MissionSite top unreached locations

Air Force Academy Lafayette Silverton Ophir Blanca Springre FORT GARLAND, CO

Salt Cr CENSUS TRACT: 08023982600 tauilar Multip Vateville Strasburg Redlands Monume REGION: Western Colorado pita Park Marble Gra Centennial Leadville North CenterASSOCIATION: Continental Divide Estes Park Dolores Stratton Downieville-Lawson-DumcCOUNTY: Costilla Erie Kim Simla La Junta Gile In partnership with the: Kiowa Swink Boulder Silt EatSITESCAPE: CountryscapeRye Westminster Battle Intercultural Institute Log Lane Village Grant Term Represe Yampa Coal Creek Manassa for Contextual Ministry ker Haswell Lochbuie a COLORADO Barotists Alamosa Cheraw Palisade Allenspark Creede Tabernash Woodland Keenesburg Calhan Hudson Berth Sanford himas Fowler s@Copyright 2032; Intercultural Institute for Contextua Ministry Mancos Eagle Alamosa East Bethune Durango Colora

MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65



Site Location Summary

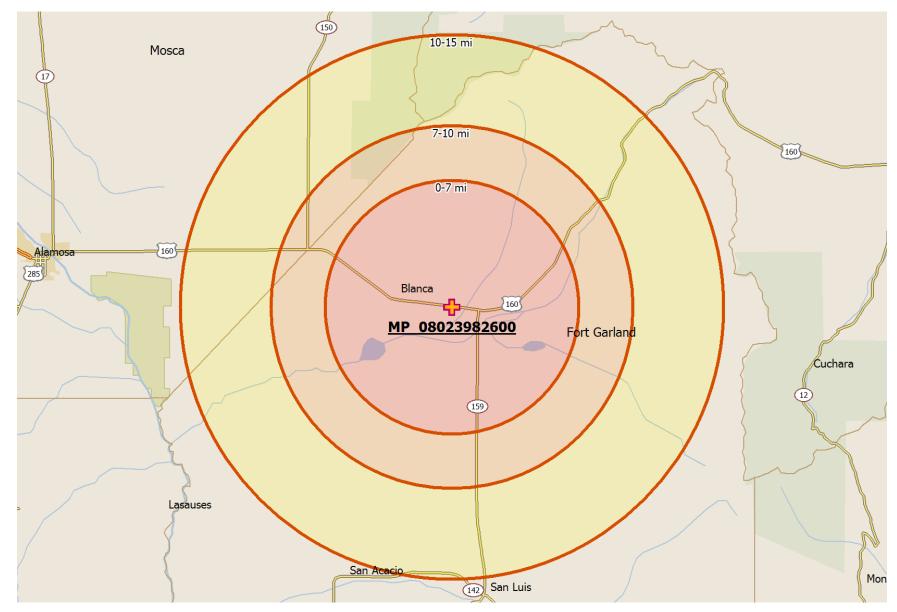
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	08R03	Western Colorado
2	Association	08A02	Continental Divide
3	County Location	08023	Costilla
4	Zipcode	81133	Costilla
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.1	Remote Areas
7	Sitescape Subgroup	1.12	Remote area adjacent to settlements
8	Sitescape Density Pattern	E2	0-2500-0



Cres Green Montezuma Colorado City Parachute Sawpit Longmont Crook Kim Pritchett Arboles Peet Fork Lakeside Sanford Laporte Lakewood Westcliffe Orchard City Intercultural Institute Cheyenne Wells Deer Trail Rangely Manzanola Otis Gleneagle Feder Intercultural Institute Frisco Salt ©Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Aspen Fairplay Orchard Mesa Byers Morrison Fort Morgan Del Norte Sanford Haxtun Akron Ignat Downleville-Lawson-Dumont Kit Carson Center Towaoc Nederland Composition City Fruita Colorado City Lyons Otis Vona Columbine Valley Palisade Arriba Hartman Grand (Contestual Ministry) Contestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	12	Noncore not adjacent to a metro/micro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	9	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	7	Rural commuting: Secondary flow 10% to 30% to a small Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

orte Greenwood Village Snowmass Village Haxtun Acres Green Monument The Pinery Holly Rocky Ford teta Brighton Stratmoor Castle Pines North Keystone Delta Lakewood <u>Intercultural Institute</u> ot Cottonwood Winter Park Sedalia Idaho Springs Edwards Lamar Strate For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Woodmoor Redlands Vampa Long Tree Westcreek

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	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	737	418	1,158
2010 Households	358	195	651
2010 Group Quarters Population	0	0	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	0	3	0
Language Diversity National Index	0	86	0
Foreign Born Diversity National Index	0	3	0
Ancestry Diversity National Index	0	15	0
Racial Diversity National Index	0	59	0

stes Park Log Lane Village Sanford Blanca Naturita Colorado City Eads Ridgway Arboles Keenesburg Ley Two Buttes Rocky Ford Firestone Lakeside Tabernash Cherry Hilling Intercultural Institute ment Mesa Berthoud Silt Ponderosa Park Empire Grand Junction Flager Fire Plume Bayfield Ovid Ke6st Copyright 2012, Intercultural Institute for Contextual Ministry Milliken Olney Springs Greenwood Village Gleneade

Site Location Summary - County Environment

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

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

Granby Naturita Sherrelwood Williamsburg Kit Carson Blue River Evergreen Loghill Village Thornton Rockvale Hartman Lamar Hugo Bethune Minturn Stratton Meeker Chercelo City Mead Gypsum Arboles Carbondale Delta Cedaredge Las Animas Wray Parker Engline Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	14	3.91%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	176	49.16%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	168	46.93%

Gion Greenwood Village Eckley Lyons Cortez Yampa Branson Orchard Mesa Derby Vilas Rangely Fo Celorado Springs Ault Palmer Lake Johnstown Swink Louisville Coller Intercultural Institute dale Otis Lone Tree Haxtun Hartman Granby Aspen Beulah Valley for Confertual Ministry Confertual Ministry I av Campo C 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.

Jebel Fort Carson New Castle Westcliffe Cripple Creek Paonia Columbine Valley Gleneagle Kittredge De Hountain View Seibert Lamar Golden Security-Widefield Gunnison Intercultural Institute Orchard City E Cen Caryl Wheat Ridge Jamestown Ordway Lakewood Lafayette Sterlin 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?



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 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	979	214	21.9%
Unreached %	62.19%	59.91%	96.34
Religious But NOT Evangelical HH	181	36	19.74%
Religious But NOT Evangelical %	11.5%	9.99%	86.87
Spiritual But NOT Relig or Evang HH	143	60	41.71%
Spiritual But NOT Relig or Evang %	9.06%	16.64%	183.51
Not Evangelical, Not Interested HH	656	119	18.18%
Not Evangelical, Not Interested %	41.63%	33.29%	79.99



Lakeside Colorado Springs Calhan Hartman Telluride Evans Johnstown Cimaron Hills Rocky Ford Walsenburg Delta Penrose Minturn Akron Towaoc Fleming Silver Intercultural Institute Lyons Keenesburg Cripple Creek Todd Creek Black Hawk Bennett For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of CBGC Churches	0	0	0%
Active CBGC Attenders	0	0	0%
Active Evangelical Households	0	0	0%
Active Evangelical Percent	0.00%	0.00%	0
Inactive Evangelical Households	596	69	11.63%
Inactive Evangelical Percent	37.81%	40.98%	108.37
# New Churches Needed	1	0	10.73%





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.

