MissionSite top unreached locations

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Carbondale Granby Foxfield Gilcrest Log Lane Vi CENSUS TRACT: 08003981600 Multipy Fort Lupton Greenwood Village MonuREGION: Western Colorado idgway Monte Vista Columbine Valley Todd Creek ASSOCIATION: Continental Divide Keenesburg Superior Center De Beque Sedgwick SilverCOUNTY Alamosa ook Lafayette In partnership with the: hip ita Park Lake City Evergreen LorSITESCAPE: TownScapement Mesa **Rifle Red Cliff** ake Glanword Springs Cokedale Severance DENSITY PATTERN: K Dinosaur Hartman Intercultural Institute che Dillon Haxtun Merzia Kersey Eckley Wellington Ston Fort C for Contextual Ministryine Padroni Aristocrat Lochbuie Nederland Sanford El Jebel Gleneagle COLORADO Bantistshan Eri Padroni Aristocrat Renehettes Holvok La Veta Chevenne Wells Eldora Jamestown enn h©Copyright 2012, Intercultural Institute for Contextual Ministry ez Gold Hill Littleton Raymer Ward Springfield Colora

MissionSite (TM) Table of Contents

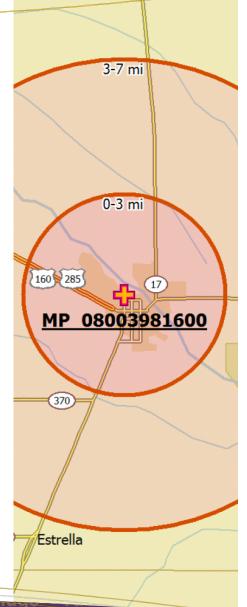
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Site Location Summary

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 0-3 mile, 3-7 mile, and 7-10 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.

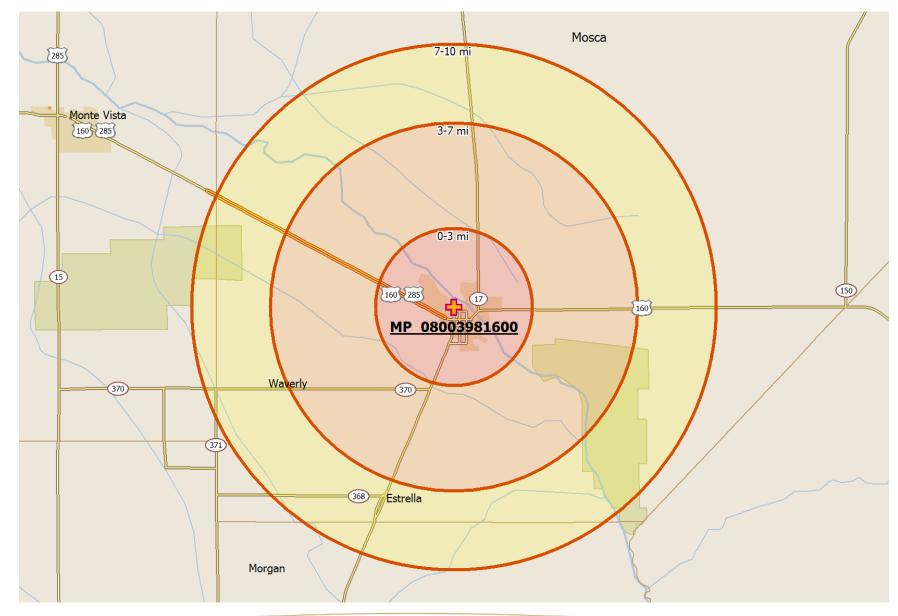
Location Typography	CODE	LOCATION
Region	08R03	Western Colorado
Association	08A02	Continental Divide
County Location	08003	Alamosa
Zipcode	81101	Alamosa
Sitescape Category	2	Townscape
Sitescape Group	2.2	Medium Towns
Sitescape Subgroup	2.22	Medium towns adjacent to settlements
Sitescape Density Pattern	K	50000-2500-2500
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region08R03Association08A02County Location08003Zipcode81101Sitescape Category2Sitescape Group2.2Sitescape Subgroup2.22



Park Edgewater Rocky Ford Pagosa Springs Severance Raymer Hotchkiss Manassa Mountain View Fer Berthoud Larkspur Glenwood Springs Northglenn Castle Rock Roxbord Intercultural Institute Meo Pueblo West Haswell Coal Creek Security-Widefield Aurora Sawpi Contextual Ministry Dacono Cherav Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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Site Location Summary - Map of the Site Location



waoc Gleneagle Burlington Haxtun Lake City Columbine Valley Craig Westcliffe Fort Garland Olathe Lyons Ophir Wiley Security-Widefield Williamsburg Empire Woodland Intercultural Institute do Springs Broomfield Morrison Olney Springs Berkley Highlands Ranch for Contextual Ministry Ve©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	11	Noncore not adjacent to a metro/micro area and contains a town of 2,500 or
			more residents
3	Rural / Urban Continuum	7	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
	Codes		urbanized area.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small
			urban cluster)
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas
8	Percent Commuting to Metro	0	·

Westcreek Acres Green Edgewater Loghill Village Sheridan Silverton Dolores North Weshington Green Teridian Strasburg Ordway Pritchett Branson Colorado Springs Arboles Intercultural Institute Ramah Ridgway Olney Springs Crawford Evergreen Broomfield Palis Intercultural 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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	11,140	2,323	1,079
2010 Households	4,264	841	381
2010 Group Quarters Population	992	1	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	3	1
Language Diversity National Index	79	59	68
Foreign Born Diversity National Index	7	3	5
Ancestry Diversity National Index	25	49	52
Racial Diversity National Index	74	72	48

Boone Springheid Cheyenne wens

South Fork Eaton Perry Park Fort Collins Nucla Redlands Roxborough Park Frinidad Gleneagle Creed Biver Plume Greenwood Village Wellington Granby Windsor Broomfield Intercultural Institute rplay Rockvale Blue River Manitou Springs Ault Westcreek Romeo Frederic Confectual Ministry Id Copyright 2012, Intercultural Institute for Contextual 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	1	True
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

New Castle Hotchkiss Silverthorne Kersey Lamar Broomfield Otis Orchard City Eagle-Vail Moffat Georgetown Indian Hills Erie Rifle West Pleasant View Louviers Intercultural Institute Intercultural Institute for Contextual Ministry Lake La Veta Trinidad Boone Deer Trail Manassa 71 Copyright 2012, Intercultural Institute for Contextual Ministry Westcliffe Branson Avon Glenwood Springs Color

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 0-3 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	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	697	16.35%
Mainstay Communities	Established, Diverse Households	1,507	35.34%
Working Communities	Blue-collar, Working Families	1,083	25.4%
Country Communities	Rural, Agri. & Mining Families	467	10.95%
Aspiring Communities	Young Singles / Aspiring-Multihousing	6	0.14%
Urban Communities	High Density, Inner-city Neighborhoods	503	11.8%



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.

town Ovid Penrose Basalt Woodland Park Ignacio Thornton Silver Cliff Ramah Fruitvale Palmer-Lake The Kim Swink Westcliffe Wiggins Laporte Hooper Caï; ½on City Woodland Institute Montezuma Dou t Carson North Washington Sugar City Dove Creek Longmont Allenspar for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

ache Todo Creek Dove Greek Loghill Village Granada Ponderosa Park Minturn Grand View Estates Salt G Edwards Womelsdorf (Coalton) Monte Vista Sterling Holyoke Limon (Intercultural Institute Otis Eagle Florence Longmont Silver Plume Moffat Flagler Yuma (Intercultural Ministry) ©Copyright 2012, Intercultural Institute for Contextual Ministry Arboles East Pleasant View La Salle Eckley Sheridan

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 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	0-3 MILE BAND	% INDEX
Unreached Households	3,823	2,827	73.95%
Unreached %	65.38%	66.3%	101.4
Religious But NOT Evangelical HH	789	610	77.29%
Religious But NOT Evangelical %	13.5%	14.31%	105.99
Spiritual But NOT Relig or Evang HH	505	389	76.92%
Spiritual But NOT Relig or Evang %	8.64%	9.12%	105.48
Not Evangelical, Not Interested HH	2,528	1,828	72.31%
Not Evangelical, Not Interested %	43.24%	42.87%	99.15



Vilas Ouray Padroni Hotchkiss Antonito Manzanola Cortez Lafayette Castle Rock Car. / on City Gr Towaoc Edgewater Ordway Genesee Pueblo Lakewood Loghill Vir Intercultural Institute io Gold Hill Denver Grand Lake De Beque Greenwood Village Pritchett for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of CBGC within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of CBGC Churches	0	0	0%
Active CBGC Attenders	0	0	0%
Active Evangelical Households	571	405	70.95%
Active Evangelical Percent	9.77%	9.50%	97.29
Inactive Evangelical Households	1,453	1,031	70.96%
Inactive Evangelical Percent	24.85%	24.18%	97.3
# New Churches Needed	3	2	72.93%





Using the Spirituality Indicators

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

Issues for Your Consideration

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



Residential Non-Apt.

