MissionSite top unreached locations

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S Genoa Pitkin Arvada Littleton SilveASSOCIATION: Arkansas Valley East Pleasant View SITESCAPE: Townscape ye Brighton Hudson Au COLORADO Baintistiswa Fou oalton) Colorado City Leadville Vi

MissionSite (TM) Table of Contents

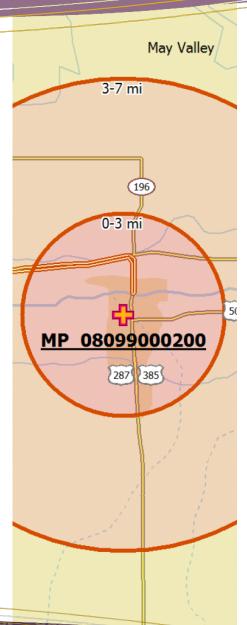
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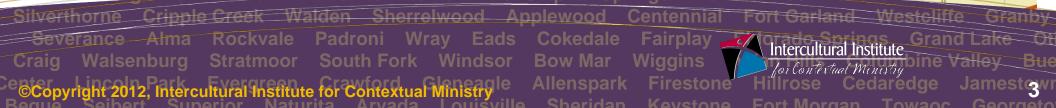


Site Location Summary

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.

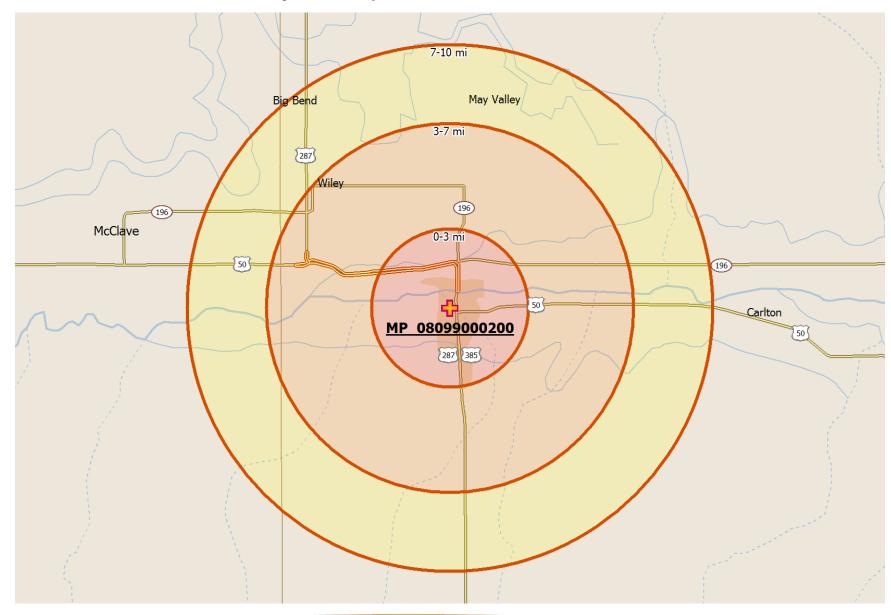
	Location Typography	CODE	LOCATION
1	Region	08R02	Eastern Plains
2	Association	08A01	Arkansas Valley
3	County Location	08099	Prowers
4	Zipcode	81052	Prowers
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.12	Small towns adjacent to settlements
8	Sitescape Density Pattern	К	10000-2500-0





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Site Location Summary - Map of the Site Location



Edgewater <u>Sterling</u> Genesee Log Lane Village Littleton Elizabeth Georgetown Northglenn Glenwood Rico Avon Denver Crawford Ovid Battlement Mesa Craig Holly <u>Intercultural Institute</u> Pitkin Pritchett Laporte Del Norte Kersey Timnath Fort Garland Or *Joi Contextual Ministry* Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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
Metro or Non-Metro	0	Non-Metro
Urban Influence	11	Noncore not adjacent to a metro/micro area and contains a town of 2,500 or
		more residents
Rural / Urban Continuum	7	
NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
NCES Urban Centric Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
Codes		urbanized area.
IICM RUCA Values Index	49	Small town core commuting: No additional code
ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small
		urban cluster)
Percent Commuting to Metro	0	Percent commuting from non metro to metro areas
	Metro or Non-Metro Urban Influence Rural / Urban Continuum NCHS Rural Urban Codes NCES Urban Centric Locale Codes IICM RUCA Values Index ERS RUCA Commuting Value	Metro or Non-Metro0Urban Influence11Rural / Urban Continuum7NCHS Rural Urban Codes6NCES Urban Centric Locale33Codes49IICM RUCA Values Index49ERS RUCA Commuting Value7

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Partie Dolores Camper Frindad Louviers Greeley Ovid Durango Meeker Merne Ceorgetown Air Fe Partier Lake Hot Sulphur Springs Gilcrest Black Forest Niwot Mancos Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	8,248	1,190	757
2010 Households	3,455	481	308
2010 Group Quarters Population	253	0	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	21	3	0
Language Diversity National Index	72	45	0
Foreign Born Diversity National Index	4	6	0
Ancestry Diversity National Index	31	54	0
Racial Diversity National Index	64	61	0

Roxborough Park Delta Palisade Moffat Swink Littleton Creede Eldorado Springs Eleming Garden City Beat Springs Frisco Eagle-Vail Aspen Colorado Springs La Junta Comercia City Pedlands Dillon Bei Blue River El Jebel Ouray Windsor Todd Creek Rye Denver Nun Jos Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Brookside Morrison Fort Carson Stratton Marble Red Feather Lakes Ca

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	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Aristocrat Ranchettes Sheridan Lake Oak Creek Lincoln Park Sherrelwood Norwood Windser Lake City Sugar City Englewood Brookside Dacono Laporte Monument Ovier Intercultural Institute Woodland Park Basalt Hooper Palisade Paoli Vona Franktown Pritch for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	413	11.95%
Mainstay Communities	Established, Diverse Households	1,348	39.02%
Working Communities	Blue-collar, Working Families	1,226	35.48%
Country Communities	Rural, Agri. & Mining Families	193	5.59%
Aspiring Communities	Young Singles / Aspiring-Multihousing	128	3.7%
Urban Communities	High Density, Inner-city Neighborhoods	148	4.28%

Crawford Montezuma Orchard City Columbine Allenspark Twin Lakes Sheridan Pueblo West Glenda Herry Hills Village Eads Leadville North Longmont Springfield Elizabeth <u>Intercultural Institute</u> Hillrose Gunbarrel Padroni Colorado City Olathe Air Force Academ *Joi Contextual Ministry* ^{ff} Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Paonia Cortez Victor Wray Greeley Meeker Highlands Ranch Federal Heights Avondale Breckenridge ork Eaton Elizabeth Welby Lakeside Loghill Village Estes Park Ignacie Intercultural Institute e Castle Rock Security-Widefield Fraser Red Feather Lakes Stonegate for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

eadville Burlington Mancos West Pleasant View Fleming Fountain Dolores Sedgwick Lakeside Frisco Gendale Ault Sherrelwood Silt Commerce City Edwards Holyoke Electron Intercultural Institute Georgetown Crested Butte Pagosa Springs Paonia Parachute Woodland For Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	3,434	2,280	66.39%
Unreached %	64.65%	65.98%	102.06
Religious But NOT Evangelical HH	639	458	71.68%
Religious But NOT Evangelical %	12.03%	13.25%	110.19
Spiritual But NOT Relig or Evang HH	494	359	72.71%
Spiritual But NOT Relig or Evang %	9.3%	10.4%	111.77
Not Evangelical, Not Interested HH	2,302	1,464	63.59%
Not Evangelical, Not Interested %	43.35%	42.37%	97.75



Haxtun Pitkin Creede Rangely Eric Flagler Franktown Dacono Highlands Ranch Eraser Springfield Bethune Hartman Cimarron Hills Georgetown Louviers Campo Rider <u>Intercultural Institute</u> Nederland Kiowa Greeley Black Forest Evans Derby West Pleasant <u>Intercultural Institute</u> Confectual Ministry Lochbuilt Copyright 2012, Intercultural Institute for Contextual Ministry Frisco Orchard City Millikan Raymer Hooper Fort Mon

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	706	443	62.66%
Active Evangelical Percent	13.30%	12.81%	96.31
Inactive Evangelical Households	1,171	734	62.64%
Inactive Evangelical Percent	22.05%	21.24%	96.3
# New Churches Needed	3	2	65.05%