Ignacio Arvada Brush The Pinery Longmont Empire Akron Loghill Village Grover Hiff Sanford Ethune Niwot Florence Nunn La Salle Romeo Derby Gunbarrel Thorse Intercultural Institute ora Montrose Merino Bayfield Perry Park Fort Lupton Vail Strasburg for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

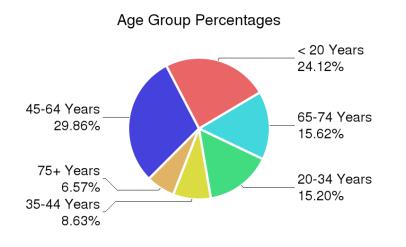
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF C
1990 Population	3,190	693	21.72%	1990 Households	1,192	261	21.9%
2000 Population	3,663	764	20.86%	2000 Households	1,503	293	19.49%
2010 Population	3,073	737	23.98%	2010 Households	1,575	358	22.73%
			in this Missio		Location T	уре	0-7mi Bar
🔲 0-7mi Band	🗖 7-10m	i Band	📕 10-15mi Bar	County	Residential		222
800					Residential	Apt.	0
600					Residential	Non-Apt.	222
					Business		1
400					Seasonal		0
					USPS Resid	dential	81
200 0 Residential Reside	ntial Apt. Residential No	on-Apt.	usiness Seaso	al JSPS Residential USPS Business	USPS Busir	ness	1

heraw Brush Red Feather Lakes Cherry Hills Village Swink Victor South Fork Burlington Security-Widef Pritchett Downieville-Lawson-Dumont Simla Eagle-Vail Montrose Cress Intercultural Institute as Genoa Green Mountain Falls Antonito Starkville Fort Lupton Seibert Intercultural Institute La Veta Center 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

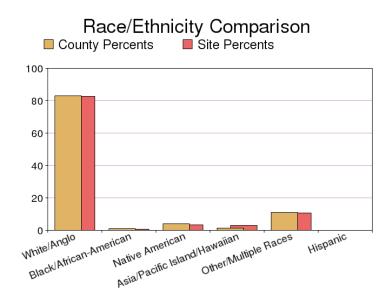


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.04%	6.51%	161.14
4-5 Years	2.08%	2.04%	98.08
6-8 Years	3.06%	3.12%	101.96
9-11 Years	3.51%	3.26%	92.88
12-13 Years	2.51%	2.31%	92.03
14-17 Years	4.75%	4.48%	94.32
18-19 Years	2.38%	2.17%	91.18
0-5 Years	6.12%	8.55%	139.71
6-12 Years	7.84%	7.33%	93.49
13-19 Years	8.36%	8.01%	95.81
< 20 Years	22.32%	23.89%	107.03
20-34 Years	13.08%	15.06%	115.14
35-44 Years	8.3%	8.55%	103.01
45-64 Years	31.89%	29.58%	92.76
65-74 Years	13.86%	15.47%	111.62
75+ Years	10.54%	6.51%	61.76
Median Age	50	44	86.98
Median Age (Male)	49	37	74.93
Median Age (Female)	51	34	66.89



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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	82.85%	82.63%	99.74
Black, African-American	1.01%	0.54%	53.8
Native American	3.84%	3.26%	84.81
Asian	1.04%	1.49%	143.33
Pacific Island, Hawaiian	0.42%	1.36%	320.74
Other/Multiple Races	10.84%	10.72%	98.92
Hispanic	0%	52.1%	0

Education of Adults (25 yrs+)	Education of Adults (25 yrs+)							
Total Adults over age 25 years.	2,226	504						
Less than 9th Grade	14.38%	8.93%	161.01					
No High School Diploma	15.14%	14.09%	107.47					
High School Graduate	28.75%	22.02%	130.55					
Some College, no degree	23.18%	24.21%	95.76					
Associate Degree	4.67%	8.53%	54.76					
College Degree	9.61%	15.87%	60.57					
Graduate/Prof. degree	4.27%	6.35%	67.22					

Allenspark <u>Genesee</u> Fort Morgan <u>Air Force Academy Todd Creek</u> <u>Gunnison</u> <u>Nivot</u> Hudson <u>Manitou S</u> Orchard City Fort Collins Westcliffe Mead Aurora Padroni Calhan <u>Intercultural Institute</u> Mary's <u>Alemos</u> Nucla Downieville-Lawson-Dumont Frederick Lake City Dinosaur West *Intercultural Institute* Broomfield <u>Creek</u> ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Castle Rock Fairplay Motfat Sheridan Lake Monument

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	19.94%	15.64%	68.44
\$10,000 to \$19,999	21.4%	24.3%	113.58
\$20,000 to \$29,999	17.59%	15.92%	90.53
\$30,000 to \$49,999	22.41%	22.07%	98.46
\$50,000 to \$59,999	5.14%	8.1%	157.51
\$60,000 to \$69,999	3.94%	2.51%	63.86
\$70,000 to \$79,999	2.98%	2.23%	74.88
\$80,000 to \$89,999	2.03%	1.12%	54.99
\$90,000 to \$99,999	1.27%	1.4%	109.99
\$100,000 to \$124,999	1.21%	0.84%	69.46
\$125,000 to \$149,999	0.89%	1.68%	188.55
\$150,000 to \$199,999	0.95%	3.35%	351.96
\$200,000 to \$249,999	0.13%	0.28%	219.97
\$250,000 or more	0.13%	0.28%	219.97
Median Household	24,065	28,430	118.14
Average Household	32,691	42,278	129.33
Per Capita Household	16,755	20,537	122.57
Family/Non-Family Household			
Income			
Median Family Income	30,394	35,768	117.68
Average Family Income	37,775	22,525	59.63
Median Non-Family Income	14,149	18,485	130.65
Average Non-Family Income	21,982	15,700	71.42

Yampa Simla Antonito Glenwood Springs Lincoln Park Florence Gunnison Naturita Fairplay George Fort Morgan Orchard City Arvada Windsor Greeley Kim Glendar Citerest Vail Ridgway Lite Fort Garland Stratton Superior Sugar City Kit Carson Stonegate Empore for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	67.81%	70.39%	103.81
Families with Children	31.3%	33.8%	107.98
Families without Children	36.51%	36.59%	100.23
Non-Family Households			
% Non-Family Households	32.19%	29.61%	91.98
Non-Families with Children	0.13	0	0
Non-Families without Children	32.06	29.61	92.34
Housing Units			Index
Total Housing Units	2,344	485	
Vacant percent	32.81%	26.39%	80.45
Owned percent	52.52%	57.73%	109.93%
Rented Percent	14.68%	15.88%	108.18
Households by Size			Index
Avg household size	1.95	2.06	105.64
Avg family hh size	2.40	2.46	102.5
Avg non-family hh size	1.00	1.09	109
Households By Count of Persons			Percent
One	458	77	16.81%
Тwo	782	203	25.96%
Three or Four	321	75	23.36%
Five+	14	3	21.43%

oln Park Fort Lupton Silver Cliff Todd Creek Palisade Frisco Lake City Superior Bow Mar Palmer Lake Melby Westcreek Central City Wiggins Bayfield Air Force Academy The Province Intercultural Institute as Rico Towaoc Leadville Romeo Fraser Downieville-Lawson-Dumont Loveland Winkisty Force Mancos ©Copyright 2012, Intercultural Institute for Contextual Ministry Bonanza Ramah Alma Loveland Walsh Winter Park

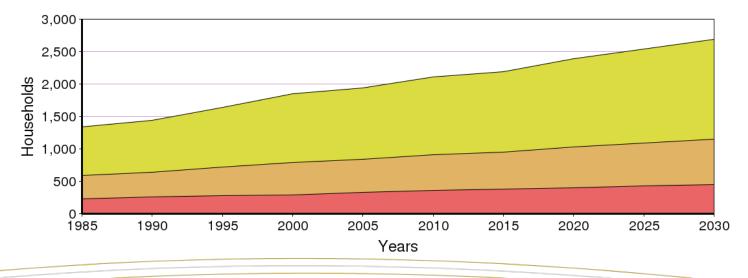
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	3,190	693	21.72%
2000 Population	3,663	764	20.86%
2010 Population	3,073	737	23.98%
2015 Population	2,725	668	24.51%