Residential Apt.

4,000

2,000

0

Residential

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 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOS	SCAPE	COUNTY	BAND	% OF CO
1990 Population	13,617	10,136	74.44%	1990 H	ouseholds	4,721	3,552	75.24%
2000 Population	14,966	10,788	72.08%	2000 H	ouseholds	5,467	4,002	73.2%
2010 Population	15,488	11,140	71.93%	2010 H	ouseholds	5,847	4,264	72.93%
Location Types in this MissionSite								
	Locati	on Types	in this Missior	nSite		Location Ty	/pe	0-3mi Band
🔲 0-3mi Band			in this Missior I 7-10mi Band	nSite ■ County		Location Ty Residential	/pe	0-3mi Band 4,330
■ 0-3mi Band						-		
						Residential	Apt.	4,330

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USPS Residential

Seasonal

Business

USPS Business

Seasonal

USPS Residential

USPS Business

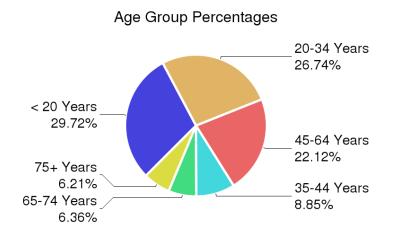
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4,282

498

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

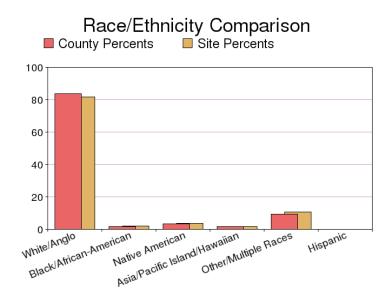


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.22%	6.67%	107.23
4-5 Years	2.98%	2.72%	91.28
6-8 Years	4.42%	4.07%	92.08
9-11 Years	4.04%	3.73%	92.33
12-13 Years	2.52%	2.32%	92.06
14-17 Years	6.3%	6.19%	98.25
18-19 Years	3.45%	4.01%	116.23
0-5 Years	9.2%	9.39%	102.07
6-12 Years	9.72%	8.99%	92.49
13-19 Years	11%	11.34%	103.09
< 20 Years	29.92%	29.72%	99.33
20-34 Years	23.99%	26.74%	111.46
35-44 Years	9.67%	8.85%	91.52
45-64 Years	24.19%	22.12%	91.44
65-74 Years	6.68%	6.36%	95.21
75+ Years	5.55%	6.21%	111.89
Median Age	30	32	106.68
Median Age (Male)	29	31	104.13
Median Age (Female)	32	33	104.01



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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX			
Race/Ethnicity						
White, Anglo	83.76%	81.64%	97.47			
Black, African-American	1.74%	2.12%	121.97			
Native American	3.42%	3.7%	108.28			
Asian	1.39%	1.46%	104.92			
Pacific Island, Hawaiian	0.22%	0.24%	110.41			
Other/Multiple Races	9.47%	10.83%	114.39			
Hispanic	0%	51.2%	0			
Education of Adults (25 yrs+)						
Total Adults over age 25 years.	9,040	6,282				
Less than 9th Grade	7.37%	7.75%	95.03			

(
Total Adults over age 25 years.	9,040	6,282	
Less than 9th Grade	7.37%	7.75%	95.03
No High School Diploma	8.51%	9.25%	91.98
High School Graduate	27.79%	27.38%	101.49
Some College, no degree	23.52%	23.29%	100.98
Associate Degree	4.25%	3.26%	130.17
College Degree	16.24%	16.87%	96.24
Graduate/Prof. degree	12.33%	12.19%	101.15

Wood Franktown Lafavette Garden City Aristocrat Ranchettes Campion Kremmling Pritchett Stratton G Bonanza Poncha Springs Ridgway Gunbarrel Silver Plume Wheat Revealed And Fruitvale Silt G Red Feather Lakes Kiowa Nunn Berthoud Holly Keystone Cortez Jor Contextual Ministry Evergeen We 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	13.1%	15.67%	104.09
\$10,000 to \$19,999	15.84%	17.64%	111.36
\$20,000 to \$29,999	13.89%	14.99%	107.91
\$30,000 to \$49,999	21.34%	21.2%	99.33
\$50,000 to \$59,999	8.5%	7.06%	83.05
\$60,000 to \$69,999	6.6%	5.42%	82.06
\$70,000 to \$79,999	4.58%	3.8%	82.89
\$80,000 to \$89,999	4.17%	3.66%	87.67
\$90,000 to \$99,999	2.46%	2.16%	87.61
\$100,000 to \$124,999	3.2%	3.52%	109.99
\$125,000 to \$149,999	3.22%	2.16%	67.1
\$150,000 to \$199,999	2.58%	2.25%	87.18
\$200,000 to \$249,999	0.31%	0.3%	99.03
\$250,000 or more	0.21%	0.16%	79.99
Median Household	35,551	34,055	95.79
Average Household	50,781	45,025	88.67
Per Capita Household	21,394	17,938	83.85
Family/Non-Family Household			
Income			
Median Family Income	45,432	42,023	92.5
Average Family Income	61,432	52,841	86.02
Median Non-Family Income	22,536	24,012	106.55
Average Non-Family Income	29,995	26,189	87.31

Grand View Estates Heeker Telluride Florence Haxtun Durango Crowley Johnstown Strasburg Federal Heights Rifle Ridgway Walden Montrose Alamosa East Eldown Intercultural Institute son Redlands Cherry Hills Village Ramah Platteville Perry Park Silverto For Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Springfield Lafayette Silver Plume Orchard City Snown

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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	66.12%	62.29%	94.21
Families with Children	36.45%	35.37%	97.04
Families without Children	29.67%	26.92%	90.73
Non-Family Households			
% Non-Family Households	33.88%	37.71%	111.31
Non-Families with Children	0.32	0.35	108.26
Non-Families without Children	33.56	37.36	111.34
Housing Units			Index
Total Housing Units	6,612	4,733	
Vacant percent	11.57%	9.91%	85.65
Owned percent	56.61%	52.76%	93.2%
Rented Percent	31.82%	37.33%	117.32
Households by Size			Index
Avg household size	2.48	2.38	95.97
Avg family hh size	3.10	3.04	98.06
Avg non-family hh size	1.27	1.28	100.79
Households By Count of Persons			Percent
One	1,659	1,356	81.74%
Two	1,948	1,382	70.94%
Three or Four	1,667	1,155	69.29%
Five+	573	372	64.92%

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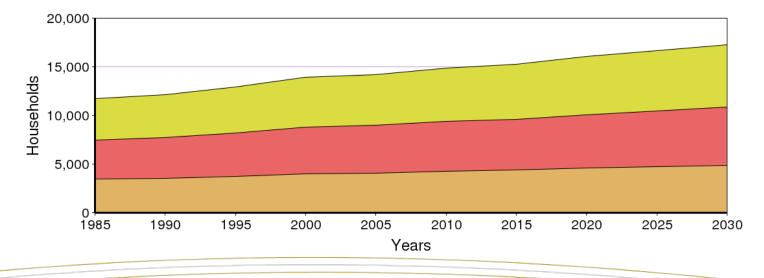
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	13,617	10,136	74.44%
2000 Population	14,966	10,788	72.08%
2010 Population	15,488	11,140	71.93%
2015 Population	15,804	11,294	71.46%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

i 🛛 🗌 0-10mi Ring

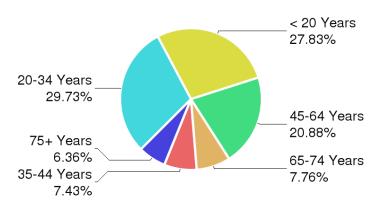


Cunbarrel Silver Cliff Silverthorne Strasburg Hot Sulphur Springs Indian Hills Loghill Village Walsenburg For Dillon Steamboat Springs Pueblo West Del Norte Johnstown Fort North Washington Todd Fort Collins Fort Lupton Ridgway Coal Creek Sedgwick Buena Vista Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural

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 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

