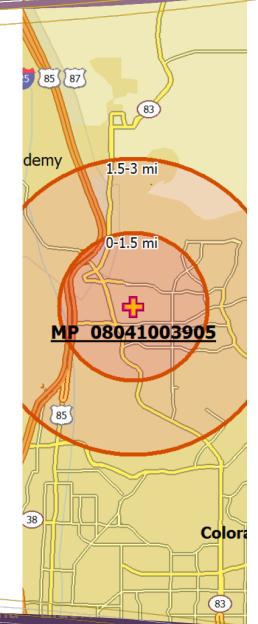
CK Wheat Kidge Indian Tillis Alvau

Silver Cliff Foundain Hilfrose Aspen Park Rangely Palmer Lake Ovid Hartman Hanzarola Dinosaur B Johnstown Cripple Creek Calhan Foxfield Minturn Crowley Colorade Intercultural Institute Longmont Englewood Raymer Lone Tree Sheridan Lake Ward Milliker (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Atwood Alamosa East Louisville Cedaredge Fraser Superior Poncha Springs Het Sulphur Springs Hessa Marble Greenwood Village Pritchett Mount Crested Butte Dolores <u>Intercultural Institute</u> eridan Lake Haxtun Haswell Roxborough Park Aspen Park Blanca Lake *for Confectual Ministry* erance Steamk Geopyright 2012, Intercultural Institute for Contextual Ministry El Jobel Manzanola Foxfield Norwood Golden

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-- 0-1.5 miles, 1.5-3 miles, 3-7 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.

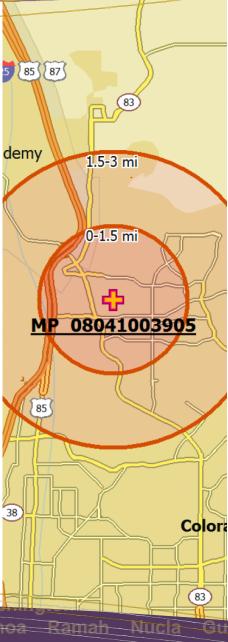
THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	72%	73%	69%	Consider Myself Interested In The Arts	18%	17%	18%
You Should Seize Opportunities	57%	56%	56%	Real Men Don't Cry	16%	16%	17%
In Life				Is An Important Part Of Who I Am	15%	14%	15%
Prefer To Have Few Possessions As Possible	43%	41%	39%	Looking for New Ideas To Improve Home	14%	15%	15%
Like To Understand About Nature	39%	39%	38%	Try Not To Worry About The Future	14%	14%	14%
Important Feel Respected By My Peers	33%	31%	32%	Enjoy Spending Time With My Fam.	12%	12%	12%
Prefer Work Part Of Team Than Alone	31%	32%	32%	Provide My Kids With The Little Extras	8%	8%	9%
People Have To Take Me As They Find Me	27%	27%	26%	Children Should Be Allowed To Express Themselves	5%	5%	5%
Important To Juggle Various	26%	25%	27%	Feel Very Alone In The World	4%	4%	5%
Tasks				Like Spending Most Time With	4%	5%	5%
Good At Fixing Things	26%	25%	26%	Fam.			
Have Keen Sense Of Adventure	26%	26%	26%	Would Like To Set Up Own	3%	3%	3%
Like To Just Enjoy Life	25%	24%	24%	Business			
Worried About Pollution Caused By Cars	24%	24%	23%	Decor Particular Interest To Me	3%	4%	4%

Greenwood village Denvel in

Crand View Estates weeker wood Fruita Pritchett Creede Lone Free Sheridan Strasburg Widgins La Salle Kim Naturita East Pleasant View Superior Pagosa Springs Intercultural Institute Silverton Bayfield Georgetown Bow Mar Bennett Peetz Wellington Givertual Ministry as Copyright 2012, Intercultural Institute for Contextual Ministry as 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.