Household Change from 1985 to 2030

🔲 0-7mi Ring 👘 🔲 0-10mi Ring

🗖 0-15mi Ring

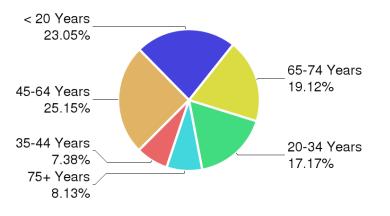


Way Keenesburg Sheridan Lake Bow Mar Center Gilcrest Rocky Ford Niwot Aristocrat Ranchettes With Hanitou Springs Romeo Vilas Golden Hot Sulphur Springs Lincoln Park Cesto Pines North Fowler La Vestminster Fort Garland Mancos Basalt Dillon Lamar Westcliffe Pent Intercultural Institute Contextual Ministry Coopyright 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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

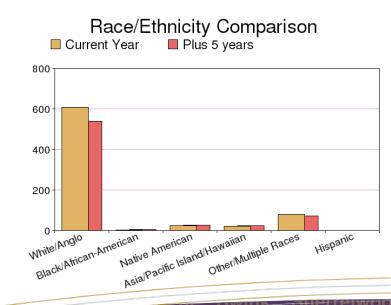


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.51%	5.84%	89.71
4-5 Years	2.04%	1.5%	73.53
6-8 Years	3.12%	2.99%	95.83
9-11 Years	3.26%	3.14%	96.32
12-13 Years	2.31%	1.5%	64.94
14-17 Years	4.48%	4.34%	96.88
18-19 Years	2.17%	3.59%	165.44
0-5 Years	8.55%	7.34%	85.85
6-12 Years	7.33%	6.89%	94
13-19 Years	8.01%	8.68%	108.36
< 20 Years	23.89%	22.91%	95.9
20-34 Years	15.06%	17.07%	113.35
35-44 Years	8.55%	7.34%	85.85
45-64 Years	29.58%	25%	84.52
65-74 Years	15.47%	19.01%	122.88
75+ Years	6.51%	8.08%	124.12
Median Age	50	49	97.28
Median Age (Male)	49	40	81.32
Median Age (Female)	51	37	71.16

Green Mountain Falls Hanitou Springs Todd Creek Dacono Sherrelwood Columbine Valley Bew Mar Twin Liperior Denver Gleneagle Kittredge Fort Carson Arboles Blanca Wing Intercultural Institute wood Village Limon Cheraw Wiley Ignacio Cedaredge Broomfield Va Sicopyright 2012, Intercultural Institute for Contextual Ministry Corpyright 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 0-7 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	82.63%	80.84%	97.83
Black, African-American	0.54%	0.75%	137.91
Native American	3.26%	4.19%	128.72
Asian	1.49%	2.1%	140.42
Pacific Island, Hawaiian	1.36%	1.5%	110.33
Other/Multiple Races	10.72%	10.78%	100.55
Hispanic	0%	0%	0

Education of Adults (25 yrs+)

Total Adults over age 25 years.	504	467	
Less than 9th Grade	8.93%	11.13%	124.71
No High School Diploma	14.09%	11.56%	82.08
High School Graduate	22.02%	20.77%	94.31
Some College, no degree	24.21%	23.34%	96.42
Associate Degree	8.53%	9.21%	107.92
College Degree	15.87%	17.56%	110.62
Graduate/Prof. degree	6.35%	6.42%	101.18

ngmont East Pleasant View Westcreek Padroni Grand View Estates Eagle Ramah Simla Calhan Grand J Hatteville Ouray Julesburg Cheyenne Wells Ken Caryl Lafayette Alamos Lintercultural Institute eadville North Indian Hills Lochbuie Rockvale Windsor Carbondale Ca Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Sheridan Lake Hugo Cascade-Chipita Park, Ponderosa

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 0-7 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 0-7 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 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	15.64%	12.2%	78
\$10,000 to \$19,999	24.3%	22.28%	91.69
\$20,000 to \$29,999	15.92%	14.59%	91.63
\$30,000 to \$49,999	22.07%	22.55%	102.17
\$50,000 to \$59,999	8.1%	11.67%	144.08
\$60,000 to \$69,999	2.51%	2.39%	94.96
\$70,000 to \$79,999	2.23%	2.65%	106.83
\$80,000 to \$89,999	1.12%	2.39%	189.92
\$90,000 to \$99,999	1.4%	1.33%	94.96
\$100,000 to \$249,999	0.84%	1.06%	126.61
\$125,000 to \$149,999	1.68%	2.65%	158.27
\$150,000 to \$199,999	3.35%	3.71%	110.79
\$200,000 to \$249,999	0.28%	0.27%	94.96
\$250,000 or more	0.28%	0.27%	94.96
Median Household	28,430	33,551	118.01
Average Household	42,278	43,156	102.08
Per Capita Household	20,537	24,356	118.6
Family/Non-Family Household			
Income			
Median Family Income	35,768	48,319	135.09
Average Family Income	22,525	24,754	109.9
Median Non-Family Income	18,485	20,032	108.37
Average Non-Family Income	15,700	15,094	96.14

Buena Vista Cottonwood Holyoke Gunbarrel Eckley Arriba Dolores Commerce City Akron Arbole Content City Mancos Golden Columbine Ignacio Eldorado Springs <u>Intercultural Institute</u> North Washington Atwood Todd Creek Durango Winter Park Genesee <u>For Contextual Ministry</u> Copyright 2012, Intercultural Institute for Contextual Ministry Cheraw Frederick Steamboat Springs Federal Heights 22

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 0-7 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 0-7 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 0-7 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	70.39%	66.58%	94.58
Families with Children	33.8	31.83	94.18
Families without Children	36.59	34.48	94.24
Non-Family Households			
% Non-Family Households	29.61%	33.42%	112.88
Non-Families with Children	0	0	112.88
Non-Families without	29.61	33.42	112.88
Children			
Housing Units			
Total Housing Units	485	509	104.95%
Vacant percent	26.39%	25.93%	98.26
Owned percent	57.73%	58.15%	100.73
Rented Percent	15.88%	15.91%	100.23
Households by Size			
Avg household size	2.06	1.77	85.92%
Avg family hh size	2.46	2.14	86.99%
Avg non-family hh size	1.09	1.04	95.41%
Households By Count of			
Persons			
One	77	78	101.3%
Тwo	203	214	105.42%
Three or Four	75	82	109.33%
Five+	3	3	100%

Idaho Springs Eldorado Springs Nunn Ward Grand Lake Montrose Antonito Alamosa Westminster Leadville North Haxtun Alma Nederland Hot Sulphur Genesee Naturita Allenspark De Beque La Salle Firestone Avon Sterestone Statute for Contextual Ministry Sterestone Statute for Contextual Ministry Uta North 2012, Intercultural Institute for Contextual Ministry Uta North 2012, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15		BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES			MILES	MILES	MILES
Foreign Born Pop	64	0	206	-	Eastern Africa	0	0	0
Northern Europe	0	0	0		Middle Africa	0	0	0
Western Europe	4	0	13		Northern Africa	0	0	0
Southern Europe	0	0	0		Southern Africa	0	0	0
Eastern Europe	1	0	2		Western Africa	0	0	0
Other Europe	0	0	0		Other Africa	0	0	0
Eastern Asia	0	0	0		Oceania	1	0	2
So. Central Asia	0	0	0		Caribbean	0	0	0
SE Asia	3	0	8		Central Amer.	55	0	179
Western Asia	0	0	0		South America	0	0	0
Other Asia	0	0	0		North America	0	0	2
					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	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	319	0	1,033	Other Indo-Euro	0	0	0
Spanish	350	0	1,230	Asian/PI languages	0	0	0
Other Indo-Euro	12	0	30	Chinese	0	0	0
language				Japanese	4	0	7
French (incl. Patois,	2	0	5	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	8	0	21	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	4	0	6
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	1	0	2
Language				Other Pacific Is	0	0	0
Greek	1	0	2	Other languages	0	0	6
Russian	0	0	0	Navajo	0	0	2
Polish	1	0	2	Other Native N.	0	0	2
Serbo-Croatian	0	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	2
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