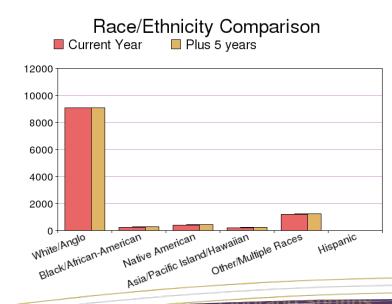


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.67%	6.64%	99.55
4-5 Years	2.72%	2.71%	99.63
6-8 Years	4.07%	4.17%	102.46
9-11 Years	3.73%	4.07%	109.12
12-13 Years	2.32%	2.68%	115.52
14-17 Years	6.19%	5.05%	81.58
18-19 Years	4.01%	2.51%	62.59
0-5 Years	9.39%	9.35%	99.57
6-12 Years	8.99%	9.59%	106.67
13-19 Years	11.34%	8.89%	78.4
< 20 Years	29.72%	27.83%	93.64
20-34 Years	26.74%	29.73%	111.18
35-44 Years	8.85%	7.43%	83.95
45-64 Years	22.12%	20.88%	94.39
65-74 Years	6.36%	7.76%	122.01
75+ Years	6.21%	6.36%	102.42
Median Age	30	33	107.8
Median Age (Male)	29	31	107.03
Median Age (Female)	32	33	104.36

Wot Marble Pagosa Springs Coal Creek Walsenburg Avon Alamosa Red Cliff Englewood Ridgway H Cheraw Black Hawk Vail Beulah Valley Security-Widefield Holyoke Contextual Ministry Downieville-Lawson-Dumont Holly Commerce City Winter Par Contextual Ministry Downieville-Lawson-Dumont Holly Commerce City Winter Par

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 0-3 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	81.64%	80.35%	98.42
Black, African-American	2.12%	2.42%	114.1
Native American	3.7%	4.07%	110.13
Asian	1.46%	1.8%	122.84
Pacific Island, Hawaiian	0.24%	0.24%	98.64
Other/Multiple Races	10.83%	11.13%	102.72
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,282	7,046	
Less than 9th Grade	7.75%	7.49%	96.66
No High School Diploma	9.25%	8.79%	94.99
High School Graduate	27.38%	27.7%	101.18
Some College, no degree	23.29%	22.98%	98.66
Associate Degree	3.26%	3.42%	104.81
College Degree	16.87%	17.26%	102.28

12.19%

12.36%

101.38

raser Penrose Bonanza Gunbarrel Caï, ½on City Wheat Ridge Victor Byers Naturita Mount Crested But Engmont Alamosa East Campion Battlement Mesa Peetz Lakewood Mona Viste Idaho Springs Windson senburg Monument Estes Park Kremmling Superior Paonia Kit Carson for Contextual Ministry South Fork Copyright 2012, Intercultural Institute for Contextual Ministry Pines Atwood Erie Orchard City Lake City Aristoc 21

Graduate/Prof. degree

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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 0-3 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 0-3 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	15.67%	14.44%	92.17
\$10,000 to \$19,999	17.64%	17.25%	97.83
\$20,000 to \$29,999	14.99%	14.51%	96.81
\$30,000 to \$49,999	21.2%	20.92%	98.65
\$50,000 to \$59,999	7.06%	6.84%	96.93
\$60,000 to \$69,999	5.42%	5.74%	106.02
\$70,000 to \$79,999	3.8%	3.96%	101.79
\$80,000 to \$89,999	3.66%	3.62%	90.07
\$90,000 to \$99,999	2.16%	2.27%	105
\$100,000 to \$249,999	3.52%	4.65%	132.05
\$125,000 to \$149,999	2.16%	1.81%	83.79
\$150,000 to \$199,999	2.25%	2.88%	128.07
\$200,000 to \$249,999	0.3%	0.39%	127.6
\$250,000 or more	0.16%	0.3%	181.21
Median Household	34,055	36,826	108.14
Average Household	45,025	47,506	105.51
Per Capita Household	17,938	19,133	106.66
Family/Non-Family Household			
Income			
Median Family Income	42,023	45,903	109.23
Average Family Income	52,841	55,832	105.66
Median Non-Family Income	24,012	25,688	106.98
Average Non-Family Income	26,189	28,733	109.71

oor Keystone Cripple Creek Montrose Brighton Center Berkley Fort Garland Acres Green Grover Kre Castle Pines Milliken Genoa Thornton Greenwood Village Saguache Limon Limon Eagle-Vail Bla owmass Village Edgewater Nederland Basalt Parker Otis Hillrose Alle Contextual Ministry Johnstown Copyright 2012, Intercultural Institute for Contextual Ministry Westcliffe Ridoway Glenwood Springs Carbondale Fade

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 0-3 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 0-3 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 0-3 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	62.29%	62.11%	99.71
Families with Children	35.37	35.06	99.13
Families without Children	26.92	27.6	102.5
Non-Family Households			
% Non-Family Households	37.71%	37.89%	100.49
Non-Families with Children	0.35	0.3	100.49
Non-Families without	37.36	37.6	100.64
Children			
Housing Units			
Total Housing Units	4,733	4,832	102.09%
Vacant percent	9.91%	9.56%	96.49
Owned percent	52.76%	52.92%	100.3
Rented Percent	37.33%	37.52%	100.5
Households by Size			
Avg household size	2.38	2.36	99.16%
Avg family hh size	3.04	3.04	100%
Avg non-family hh size	1.28	1.24	96.88%
Households By Count of			
Persons			
One	1,356	1,402	103.39%
Тwo	1,382	1,408	101.88%
Three or Four	1,155	1,182	102.34%
Five+	372	379	101.88%

Perry Park Pagesa Springs Fort Carson Antonito Westcreek Timnath Monument Oak Greek Estes Ha Vista Keystone Calhan Erie Nederland Sedalia Orchard Mesa Fort Antonito Intercultural Institute Seibert Meeker Silt Stratmoor Hayden Ignacio Pitkin Black Forest (on textual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES
Foreign Born Pop	583	35	24
Northern Europe	11	3	0
Western Europe	13	0	2
Southern Europe	0	0	0
Eastern Europe	12	0	0
ther Europe	0	0	0
Eastern Asia	16	0	0
So. Central Asia	0	0	0
SE Asia	23	0	1
Western Asia	0	0	0
Other Asia	0	0	0

dan Paoli Manassa Wheat Ridge Crook Coal Creek Fort Collins Mount Crested Butte Keystone Grover Genoa Frederick The Pinery Vail Silt Snowmass Village IIiff Di Intercultural Institute Cherrelwood Denver Arboles La Salle Towaoc Ponderosa Park Julesbur Confectual Ministry Loveland 24 Copyright 2012, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only			644	Other Indo-Euro	0	0	0
English only Spanish	7,372 3,253	1,333 242	66	Asian/PI languages	0	0	0
Other Indo-Euro	5,255 59	0	18	Chinese	0	0	0
	59	0	10		7		Ũ
language	45	0	0	Japanese	7 32	0	6
French (incl. Patois,	15	0	0	Korean Mara Kharan		0	0
Cajun)	F	0	0	Mon-Khmer,	0	0	0
French Creole	5	0	0	Cambodian	0	0	0
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	25	0	15	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	14	0	0	Tagalog	22	0	0
Language				Other Pacific Is	6	0	0
Greek	0	0	0	Other languages	86	0	31
Russian	0	0	0	Navajo	19	0	4
Polish	0	0	0	Other Native N.	9	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	3	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	27
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	58	0	0
Urdu	0	0	0	•			

Crestone Lincoln Park Glendale Hot Sulphur Springs Bonanza Fort Lupton Castle Rock Roxborough In Hudson De Beque Stonegate Crested Butte Manassa Byers Marble Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	9,154	1,268	660	Irish	Irish 440	Irish 440 80
Arab	7	0	0	Italian	Italian 208	Italian 208 34
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	13	4	5	Norwegian	Norwegian 140	Norwegian 140 22
British	24	0	5	Polish	Polish 84	Polish 84 17
Canadian	11	3	0	Portuguese	Portuguese 26	Portuguese 26 0
Croatian	0	0	2	Romanian	Romanian 0	Romanian 0 0
Czech	8	0	1	Russian	Russian 0	Russian 0 0
Czechoslovak	0	0	0	Scandinavian	Scandinavian 19	Scandinavian 19 4
Danish	98	16	7	Scotch-Irish	Scotch-Irish 94	Scotch-Irish 94 5
Dutch	156	86	8	Scottish	Scottish 65	Scottish 65 39
English	624	89	71	Slovak	Slovak 14	Slovak 14 18
European	44	23	11	Subsaharan African	Subsaharan African 7	Subsaharan African 7 0
Finnish	15	0	0	Swedish	Swedish 152	Swedish 152 13
French (not Basque)	116	12	8	Swiss	Swiss 7	Swiss 7 0
French Canadian	23	9	0	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	1,100	174	112	US/American	US/American 632	US/American 632 160
Greek	2	4	0	Welsh	Welsh 37	Welsh 37 3
Hungarian	14	0	0	West Indian	West Indian 5	West Indian 5 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 4,969	Other 4,969 452

ar Berthoud Meeker Ward Eagle-Vail Yuma Otis Cheraw Antonito Chevenne Wells Westereek Twink nea Fowler Bennett Boone Campion Englewood Milliken Eckley Cover and Two Buttes Roxboroug and Swink Manassa Hudson Silt Campo East Pleasant View Woodm for Confectual Ministry Cover Intercultural Institute for Contextual Ministry Genesee Frederick Manzanola Louviers Glenwood 26