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

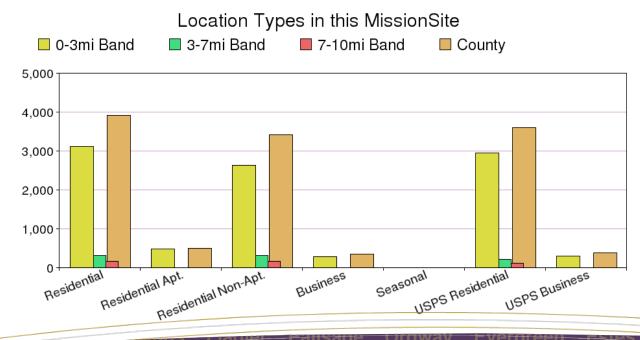
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

hlands Ranch Winter Park Windsor Cheyenne Wells Bethune Ramah Womelsdorf (Coalton) Boone Twin Battlement Mesa Silt Oak Creek Applewood Meeker Ponderosa Reversion Intercultural Institute ng Louisville Bonanza Mountain Village Center Ordway Evergreen Monte Monte Vista Apple Ponte Fairplay Fruita 13 ©Copyright 2012, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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
1990 Population	13,347	8,989	67.35%
2000 Population	14,483	9,616	66.4%
2010 Population	12,970	8,248	63.59%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	4,984	3,426	68.74%
2000 Households	5,307	3,604	67.91%
2010 Households	5,311	3,455	65.05%

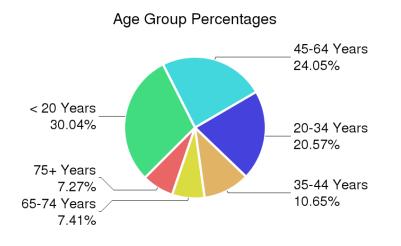


Location Type	0-3mi Band
Residential	3,115
Residential Apt.	480
Residential Non-Apt.	2,635
Business	280
Seasonal	0
USPS Residential	2,950
USPS Business	308

Lakeside Les Animas Grand Junction Del Norte Indian Hills De Beque Eagle Vall Fairplay Eckley dewater Wiggins Walsh Avondale Moffat Salida Ken Caryl New Caster Intercultural Institute Stratmoor Arvada Keystone Centennial Florence Buena Vista Asper for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A 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.

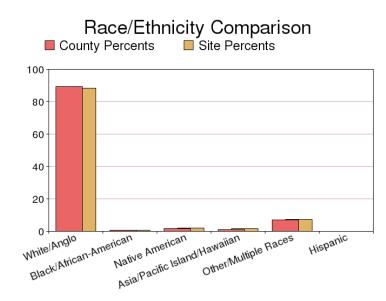


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.42%	5.5%	101.48
4-5 Years	3.06%	2.98%	97.39
6-8 Years	4.79%	5.08%	106.05
9-11 Years	4.71%	4.56%	96.82
12-13 Years	3.1%	2.68%	86.45
14-17 Years	6.04%	6.06%	100.33
18-19 Years	2.99%	3.18%	106.35
0-5 Years	8.48%	8.49%	100.12
6-12 Years	11.05%	10.98%	99.37
13-19 Years	10.59%	10.57%	99.81
< 20 Years	30.12%	30.04%	99.73
20-34 Years	19.34%	20.57%	106.36
35-44 Years	11.63%	10.65%	91.57
45-64 Years	24.34%	24.05%	98.81
65-74 Years	7.31%	7.41%	101.37
75+ Years	7.26%	7.27%	100.14
Median Age	35	34	95.03
Median Age (Male)	34	32	95.58
Median Age (Female)	38	35	93.69

Springfield Rye Otis Hugo Aristocrat Ranchettes Cottonwood Wellington Indian Hills Genesee Battle and Hudson Coal Creek Boulder Norwood Todd Creek Eldora Allenson Seibert Oak Creek Montros Pinery Raymer Superior Central City Arboles Orchard Mesa Alamosa Intercultural Institute Ocopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Delta El Jebel Thornton Red Cliff Silverton La Veta

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	89.39%	88.18%	98.64
Black, African-American	0.59%	0.73%	124.14
Native American	1.82%	2.15%	117.94
Asian	1.03%	1.42%	137.3
Pacific Island, Hawaiian	0.09%	0.15%	157.25
Other/Multiple Races	7.08%	7.37%	104.15
Hispanic	0%	41.51%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,137	5,118	
Less than 9th Grade	13.83%	14.15%	97.73
No High School Diploma	11.86%	12.56%	94.4
High School Graduate	29.93%	29.09%	102.86
Some College, no degree	22.77%	22.31%	102.06
Associate Degree	8.82%	9.14%	96.5
College Degree	8.1%	7.82%	103.62

4.69%

4.92%

95.35

Nivot Castle Pines West Pleasant View Woodland Park Cimarron Hills Red Cliff Brighton Womelsdorf (Coa Creede Laporte Delta Cascade-Chipita Park Holly Englewood College Intercultural Institute sville Broomfield Log Lane Village Durango Ordway Florence Eckley for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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	10.56%	10.94%	90.23
\$10,000 to \$19,999	13.35%	13.55%	101.47
\$20,000 to \$29,999	15.31%	16.64%	108.72
\$30,000 to \$49,999	25.98%	25.18%	96.91
\$50,000 to \$59,999	9.04%	8.65%	95.75
\$60,000 to \$69,999	6.68%	6.45%	96.56
\$70,000 to \$79,999	4.8%	5.18%	107.9
\$80,000 to \$89,999	3.63%	3.79%	104.34
\$90,000 to \$99,999	2.32%	2.17%	93.73
\$100,000 to \$124,999	3.65%	3.73%	102.22
\$125,000 to \$149,999	2.01%	2.23%	110.62
\$150,000 to \$199,999	2.11%	1.19%	56.27
\$200,000 to \$249,999	0.28%	0.2%	71.74
\$250,000 or more	0.26%	0.09%	32.94
Median Household	37,051	38,870	104.91
Average Household	48,377	48,716	100.7
Per Capita Household	20,603	20,673	100.34
Family/Non-Family Household			
Income			
Median Family Income	42,242	43,812	103.72
Average Family Income	55,017	54,133	98.39
Median Non-Family Income	23,883	27,355	114.54
Average Non-Family Income	33,194	32,162	96.89

Northglenn Starkville Westcreek La Veta Columbine Erie Clifton Two Buttes Paonia Olney Springs Hard Mesa Twin Lakes Foxfield Stonegate Johnstown Longmont Green Intercultural Institute Avon Manassa Haswell Montrose Hillrose Cokedale Nunn Platte for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	69.57%	67.55%	97.1
Families with Children	38.99%	37.8%	96.94
Families without Children	30.58%	29.75%	97.31
Non-Family Households			
% Non-Family Households	30.43%	32.45%	106.63
Non-Families with Children	0.47	0.52	110.68
Non-Families without Children	29.96	31.92	106.57
Housing Units			Index
Total Housing Units	6,075	3,828	
Vacant percent	12.58%	9.72%	77.27
Owned percent	57.89%	57.24%	98.87%
Rented Percent	29.53%	33.02%	111.81
Households by Size			Index
Avg household size	2.39	2.31	96.65
Avg family hh size	2.91	2.86	98.28
Avg non-family hh size	1.18	1.18	100
Households By Count of Persons			Percent
One	1,401	986	70.38%
Two	2,022	1,307	64.64%
Three or Four	1,478	931	62.99%
Five+	410	231	56.34%

Romeo Hillrose Swink Yuma Hotchkiss Aspen Park Colorado City Idaho Springs Applewood Deer H tiat Ouray Palisade Central City Perry Park Keenesburg Pueblo Manzard Litercultural Institute vale Bethune Lochbuie Crowley Westcreek Downieville-Lawson-Dumont for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

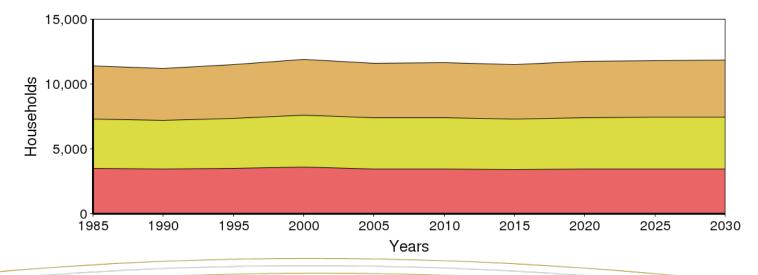
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	13,347	8,989	67.35%
2000 Population	14,483	9,616	66.4%
2010 Population	12,970	8,248	63.59%
2015 Population	12,909	8,162	63.23%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