i Hot Sulphur Springs Lair

Fairplay Holyoke Black Forest Louviers Rye Coal Creek Idaho Springs Log Lane Hage Salida Founte Alenspark Manassa Eckley Dacono Naturita Gilcrest Berkley Silverthe Intercultural Institute Acres Green Welby Montrose Durango Branson Orchard City Columbin of Intercultural Institute Jor 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	0-7	7-10	10-15		ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	563	0	1,907		Irish	Irish 26	Irish 26 0
Arab	0	0	0		Italian	Italian 5	Italian 5 0
Armenian	0	0	0		Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	1	0	4		Norwegian	Norwegian 6	Norwegian 6 0
British	1	0	4		Polish	Polish 3	Polish 3 0
Canadian	0	0	0		Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0		Romanian	Romanian 0	Romanian 0 0
Czech	2	0	4		Russian	Russian 2	Russian 2 0
Czechoslovak	0	0	2		Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	6	0	13		Scotch-Irish	Scotch-Irish 3	Scotch-Irish 3 0
Dutch	4	0	12		Scottish	Scottish 6	Scottish 6 0
English	36	0	88		Slovak	Slovak 0	Slovak 0 0
European	5	0	15		Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	0	0	0		Swedish	Swedish 7	Swedish 7 0
French (not Basque)	5	0	17	S	Swiss	Swiss 6	Swiss 6 0
French Canadian	0	0	0	Ukra	ainian	ainian 0	ainian 0 0
German	58	0	143	US/Ar	merican	merican 59	merican 59 0
Greek	1	0	2	Welsh		3	3 0
Hungarian	0	0	0	West India	n	in O	in 0 0
Iranian	0	0	0	Yugoslavian		1	1 0
				Other		317	317 0

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y Sedgwick Craig Towaoc Bonanza Cortez Kit Carson Caï, ½on City Burlington Coal Creek Strasbur Sanford Hot Sulphur Springs Firestone Gold Hill Colorado Springs Atword Intercultural Institute Golden Frisco La Junta Grand Lake Commerce City Timnath Rome for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Ridgway, Logbill Village Johnstown Lakewood Center

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

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



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

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



Julesburg Stratmoor North Washington Erie Buena Vista Fairplay Larkspur Battlement Mesa Akron Flat Fort Collins Durango Byers Northglenn Hartman Steamboat Springs Intercultural Institute Hayden Center Stratton Sherrelwood Laporte Collbran Yuma Empire for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	358	100%	215	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Evans Calhan <u>Kittredge</u> Rangely Cherry Hills Village Fort Lupton Woodmoor Florence Georgetown He Hartman Pritchett Yampa Castle Pines North South Fork Walsh II <u>Intercultural Institute</u> Ouray Palisade Foxfield Berkley Dillon Fort Carson Battlement Mes Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	358	100%	215	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	14	3.91%	10	4.65%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	8	2.23%	5	2.33%
Professional Urbanites	5	1.4%	4	1.86%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	1	0.28%	1	0.47%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

heraw Acres Green Federal Heights New Castle Commerce City Ovid Cascade-Chipita Park Chevenne We Derby Sherrelwood Mount Crested Butte Mancos Meeker Fort Morgan Intercultural Institute Palmer Lake Georgetown Nucla Red Feather Lakes Florence Fountain Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Becopyright 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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	358	100%	215	100%
REMOTE AMERICA	171	47.77%	104	48.37%
Hardy Rural Fam.	171	47.77%	104	48.37%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	5	1.4%	3	1.4%
Industrious Country Living	0	0%	0	0%
America's Farmland	5	1.4%	3	1.4%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

angely Del Norte Highlands Ranch Buena Vista Eads Fraser Fort Collins Fowler Colorado Springs Lon Centennial Sedalia Rifle Ramah Raymer Eagle Manitou Springs Intercultural Institute arachute Kersey Cheyenne Wells Georgetown Woodmoor Alma Calhar for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	358	100%	215	100%
STRUGGLING SOCIETIES	168	46.93%	98	45.58%
Rugged Southern Style	168	46.93%	98	45.58%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Wheat Ridge <u>Gilcrest Evergreen Crook Mancos</u> Olney Springs Roxborough Park Aspen Park Two Bu Wheat Ridge <u>Gilcrest Evergreen Crook Mancos</u> Olney Springs Roxborough Park Aspen Park Two Bu Wheat Ridge <u>Gilcrest Evergreen Crook Mancos</u> Olney Springs Roxborough Park Aspen Park Two Bu Intercultural Institute ierce Eads Vail Julesburg Woodland Park Eldorado Springs Coal Cree Jor Contextual Ministry Cascade-Chipita Park Alamosa Federal Height 33 Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?

heraw Mountain View Pritchett Sherrelwood Norwood Idaho Springs Littleton El Jebel Frederick Olatho ans Beulah Valley Empire Dinosaur Fort Collins Steamboat Springs Bruss Intercultural Institute Downieville-Lawson-Dumont Lochbuie Rico Ramah Silver Plume Solo Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Castle Pines Padroni Fowler Granada Ryo Lake City

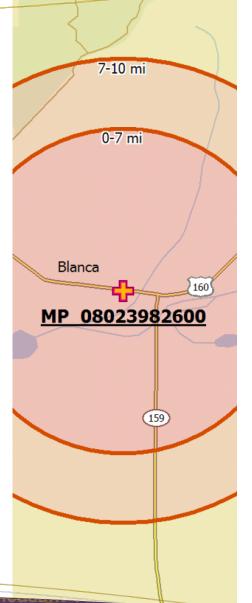
Potential Cultural Bridges

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).



wood Commerce City Boone Strasburg Alma Cimarron Hills Fruitvale Severance Bow Mar Crested Butt ade Chipita Park Louviers Westcreek Rye Basalt Milliken Edgewater thune Calhan Otis Steamboat Springs De Beque Cripple Creek Beulah Contextual 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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES			MILES	MILES	MILES
PC-HH Own	71%	70%	71%	-	Internet Use: Banking	17%	15%	17%
Use Comp. for Internet/E-mail	50%	48%	50%		Use Comp. for News/Info./Data	17%	16%	18%
Internet Use: E-Mail	42%	40%	41%		Service			
Use Comp. for Word	36%	35%	35%		Internet Use: News/ Weather	16%	18%	20%
Processing					Use Comp. for Accounting	15%	14%	13%
Use Comp. for Comp. Games	35%	34%	31%		Use Comp. for Personal	15%	14%	15%
Use Comp. for Shopping	29%	29%	30%		Financial Mngmnt			
Use Comp. for Digital Camera	28%	27%	25%		PC-Network-HH Has One	11%	11%	14%
Photo Editing					Use Comp. for Filing/DB	10%	9%	13%
HH Owns DVD Player	23%	21%	21%		Mngmnt			
Use Comp. for Education	21%	20%	23%		Internet Use: Travel	10%	11%	10%
Use Comp. for Banking	20%	18%	21%		Reservations			
					Internet Use: Play/ Download	10%	9%	7%
					Online Games			

Vona Evergreen Ault Hudson Castle Pines Moffat Kittredge Mead Berthoud Dillon Merino Fountail Swink Centennial Woodland Park Iliff Atwood Grand Lake Log Land Intercultural Institute Intercultural Institute for Sanford Boulder Silverton Frisco Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Laverage Hot Sulphur Springs Bayfield Fort Lupton Silverthorne