Littleton Grand View Estates Paonia Coal Creek Aspen Hooper Crook Genea Ramah Nucla Gun Henument Orchard Mesa Silver Plume Holly San Luis Pagosa Springs Intercultural Institute Stonegate Salt Creek La Jara Las Animas Derby Wellington Gilcrest Jor Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Showmass Village Georgetown Manzanola Mountain V46

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fam. Restaurants/Steak	85.85%	87.38%	85.91%
Houses-Visit Any			
Fast Food/Drive-In	84.84%	86.14%	85.78%
Restaurant-Visit Any			
McDonald's	55.93%	57.29%	56.87%
Burger King	36.41%	35.87%	36.38%
Applebee's	32.46%	33.95%	32.74%
Subway	32.19%	34.08%	32.29%
Wendy's	31.25%	33.16%	31.9%
Taco Bell	29.27%	30.48%	30.94%
Kentucky Fried Chicken (KFC)	25.44%	25.95%	25.91%
Olive Garden	24.3%	25.63%	24.19%
Arby's	23.04%	24.68%	23.97%
Pizza Hut	19.71%	20.33%	20.85%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Outback Steakhouse	19.61%	20.14%	18.42%
Starbucks	18.79%	19.95%	17.55%
Chili's Grill and Bar	18.16%	19.71%	18.09%
Dairy Queen	16.06%	16.51%	16.29%
Red Lobster	15.81%	16.24%	16.28%
TGI Friday's	15.68%	16.26%	14.93%
IHOP (International House Of	15.51%	15.22%	15.18%
Pancakes)			
Quiznos Sub	14.88%	15.22%	13.33%
Chick-Fil-A	14.82%	17.34%	16.27%
Cracker Barrel	14.62%	16.38%	15.88%
Panera Bread	13.9%	14.01%	12.56%
Domino's Pizza	13.44%	13.56%	14.29%



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!



Durango Padreni Fort Carson Gypsum Seibert Crook Akron Delta Sherrelwood Greenwood Village Greek Aurora Fort Carson Contextual Ministry Cimarron Hills Kittredge Crestone Castle Rock Fountain Broomfield Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual M

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	52.62%	53.58%	51.55%
Recycled products	44.11%	45.27%	42.95%
Worked as volunteer (non political)	21.46%	22.78%	21.25%
Engaged in fund raising	12.96%	13.51%	12.69%
Religious club member	8.03%	8.26%	7.94%
Wrote to elected offcl about publ bus	7.71%	7.84%	7.22%

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to editor of mag or	6.96%	7.09%	6.83%
newspaper			
Charitable Organization	6.22%	6.17%	5.92%
Union member	6.1%	5.87%	5.71%
Addressed a public meeting	6.08%	6.46%	5.9%
Took active part in local civic	5.92%	5.78%	5.65%
issue			
Fraternal order member	4.83%	4.82%	4.79%

kron Trinidad Sheridan Lake Stonegate Clifton Limon Cottonwood La Veta Grand View Estates Sedalia Fin Fort Collins Parker Crested Butte Flagler Kit Carson Telluride Haxing Intercultural Institute Derby Dinosaur Frederick Palmer Lake Minturn Sheridan Hotchkis (ontextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Courses and Contextual Ministry

Communication Media Content

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

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



Wiley Center Superior Fruitvale Vona Ouray Lake City Derby Ovid Brush Williamsburg Avon B Columbine Valley Frisco Cripple Creek Fort Morgan Roxborough Park Forecultural Institute ast Pleasant View Fowler Kersey West Pleasant View Cedaredge Elizabe for Contextual Ministry Coopyright 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	22.41%	22.76%	21.44%
Children's Books	15.62%	16.52%	15.29%
Mystery	14.69%	15.21%	14.3%
Cookbooks	12.59%	12.48%	11.79%
Personal/Business	9.32%	9.97%	9.11%
Self-help			
History	8.83%	9.28%	8.92%
Religious (not Bibles)	8.62%	9.23%	9.04%
Biography	8.48%	8.59%	8.24%
Romance	7.63%	8.18%	7.7%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	72.44%	73.77%	72.77%
Gen. Editorial	47.67%	47.81%	47.56%
Womens	42.43%	43.86%	43.71%
Service	38.38%	40.08%	38.91%
Business/Finance	22.43%	23.82%	22.11%
Mens	19.6%	19.75%	20.15%
Sports	17.53%	18.47%	18.25%
Parenthood	13.64%	14.94%	14.86%
Health	13.2%	13.49%	13.67%