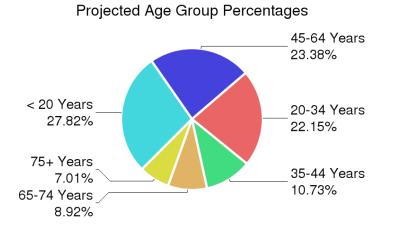
🔲 0-10mi Ring



burg Las Animas Fraser Sterling Palisade Basalt Cheraw Redlands Sherrelwood Fort Collins Pritched Castle Pines North Blue River Montrose Longmont Collbran Ault Snow Intercultural Institute Center Lone Tree Firestone Kersey Pueblo West Peetz Elizabeth Pit Intercultural Institute Theat Ridge Ea Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

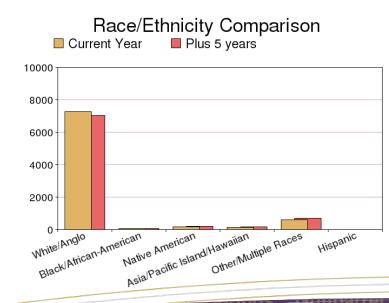


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.5%	4.77%	86.73
4-5 Years	2.98%	2.59%	86.91
6-8 Years	5.08%	4.3%	84.65
9-11 Years	4.56%	4.29%	94.08
12-13 Years	2.68%	2.74%	102.24
14-17 Years	6.06%	5.97%	98.51
18-19 Years	3.18%	3.17%	99.69
0-5 Years	8.49%	7.35%	86.57
6-12 Years	10.98%	9.99%	90.98
13-19 Years	10.57%	10.49%	99.24
< 20 Years	30.04%	27.83%	92.64
20-34 Years	20.57%	22.15%	107.68
35-44 Years	10.65%	10.73%	100.75
45-64 Years	24.05%	23.38%	97.21
65-74 Years	7.41%	8.92%	120.38
75+ Years	7.27%	7.01%	96.42
Median Age	35	34	95.68
Median Age (Male)	34	34	102.23
Median Age (Female)	38	36	95.26

Evergreen <u>Glenwood Springs Poncha Springs Tabernash</u> Woodmoor Sitt North Mashington Louisville aymer St. Mary's Delta Avondale Estes Park Pitkin Fort Garland Dillor Intercultural Institute win Lakes Burlington Cascade-Chipita Park La Veta Bow Mar Applewood for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-3 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	88.18%	86.3%	97.87
Black, African-American	0.73%	0.72%	99.37
Native American	2.15%	2.41%	112.47
Asian	1.42%	1.91%	134.74
Pacific Island, Hawaiian	0.15%	0.15%	101.05
Other/Multiple Races	7.37%	8.5%	115.35
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,118	5,214	
Less than 9th Grade	14.15%	13.64%	96.4
No High School Diploma	12.56%	12.01%	95.56
High School Graduate	29.09%	29.61%	101.78
Some College, no degree	22.31%	21.98%	98.5
Associate Degree	9.14%	9.59%	104.87
College Degree	7.82%	8.13%	104.05
Graduate/Prof. degree	4.92%	5.04%	102.44

ouviers Sherrelwood Raymer Cortez Lyons Empire Starkville Hotchkiss Salida Mountain Village Hole Hancos Limon Ordway Kit Carson Carbondale Genoa Louisville Lochbor Intercultural Institute El Jebel Crowley Sedgwick Blue River Walsh Evergreen Olney Sprint for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	10.94%	9.85%	90.06
\$10,000 to \$19,999	13.55%	12.67%	93.53
\$20,000 to \$29,999	16.64%	16.39%	98.5
\$30,000 to \$49,999	25.18%	24.63%	97.83
\$50,000 to \$59,999	8.65%	8.74%	100.98
\$60,000 to \$69,999	6.45%	6.74%	104.5
\$70,000 to \$79,999	5.18%	5.25%	100.75
\$80,000 to \$89,999	3.79%	4.13%	101.32
\$90,000 to \$99,999	2.17%	2.49%	114.83
\$100,000 to \$249,999	3.73%	4.52%	120.96
\$125,000 to \$149,999	2.23%	2.55%	114.48
\$150,000 to \$199,999	1.19%	1.47%	123.56
\$200,000 to \$249,999	0.2%	0.26%	130.27
\$250,000 or more	0.09%	0.15%	168.87
Median Household	38,870	40,665	104.62
Average Household	48,716	51,697	106.12
Per Capita Household	20,673	21,891	105.89
Family/Non-Family Household			
Income			
Median Family Income	43,812	47,271	107.9
Average Family Income	54,133	58,489	108.05
Median Non-Family Income	27,355	27,881	101.92
Average Non-Family Income	32,162	33,759	104.97

vfield Eagle Hayden Fort Lupton Cascade-Chipita Park Johnstown Elizabeth Cortez Ken Caryl Grand La City Silt Lafayette Grand Junction Mountain View Hillrose Nucla For <u>Intercultural Institute</u> Louviers Lakeside St. Mary's Edgewater Haxtun Julesburg Del Norte RicCopyright 2012, Intercultural Institute for Contextual Ministry Riccopyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	67.55%	67.33%	99.67
Families with Children	37.8	37.24	98.53
Families without Children	29.75	29.03	97.57
Non-Family Households			
% Non-Family Households	32.45%	32.67%	100.69
Non-Families with Children	0.52	0.41	100.69
Non-Families without	31.92	32.26	101.04
Children			
Housing Units			
Total Housing Units	3,828	3,772	98.54%
Vacant percent	9.72%	9.6%	98.76
Owned percent	57.24%	57.34%	100.19
Rented Percent	33.02%	33.06%	100.12
Households by Size			
Avg household size	2.31	2.32	100.43%
Avg family hh size	2.86	2.89	101.05%
Avg non-family hh size	1.18	1.15	97.46%
Households By Count of			
Persons			
One	986	981	99.49%
Two	1,307	1,254	95.94%
Three or Four	931	927	99.57%
Five+	231	247	106.93%

Alamosa Orchard City Niwot De Beque La Junta Ouray Romeo Minturn Coal Creek Coal Creek Corf isade Manassa Crook Avondale Calhan Hooper Strasburg Milliken che Red Cliff Eagle-Vail Loghill Village Kremmling Hotchkiss Windsor ©Copyright 2012, Intercultural Institute for Contextual Ministry² on City Holyoke Paonia Edgewater North Washingto 23 ar Womelsdorf (Coalton) Evans Lamor Commerce City Olney Springs Two Buttes Jamestown Berthoud

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	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	964	67	0	Eastern Africa	0	0	0
Northern Europe	22	2	0	Middle Africa	0	0	0
Western Europe	6	2	0	Northern Africa	0	0	0
Southern Europe	6	0	0	Southern Africa	0	0	0
Eastern Europe	15	8	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	30	0	0	Oceania	0	0	0
So. Central Asia	13	0	0	Caribbean	0	0	0
SE Asia	0	2	0	Central Amer.	849	53	0
Western Asia	0	0	0	South America	5	0	0
Other Asia	0	0	0	North America	18	0	0
				Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	6,734	1,354	0	Other Indo-Euro	0	0	0
Spanish	2,064	122	0	Asian/PI languages	0	0	0
Other Indo-Euro	87	25	0	Chinese	15	0	0
language				Japanese	7	0	0
French (incl. Patois,	6	12	0	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	38	5	0	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	22	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	12	0	0
Russian	0	6	0	Navajo	0	0	0
Polish	0	2	0	Other Native N.	12	0	0
Serbo-Croatian	8	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

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Rocky Ford Mount Crested Butte Clifton Fodd Creek South Fork Lakewood Latayette Genoa Kim Ray Steamboat Springs Ault Denver Morrison Twin Lakes Craig Telluride <u>Intercultural Institute</u> Pritchett Lochbuie Sterling Rangely Florence Idaho Springs Acres Gree *for Contextual Ministry* Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
eporting ancestry	7,243	1,150	0		Irish	Irish 441	Irish 441 95
Arab	6	0	0		Italian	Italian 120	Italian 120 10
Armenian	0	0	0	L	ithuanian	ithuanian 0	ithuanian 0 0
Austrian	8	0	0	No	rwegian	rwegian 121	rwegian 121 8
British	12	0	0	Polish		35	35 10
Canadian	12	0	0	Portuguese		0	0 0
Croatian	0	0	0	Romanian		8	8 0
Czech	15	11	0	Russian		5	5 6
Czechoslovak	0	2	0	Scandinavian		16	16 14
Danish	49	13	0	Scotch-Irish		114	114 25
Dutch	99	37	0	Scottish		55	55 5
English	663	158	0	Slovak		0	0 0
European	85	13	0	Subsaharan Afric	an	0	0 0
Finnish	11	0	0	Swedish		35	35 16
French (not Basque)	30	15	0	Swiss		50	50 3
French Canadian	17	9	0	Ukrainian		0	0 0
German	1,156	347	0	US/American		771	771 132
Greek	7	0	0	Welsh		0	0 4
Hungarian	17	7	0	West Indian		0	0 0
Iranian	0	0	0	Yugoslavian		0	0 0
				Other		3,285	3,285 210

ker Greenwood village Ophir ii

Oak Creek Glendale Springfield La Junta Norwood Berkley Cheyenne Weils Akron Minturn William Julion Silver Plume Arboles Bow Mar Todd Creek Castle Pines Intercultural Institute Tra Jamestown Center Roxborough Park Johnstown Silt Avondale Ma Johnstown Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

ango Meridian Fort Lupton Meeker Red Feather Lakes Coal Creek Vall Granada Granby Vilas Cokeda Norwood Caïz¹/20n City Bow Mar Yampa Steamboat Springs Crook Print Bonanza Limon Castle Pa ruita Bayfield Johnstown Ault Bennett Boone Holly North Washingto *Contextual Ministry* Genoa Wester ©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?