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?

of Sulphur Springs Frisco Monte Vista Eagle Simla Hugo Columbine Valley Raymer Georgetown Centre terkville Rye Foxfield Eagle-Vail Fraser Olney Springs Leadville North Intercultural Institute dale The Pinery Kittredge Grand Junction Greeley Todd Creek Sanford Fighton Pitkin Crook Vail 27 Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

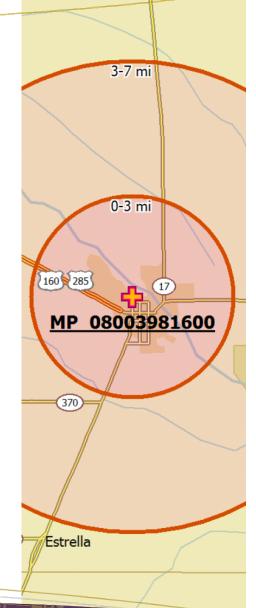
Issues for Your Consideration - continued

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

airplay Blanca <u>Coal Creek Wray Sterling Loghill Village Rangely</u> Buena Vista Frederick Rocky Ford D Louisville Durango Milliken Columbine Snowmass Village Alma Greet <u>Intercultural Institute</u> Brush Garden City Lakeside Cedaredge Clifton Silt Holly St. Mai *Intercultural Institute* Glenwood Spring Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Womelsdorf (Coalton) Granada Red Feather Lakes La

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.



st Pleasant View Byers Edwards Stratton Berthoud De Beque Larkspur Snowmass Village Gleneagle L Empire Northglenn Ridgway Windsor Perry Park Sawpit Welby <u>Intercultural Institute</u> Poncha Springs Winter Park Ault Gunbarrel Brighton Ken Caryl Two Glendale Ministry (outer fuel Ministry) Ordway Derby Arboles Glendale Timnath Jamestow 29 (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 0-3 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.

0-3 HH & Percent		Unreached HH & Percent	
4,264	100%	2,826	100%
178	4.17%	124	4.39%
0	0%	0	0%
33	0.77%	24	0.85%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
145	3.4%	100	3.54%
0	0%	0	0%
519	12.17%	348	12.31%
0	0%	0	0%
0	0%	0	0%
519	12.17%	348	12.31%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
165	3.87%	110	3.89%
35	0.82%	25	0.88%
41	0.96%	27	0.96%
0	0%	0	0%
72	1.69%	46	1.63%
17	0.4%	12	0.42%
	4,264 178 0 33 0 0 0 0 145 0 145 0 519 0 0 519 0 0 519 0 0 519 0 0 0 519 0 0 165 35 41 10 0 72	4,264 $100%$ 178 $4.17%$ 0 $0%$ 33 $0.77%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 145 $3.4%$ 0 $0%$ 519 $12.17%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 165 $3.87%$ 35 $0.82%$ 41 $0.96%$ 0 $0%$ 72 $1.69%$	4,264 $100%$ $2,826$ 178 $4.17%$ 124 0 $0%$ 0 33 $0.77%$ 24 0 $0%$ 0 0 $0%$ 0 0 $0%$ 0 0 $0%$ 0 145 $3.4%$ 100 0 $0%$ 0 519 $12.17%$ 348 0 $0%$ 0 519 $12.17%$ 348 0 $0%$ 0 519 $12.17%$ 348 0 $0%$ 0 519 $0%$ 0 519 $12.17%$ 348 0 $0%$ 0 519 $0%$ 0 519 $12.17%$ 348 0 $0%$ 0 165 $3.87%$ 110 35 $0.82%$ 25 41 $0.96%$ 27 0 $0%$ 0 72 $1.69%$ 46

Tills Village Walden Foxfield Mountain Village Hillrose Crowley Bonanza Naturita Swink Steamboat Sp Gypsum Las Animas Cokedale Paoli East Pleasant View Erie Wiley Intercultural Institute Collbran Limon Breckenridge Craig Central City Boulder Superior Por Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	4,264	100%	2,826	100%
BLUE COLLAR BACKBONE	272	6.38%	174	6.16%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	132	3.1%	80	2.83%
Lower Income Essentials	18	0.42%	12	0.42%
Small Town Endeavors	122	2.86%	82	2.9%
AMER. DIVERSITY	1,342	31.47%	864	30.57%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	1,290	30.25%	830	29.37%
Professional Urbanites	11	0.26%	8	0.28%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	41	0.96%	26	0.92%
Mature America	0	0%	0	0%
METRO FRINGE	811	19.02%	556	19.67%
Steadfast Conservative	797	18.69%	546	19.32%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	9	0.21%	6	0.21%
Urban Grit	5	0.12%	4	0.14%
Grass-Roots Living	0	0%	0	0%

Carbondale Golden Eagle Silt Brookside Granada Perry Park Avondale Romeo Fountain Vilas Gold Lincoln Park Florence Basalt Delta Kremmling Coal Creek Anton Intercultural Institute Broomfield Ponderosa Park Williamsburg Ramah Colorado Springs Fountain Vilas Cook Taberna Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	4,264	100%	2,826	100%
REMOTE AMERICA	171	4.01%	102	3.61%
Hardy Rural Fam.	79	1.85%	48	1.7%
Rural Southern Living	92	2.16%	54	1.91%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	6	0.14%	4	0.14%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	6	0.14%	4	0.14%
RURAL VILLAGES & FARMS	296	6.94%	173	6.12%
Industrious Country Living	41	0.96%	28	0.99%
America's Farmland	54	1.27%	31	1.1%
Comfy Country Living	0	0%	0	0%
Small Town Connections	188	4.41%	109	3.86%
Hinterland Fam.	13	0.3%	5	0.18%

Silverthorne Vellington Vilas Idaho Springs Ridgway Woodmoor Norwood Towacc The Pinery We Springfield Nunn Edgewater Longmont Gold Hill Fort Garland Brusse Intercultural Institute Cai; ½on City Julesburg Nederland Marble Fraser Kittredge Crawfor for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	4,264	100%	2,826	100%
STRUGGLING SOCIETIES	281	6.59%	219	7.75%
Rugged Southern Style	11	0.26%	6	0.21%
Latino Nuevo	34	0.8%	23	0.81%
Struggling city Centers	0	0%	0	0%
College Town Communities	167	3.92%	139	4.92%
New Beginnings	69	1.62%	51	1.8%
URBAN ESSENCE	222	5.21%	152	5.38%
Unattached Multicultures	88	2.06%	61	2.16%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	17	0.4%	12	0.42%
New Generation Activists	117	2.74%	79	2.8%
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%

reen Mountain Falls Berkley Starkville Frederick Silver Plume Cortez Haswell Manzanola Fort Morgan F gins Genoa Ault Silverthorne Brighton Seibert Eads Ward Sherrelver Intercultural Institute arker Dinosaur Eckley Stratmoor Wellington Pagosa Springs Gleneage for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 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?

Derby

Center

Cokedale

Mountain View

Westcreek

Oak Creek

ght 2012, Intercultural Institute for Contextual Ministry Palmer Lake

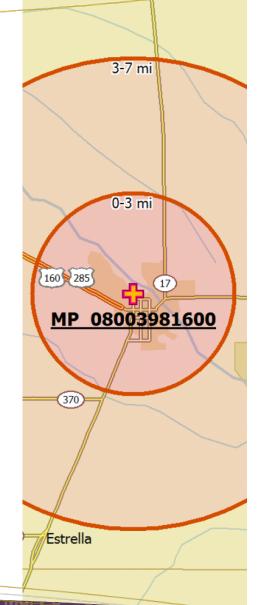
Potential Cultural Bridges

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).