y Security-Widefield Springfield Lafayette Kittredge Mountain Village Arriba Meeker Lamar Cripple Cree Carbondale Westminster Gleneagle Cottonwood Rico Cascade-Chipit Arriba Meeker Lamar Cripple Cree oghill Village St. Mary's Strasburg Saguache Rifle Womelsdorf (Coalton) (on Contextual Institute for Contextual Ministry e ©Copyright 2012, Intercultural Institute for Contextual Ministry Comparison Hills Automation Fruitwale Silver Cliff Ovid The Pinery Williamsburg Leadville Kim Jule

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	59.62%	60.4%	59.26%
Business/Finance	35.77%	37.27%	35.01%
Sport	34.48%	35.52%	34.81%
Editorial Page	32.74%	32.53%	31.54%
Classified	30.96%	30.76%	31.28%
Movie Listings & Reviews	29.53%	30.23%	29.6%
Comics	28.49%	28.25%	28.09%
Food/Cooking	27.88%	27.91%	27.16%
Travel	24.44%	25.39%	23.93%
TV/Radio Listings	24.43%	24.24%	24.15%
Home/Gardening	24.3%	25.26%	24.18%
Science/Technology	21.73%	22.25%	20.92%
Fashion	15.67%	16.03%	15.47%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Adult Contemporary	21.8%	22.5%	21.75%
CHR Contemp Hit Radio	19.12%	18.72%	19.06%
Country	18.48%	19.88%	20.31%
News/Talk	18.16%	19.33%	17.29%
Rock	14.83%	14.97%	14.43%
Alternative	14.15%	14.78%	13.97%
Classic Rock	12.97%	13.88%	12.93%
Oldies	12.91%	12.79%	12.25%
Variety	10.16%	8.89%	8.4%
Urban Contemporary	9.4%	8.43%	9.35%
Soft Contemporary	8.96%	9.78%	8.8%
All News	7.29%	6.84%	6.38%
Religious	6.91%	7.39%	7.08%
Sports	6.32%	6.98%	6.23%
All Talk	5.81%	5.93%	5.43%
Classic Hits	5.45%	5.57%	5.26%
Classical	5.29%	5.04%	4.62%
Jazz	5.02%	5.17%	4.91%

Delta Nederland Ovid Otis Fort Carson Alma Hotchkiss Englewood Estes Park Vona Winter Park S Reclands Collbran Swink Louisville Mountain View Platteville Fruit Intercultural Institute Grover Ward Peetz Cheyenne Wells Manitou Springs Monument Wind Figures Cality on City Silverth 52 Grover Park 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	68.59%	69.97%	67.98%
Satellite Dish	58.18%	62.96%	58.83%
Soapnet	54.6%	55.06%	53.92%
Comedy Central	42.73%	42.85%	39.85%
Sci-Fi Channel	39.9%	40.42%	38.96%
Other Video-On-Demand	39.6%	41.44%	40.94%
MSNBC	36.57%	37.72%	35.95%
Adult Pay Per View TV	33.49%	35.55%	33.87%
ABC Fam.	32.47%	32.75%	31.06%
Hallmark Channel	32.31%	32.54%	29.47%
Adult Swim	32.29%	33.33%	31.69%
TV Info From Sunday TV	32.09%	32.35%	31.47%
Magazine			

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Nickelodeon	31.36%	31.81%	30.05%
ESPN Classic	31.29%	31.07%	28.42%
Subscribe Digital Cable	30.27%	30.88%	30.05%
Video-On-Demand Movies	30.13%	31.95%	28.31%
The Golf Channel	29.9%	30.76%	28.2%
TV Info From Newspapers	28.93%	29.63%	27.99%
TCM (Turner Classic	28.81%	28.98%	27.87%
Movies)			
Nick At Nite	28.52%	29.36%	27.69%
ESPN2	28.49%	28.16%	26.64%
BET (Black Entertainment	28.44%	27.96%	26.88%
TV)			
USA Network	27.22%	27.78%	26.8%
TV Info From Monthly Cable	26.67%	27.44%	25.82%
Guide			