Naturita De Beque Stratmoor Salida Fort Collins Hot Sulphur Springs Hugo Coal Creek Ridgway Gy Eads Keenesburg Colorado Springs Keystone Gilcrest Peetz Grand Intercultural Institute Brighton Cokedale East Pleasant View Commerce City Broomfield Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

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Privocal Mountain Village Mountain View Westcliffe Penrose Holyoke Manassa Cascade Chipita Park Crip Springs Ken Caryl Akron Womelsdorf (Coalton) Fruita Caï, ½on City Tree Intercultural Institute wpit Minturn Edgewater Holly Crawford Louviers Sugar City Wray ©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.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,455	100%	2,279	100%
AFFLUENT SUBURBIA	252	7.29%	181	7.94%
America's Wealthiest	30	0.87%	24	1.05%
Dream Weavers	148	4.28%	106	4.65%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	74	2.14%	51	2.24%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	161	4.66%	108	4.74%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	161	4.66%	108	4.74%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	247	7.15%	160	7.02%
2nd City Homebodies	22	0.64%	16	0.7%
Prime Middle America	60	1.74%	39	1.71%
Urban Optimists	0	0%	0	0%
Family Convenience	165	4.78%	105	4.61%
Mid-Market Enterprise	0	0%	0	0%

New Castle Berkley Evergreen Pagosa Springs Dacono Minturn Keenesburg Fleming Cokedale Man den Applewood Ignacio Longmont Centennial Sterling Lochbuie Saver Intercultural Institute Stratmoor Cascade-Chipita Park Burlington Otis Grand Lake Nunn Hor 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	3,455	100%	2,279	100%
BLUE COLLAR BACKBONE	650	18.81%	405	17.77%
Nuevo Hispanic Fam.	1	0.03%	1	0.04%
Working Rural Suburbia	470	13.6%	283	12.42%
Lower Income Essentials	69	2%	47	2.06%
Small Town Endeavors	110	3.18%	74	3.25%
AMER. DIVERSITY	1,101	31.87%	732	32.12%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	818	23.68%	526	23.08%
Professional Urbanites	140	4.05%	101	4.43%
Urban Advancement	48	1.39%	32	1.4%
Amer. Great Outdoors	26	0.75%	17	0.75%
Mature America	69	2%	56	2.46%
METRO FRINGE	576	16.67%	396	17.38%
Steadfast Conservative	329	9.52%	225	9.87%
Moderate Conventionalists	29	0.84%	19	0.83%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	218	6.31%	152	6.67%

Central City Ponderosa Park Genesce Castle Pines North Northglenn Ordway Downieville-Lawson-Dur Cherry Hills Village Cheraw Edwards Windsor Crook Ignacio La Junier Intercultural Institute Denver Foxfield Eagle Silt Center Derby Silverton Ovid Gunbarrel for Confestual Ministry 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	3,455	100%	2,279	100%
REMOTE AMERICA	72	2.08%	43	1.89%
Hardy Rural Fam.	11	0.32%	7	0.31%
Rural Southern Living	61	1.77%	36	1.58%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	128	3.7%	89	3.91%
Young Cosmopolitans	8	0.23%	6	0.26%
Minority Metro Communities	39	1.13%	29	1.27%
Stable Careers	0	0%	0	0%
Aspiring Hispania	81	2.34%	54	2.37%
RURAL VILLAGES & FARMS	121	3.5%	71	3.12%
Industrious Country Living	0	0%	0	0%
America's Farmland	43	1.24%	25	1.1%
Comfy Country Living	6	0.17%	4	0.18%
Small Town Connections	70	2.03%	41	1.8%
Hinterland Fam.	2	0.06%	1	0.04%

orado Springs Stratton Deer Trail La Junta Welby Meeker Caï; ½on City Boone Green Mountain Fails E Leadville Jamestown Paoli Marble Silver Cliff Sedalia Sedgwick Intercultural Institute reek Twin Lakes Bayfield Battlement Mesa Fleming Campo Georgetow Jon Confectual Ministry Confectual Ministry Av 32 Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	3,455	100%	2,279	100%
STRUGGLING SOCIETIES	58	1.68%	36	1.58%
Rugged Southern Style	33	0.96%	19	0.83%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	25	0.72%	17	0.75%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	90	2.6%	58	2.54%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	35	1.01%	21	0.92%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	55	1.59%	37	1.62%
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%

den City Bennett Columbine Valley Meridian Durango Walden Salt Creek Greeky Perry Park Parachule Cottonwood Dinosaur Alma Simla Lakeside Craig Vilas Eagle Intercultural Institute Laporte Acres Green Ophir La Junta Fleming Genoa Atwood Al Jos Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Conversion Evans Colorado Springs Mount Crested Butte Dillon Kersen

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?

Branson Hudson Westminster Cheyenne Wells Romeo Silver Cliff Wheat Ridge Louisville Fountain Here Breckenridge Ouray Keystone Bayfield Cimarron Hills Wray Source Intercultural Institute Pole Creek Carbondale Coal Creek Las Animas Dillon Montezuma Lead for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

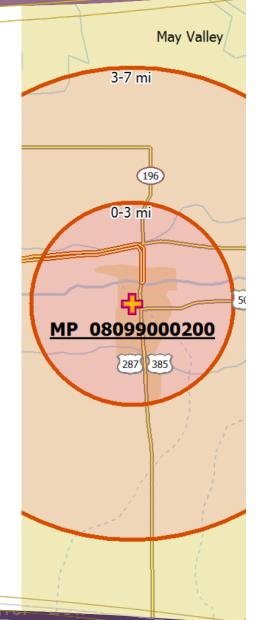
Potential Cultural Bridges

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

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

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

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



Contral City Hayden Westcreek Carbondale Westcliffe Pueblo West Kersey Avon Victor Foxfield Stone Genesee Greenwood Village Indian Hills Naturita Olney Springs Nuclear Intercultural Institute Ignacio Rocky Ford Pritchett Grover Lyons Granby Cortez Akron Joi Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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	76%	76%	77%
Use Comp. for Internet/E-mail	56%	58%	58%
Internet Use: E-Mail	46%	48%	48%
Use Comp. for Word Processing	38%	40%	40%
Use Comp. for Comp. Games	37%	38%	38%
Use Comp. for Shopping	33%	35%	35%
Use Comp. for Education	32%	32%	32%
Use Comp. for Banking	29%	30%	31%
Use Comp. for Digital Camera	28%	30%	30%
Photo Editing			
HH Owns DVD Player	27%	27%	27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	26%	27%	27%
Internet Use: Banking	23%	23%	24%
Use Comp. for News/Info./Data	22%	23%	23%
Service			
PC-Network-HH Has One	18%	19%	18%
Use Comp. for Filing/DB Mngmnt	15%	15%	15%
Use Comp. for Accounting	14%	15%	15%
Use Comp. for Personal Financial	14%	14%	14%
Mngmnt			
HH Owns Video/Webcam	12%	12%	11%
Internet Use: Research/ Education	12%	12%	12%
Internet Use: Shopping: Gathered	11%	12%	12%
Info. for Shopping			



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%	67%	67%
Dining Out (Not Fast Food)	54%	55%	55%
Reading Books	52%	52%	52%
Card Games	40%	41%	41%
Cooking for Fun	35%	35%	35%
Gardening	33%	34%	34%
Go To A Beach/Lake	32%	33%	34%
Board Games	30%	31%	31%
Going To	19%	20%	20%
Bars/Nightclubs/Dancing			
Photography	19%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	67%	68%
Gen./Fam. Practitioner	41%	41%	41%
Dentist	28%	28%	28%
Backache	22%	22%	22%
Eye Dr.	22%	22%	22%
Hypertension/High Blood	20%	20%	20%
Pressure			
None Of These	20%	20%	20%
High Cholesterol	18%	18%	18%
Acid Reflux Disease (GERD)	16%	16%	16%
Any Arthritis	16%	15%	15%