Celorado City Montrose Red Cliff Haxtun Eagle-Vail Coal Creek Grover Idaho Springs Orchard Mes Salida Dinosaur Granada Crestone Empire Ignacio Arvada Leadville Intercultural Institute o Superior Hooper Fountain Loveland Lake City Woodmoor Eads Montestud Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Packyala Victor Aspen Park, Pyo Lafavette Mountain

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 - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	74%	74%	75%
Use Comp. for Internet/E-mail	58%	58%	58%
Internet Use: E-Mail	47%	47%	47%
Use Comp. for Word Processing	36%	37%	37%
Use Comp. for Comp. Games	34%	35%	36%
Use Comp. for Shopping	34%	35%	35%
Use Comp. for Education	32%	32%	32%
Use Comp. for Banking	29%	30%	30%
Use Comp. for Digital Camera	29%	30%	31%
Photo Editing			
Internet Use: News/ Weather	27%	26%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	25%	25%	25%
Internet Use: Banking	23%	24%	24%
Use Comp. for News/Info./Data	20%	21%	22%
Service			
PC-Network-HH Has One	17%	18%	17%
Use Comp. for Filing/DB	14%	14%	14%
Mngmnt			
Use Comp. for Personal	13%	13%	13%
Financial Mngmnt			
Internet Use: Research/	13%	12%	12%
Education			
Use Comp. for Accounting	12%	13%	14%
Internet Use: Read Magazines/	11%	11%	11%
Newspapers			
HH Owns Video/Webcam	10%	10%	10%



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 - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	66%	66%	66%
Dining Out (Not Fast Food)	52%	53%	53%
Reading Books	50%	50%	50%
Card Games	38%	39%	39%
Cooking for Fun	35%	35%	35%
Go To A Beach/Lake	32%	33%	33%
Gardening	31%	32%	33%
Board Games	29%	30%	30%
Visit Zoo	20%	20%	20%
Going To	19%	19%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	65%	65%	65%
Gen./Fam. Practitioner	38%	39%	39%
Dentist	27%	27%	27%
None Of These	22%	22%	22%
Backache	21%	21%	21%
Eye Dr.	19%	20%	20%
Hypertension/High Blood	18%	18%	18%
Pressure			
High Cholesterol	15%	16%	16%
Any Arthritis	14%	14%	14%
Acid Reflux Disease (GERD)	14%	14%	14%

Ward Cripple Creek Hount Crested Butte Westminster Berthoud Ken Caryl Woodland Park Allenspark Federal Heights Ridgway Sherrelwood Crowley Thornton Manitou Spring Intercultural Institute Cathan Bran Stratmoor Ovid Pueblo Castle Pines North Hartman Sterling Swink For Contextual Ministry Cathan Bran Ble Copyright 2012, Intercultural Institute for Contextual Ministry Norwood Laporte Leadville North Silverton Eagle 37

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	24.14%	24.4%	24.37%
Live Theater	16.7%	16.95%	16.98%
Live Theater Most Often	14.33%	14.51%	14.53%
Rock/Pop Concerts Most	13.65%	13.66%	13.56%
Often			
Comedy Club	8.78%	8.72%	8.63%
Dance Performance	7.38%	7.33%	7.23%
Movies: Action/Adventure	35.95%	36.24%	36.27%
Movies: Comedy	35.25%	35.73%	35.83%
Movies: Fam.	17.74%	18.22%	18.41%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	16.78%	17.05%	17.14%
Movies: Drama	16.44%	16.43%	16.36%
Movies: Mystery	15.27%	15.24%	15.04%
MLB Baseball Reg. Season	5.37%	5.83%	6.04%
College Football Reg.	4.42%	4.78%	5%
Season			
NFL Football Reg. Season	4.37%	4.65%	4.76%
College Basketball Reg.	3.48%	3.62%	3.72%
Season			
NBA Basketball Reg.	2.28%	2.42%	2.47%
Season			
Auto Racing Events	2.1%	2.25%	2.32%

akeside Fort Collins Kersey Bennett Winter Park Centennial Paonia Arvada Campion Kit Carson Two Lanassa Leadville Gunnison South Fork Rifle Caï; ½on City Silver Cliff Frederick Brush Silverthorne Clifton Security-Widefield Green Mountai Intercultural Institute Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	37.97%	38.44%	38.76%	Volleyball	Volleyball 11.18%	Volleyball 11.18% 11.02%
Swimming	33%	33.08%	33.12%	Stationary Cycling	Stationary Cycling 10.86%	Stationary Cycling 10.86% 10.88%
Bowling	20.99%	21.31%	21.5%	Backpacking/Hiking	Backpacking/Hiking 10.66%	Backpacking/Hiking 10.66% 10.66%
Billiards/Pool	20.07%	20.03%	19.89%	Hunting	Hunting 10.37%	Hunting 10.37% 11.08%
Freshwater Fishing	17.38%	18.16%	18.73%	Soccer	Soccer 9.82%	Soccer 9.82% 9.6%
Basketball	16.29%	16.32%	16.34%	Aerobics	Aerobics 9.61%	Aerobics 9.61% 9.36%
Camping Trips	16.27%	16.72%	17.07%	Softball	Softball 9.05%	Softball 9.05% 9.1%
Jogging/Running	14.69%	14.76%	14.68%	Target Shooting	Target Shooting 8.92%	Target Shooting8.92%9.35%
Weight Training	14.42%	14.72%	14.76%	Saltwater Fishing	Saltwater Fishing 8.62%	Saltwater Fishing 8.62% 8.42%
Mountain/Road Biking	13.51%	13.59%	13.7%	Power Boating	Power Boating 8.13%	Power Boating 8.13% 8.24%
Baseball	13.27%	13.26%	13.17%	Tennis	Tennis 7.72%	Tennis 7.72% 7.49%
Golf	12.81%	13.36%	13.69%	Canoeing/Kayaking	Canoeing/Kayaking 7.6%	Canoeing/Kayaking 7.6% 7.54%
Using Cardio Machine	12.68%	12.67%	12.59%	Horseback Riding	Horseback Riding 7.52%	Horseback Riding 7.52% 7.62%
Football						

Prce Academy Mancos Erie Manzanola Coal Creek Berkley Broomfield Downieville Lawson-Dumont Our Romeo Ovid Cimarron Hills Glendale Brush Cokedale Lamar Bayfield Mary's Blue River Dinosati getown Sedalia Applewood Seibert Steamboat Springs New Castle Kit Confectual Ministry Gilcrest Stark Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10	В
	MILES	MILES	MILES	
Motorcycling	6.79%	6.95%	7.03%	H
Ice Skating	6.07%	5.95%	5.92%	S
Roller Skating	6.06%	6.04%	6.06%	Μ
Downhill & X-Country	5.97%	5.78%	5.74%	S
Skiing				R
Snorkeling	5.81%	5.67%	5.62%	A
Fly Fishing	5.08%	5.08%	5.11%	Sa
Water Skiing	4.95%	4.91%	4.94%	S
Archery	4.92%	5.14%	5.26%	S
Jet Skiing	4.86%	4.89%	4.93%	R
Racquetball	4.76%	4.54%	4.4%	

		7-10
MILES	MILES	MILES
4.49%	4.26%	4.16%
4.23%	4.17%	4.14%
4.13%	3.93%	3.81%
4.01%	4.19%	4.31%
3.99%	4.06%	4.1%
3.96%	3.81%	3.7%
3.65%	3.51%	3.45%
3.5%	3.52%	3.5%
3.32%	3.24%	3.19%
2.89%	2.94%	2.95%
	4.49% 4.23% 4.13% 4.01% 3.99% 3.96% 3.65% 3.5% 3.32%	4.49% 4.26% 4.23% 4.17% 4.13% 3.93% 4.01% 4.19% 3.99% 4.06% 3.96% 3.81% 3.65% 3.51% 3.5% 3.52% 3.32% 3.24%

Sonanza Craig <u>Centor Manassa Red Feather Lakes Yampa Silverthorne</u> Springfield Beulah Valley Yuma E Delta Broomfield Superior Olney Springs Kit Carson Frederick Gold And Lake Elizabeth Gene Ittes Fairplay Walsh Englewood Grover Sedgwick Aristocrat Ranchette for Contextual Ministry © Copyright 2012, Intercultural Institute for Contextual Ministry Cop

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.

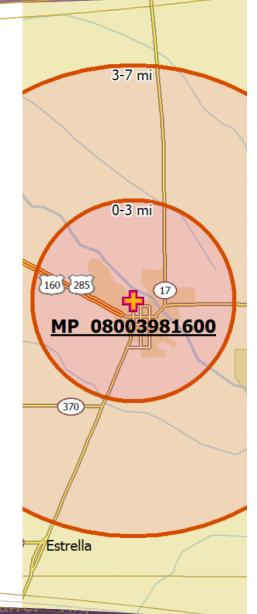
BIBLICAL BARRIERS

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.