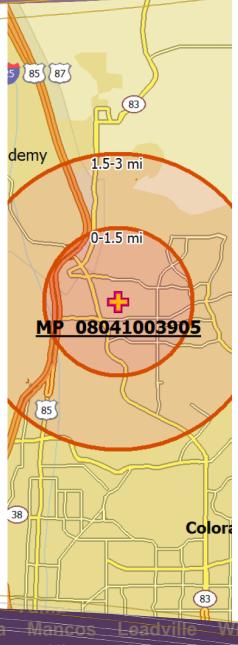


Communication Media Usage

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.



reek Las Animas Gunnison Bayfield Colorado City Perry Park Lone Tree Kiowa Mancos Leadville With Annass Village Womelsdorf (Coalton) Cortez Lafayette Branson Haswell <u>Intercultural Institute</u> Keystone Ha Cokedale Colorado Springs Glenwood Springs Pierce Cheyenne Wells 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	25.18%	25.84%	24%
Medium Users (4-6)	12.85%	13.76%	13.38%
Light Users (1-3)	21.42%	21.64%	21.62%
Quintiles (20%)			
Newspaper I (Heavy)	1.71%	1.66%	1.76%
Newspaper II	1.38%	1.19%	1.33%
Newspaper III	2.1%	2.56%	2.57%
Newspaper IV	0.3%	0.43%	0.52%
Newspaper V (Light)	1.02%	1.05%	1.1%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.73%	20.29%	20.4%
Magazines II	8.31%	8.78%	9.13%
Magazines III	9.12%	9.64%	9.7%
Magazines IV	10.32%	11.89%	12.21%
Magazines V (Light)	0.67%	0.6%	0.46%
Outdoor I (Heavy)	7.08%	6.38%	6.82%
Outdoor II	2.27%	2.38%	2.5%
Outdoor III	2.71%	3.05%	3.34%
Outdoor IV	15.06%	14.38%	14.56%
Outdoor V (Light)	24.11%	23%	23.23%
Yellow Pages I	13.73%	12.88%	13.43%
(Heavy)			
Yellow Pages II	6.21%	5.41%	5.59%
Yellow Pages III	5.2%	4.53%	4.59%
Yellow Pages IV	19.96%	18.34%	19.53%
Yellow Pages V (Light)	2.76%	2.41%	2.97%

S Milliken Collbran Evergreen Loghill Village Aurora Green Mountain Falls Springfield Huge Ovid Pro Rittredge Eaton Minturn Stratmoor Platteville Log Lane Village Sawpic Intercultural Institute Ianzanola Pueblo West Crook Manitou Springs West Pleasant View San Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry For Confectual Contextual Ministry For Contextual Ministry Contextual 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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.

DIUM 0-1.5 1.5-3 3-7 ME	DIUM	DIUM 0-1.5
MILES MILES MILES		MILES
lio Drive Time Quntiles TV Prime 1	Fime Quntiles (fifthe	Time Quntiles (fifths
ns / 20%) / 20%)		
re Time I & II (Heavy) 2.49% 2.57% 2.81% Prime Time I & II	(Heavy)	(Heavy) 3.38%
re Time III (Medium) 0.23% 0.22% 0.41% Prime Time III (Med	ium)	ium) 1.86%
lio IV & V (Light) 2.3% 2.39% 2.54% Prime Time IV & V (Li	ght)	ght) 8.46%
lio Media Quntiles (fifths / TV Early/Late Fringe G	Juntiles	Juntiles
۵) (fifths / 20%)		
lio I & II (Heavy) 8.29% 9.89% 10.08% Fringe I & II (Heavy)		40.58%
lio III (Medium) 5.05% 5.41% 5.36% Fringe III (Medium)		49.42%
lio IV & V (Light) 3.26% 3.21% 3.23% Fringe IV (Light)		53.69%
ble TV Quntiles (fifths / TV All Day Quntiles (fifths	s /	s /
b) 20%)		
ble I & II (Heavy) 19.21% 19.16% 17.32% All Day I & II (Heavy)		11.9%
le III (Medium) 4.28% 4.54% 4.26% All Day III (Medium)		22.79%
ble IV & V (Light) 31.87% 31.74% 32.11% All Day IV (Light)		12.64%