Downleville-Lawson-Dumont Dillon Wheat Ridge Pueblo West Derby Gold Hill Helyoke Aurora Molf Mar Parachute Greeley Del Norte Cokedale Telluride Boulder Grover Intercultural Institute pa Roxborough Park Federal Heights West Pleasant View Carbondale Las Intercultural Ministry Blanca Vona Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	25.28%	25.38%	25.26%
Live Theater	17.42%	17.93%	17.98%
Live Theater Most Often	14.76%	15.22%	15.29%
Rock/Pop Concerts Most	13.57%	13.52%	13.37%
Often			
Comedy Club	8.38%	8.27%	8.17%
Dance Performance	7.65%	7.49%	7.31%
Movies: Action/Adventure	38.03%	38.09%	37.97%
Movies: Comedy	37.36%	37.74%	37.83%
Movies: Fam.	19.81%	20%	20.05%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	17.77%	18.06%	18.09%
Movies: Drama	17.4%	17.26%	17.05%
Movies: Mystery	16.64%	16.2%	15.9%
MLB Baseball Reg. Season	5.55%	6.13%	6.38%
College Football Reg.	4.84%	5.37%	5.62%
Season			
NFL Football Reg. Season	4.53%	4.91%	5.04%
College Basketball Reg.	4.33%	4.54%	4.64%
Season			
NBA Basketball Reg.	2.84%	3.04%	3.07%
Season			
Auto Racing Events	2.33%	2.46%	2.53%

Grand Lake Tabernash Cripple Creek Lakewood Simla Mead Pagosa Springs Alamosa Meeker Burk Cetterwood Minturn Eads Crowley Penrose East Pleasant View Lamar Intercultural Institute cono Gold Hill Clifton Las Animas Fort Collins Fort Carson Empire Or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual 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	39.86%	40.3%	40.49%		Stationary Cycling	Stationary Cycling 10.96%	Stationary Cycling 10.96% 11%
Swimming	31.18%	31.86%	32.06%		Backpacking/Hiking	Backpacking/Hiking 10.28%	Backpacking/Hiking 10.28% 10.41%
Bowling	20.55%	20.95%	21.15%		Aerobics	Aerobics 9.79%	Aerobics 9.79% 9.58%
Billiards/Pool	18.74%	18.76%	18.73%		Football	Football 9.54%	Football 9.54% 9.56%
Freshwater Fishing	18.64%	19.33%	19.89%		Volleyball	Volleyball 9.17%	Volleyball 9.17% 9.18%
Camping Trips	15.75%	16.41%	16.81%		Target Shooting	Target Shooting 8.73%	Target Shooting8.73%9.19%
Basketball	14.59%	14.79%	14.9%		Saltwater Fishing	Saltwater Fishing 8.6%	Saltwater Fishing 8.6% 8.38%
Weight Training	14.35%	14.86%	14.97%		Soccer	Soccer 8.3%	Soccer 8.3% 8.06%
Jogging/Running	13.98%	14.11%	14.09%		Power Boating	Power Boating 8.13%	Power Boating 8.13% 8.31%
Golf	12.92%	13.71%	14.13%		Softball	Softball 7.8%	Softball 7.8% 7.91%
Using Cardio Machine	12.73%	12.83%	12.73%		Horseback Riding	Horseback Riding 7.15%	Horseback Riding 7.15% 7.34%
Hunting	11.95%	12.68%	13.23%		Tennis	Tennis 6.98%	Tennis 6.98% 6.99%
Mountain/Road Biking	11.83%	12.37%	12.6%		Canoeing/Kayaking	Canoeing/Kayaking 6.93%	Canoeing/Kayaking 6.93% 7.03%
Baseball	10.96%	10.93%	10.96%		Motorcycling	Motorcycling 6.83%	Motorcycling 6.83% 7.02%

e Black Hawk <u>Starkville</u> Tabernash Silverton Lamar Laporte Denver Fruitvale Sal Creek Basalt Arv Header Towaoc Romeo Leadville North Greenwood Village Glenwood <u>Intercultural Institute</u> rested Butte Seibert Campion Wray Sherrelwood Deer Trail Ovid Frage (on Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to 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
	MILES	MILES	MILES
Yoga	6.7%	6.56%	6.41%
Ice Skating	5.4%	5.45%	5.45%
Snorkeling	5.18%	5.2%	5.18%
Fly Fishing	5.15%	5.09%	5.09%
Roller Skating	5.14%	5.23%	5.29%
Downhill & X-Country	4.87%	5%	5.04%
Skiing			
Auto Racing	4.7%	4.43%	4.25%
Jet Skiing	4.6%	4.67%	4.7%
Water Skiing	4.38%	4.47%	4.51%
Archery	4.32%	4.73%	4.97%

0-3	3-7	7-10
MILES	MILES	MILES
4.15%	3.97%	3.88%
4.04%	3.89%	3.77%
3.9%	3.92%	3.94%
3.73%	3.57%	3.44%
3.59%	3.47%	3.39%
3.51%	3.53%	3.53%
3.47%	3.72%	3.91%
3.22%	3.2%	3.19%
2.89%	2.82%	2.78%
2.68%	2.66%	2.65%
	MILES 4.15% 4.04% 3.9% 3.73% 3.59% 3.51% 3.47% 3.22% 2.89%	MILESMILES4.15%3.97%4.04%3.89%3.9%3.92%3.73%3.57%3.59%3.47%3.51%3.53%3.47%3.72%3.22%3.2%2.89%2.82%

pple creek cneyenne wens

Center Basalt New Castle Lafayette Granby St. Mary's Ophir Cherry Hills village Black Forest Haswe Hitredge Acres Green Cottonwood Ponderosa Park Windsor De Beque Intercultural Institute Campo Meeker Yampa East Pleasant View Westcreek Deer Trail Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Biology Hillions Williamsburg Romeo Castle Pines Coal Creek

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.

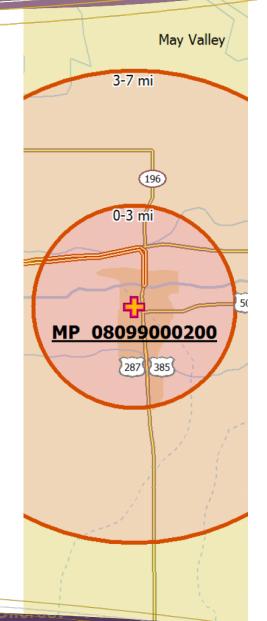
BIBLICAL BARRIERS

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.



Cokedale Hudson Beulah Valley Hot Sulphur Springs Delta Grand View Estates Alwood Salida Fires Bow Mar Leadville Gleneagle St. Mary's Parachute Pritchett Berthon Intercultural Institute Cortez Columbine Valley Avondale Brighton Monument El Jebel Rang 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.

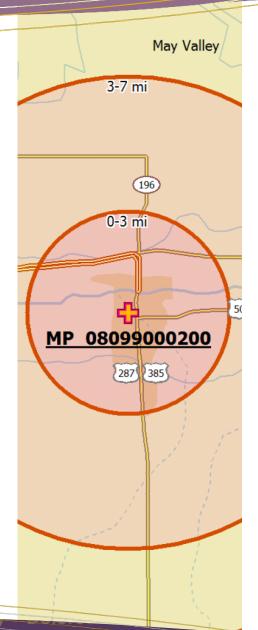
CULTURAL BARRIERS OF ACCEPTANCE

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.



Ceorgetown <u>Wellington Manassa Denver Berthoud Garden City</u> Haswell Sanford Acres Green Nature Trinidad Contextual Ministry View Olathe Brush Redlands Arvad Contextual Ministry Redlands Arvad Contextual Ministry Raymer Norwood Stonegate 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.