The Gundison Genesee Woodland Park Fraser Crowley Bow Mar Pueblo West Otis Edwards Parachu Greenwood Village Fowler Edgewater Wiley Kremmling Central City Intercultural Institute Blanca Keenesburg Eagle-Vail Las Animas Cedaredge Flagler Eldora Toric Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

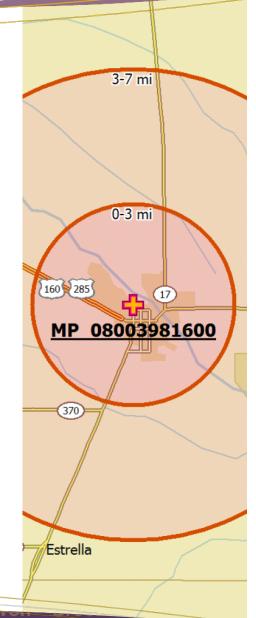
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Parachute Ramah Ken Caryl Highlands Ranch Strasburg Keystone Mountain View Commerce City Blanca Silverton Indian Hills Air Force Academy Palmer Lake Clifton Intercultural Institute Telluride Here Sedalia Cripple Creek East Pleasant View Aspen Brighton Monte Vive Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Provide Fort Garland Cedaredge Garden City Flagler 42

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	48%	48%	48%	Like To Pursue Challenge/Novelty/Change	22%	21%	20%
Like Control Over People And	35%	35%	34%	Marijuana Should Be Legalized	20%	20%	20%
Resources				Like to Stand Out In A Crowd	20%	20%	20%
Woman's Place Is In The Home	35%	35%	35%	I Am A Workaholic	20%	20%	20%
Prefer To Have Few Possessions As Possible	35%	34%	34%	Rarely Sit Down to a Meal Together At Home	16%	16%	16%
Speak My Mind Even If It Upsets People	34%	34%	34%	Only Work Current Job for The Money	15%	15%	15%
Find It Difficult To Say No To My Kids	34%	34%	34%	We Should Strive for Equality for All	15%	14%	14%
Like To Do Unconventional Things	30%	30%	30%	Happy With My Standard Of Living	13%	12%	12%
Don't Judge People/Way They Live Life	29%	28%	28%	On Whole People Get What They Deserve	11%	11%	10%
Money Is Best Measure Of Success	28%	27%	27%	Indulge My Kids With The Little Extras	11%	11%	10%
Friends More Important Than My Fam.	27%	26%	26%	More Important Do Duty Than Enjoy Life	7%	6%	6%
Too Much Sponsorship In Arts/Sports	26%	25%	25%	Little I Can Do To Change My Life	7%	7%	7%
If Won Lottery Would Never Work Again	25%	25%	25%				

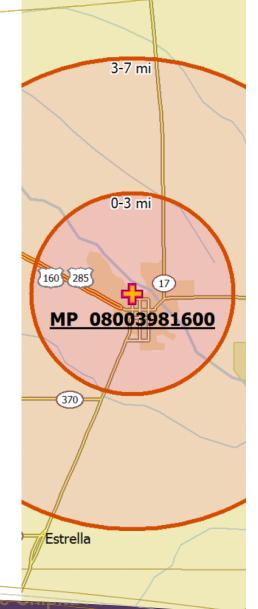
arrei Cedareage Stratmoor

Eckley Louviers Englewood Eldorado Springs Colorado Springs Well Arvada Cottonwood B Beulah Valley Walsenburg Clifton Ward Brush Federal Heights Bert for Contextual Ministry Corporting 2012, Intercultural Institute for Contextual Ministry Cold Hill Sawnit Applewood Ponderosa Park Romeo Black Forest Meeker Durango Aspen Rifle Cha

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.



Woodmoor Certez Swink Stratmoor Acres Green Wiggins Broomfield Berthoud Leadville North Cra Alamosa East Larkspur Eldora Mancos Simla Ophir Crowley Carbons Intercultural Institute De Beque Grand Junction Columbine Valley El Jebel Norwood East Pleas For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

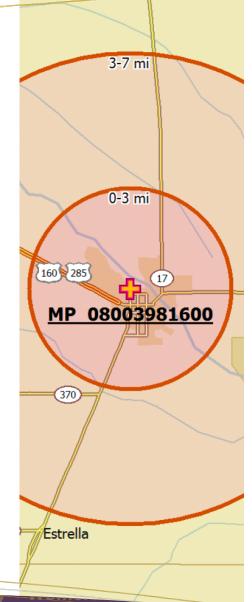
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	57%	56%	56%	Looking for New Ideas To Improve Home	18%	18%	17%
Important To Respect Customs	52%	54%	54%	Real Men Don't Cry	17%	17%	17%
And Beliefs Like To Understand About	37%	37%	36%	Worried About Pollution Caused By Cars	17%	17%	17%
Nature				Is An Important Part Of Who I Am	15%	14%	14%
Prefer To Have Few Possessions As Possible	35%	34%	34%	Try Not To Worry About The Future	14%	14%	13%
Important Feel Respected By My Peers	33%	33%	33%	Provide My Kids With The Little Extras	13%	12%	12%
Important To Juggle Various Tasks	33%	31%	31%	Enjoy Spending Time With My Fam.	11%	11%	11%
Prefer Work Part Of Team Than Alone	32%	32%	32%	Children Should Be Allowed To Express Themselves	6%	6%	6%
Good At Fixing Things	29%	28%	28%	Feel Very Alone In The World	5%	5%	5%
Have Keen Sense Of Adventure	26%	26%	26%	Decor Particular Interest To Me	5%	5%	5%
Like To Just Enjoy Life	23%	23%	22%	Like Spending Most Time With	4%	5%	5%
People Have To Take Me As	23%	23%	23%	Fam.			
They Find Me				Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	20%	19%	19%	Business			

Cherry Hills Village Bonanza Julesburg Granby Wellington Womelsdorf (Coalten) Roxborough Park De Bondurg Silt Timnath Antonito Salida Dolores Alamosa East Pagosa Intercultural Institute Aguilar Blue River Kremmling Steamboat Springs Crook Fleming Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



Tabernash La Salle Padroni Loghill Village Simla Hotchkiss Castle Pines Craig Monte Vista Orcha Evergreen Cherry Hills Village Kit Carson Centennial Castle Rock Intercultural Institute Basalt Todd Creek Fowler Lakewood Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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.

7-10

MILES 16.25% 16.78% 14.82% 14.91% 13.4% 12.07%

11.52% 12.16% 11.35% 11.2% 9.68% 10.43%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	84.75%	85.04%	85.2%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.03%	79.76%	80.14%
Houses-Visit Any			
McDonald's	56.19%	56.44%	56.6%
Burger King	36.9%	37.09%	37.14%
Taco Bell	29.82%	29.78%	29.67%
Subway	27.62%	28.35%	28.74%
Kentucky Fried Chicken (KFC)	26.86%	26.87%	26.86%
Applebee's	26.02%	26.66%	26.86%
Wendy's	25%	25.3%	25.28%
Pizza Hut	21.34%	21.82%	22.06%
Arby's	18.32%	19.23%	19.7%
Dairy Queen	18.1%	18.72%	19.19%

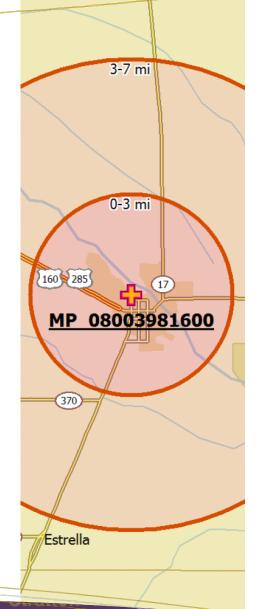
Chevenne Wells Holly Eckley Akron Olney Springs Fort Lupton Avondale Tabernash Cortez Byer ake Winter Park Montrose Olathe Arboles Grand Junction Boone Cortex Merine Loghill Village Br iranby Limon Severance Paonia Acres Green Del Norte Hot Sulphur Spring for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Lakeside Green Mountain Fails Dacono Roxborough P47

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!