A Purchase

Internet Use: Shopping: Made 9%

8%

7%

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES		0-7
	MILES	MILES	MILES		MILES	
Listening To Music	61%	61%	61%	Any Ailment	71%	
Reading Books	53%	53%	51%	Gen./Fam. Practitioner	40%	
Dining Out (Not Fast Food)	48%	49%	48%	Hypertension/High Blood	26%	
Card Games	42%	41%	38%	Pressure		
Gardening	39%	38%	35%	Dentist	23%	
Go To A Beach/Lake	31%	30%	31%	Backache	22%	
Board Games	30%	29%	26%	Eye Dr.	20%	
Cooking for Fun	29%	30%	30%	Any Arthritis	19%	
Going To	20%	21%	18%	High Cholesterol	17%	
Bars/Nightclubs/Dancing				None Of These	17%	
Antique Shopping/Shows	19%	18%	15%	Arthritis (Osteoarthritis)	15%	

rior Winter Park <u>Centennial</u> Wheat Ridge Genoa Franktown Ponderosa Park Raymer Wiley Penrose W Gold Hill Granada Littleton Indian Hills Hugo Lyons Sedalia Las in <u>Intercultural Institute</u> Silverthorne Serthoud Pierce Salt Creek Louisville Manassa Holly Grand View Estate (Soutextual Ministry) ^{ur}©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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Concert	22.95%	23.29%	22.87%		Movies: Drama	Movies: Drama 18.28%	Movies: Drama 18.28% 16.95%
Live Theater	14.84%	14.67%	15.88%		Movies: Romantic Comedy	Movies: Romantic Comedy 17.03%	Movies: Romantic Comedy 17.03% 16.56%
Live Theater Most Often	13.33%	13.23%	14.07%	M	lovies: Mystery	Novies: Mystery 12.69%	Novies: Mystery 12.69% 12.23%
Country Concerts Most	10.97%	11.11%	8.96%	N	ILB Baseball Reg.	ILB Baseball Reg. 7.84%	ILB Baseball Reg. 7.84% 7.89%
Often				S	eason	eason	eason
Rock/Pop Concerts Most	7.41%	7.54%	8.33%	C	College Football Reg.	College Football Reg. 6.41%	College Football Reg. 6.41% 5.97%
Often				S	eason	eason	eason
Comedy Club	7.34%	7.23%	7.81%	NFL I	Football Reg. Season	Football Reg. Season 4.8%	Football Reg. Season 4.8% 4.41%
Movies: Action/Adventure	33.54%	31.26%	31.87%	Colleg	je Basketball Reg.	e Basketball Reg. 4.51%	e Basketball Reg. 4.51% 4.44%
Movies: Comedy	32.07%	31.79%	31.28%	Seaso	วท	วท	วท
Movies: Fam.	18.46%	17.71%	16.62%	Rode	0	o 4.15%	o 4.15% 4.66%
				Auto F	Racing Events	Racing Events 4.11%	Racing Events 4.11% 4.17%

Cunnison Lake City Clifton Seibert Moffat Commerce City Edwards Cherry Hills Village Holly Norths a Ovid Mount Crested Butte Firestone Victor Orchard City Dinosaur for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Walking for Exercise	41.41%	40.73%	40.95%
Swimming	33.81%	33.06%	31.44%
Freshwater Fishing	30.13%	29.5%	23.96%
Camping Trips	21.7%	20.45%	17.44%
Bowling	21.49%	20.79%	20.04%
Hunting	20.23%	19.2%	14.81%
Billiards/Pool	17.49%	16.83%	16.64%
Power Boating	16.46%	15.8%	12.67%
Canoeing/Kayaking	15.26%	13.9%	11.23%
Basketball	14.7%	14.3%	15.38%
Jogging/Running	14.61%	14.65%	15.35%
Golf	13.84%	14.76%	13.45%
Mountain/Road Biking	13.11%	12.76%	12.19%
Target Shooting	12.91%	13.38%	10.59%

0-7	7-10	10-15
MILES	MILES	MILES
11.88%	12.21%	11.14%
10.26%	10.76%	11.79%
9.89%	9.12%	8.72%
9.72%	9.25%	10.55%
9.41%	9.09%	9.34%
9.24%	8.69%	9.65%
9.06%	8.67%	10.79%
8.29%	8.91%	10.12%
7.66%	7.24%	5.99%
7.58%	6.49%	7.94%
7.57%	7.67%	7.02%
7.39%	7.81%	7%
7.17%	7.14%	6.37%
7.14%	7.76%	6.11%
	MILES 11.88% 10.26% 9.89% 9.72% 9.41% 9.24% 9.06% 8.29% 7.66% 7.58% 7.39% 7.17%	MILESMILES11.88%12.21%10.26%10.76%9.89%9.12%9.72%9.25%9.41%9.09%9.24%8.69%9.06%8.67%8.29%8.91%7.56%6.49%7.57%7.67%7.39%7.14%

Security-Widefield Granada Evans Niwot Vilas Penrose Crawford Saguache Hot Sulphur Springs Rifle Franktown Johnstown Aristocrat Ranchettes Granby Silt Gunbard, Mestoreek Castle Pines Nor lugo Mount Crested Butte Pagosa Springs Windsor Garden City Gold Hilver (Soutextual Ministry Keystone To Copyright 2012, Intercultural Institute for Contextual Ministry De Beque Pueblo West Dacono Fort Collins Limon

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Aerobics	6.82%	6.28%	8.26%
Roller Skating	6.39%	6.37%	6.12%
Sailing	6.19%	6.16%	5.44%
Archery	6.17%	6.26%	5.37%
Soccer	5.83%	5.97%	8.49%
Volleyball	5.82%	5.8%	7.64%
Yoga	5.05%	4.75%	5.84%
Ice Skating	4.82%	4.52%	5.12%
Snorkeling	4.57%	4.79%	5.06%
Jet Skiing	4.36%	4.38%	4.14%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Tennis	3.58%	3.88%	5.88%
Auto Racing	3.48%	3.33%	3.5%
Surfing & Windsurfing	3.25%	3.38%	3.23%
Skateboarding	3.25%	3.19%	3.27%
Hockey	2.89%	3.18%	3.75%
Rowing	2.83%	2.66%	2.87%
Snowboarding	2.79%	2.82%	3.18%
Racquetball	2.71%	2.7%	3.39%
Martial Arts	2.66%	2.53%	3.29%
Rock Climbing	2.3%	2.32%	2.67%

Parachute Florence Walsh Lincoln Park Sherrelwood Coal Creek Cimarron Hills Stratmoor East Pleasan Crestone Nunn Berkley Arriba Meridian Aristocrat Ranchettes Bayer Intercultural Institute k Hawk Elizabeth Gypsum Hooper Westminster Hillrose Snowmass Vill of Contextual Ministry er Copyright 2012, Intercultural Institute for Contextual Ministry isville Wiggins Edgewater Silt Naturita Alma Mont 40

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.



Colorado City Grand Lake Westcreek Eagle Hartman Stratton Longmon Contextual Ministry Colorado City Grand Lake Westcreek Eagle Hartman Stratton Longmon Contextual Ministry Corpyright 2012, Intercultural Institute for Contextual Ministry Corpyright 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.