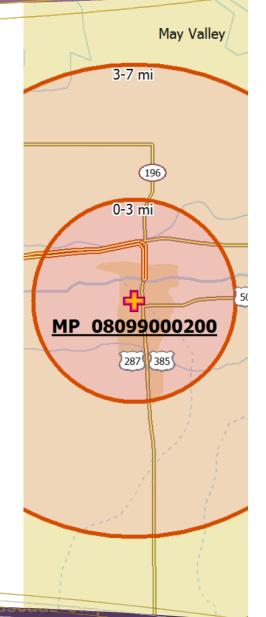
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	B	ARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	51%	51%	50%	M	arijuana Should Be Legalized	21%	20%	20%
New Things	0.70	• • • •			ke To Pursue	20%	19%	19%
Woman's Place Is In The Home	36%	37%	37%	Cł	hallenge/Novelty/Change			
Like Control Over People And	35%	34%	33%		ke to Stand Out In A Crowd	20%	20%	20%
Resources					Am A Workaholic	19%	18%	18%
Speak My Mind Even If It Upsets People	34%	34%	34%		arely Sit Down to a Meal ogether At Home	17%	17%	17%
Prefer To Have Few Possessions As Possible	33%	33%	33%		nly Work Current Job for The oney	16%	15%	15%
Find It Difficult To Say No To My Kids	33%	34%	34%		/e Should Strive for Equality	14%	14%	13%
Like To Do Unconventional	32%	32%	32%		appy With My Standard Of ving	12%	11%	11%
Don't Judge People/Way They Live Life	30%	29%	29%	O	n Whole People Get What hey Deserve	10%	10%	9%
Money Is Best Measure Of Success	27%	27%	27%	In	dulge My Kids With The Little	9%	9%	9%
Friends More Important Than My Fam.	27%	26%	26%	Lit Lif	ttle I Can Do To Change My fe	8%	8%	8%
f Won Lottery Would Never Vork Again	25%	25%	25%		ore Important Do Duty Than njoy Life	7%	6%	6%
Foo Much Sponsorship In Arts/Sports	25%	24%	24%					

ocky Ford Campo Hooper Haxtun Calhan Springfield Leadville North Ovid Haswell Monte Vista Tode and Genesee Lone Tree Collbran Holly Pagosa Springs Yampa Crain Intercultural Institute Intain Village Nunn Black Forest Crested Butte Frederick Yuma Cripple For Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Air Force Academy, De Beque, Cortez, Paoli, Walden

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.



Alands Dacono Blue River Coal Creek Avon Frisco Log Lane Village Al Force Academy Welby Gleneag and Boone New Castle Superior Clifton Haswell Kersey Edgewater Intercultural Institute bion Eads Idaho Springs Center Yuma Golden Starkville Eagle-Vail Confectual Ministry Confectual Ministry Animas Woodmoor Lake City Two Buttes Craig G144

Potential Cultural Themes:

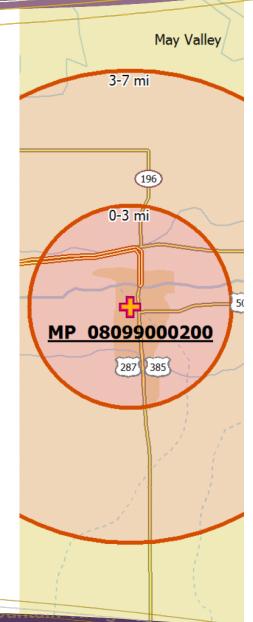
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	58%	57%	57%	Looking for New Ideas To Home	o Improve	18%	17%	17%
Important To Respect Customs	55%	56%	57%	Real Men Don't Cry		17%	16%	16%
And Beliefs Like To Understand About	40%	39%	39%	Worried About Pollution C By Cars	Caused	15%	16%	16%
Nature				Try Not To Worry About T	Гhe	14%	14%	14%
Important Feel Respected By My	35%	35%	35%	Future	/bol Am	14%	14%	14%
Peers Prefer To Have Few Possessions As Possible	33%	33%	33%	Is An Important Part Of W Provide My Kids With The Extras		11%	11%	14% 11%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Enjoy Spending Time Wit Fam.	h My	10%	10%	10%
Important To Juggle Various	32%	31%	31%	Feel Very Alone In The W		6%	6%	6%
Tasks Good At Fixing Things	29%	28%	28%	Children Should Be Allow Express Themselves	ved To	5%	5%	5%
Have Keen Sense Of Adventure	26%	26%	26%	Like Spending Most Time	e With	4%	4%	4%
People Have To Take Me As They Find Me	23%	24%	24%	Fam. Decor Particular Interest	To Me	3%	3%	3%
Like To Just Enjoy Life	23%	22%	22%	Would Like To Set Up Ow		3%	3%	3%
Consider Myself Interested In The Arts	21%	20%	20%	Business				

Cown Hartman Wray Poncha Springs Ault Fairplay Dinosaur Snowmass Village Yampa Marble Center La Veta Walsh Cai, 72 on City Lamar Haswell Empire Avondale Asper Intercultural Institute Air Force Academy Haxtun Kit Carson Windsor Evans Stratton Secure for Contextual Ministry 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.



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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.

PLACE	0-3	3-7	7-10	PLACE	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Fast Food/Drive-In	86.07%	86.29%	86.49%	Olive Garden	17.29%	17.62%	17.75
Restaurant-Visit Any				Domino's Pizza	15.56%	14.96%	14.59
Fam. Restaurants/Steak	81.23%	81.9%	82.28%	Sonic	15.53%	15.04%	14.8%
Houses-Visit Any				Red Lobster	15.18%	15.08%	15.049
McDonald's	55.92%	56.4%	56.67%	Cracker Barrel	13.02%	13.29%	13.379
Burger King	34.42%	34.73%	34.96%	IHOP (International House Of	12.26%	12.03%	11.8%
Taco Bell	29.15%	29.04%	29%	Pancakes)			
Subway	27.71%	28.5%	28.93%	Denny's	12.01%	11.8%	11.679
Kentucky Fried Chicken (KFC)	27.23%	27.32%	27.4%	Chili's Grill and Bar	11.64%	11.64%	11.47%
Applebee's	26.45%	27.13%	27.49%	Outback Steakhouse	11.19%	11.44%	11.46%
Wendy's	25.01%	25.36%	25.42%	Golden Corral	10.82%	10.71%	10.63%
Pizza Hut	23.41%	23.61%	23.79%	Starbucks	10.05%	10.26%	10.2%
Arby's	21.08%	21.94%	22.47%	Chick-Fil-A	10%	10.2%	10.19%
Dairy Queen	19.94%	20.49%	20.98%				

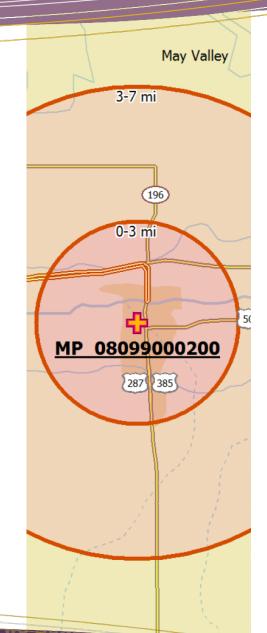
Boulder Sedgwick Cascade-Chipita Park Dolores Salt Creek De Beque Loveland Pierce Fleming F Ten Cimarron Hills Leadville Ouray Montezuma Arboles Allenspark La Chipita Westcliffe Two Butto Tede Aurora Empire Manitou Springs Louviers Golden Paonia Larksport Contextual Institute Contextual Institute for Contextual Ministry Contextual Contextual Ministry

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!



Basalt Nunn <u>Kit Carson Mount Crested Butte</u> San Luis Campo Mancos Cimarron Hills Kim La Veta Her Eckley Foxfield Commerce City Lakewood Parker Dove Creek <u>Intercultural Institute</u> Log Lane Village s Glendale Jamestown Edgewater Georgetown Cascade-Chipita Park *Confectual Ministry* Florence Fort Lupton Telluride Ken Caryl Avon Eldorado 48 in Confectual Institute for Contextual Ministry Confectual Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 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	41.75%	43.31%	44.11%
Recycled products	30.24%	31.59%	32.13%
Worked as volunteer (non political)	15.49%	16.22%	16.53%
Engaged in fund raising	9.45%	10.01%	10.27%
Religious club member	7.36%	7.57%	7.69%
Wrote to elected offcl about publ bus	5.38%	5.64%	5.76%

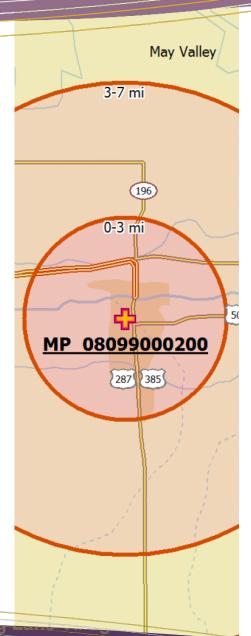
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.19%	5.33%	5.36%
newspaper			
Charitable Organization	4.87%	5.27%	5.49%
Took active part in local civic	4.61%	4.72%	4.79%
issue			
Union member	4.5%	4.78%	4.92%
Addressed a public meeting	4.46%	4.83%	5.03%
Fraternal order member	4.45%	4.49%	4.5%

oln Park Milliken Marble Glendale Superior Boulder Cimarron Hills Frederick Georgetown Starkville Frederick Mancos Gypsus Green Mountain Falls Yampa Norwood Loghill Village Iliff Alamosa East in the Parker Mancos Gypsus ewood Elizabeth Yuma Rocky Ford Fowler Pueblo Silverthorne Winter Intercultural Institute for Confectual Ministry Roxborough Park Florence New Castle Evans Gunnia ke Copyright 2012, Intercultural Institute for Contextual Ministry Roxborough Park Florence New Castle Evans Gunnia Fruita Kit Carson Feckley Parker Florence Fruita Kit Contextual Ministry Fruita

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.