Derby Olney Springs West Pleasant View Laporte Leadville Boulder Mountain Village Bow Mar Derver Derby Olney Springs West Pleasant View Laporte Leadville Boulder Mountain Village Bow Mar Derver Derby Olney Springs West Pleasant View Laporte Leadville Boulder Mountain Village Bow Mar Derver Edgewater Fill Atwood Calhan Flagler Julesburg Dillon Salida Stonegate Lafay Intercultural Institute Confertual Ministry Monta Vista Mancos Hugo Red Cliff Mount Crested Billing 48

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	39.13%	40.55%	41.29%
Recycled products	28.8%	30.06%	30.55%
Worked as volunteer (non political)	14.3%	14.92%	15.2%
Engaged in fund raising	8.54%	9%	9.24%
Religious club member	6.52%	6.73%	6.85%
Wrote to elected offcl about publ bus	5.06%	5.26%	5.36%

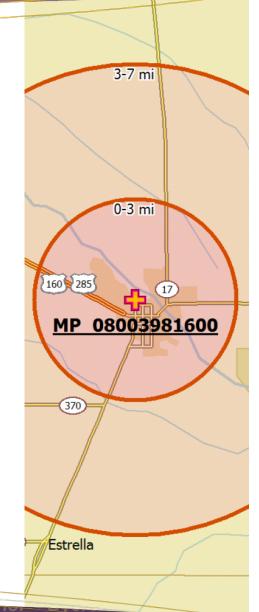
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	4.98%	5.08%	5.11%
newspaper			
Took active part in local civic	4.62%	4.68%	4.74%
issue			
Union member	4.35%	4.57%	4.71%
Fraternal order member	4.25%	4.26%	4.27%
Charitable Organization	4.24%	4.58%	4.76%
Addressed a public meeting	4.17%	4.48%	4.66%



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.



Jebel Val Lake City Calhan Lincoln Park St. Mary's Haxtun Silver Plume Fort Morgan Fort Collins Of Sereck Mead Orchard City Snowmass Village Cripple Creek Erie Delta Intercultural Institute Cokedale Nunn Florence Arboles Victor Moffat Beulah Valley Gun for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Comparison of 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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	14.56%	14.66%	14.65%
Children's Books	11.62%	11.91%	12%
Mystery	10.43%	10.62%	10.66%
Cookbooks	9.56%	9.77%	9.84%
Religious (not Bibles)	7.63%	7.85%	7.96%
History	6.12%	6.23%	6.23%
Romance	5.81%	5.99%	6.05%
Biography	5.7%	5.68%	5.6%
Personal/Business Self-help	5.7%	5.85%	5.9%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	61.63%	61.84%	61.9%
Gen. Editorial	41.41%	41.55%	41.55%
Womens	37.64%	37.74%	37.71%
Service	32.63%	32.98%	33.13%
Mens	17.79%	17.54%	17.4%
Sports	14.2%	13.95%	13.78%
Parenthood	14.15%	13.97%	13.82%
Automotive	14.07%	13.98%	13.91%
Fishing/Hunting	12.78%	13.19%	13.57%

Dillon Pagesa Springs Montezuma Gypsum Log Lane Village Romeo Lakewood Olathe Bow Mar Land West Pleasant View Fleming Ponderosa Park Seibert San Luis For <u>Intercultural Institute</u> stocrat Ranchettes Louviers Greeley Pitkin Fort Lupton Paoli Granby Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bethune Cherry Hills Village Pueblo West Fort Carson

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	50.27%	51.09%	51.63%
Classified	32.74%	33.06%	33.34%
Sport	28.5%	29.21%	29.58%
Editorial Page	26.62%	27.37%	27.84%
Comics	26.11%	26.47%	26.7%
Business/Finance	23.89%	24.59%	24.88%
Movie Listings & Reviews	23.41%	23.33%	23.26%
TV/Radio Listings	21.44%	21.51%	21.57%
Food/Cooking	21.27%	21.84%	22.08%
Home/Gardening	18.21%	18.77%	19.06%
Travel	15.34%	15.78%	15.97%
Science/Technology	15.23%	15.44%	15.52%
Fashion	12.34%	12.43%	12.51%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	22.05%	23.3%	24.25%
CHR Contemp Hit Radio	20.26%	19.62%	19.21%
Adult Contemporary	15.68%	16.09%	16.3%
Urban Contemporary	12.38%	11.51%	11.06%
Rock	12.2%	12.29%	12.31%
Hispanic	10.72%	10.28%	9.79%
Oldies	10.67%	11.15%	11.27%
Classic Rock	10.19%	10.46%	10.62%
News/Talk	9.97%	10.34%	10.45%
Variety	9.38%	9.31%	9.22%
Alternative	7.78%	7.78%	7.67%
Religious	5.96%	6.08%	6.11%
Soft Contemporary	4.7%	4.9%	4.89%
All News	3.77%	3.79%	3.78%
Classic Hits	3.63%	3.65%	3.62%
Sports	3.49%	3.49%	3.47%
Jazz	3.1%	3.06%	3.02%
All Talk	2.9%	2.98%	2.99%

rton Eldora Woodmoor Craig Vilas Loghill Village Cherry Hills Village Air Force Academy Black Forest Longmont Womelsdorf (Coalton) Woodland Park Silver Cliff Castle Rock Intercultural Institute t Frederick Mead Highlands Ranch Nucla Steamboat Springs Frisco ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	60.82%	61.73%	62.17%
Satellite Dish	50.71%	51.96%	52.41%
Soapnet	49.24%	49.3%	49.28%
Other Video-On-Demand	38.28%	39.47%	39.92%
Sci-Fi Channel	34.51%	35.67%	36.3%
Adult Pay Per View TV	32.66%	33.13%	33.35%
MSNBC	32.38%	33.12%	33.49%
TV Info From Sunday TV	28.44%	28.52%	28.46%
Magazine			
Comedy Central	27.46%	27.25%	27.09%
Subscribe Digital Cable	25.42%	26.4%	26.9%
Adult Swim	25.22%	26.53%	27.23%
Nickelodeon	24.95%	26.47%	27.19%



Video-On-Demand Movies

18.57%

19.67%

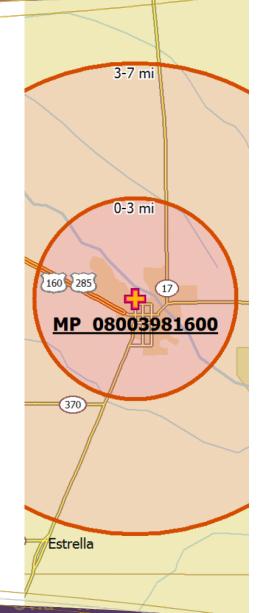
19.91%

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.



Voodland Park Fort Lupton Ordway Boulder Steamboat Springs Sheridan Lake Yampa Eagle-Vail Manass Fermiling Kim Simla Woodmoor Nucla Hugo Kittredge Timnath Alaro Intercultural Institute Mer Avon Iliff De Beque Westcliffe Coal Creek Sheridan Wray Keer (or Contextual Ministry Ocopyright 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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	16.8%	17.08%	17.13%
Medium Users (4-6)	9.74%	9.85%	9.84%
Light Users (1-3)	20.28%	20.27%	20.25%
Quintiles (20%)			
Newspaper I (Heavy)	1.2%	1.25%	1.27%
Newspaper II	0.95%	1.03%	1.07%
Newspaper III	2.07%	2.06%	2.07%
Newspaper IV	0.7%	0.72%	0.73%
Newspaper V (Light)	1.64%	1.58%	1.57%

		7-10
MILES	MILES	MILES
20.27%	20.35%	20.33%
7.55%	7.77%	7.79%
10.86%	10.93%	10.9%
11.63%	11.66%	11.65%
0.37%	0.45%	0.46%
7.49%	7.3%	7.12%
2.76%	2.6%	2.49%
3.2%	3.2%	3.17%
15.56%	15.58%	15.54%
22.99%	23.29%	23.47%
16.2%	16%	15.84%
5.15%	5.06%	4.95%
5.5%	5.3%	5.18%
25.69%	24.97%	24.67%
3.63%	3.5%	3.36%
	20.27% 7.55% 10.86% 11.63% 0.37% 7.49% 2.76% 3.2% 15.56% 22.99% 16.2% 5.15% 5.5% 25.69%	20.27%20.35%7.55%7.77%10.86%10.93%11.63%11.66%0.37%0.45%7.49%7.3%2.76%2.6%3.2%3.2%15.56%15.58%22.99%23.29%16.2%16%5.15%5.06%5.5%5.3%25.69%24.97%