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 --0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.79%	13.47%	12.78%
6:00am - 10:00am	21.71%	22.08%	20.4%
10:00am - 3:00pm	6.71%	6.87%	6.99%
3:00pm - 7:00pm	13.63%	13.68%	14.15%
7:00pm - Midnight	17.4%	16.63%	15.16%
Midnight - 6:00am	6.2%	5.9%	5.74%
Weekend Radio			
Listeners			
Dayparts [summary]	16.09%	16.28%	15.59%
6:00am - 10:00am	5.67%	5.21%	4.84%
10:00am-3:00pm	7.16%	7.89%	7.72%
3:00pm - 7:00pm	7.53%	7.83%	7.34%
7:00pm - Midnight	10.2%	10.03%	9.39%
Midnight - 6:00am	12.38%	11.64%	11.25%
Munght - 0.00am	12.30 /0	11.04 /0	11.2070

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	11.39%	12.65%	11.1%
Saturday:	8.95%	8.67%	7.94%
8:00-11:00pm			
Sunday: 7:00-11:00pm	11.86%	12.54%	11.64%
9:00am-1:00pm	28.52%	29.36%	27.69%
9:00am-4:00pm	32.77%	33.35%	31.33%
4:00pm-7:00pm	34.54%	34.84%	32.57%
11:00pm-1:00am	43.84%	45.12%	43.52%
AVG Prime time	3.21%	3.33%	3.21%
Mon-Sun			

Green Franktown Vilas Brighton Paoli Milliken Saguache Salida Grand Junction Indian Hills Greek, Antonito Welby Rockvale Evergreen Security-Widefield Fort Collins Intercultural Institute Woodmoor Merino Florence Jamestown Castle Rock Eldorado Springs Vest Pleasant View Wiley Fowle57 Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	21.88%	21.06%	19.66%	Sat: 7-10am	Sat: 7-10am 23.34%	Sat: 7-10am 23.34% 23.07%
7-9am	28.49%	28.16%	26.64%	Sat: 10am-1pm	Sat: 10am-1pm 8.81%	Sat: 10am-1pm 8.81% 9.08%
9am-12noon	23.9%	24.84%	23.4%	Sat: 1-4pm	Sat: 1-4pm 27.92%	Sat: 1-4pm 27.92% 28.15%
12noon-4pm	8.87%	8.51%	7.93%	Sat: 4-6pm	Sat: 4-6pm 7.68%	Sat: 4-6pm 7.68% 8.18%
4-6pm	60.56%	61.21%	55.84%	Sat: 6-7pm	Sat: 6-7pm 2.66%	Sat: 6-7pm 2.66% 2.44%
6-7pm	20.39%	20.71%	20.09%	Sat: 7-8pm	Sat: 7-8pm 1.76%	Sat: 7-8pm 1.76% 1.8%
7-7:30pm	2.44%	2.2%	1.98%	Sat: 8-11pm	Sat: 8-11pm 8.95%	Sat: 8-11pm 8.95% 8.67%
7:30-8pm	11.02%	11.3%	11.09%	Sat: 11pm-1am	Sat: 11pm-1am 5.65%	Sat: 11pm-1am 5.65% 5.41%
8-11pm	11.39%	12.65%	11.1%	Sat: 1am-7pm	Sat: 1am-7pm 27.22%	Sat: 1am-7pm 27.22% 27.78%
11pm-12am	36.57%	37.72%	35.95%	Sun: 7-10am	Sun: 7-10am 2.29%	Sun: 7-10am 2.29% 2.25%
11pm-1am	43.84%	45.12%	43.52%	Sun: 10am-1pm	Sun: 10am-1pm 7.19%	Sun: 10am-1pm 7.19% 7.34%
1-6am	37.16%	37.58%	36.18%	Sun: 1-4pm	Sun: 1-4pm 8.72%	Sun: 1-4pm 8.72% 8.35%
				Sun: 4-7pm	Sun: 4-7pm 15.09%	Sun: 4-7pm 15.09% 16.76%
				Sun: 7-11pm	Sun: 7-11pm 11.86%	Sun: 7-11pm 11.86% 12.54%
				Sun: 11pm-1am	Sun: 11pm-1am 5.63%	Sun: 11pm-1am 5.63% 6.04%
				Sun: 1-7am	Sun: 1-7am 25.06%	Sun: 1-7am 25.06% 26.38%