Nucla Laporte Garden City Eads Merino Steamboat Springs Grand Junction Orchard Mesa Alamosa La Fowler Mead Rocky Ford Poncha Springs Antonito Jamestown San Luis De Beque Crawford Sherrelwood Greenwood Village Englewood For Confectual Ministry Joc Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 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	15.22%	15.41%	15.36%
Children's Books	12.19%	12.48%	12.57%
Mystery	11.03%	11.14%	11.15%
Cookbooks	9.51%	9.73%	9.83%
Religious (not Bibles)	8.07%	8.2%	8.26%
History	6.31%	6.39%	6.38%
Romance	6.16%	6.32%	6.38%
Biography	5.98%	5.9%	5.78%
Personal/Business Self-help	5.85%	6.1%	6.17%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	62.59%	63.31%	63.48%
Gen. Editorial	42.72%	42.81%	42.74%
Womens	38.41%	38.58%	38.56%
Service	33.76%	34.21%	34.35%
Mens	17.46%	17.25%	17.11%
Business/Finance	13.73%	14.25%	14.3%
Sports	13.53%	13.43%	13.26%
Automotive	13.41%	13.34%	13.32%
Parenthood	13.28%	13.08%	12.95%

Coal Creek Castle Pines Thornton Meeker Craig Pierce Nucla Steamboat Springs Battlement Mesa Spen Park Manzanola Indian Hills Monument Cedaredge Vona Green Intercultural Institute alhan Palisade Granada Pueblo Kersey Morrison Breckenridge Lead Intercultural Institute To Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 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	53.39%	54.23%	54.71%
Classified	33.07%	33.35%	33.67%
Sport	30.06%	30.86%	31.32%
Editorial Page	28.94%	29.63%	30.04%
Comics	27.4%	27.69%	27.93%
Business/Finance	25.69%	26.51%	26.78%
Food/Cooking	23.28%	23.61%	23.77%
Movie Listings & Reviews	23.17%	23.38%	23.34%
TV/Radio Listings	22.4%	22.61%	22.67%
Home/Gardening	20%	20.71%	21.02%
Travel	16.53%	17.17%	17.36%
Science/Technology	16.06%	16.34%	16.39%
Fashion	13.2%	13.32%	13.36%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	23.03%	24.24%	25.27%
CHR Contemp Hit Radio	18.93%	18.33%	17.95%
Adult Contemporary	16.71%	17.2%	17.44%
Urban Contemporary	11.28%	10.57%	10.13%
Rock	11.08%	11.45%	11.6%
Oldies	10.7%	11%	11.16%
Classic Rock	10.2%	10.6%	10.79%
News/Talk	10.19%	10.75%	10.9%
Hispanic	8.55%	7.8%	7.38%
Variety	8.39%	8.35%	8.3%
Alternative	6.76%	6.88%	6.82%
Religious	6.13%	6.23%	6.27%
Soft Contemporary	4.89%	5.13%	5.16%
All News	4.61%	4.71%	4.66%
Classic Hits	3.68%	3.71%	3.69%
Sports	3.67%	3.79%	3.78%
Jazz	3.37%	3.4%	3.36%
All Talk	3.15%	3.23%	3.22%



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	59.96%	61.09%	61.66%
Satellite Dish	54.15%	54.91%	55.18%
Soapnet	50.81%	50.85%	50.77%
Other Video-On-Demand	43.03%	43.16%	43.36%
Sci-Fi Channel	34.92%	36%	36.66%
Adult Pay Per View TV	34.18%	34.42%	34.48%
MSNBC	31.72%	32.68%	33.21%
TV Info From Sunday TV	29.27%	29.38%	29.32%
Magazine			
Comedy Central	27.86%	27.95%	27.74%
Subscribe Digital Cable	27.39%	28.19%	28.63%
TV Info From Newspapers	24.77%	25.29%	25.53%
Nickelodeon	24.62%	26.15%	27.06%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
USA Network	24.51%	24.66%	24.64%
Adult Swim	24.18%	25.76%	26.71%
Nick At Nite	24.04%	25.06%	25.64%
TCM (Turner Classic	23.53%	23.7%	23.72%
Movies)			
Hallmark Channel	22.95%	23.89%	24.31%
TV Info From Monthly Cable	22.46%	22.68%	22.71%
Guide			
BET (Black Entertainment	22.16%	22.56%	22.78%
TV)			
ABC Fam.	22.04%	22.2%	22.08%
The Golf Channel	19.98%	20.54%	20.66%
TV Info From Other	19.24%	19.35%	19.41%
ESPN Classic	18.84%	18.75%	18.48%
Video-On-Demand Movies	18.37%	19.13%	19.34%

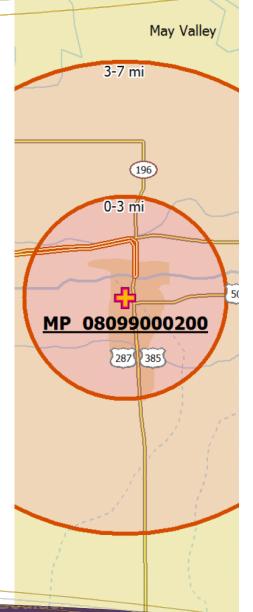


Communication Media Usage

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.



Aspen Park Hayden Celerado City Durango Ordway Orchard Mesa San Luis Downieville Lawson-Dumont Kittredge Leadville Dove Creek Kit Carson Poncha Springs Silver Clifter Haswell Salida Holyof Bow Mar Gypsum Campion Trinidad Montrose Superior Green Mou for Contextual Ministry an Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Fort Carland Castle Pines Simla Rocky Ford Brush

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+)	16.68%	17.11%	17.19%
Medium Users (4-6)	9.98%	10.14%	10.13%
Light Users (1-3)	20.78%	20.82%	20.82%
Quintiles (20%)			
Newspaper I (Heavy)	1.01%	1.04%	1.07%
Newspaper II	1.15%	1.21%	1.25%
Newspaper III	2.07%	2.11%	2.13%
Newspaper IV	0.69%	0.7%	0.71%
Newspaper V (Light)	1.26%	1.31%	1.34%

0-3	3-7	7-10
MILES	MILES	MILES
18.75%	18.97%	19.11%
7.36%	7.49%	7.56%
9.55%	9.7%	9.81%
11.33%	11.33%	11.32%
0.32%	0.34%	0.35%
7.22%	6.94%	6.77%
2.76%	2.59%	2.47%
3.23%	3.16%	3.13%
17.94%	17.51%	17.31%
25.38%	25.52%	25.65%
15.62%	15.34%	15.19%
5.34%	5.22%	5.14%
4.68%	4.49%	4.37%
25.6%	24.81%	24.46%
3.5%	3.25%	3.12%
	MILES 18.75% 7.36% 9.55% 11.33% 0.32% 7.22% 2.76% 3.23% 17.94% 25.38% 15.62% 5.34% 4.68% 25.6%	MILES MILES 18.75% 18.97% 18.75% 7.49% 9.55% 9.7% 11.33% 11.33% 0.32% 0.34% 7.22% 6.94% 2.76% 2.59% 3.23% 3.16% 17.94% 17.51% 25.38% 25.52% 15.62% 5.22% 4.68% 4.49% 25.6% 24.81%