Pe Battlement Mesa Fowler Towaoc Johnstown Eaton St. Mary's Broomfield Cherry Hills Village Ouray ide Denver Fort Carson Poncha Springs Crook Hayden Walsenburg For Welby Frie Fort Collins og Lane Village Brookside Holyoke Ken Caryl Bonanza Monument Welfer (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	/		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	4.09%	3.95%	3.93%	Prime Time I & II (Heavy)	5.9%	5.55%	5.43%
Drive Time III (Medium)	1.48%	1.31%	1.27%	Prime Time III (Medium)	1.66%	1.73%	1.79%
Radio IV & V (Light)	1.64%	1.79%	1.86%	Prime Time IV & V (Light)	10.56%	10.31%	10%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.39%	8.62%	8.58%	Fringe I & II (Heavy)	36.25%	36.46%	36.52%
Radio III (Medium)	4.52%	4.73%	4.79%	Fringe III (Medium)	53.44%	53.66%	53.789
Radio IV & V (Light)	4.06%	4.01%	3.99%	Fringe IV (Light)	54.44%	54.45%	54.389
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.51%	12.89%	12.95%	All Day I & II (Heavy)	11.67%	11.63%	11.51%
Cable III (Medium)	4.01%	3.93%	3.86%	All Day III (Medium)	24.09%	23.87%	23.769
Cable IV & V (Light)	30.38%	30.95%	31.27%	All Day IV (Light)	12.93%	12.51%	12.249

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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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.31%	10.52%	10.66%
6:00am - 10:00am	13.91%	13.7%	13.6%
10:00am - 3:00pm	6.03%	5.72%	5.54%
3:00pm - 7:00pm	14.46%	14.55%	14.59%
7:00pm - Midnight	10.89%	11.27%	11.48%
Midnight - 6:00am	4.91%	4.95%	4.95%
Weekend Radio			
Listeners			
Dayparts [summary]	13.39%	13.88%	14.05%
6:00am - 10:00am	2.99%	3.01%	2.98%
10:00am-3:00pm	4.91%	4.72%	4.62%
3:00pm - 7:00pm	5.43%	5.68%	5.75%
7:00pm - Midnight	7.36%	7.51%	7.51%
Midnight - 6:00am	8.44%	8.35%	8.27%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.6%	7.9%	8%
Saturday: 8:00-11:00pm	6.4%	6.64%	6.72%
Sunday: 7:00-11:00pm	9.28%	9.67%	9.85%
9:00am-1:00pm	23.31%	24.46%	25%
9:00am-4:00pm	26.37%	27.66%	28.23%
4:00pm-7:00pm	26.04%	26.71%	26.89%
11:00pm-1:00am	40.43%	41%	41.23%
AVG Prime time	2.32%	2.37%	2.36%
Mon-Sun			

HORE OF CHARACITY ENGINE

Keystone Silverton Ordway Holyoke Olney Springs Estes Park Meridian Cimarron Hills Genoa Delta Gold Hill Granada The Pinery Castle Rock Victor Meeker Georgetown Intercultural Institute Castle Pines Red Cliff Arboles Simla Salida Central City El Jebel Rock Jor Confectual Ministry Confectual Ministry Black Forest Lamar Windsor Pueblo Stratmoor 57 Bropyright 2012, Intercultural Institute for Contextual Ministry Bropyrigh

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10	т	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				V	Weekend	Weekend	Weekend
6-7am	18.34%	18.17%	18.04%	S	Sat: 7-10am	Sat: 7-10am 16.29%	Sat: 7-10am 16.29% 16.65%
7-9am	19.13%	19.31%	19.43%	S	Sat: 10am-1pm	Sat: 10am-1pm 8.65%	Sat: 10am-1pm 8.65% 8.53%
9am-12noon	19.79%	20.8%	21.35%	S	Sat: 1-4pm	Sat: 1-4pm 22.4%	Sat: 1-4pm 22.4% 22.63%
12noon-4pm	6.59%	6.86%	6.88%	S	Sat: 4-6pm	Sat: 4-6pm 5.98%	Sat: 4-6pm 5.98% 6.09%
4-6pm	40.71%	42.41%	42.85%	S	Sat: 6-7pm	Sat: 6-7pm 1.63%	Sat: 6-7pm 1.63% 1.73%
6-7pm	17.48%	18.45%	18.98%	S	Sat: 7-8pm	Sat: 7-8pm 0.99%	Sat: 7-8pm 0.99% 1.03%
7-7:30pm	1.41%	1.42%	1.42%	S	Sat: 8-11pm	Sat: 8-11pm 6.4%	Sat: 8-11pm 6.4% 6.64%
7:30-8pm	11.39%	11.34%	11.22%	S	Sat: 11pm-1am	Sat: 11pm-1am 3.55%	Sat: 11pm-1am 3.55% 3.68%
8-11pm	7.6%	7.9%	8%	S	Sat: 1am-7pm	Sat: 1am-7pm 22.14%	Sat: 1am-7pm 22.14% 22.36%
11pm-12am	32.38%	33.12%	33.49%	S	Sun: 7-10am	Sun: 7-10am 2.34%	Sun: 7-10am 2.34% 2.33%
11pm-1am	40.43%	41%	41.23%	S	Sun: 10am-1pm	Sun: 10am-1pm 5.58%	Sun: 10am-1pm 5.58% 6.06%
1-6am	25.73%	26.64%	26.89%	S	Sun: 1-4pm	Sun: 1-4pm 5.57%	Sun: 1-4pm 5.57% 5.64%
				S	Sun: 4-7pm	Sun: 4-7pm 13.08%	Sun: 4-7pm 13.08% 13.46%
				S	Sun: 7-11pm	Sun: 7-11pm 9.28%	Sun: 7-11pm 9.28% 9.67%
				S	Sun: 11pm-1am	Sun: 11pm-1am 5.02%	Sun: 11pm-1am 5.02% 5.06%
				S	Sun: 1-7am	Sun: 1-7am 19.8%	Sun: 1-7am 19.8% 20.55%

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Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

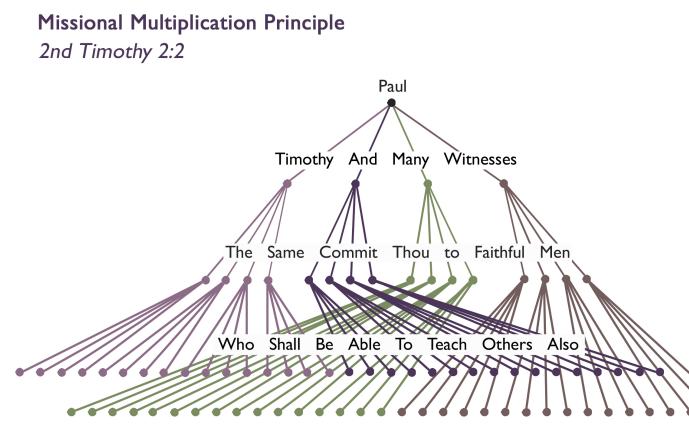
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Creek Akron Craig Collbran Laporte Marble Eldora Walsh Cottonwood Englewood Hiff Olathe The General Ponderosa Park Pueblo West Poncha Springs Paoli Vona Rayman Intercultural Institute Gunbarrel Monte Vista Parker Twin Lakes Mount Crested Butte Black Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Haswell Spowmass Village Mead Red Cliff Coal Creek

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.



gfield Rangely Vona Genwood Springs Romeo Naturita Centennial Creede Monument Haxtun Black Sedalia Aspen Park Colorado City Nucla Nederland Arvada Meridian Intercultural Institute Isenburg Iliff Lyons Security-Widefield Empire Delta Byers Loveland for Contextual Ministry glenn Mountair ecopyright 2012, Intercultural Institute for Contextual Ministry Silver Plume Brookside Fowler Berthoud Pueb 61

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.



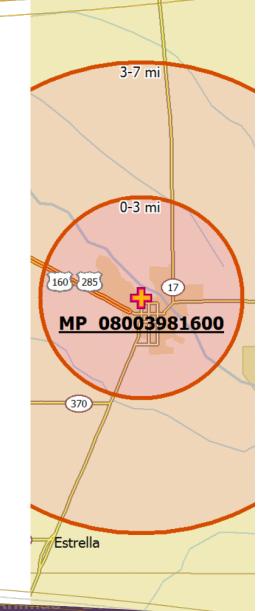


Your MissionSite and the Missional Suite

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



Sheridan Lake <u>Beulah Valley</u> Palisade Sawpit Fruita Saguache Rockvale Trinidad Stratton La Veta Ro Aurila East Pleasant View Ramah Frederick Marble La Jara Foxfield Rockvale <u>Intercultural Institute</u> nanza Walden Hillrose Ridgway Franktown Haswell Frisco Columbine *Intercultural Institute* ocopyright 2012, Intercultural Institute for Contextual Ministry

Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
- 5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.





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