La Veta Laporte Broomfield Paoli Westcliffe Stonegate Crawford South Fork Tabernash La Salle Hay Aspen Park Kersey Longmont Kiowa Ovid Black Forest Arvada Intercultural Institute Dove Creek Edgewater Vail Ignacio Olney Springs Milliken Wray Intercultural Institute Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES		BARRIERS 0-7 MILES	
Important Continue Learning New Things	52%	53%	52%	Too Much Sponsorship In Arts/Sports	• •	• •
Speak My Mind Even If It Upsets People	34%	35%	35%	If Won Lottery Would Never	-	•
Like Control Over People And Resources	34%	35%	38%			
Woman's Place Is In The Home Find It Difficult To Say No To	34% 33%	34% 33%	35% 30%	Money	Money	Money
My Kids Money Is Best Measure Of	31%	31%	31%		Rarely Sit Down to a Meal 16%	Rarely Sit Down to a Meal 16% 17%
Success Don't Judge People/Way They	30%	29%	28%	•	Happy With My Standard Of 12%	Happy With My Standard Of 12% 11%
Live Life Like To Do Unconventional	29%	29%	30%	•	We Should Strive for Equality 11%	We Should Strive for Equality 11% 11%
Things				Indulge My Kids With The Little	Indulge My Kids With The Little 10%	Indulge My Kids With The Little 10% 11%
Prefer To Have Few Possessions As Possible	29%	29%	31%	•	On Whole People Get What 10%	On Whole People Get What 10% 10%
Friends More Important Than My Fam.	23%	24%	25%	· · · · ·	More Important Do Duty Than 6%	More Important Do Duty Than 6% 6%
Marijuana Should Be Legalized Like To Pursue	20% 20%	21% 21%	22% 22%	Enjoy Life Very Happy With My Life As It		
Challenge/Novelty/Change				ls	ls	ls

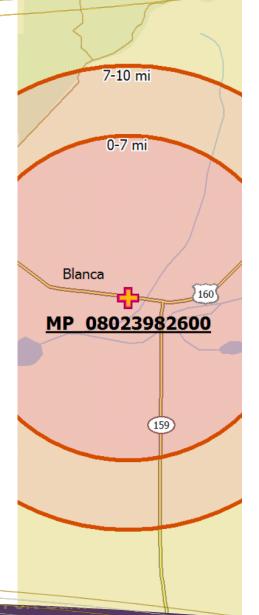
e Straspurg Leadville North All

Stonegate Greeley Lafayette Eagle-Vail Keenesburg Commerce City Intercultural Institute ur Winter Park Aspen Sedgwick Sugar City Ponderosa Park Yampa Super City Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Have a contextual Ministry Have a contextual Ministry

Potential Cultural Themes

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

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



Platteville Meridian Ciney Springs Pueblo Wheat Ridge Kit Carson Blue River Mederland Saguache Ov ort Lupton New Castle Timnath Greeley Center Coal Creek Battlement Intercultural Institute all Denver La Salle Golden Dillon Gypsum Las Animas Elizabeth Roman for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bark Sugar City Westminster Commerce City Mar44

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-- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES	THEMES	0-7 MILES	7-10 MILES	10-15 MILES
You Should Seize Opportunities	55%	55%	56%	Real Men Don't Cry	18%	17%	18%
In Life				People Have To Take Me As They	17%	17%	20%
Important To Respect Customs	55%	54%	51%	Find Me	400/	4.00/	4.00/
And Beliefs	270/	200/	250/	Looking for New Ideas To Improve	13%	13%	16%
Prefer Work Part Of Team Than Alone	31%	38%	35%	Home Try Not To Worry About The	13%	13%	14%
Important Feel Respected By	35%	35%	35%	Future	1370	1370	1470
My Peers	0070	0070	0070	Provide My Kids With The Little	11%	12%	12%
Like To Understand About	34%	35%	36%	Extras			
Nature				Worried About Pollution Caused	10%	10%	10%
Important To Juggle Various	31%	31%	32%	By Cars			
Tasks				Decor Particular Interest To Me	7%	7%	6%
Prefer To Have Few Possessions As Possible	29%	29%	31%	Enjoy Spending Time With My Fam.	7%	7%	8%
Good At Fixing Things	28%	27%	27%	Feel Very Alone In The World	6%	7%	6%
Consider Myself Interested In	25%	26%	24%	Like Spending Most Time With	5%	6%	5%
The Arts				Fam.			
Have Keen Sense Of Adventure	23%	24%	25%	Children Should Be Allowed To	5%	5%	5%
Like To Just Enjoy Life	22%	23%	23%	Express Themselves			
Is An Important Part Of Who I Am	18%	18%	16%	Would Like To Set Up Own Business	3%	4%	4%

OUTH FORK WESTCHITTE DOWNEVHIE-LAW

Cockvale Centennial Flack Hawk Aguilar Ken Caryl Yuma Glenwood Springs Clinton Leadville Leadville Kittregge Fraser Lafayette Cedaredge Genoa Mountain Village Vail Gleneagle Olney Springs Denver Keenesburg Cascade-Chipita Park Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Commerce City Oak Creek Stratmoor Roxborough 45

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.

Federal Heights Frankfown Lakeside Boone Grand Lake Nederland Blue River Felluride Castle Pines Gendale Columbine Security-Widefield Lochbuie Akron Snowmass Viller Intercultural Institute It Hooper Springfield Orchard Mesa Frisco Larkspur Kittredge Evergroup for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

7-10 mi

0-7 mi

MP 08023982600

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Blanca

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	85.37%	85.76%	85.38%
Restaurant-Visit Any			
Fam. Restaurants/Steak	78.68%	78.82%	78.76%
Houses-Visit Any			
McDonald's	56.7%	55.8%	55.62%
Burger King	36.05%	35.42%	34.84%
Subway	35.1%	34.39%	30.29%
Arby's	24.38%	24.95%	19.97%
Dairy Queen	24.26%	25.45%	22.12%
Wendy's	23.68%	23.77%	22.64%
Applebee's	23.43%	25.52%	23.46%
Taco Bell	22.85%	23.24%	25.8%
Kentucky Fried Chicken (KFC)	22.25%	23.29%	23.29%
Olive Garden	15.95%	16.55%	15.59%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Red Lobster	15.93%	16.45%	15.49%
Sonic	15.67%	15.4%	15.58%
Pizza Hut	14.83%	14.38%	16.37%
Cracker Barrel	13.55%	13.63%	11.87%
Outback Steakhouse	12.63%	11.74%	10.32%
Denny's	11.46%	12.13%	13.53%
Hardee's	10.84%	11.99%	8.81%
A and W	10.04%	9.93%	8.6%
Long John Silver's	9.24%	8.92%	9.01%
IHOP (International House Of	8.87%	8.46%	10.39%
Pancakes)			
Domino's Pizza	8.65%	8.71%	12.84%
Ponderosa Steakhouse	8.29%	7.07%	4.58%



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!



 Owmass Village
 De Beque
 Cilcrest
 Holyoke
 Colorado Springs
 Jamestown
 Yampa
 South Fork
 Pritchett

 Grass Park
 Crested Butte
 Federal Heights
 Fleming
 Hillrose
 Granada
 Intercultural Institute
 Fort Lupton

 Cress Green
 Alamosa East
 Aurora
 Nucla
 Fort Carson
 Towaoc
 Foxfield
 Foxfortextual Ministry
 Kittredge
 Granada

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 48

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	42.37%	42.57%	38.39%
Recycled products	29.14%	27.68%	25.92%
Worked as volunteer (non political)	16.22%	15.84%	13.85%
Engaged in fund raising	9.9%	10.1%	8.25%
Religious club member	8.51%	8.87%	7.67%
Church Board	6.08%	5.97%	4.88%

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Took active part in local civic	5.97%	6.11%	5.32%
issue			
Wrote to elected offcl about	5.93%	5.78%	5.24%
publ bus			
Veterans club member	5.4%	5.37%	4.65%
Fraternal order member	5.31%	5.19%	4.39%
Union member	5.2%	4.95%	4.24%
Addressed a public meeting	5.06%	4.87%	4.46%

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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.