Alamosa Snowmass village wortung

Pailsade Starkville Cedaredge Applewood Bow Mar Vall Wheat Ridge Strasburg Clifton Sait Creek S and Springs Castle Rock Larkspur Ophir Minturn Ordway Black Hawk Intercultural Institute Florence Evergreen Milliken Silt Black Forest Pierce Hotchkiss Glen (or Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Lincoln Park Lakeside Vall Lake City Cheyenne Wells Womelsdorf (Coalton) Keenesburg Montrose Chite Lake Hayden Fowler Hillrose Federal Heights Cedaredge La Salle Caston Intercultural Institute Brighton Basalt Milliken Idaho Springs Longmont Rockvale Center for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

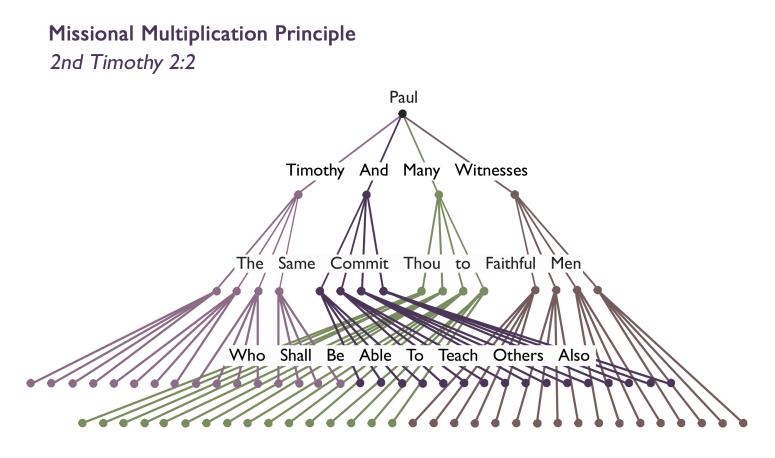
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Hartman Beulah Valley Superior Loghill Village Firestone Sheridan Lake St. Mary's Foxfield Lake Grassing Staninster Louisville South Fork Alamosa Pitkin Sterling Ignacio Silver Intercultural Institute and Mead Columbine Valley Sedgwick Berthoud Cheyenne Wells Hayde Firestone Ministry Frederick Wi for Contestual Ministry Frederick Wi Copyright 2012, Intercultural Institute for Contextual Ministry Bethune Brookside Pierce Rico Westcreek Raymer

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.



Alas Edwards Thornton Aristocrat Ranchettes Columbine Gilcrest Windsor Mead La Jara Merino Oph Black Hawk Genoa Vona Strasburg Fairplay Coal Creek Meeker Vail 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.





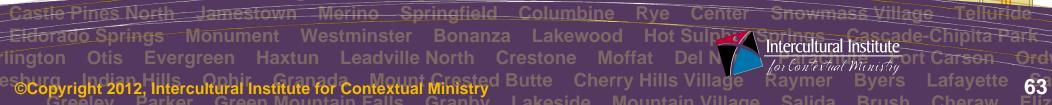
Your MissionSite and the Missional Suite

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





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.
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- 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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