Meeker Carbondale Arboles Keystone Red Cliff Westcliffe Cripple Creek Wiggins Orchard City Sir Frisco Womelsdorf (Coalton) Evergreen Bonanza Merino Edgewater Intercultural Institute of Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 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	MILE
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.05%	3.11%	3.19%	Prime Time I & II (Heavy)	4.45%	4.4%	4.41%
Drive Time III (Medium)	1.03%	0.98%	0.94%	Prime Time III (Medium)	1.72%	1.76%	1.81%
Radio IV & V (Light)	1.68%	1.78%	1.84%	Prime Time IV & V (Light)	8.75%	8.46%	8.25%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.55%	8.56%	8.53%	Fringe I & II (Heavy)	39.33%	39.34%	39.35
Radio III (Medium)	4.32%	4.58%	4.71%	Fringe III (Medium)	57.3%	57.05%	57.12
Radio IV & V (Light)	3.51%	3.44%	3.4%	Fringe IV (Light)	57.35%	57.06%	56.91
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.19%	12.45%	12.49%	All Day I & II (Heavy)	13.49%	13.08%	12.86
Cable III (Medium)	4.36%	4.27%	4.19%	All Day III (Medium)	25.96%	25.62%	25.44
Cable IV & V (Light)	33.09%	32.94%	32.99%	All Day IV (Light)	12.16%	11.76%	11.51

ey Springs Steamboat Springs Peetz Rye Orchard City Alamosa Vilas Brush Dillon Hot Sulphur Spring Huride Montrose Woodland Park Avondale Wellington Kersey Welby Intercultural Institute Garden City Campo Fowler Thornton Cimarron Hills Avon Buena Vist for Confectual Ministry Confectual Ministry Ignacio Fairplay Wiggins Eckley Fort Collins Mea56

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]	9.58%	9.83%	9.94%
6:00am - 10:00am	14.01%	14.04%	13.92%
10:00am - 3:00pm	5.47%	5.18%	4.97%
3:00pm - 7:00pm	14.67%	14.7%	14.73%
7:00pm - Midnight	12.3%	12.34%	12.32%
Midnight - 6:00am	4.81%	4.77%	4.74%
Weekend Radio			
Listeners			
Dayparts [summary]	12.67%	13.21%	13.47%
6:00am - 10:00am	2.71%	2.71%	2.66%
10:00am-3:00pm	4.65%	4.59%	4.49%
3:00pm - 7:00pm	5.63%	5.79%	5.86%
7:00pm - Midnight	7.24%	7.44%	7.45%
Midnight - 6:00am	9.04%	8.89%	8.71%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.57%	7.1%	7.31%
Saturday: 8:00-11:00pm	7.72%	7.87%	7.9%
Sunday: 7:00-11:00pm	7.86%	8.41%	8.7%
9:00am-1:00pm	24.04%	25.06%	25.64%
9:00am-4:00pm	27.9%	28.96%	29.56%
4:00pm-7:00pm	26.01%	26.58%	26.72%
11:00pm-1:00am	39.8%	40.58%	40.97%
AVG Prime time	2.73%	2.69%	2.64%
Mon-Sun			

Walsenburg Tabernash Avon Edwards Wiggins Aspen Cottonwood Crestone Franktown Louisville Meeker Rockvale Palisade Crook Rangely Ault Lyons Poncha Mellington Glendale La Mary's Ridgway Sawpit Sedgwick Elizabeth Bayfield Fort Carson for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 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		TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	17.72%	17.6%	17.46%		Sat: 7-10am	Sat: 7-10am 17.4%	Sat: 7-10am 17.4% 17.71%
7-9am	17.73%	18.23%	18.42%		Sat: 10am-1pm	Sat: 10am-1pm 8.18%	Sat: 10am-1pm 8.18% 8.26%
9am-12noon	20.4%	21.47%	22.09%		Sat: 1-4pm	Sat: 1-4pm 22.96%	Sat: 1-4pm 22.96% 23.17%
12noon-4pm	7.51%	7.49%	7.47%		Sat: 4-6pm	Sat: 4-6pm 6.16%	Sat: 4-6pm 6.16% 6.26%
4-6pm	42.23%	43.71%	44.25%		Sat: 6-7pm	Sat: 6-7pm 1.41%	Sat: 6-7pm 1.41% 1.56%
6-7pm	17.73%	18.73%	19.35%		Sat: 7-8pm	Sat: 7-8pm 0.94%	Sat: 7-8pm 0.94% 0.99%
7-7:30pm	1.13%	1.14%	1.13%		Sat: 8-11pm	Sat: 8-11pm 7.72%	Sat: 8-11pm 7.72% 7.87%
7:30-8pm	10.71%	10.65%	10.58%		Sat: 11pm-1am	Sat: 11pm-1am 3.62%	Sat: 11pm-1am 3.62% 3.68%
8-11pm	6.57%	7.1%	7.31%		Sat: 1am-7pm	Sat: 1am-7pm 24.51%	Sat: 1am-7pm 24.51% 24.66%
11pm-12am	31.72%	32.68%	33.21%		Sun: 7-10am	Sun: 7-10am 1.9%	Sun: 7-10am 1.9% 1.91%
11pm-1am	39.8%	40.58%	40.97%		Sun: 10am-1pm	Sun: 10am-1pm 5.36%	Sun: 10am-1pm 5.36% 5.92%
1-6am	27.66%	28.15%	28.26%		Sun: 1-4pm	Sun: 1-4pm 5.25%	Sun: 1-4pm 5.25% 5.34%
					Sun: 4-7pm	Sun: 4-7pm 11.76%	Sun: 4-7pm 11.76% 12.45%
					Sun: 7-11pm	Sun: 7-11pm 7.86%	Sun: 7-11pm 7.86% 8.41%
					Sun: 11pm-1am	Sun: 11pm-1am 4.32%	Sun: 11pm-1am 4.32% 4.42%
					Sun: 1-7am	Sun: 1-7am 18.44%	Sun: 1-7am 18.44% 19.41%

ulesburg Cherry Hills Village Rifle Walden Woodmoor Golden Del Norte Cripple Creek Williamsburg Pa La Junta Minturn Sedgwick Louisville Timnath Ouray Dolores Allow Intercultural Institute elwood South Fork Manassa Kittredge Colorado City Lincoln Park Moura for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Burger Lake City Rico Dacono

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

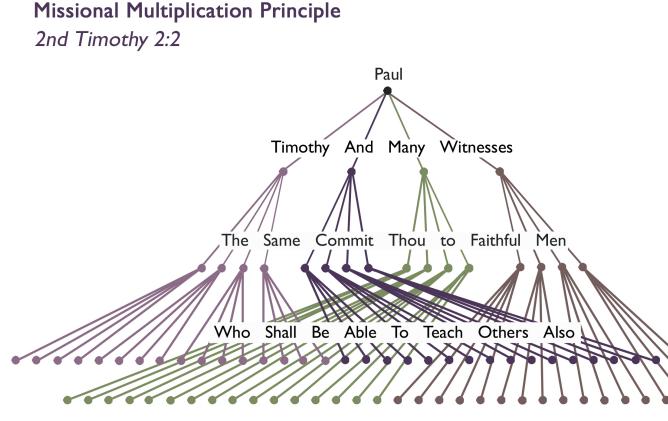
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



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.



ral Heights Westminster Milliken Deer Trail Bow Mar Bonanza Alamosa Campo Fairplay Ward Pencha Ovid Manassa Wellington Glendale Arvada Montezuma Womelsdorf Intercultural Institute Central City Kremmling Ken Caryl Genoa Brighton Loghill Village Boo Gibre tual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

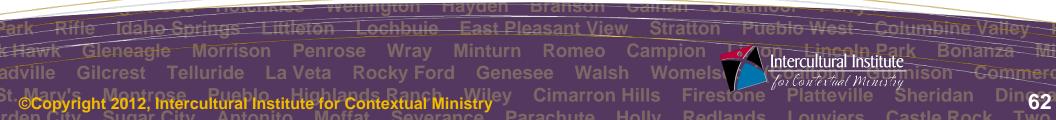
Establishing Redemptive Relationships

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

Communication Steps

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



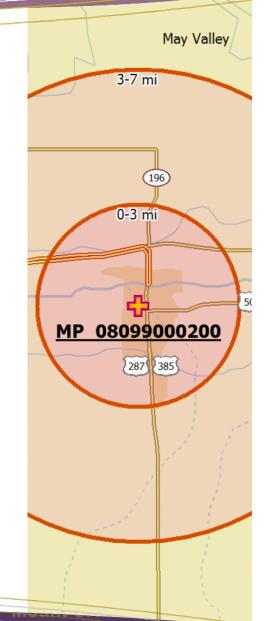


Your MissionSite and the Missional Suite

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

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

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



ink La Salle Ordway Red Cliff Eagle-Vail Redlands East Pleasant View Manitou Springs Sherrelwood Ka Tower Security-Widefield Calhan Eckley Grand Junction Vona Edgewater Intercultural Institute Castle Pines Cascade-Chipita Park Aristocrat Ranchettes Gunbarrel Alam Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Mi

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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