Edwards Manitou Springs De Beque Twin Lakes Castle Rock Florence Mountain Village Durango Cherry in Pueblo West Basalt Bayfield Westcreek Fowler Air Force Academy Intercultural Institute anson Kittredge Grand Lake Ponderosa Park Aristocrat Ranchettes Roxb Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry Palmer Lake Snowmass Village Downieville-Lawson-Dur 50 Maridian Baulah Valley Vestminster Fort Lupton Rockvale Pueblo Frie Welby Stratmoor Mead Florence

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	16.58%	15.94%	14.95%
Mystery	12.54%	12.41%	11.35%
Children's Books	12.38%	12.18%	11.74%
Cookbooks	9.75%	9.83%	9.32%
Romance	6.99%	6.67%	5.87%
Religious (not Bibles)	6.75%	6.08%	6.18%
History	5.94%	5.57%	6.07%
Personal/Business	5.06%	4.6%	4.84%
Self-help			
Supermarket	4.63%	4.35%	4.88%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	53.15%	53.13%	54.08%
Gen. Editorial	39.35%	38.28%	38.13%
Service	34.08%	33.05%	31.86%
Womens	33.12%	32.33%	32.94%
Fishing/Hunting	20.58%	19.98%	16.08%
Mature Market	14.58%	14.47%	11.73%
Mens	12.62%	12.69%	13.84%
Parenthood	11.85%	12.05%	13.25%
Health	11.25%	10.61%	10.65%

Mead Vilas <u>Rangely Hooper South Fork Trinidad Moffat</u> Gypsum La Veta Fruita Berkley Faton all Silver Plume Crowley Hudson Paonia Thornton Lake City Orchard Intercultural Institute Northglenn Durango Cedaredge Louisville Eckley Lakeside Norwood Confectual Ministry Confectual Institute for Contextual Ministry Compyright 2012, Intercultural Institute for Contextual Ministry Confectual Creek Hugo Pitkin Byer 51

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	57.53%	57.18%	52.01%
Classified	40.71%	40.48%	34.94%
Editorial Page	33.78%	33.56%	28.48%
Sport	32.54%	33.46%	30.15%
Comics	32.25%	33.15%	28.98%
Business/Finance	25.78%	25.36%	23.92%
Food/Cooking	24.62%	24.23%	21.57%
TV/Radio Listings	23.93%	23.26%	21.55%
Home/Gardening	19.74%	19.46%	18.12%
Movie Listings & Reviews	19.05%	17.93%	18.63%
Science/Technology	17.98%	17.76%	15.75%
Travel	15.54%	14.88%	14.12%
Fashion	11.36%	11.32%	11.53%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	39.81%	39.65%	30.99%
Adult Contemporary	16.12%	15.78%	14.59%
CHR Contemp Hit Radio	12.19%	12.36%	15.86%
Oldies	9.8%	9.98%	9.81%
Classic Rock	9.39%	9.11%	8.64%
Rock	9.17%	9.15%	8.86%
News/Talk	7.96%	7.48%	7.61%
Variety	6.46%	6.27%	8.39%
Religious	6.42%	6.39%	6.37%
Alternative	4.73%	3.82%	4.37%
Urban Contemporary	2.75%	3.02%	7.72%
Hispanic	2.48%	2.59%	9.42%
Classic Hits	2.28%	2.55%	2.43%
All News	2.23%	2.13%	3.44%
All Talk	2.2%	2.03%	3.11%
Adult Standards	2.08%	1.96%	2.56%
Soft Contemporary	1.75%	1.54%	2.11%
Sports	1.74%	1.5%	2.41%

Empire Cold Hill Highlands Ranch Boone Ouray La Salle Pierce Woodland Park Federal Heights Reference Model Hill Highlands Ranch Boone Ouray La Salle Pierce Woodland Park Federal Heights Reference Model Hills Free Model and Park Federal Heights Reference Model Hills Free Model and Park Federal Heights Reference Model Hills Free Model and Park Federal Heights Reference Model Hills Free Model and Park Federal Heights Reference Model Hills Free Model and Park Federal Heights Reference Model Hills Free Model And Park Federal Heights Reference Model Hills Free Model And Park Federal Heights Reference Model And

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 -- 0-7 miles, 7-10 miles, 10-15 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

10-15

MILES 25.44% 23.61% 25.59%

20.35% 20.94% 22.68%

18.85% 22.56% 21.5% 19.84% 18.1%

19.2%

MULTIMEDIA: TV	0-7	7-10	10-15	MULTIMEDIA: TV	
	MILES	MILES	MILES		
Fox News Channel	66.85%	65.78%	63.82%	Subscribe Digital Cable	
Satellite Dish	49.4%	47.83%	46%	TV Info From Newspape	rs
Other Video-On-Demand	46.82%	46.4%	43.76%	TV Info From Sunday TV	/
Soapnet	43.8%	42.82%	44.91%	Magazine	
Sci-Fi Channel	43.21%	42.67%	39.46%	ESPN2	
MSNBC	37.26%	37.74%	35.22%	The Golf Channel	
Adult Pay Per View TV	33.34%	31.69%	33.92%	TCM (Turner Classic	
Nickelodeon	32.61%	32.64%	27.89%	Movies)	
Adult Swim	32.23%	32.12%	28.03%	Lifetime Movie Network	
Nick At Nite	30.63%	29.7%	26.01%	Hallmark Channel	
Comedy Central	29.37%	29.13%	27.36%	USA Network	
BET (Black Entertainment	29.18%	27.23%	24.31%	TV Info From Other	
TV)				E (Entertainment TV)	
				Lifetime	

ming Seibert Silver Plume Wheat Ridge Collbran Sedalia Granada De Beque Pritchott Lake City Rayle Otis Walden Avon Antonito Fort Carson Bethune Security-Widefield Intercultural Institute Holly Telluride Eldorado Springs Campion Iliff Deer Trail Gleneagle Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



Haswell Rocky Ford Eckley Eldora Frederick Arvada Kit Carson Westminster Kim Gleneagle Ro Fordo Springs Durango Lochbuie Littleton Golden Brookside Victor Intercultural Institute Vista Colorado City Beulah Valley Minturn Romeo Berthoud Welby Jor Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.72%	19.15%	16.84%
Medium Users (4-6)	8.11%	7.19%	8.01%
Light Users (1-3)	18.1%	18.15%	18.72%
Quintiles (20%)			
Newspaper I (Heavy)	1.01%	1.01%	0.92%
Newspaper II	0.04%	0.07%	0.14%
Newspaper III	2%	2%	2.01%
Newspaper IV	0.04%	0.06%	0.31%
Newspaper V (Light)	0.52%	0.4%	0.34%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	16.63%	16.57%	17.54%
Magazines II	4.17%	4.01%	5.02%
Magazines III	8.5%	9.09%	9.06%
Magazines IV	8.68%	8.16%	9.47%
Magazines V (Light)	0.01%	0.01%	0.01%
Outdoor I (Heavy)	6.58%	6.76%	8.19%
Outdoor II	1.52%	1.67%	2.08%
Outdoor III	2.52%	2.91%	3.14%
Outdoor IV	16.86%	16.35%	15.48%
Outdoor V (Light)	25.4%	25.7%	23.84%
Yellow Pages I	13.57%	13.04%	13.92%
(Heavy)			
Yellow Pages II	4.48%	5.1%	5.34%
Yellow Pages III	3.49%	3.41%	3.62%
Yellow Pages IV	24.43%	24.33%	24.77%
Yellow Pages V	1.56%	1.98%	2.73%
(Light)			

nca Brighton Severance Allenspark Fleming Pierce West Pleasant View Arboles Coal Creek Saguache Park Englewood Silt Swink Akron Holyoke Castle Pines South <u>Intercultural Institute</u> Stonegate Mancos Edgewater Frederick Fairplay Todd Creek Dur ^{er} Converting Ministry ^{er} Copyright 2012, Intercultural Institute for Contextual Ministry ^{er} Contextual Ministry Leadville North Sedalia Rockvale Cimarron Hills Haviture

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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.

EDIUM 0-7 7-10 10-15 M
MILES MILES MILES
adio Drive Time Quntiles TV Prime
fths / 20%) / 20%)
rive Time I & II (Heavy) 5.85% 6.52% 5.56% Prime Time I &
rive Time III (Medium) 1.97% 1.73% 1.87% Prime Time III (Me
adio IV & V (Light) 1.04% 0.82% 0.68% Prime Time IV & V (
adio Media Quntiles (fifths / TV Early/Late Fringe
0%) (fifths / 20%)
adio I & II (Heavy) 5.61% 5.78% 6.63% Fringe I & II (Heavy)
adio III (Medium) 2.62% 2.54% 3.2% Fringe III (Medium)
adio IV & V (Light) 2.63% 2.08% 3.34% Fringe IV (Light)
able TV Quntiles (fifths / TV All Day Quntiles (fifth
)%) 20%)
able I & II (Heavy) 8.71% 8.66% 10.21% All Day I & II (Heavy)
able III (Medium) 2.53% 2.69% 3.1% All Day III (Medium)
able IV & V (Light) 37.96% 36.87% 35.7% All Day IV (Light)

Columbine Lyons Ward Blanca Palisade Ault Grover Ponderosa Park Eldora East Pleasant View Stand Lake Lincoln Park Sterling Downieville-Lawson-Dumont Meeker Shark Lincoln Park Sterling Downieville-Lawson-Dumont Meeker Shark Lincoln Park Sterling Ministry Westminster Convertient Ministry Westminster Convertient Ministry Nucla Lakewood North Washington Redlands Silve 56

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	15.74%	13.95%	11.72%
6:00am - 10:00am	16.79%	16.67%	15.09%
10:00am - 3:00pm	3.62%	3.05%	4.1%
3:00pm - 7:00pm	16.43%	15.78%	15.56%
7:00pm - Midnight	16.8%	14.71%	12.8%
Midnight - 6:00am	6.51%	6.34%	6.3%
Weekend Radio			
Listeners			
Dayparts [summary]	13.92%	13.15%	12.05%
6:00am - 10:00am	3.47%	2.86%	2.62%
10:00am-3:00pm	3.58%	3.46%	4.01%
3:00pm - 7:00pm	7.81%	7.75%	6.21%
7:00pm - Midnight	7.42%	6.58%	6.23%
Midnight - 6:00am	11.28%	9.87%	8.23%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.46%	6.56%	5.92%
Saturday:	6.92%	6.17%	5.47%
8:00-11:00pm			
Sunday: 7:00-11:00pm	7.16%	6.94%	7.17%
9:00am-1:00pm	30.63%	29.7%	26.01%
9:00am-4:00pm	35.51%	34.52%	29.91%
4:00pm-7:00pm	24.3%	22.66%	24.09%
11:00pm-1:00am	42.91%	42.87%	41.99%
AVG Prime time	1.56%	1.22%	1.76%
Mon-Sun			

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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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.47%	17.33%	17.5%	Sat: 7-10am	Sat: 7-10am 12.27%	Sat: 7-10am 12.27% 11.86%
7-9am	22.85%	22.03%	20.35%	Sat: 10am-1pm	Sat: 10am-1pm 7.11%	Sat: 10am-1pm 7.11% 6.42%
9am-12noon	28.1%	27.27%	23.63%	Sat: 1-4pm	Sat: 1-4pm 16.72%	Sat: 1-4pm 16.72% 16.24%
12noon-4pm	7.41%	7.25%	6.28%	Sat: 4-6pm	Sat: 4-6pm 5.04%	Sat: 4-6pm 5.04% 4.83%
4-6pm	35.52%	36.08%	38.39%	Sat: 6-7pm	Sat: 6-7pm 1.5%	Sat: 6-7pm 1.5% 1.39%
6-7pm	19.06%	18.26%	16.7%	Sat: 7-8pm	Sat: 7-8pm 0.99%	Sat: 7-8pm 0.99% 0.74%
7-7:30pm	1.98%	1.5%	1.54%	Sat: 8-11pm	Sat: 8-11pm 6.92%	Sat: 8-11pm 6.92% 6.17%
7:30-8pm	10.04%	9.85%	10.67%	Sat: 11pm-1am	Sat: 11pm-1am 3.04%	Sat: 11pm-1am 3.04% 2.57%
8-11pm	6.46%	6.56%	5.92%	Sat: 1am-7pm	Sat: 1am-7pm 21.18%	Sat: 1am-7pm 21.18% 20.5%
11pm-12am	37.26%	37.74%	35.22%	Sun: 7-10am	Sun: 7-10am 1.06%	Sun: 7-10am 1.06% 1.09%
11pm-1am	42.91%	42.87%	41.99%	Sun: 10am-1pm	Sun: 10am-1pm 5.01%	Sun: 10am-1pm 5.01% 5.24%
1-6am	26.69%	25.8%	25.47%	Sun: 1-4pm	Sun: 1-4pm 3.61%	Sun: 1-4pm 3.61% 3.3%
				Sun: 4-7pm	Sun: 4-7pm 8.24%	Sun: 4-7pm 8.24% 8.32%
				Sun: 7-11pm	Sun: 7-11pm 7.16%	Sun: 7-11pm 7.16% 6.94%
				Sun: 11pm-1am	Sun: 11pm-1am 3.55%	Sun: 11pm-1am 3.55% 3.22%
				Sun: 1-7am	Sun: 1-7am 15.7%	Sun: 1-7am 15.7% 15.39%

Brighton Rifle Granada Paoli Twin Lakes Nederland Fowler Erie Genoa Paonia Melby Eads Rye Sectian Valley Mead Fruita New Castle Orchard City Collbran Kiowa Jaro Intercultural Institute Information Ophir Hartman Fort Carson Calhan Woodland Park Windsor Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



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

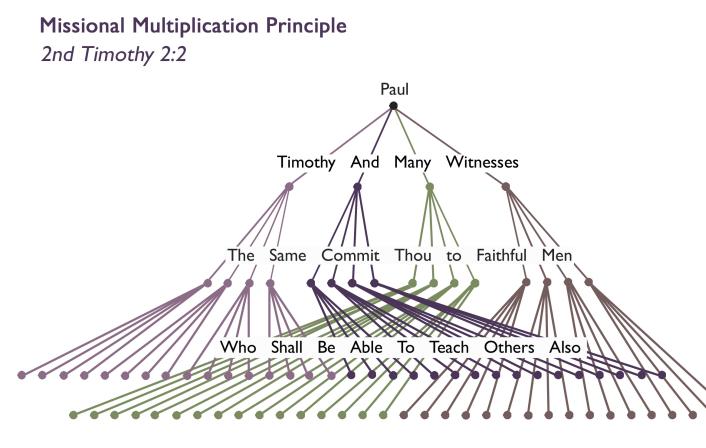
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Aurora Rocky Ford Pitkin Williamsburg Frederick Westminster Bow Mar Fairplay Ramah Nucla Columbine La Jara Collbran Julesburg Garden City Franktown Cherry Intercultural Institute Larkspur Gunnison Timnath Eldorado Springs Two Buttes Federal Hero for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



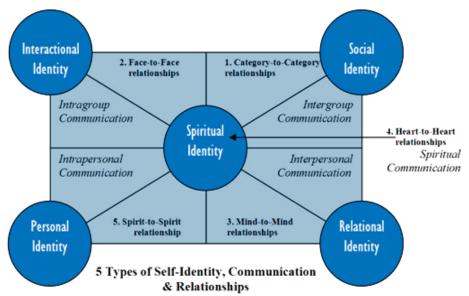
ail Louviers Milliken Orchard City Evergreen Arvada Dolores Empire Cheyenne Wells Woodland Park Field Stratton Silt Woodmoor Littleton Aristocrat Ranchettes Monument Intercultural Institute ord South Fork Manzanola Two Buttes Bow Mar Peetz Greenwood Villa for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry De Beque Pueblo La Veta Sawpit Ken Caryl Granby 61

Establishing Redemptive Relationships

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

Communication Steps

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





Your MissionSite and the Missional Suite

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

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

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



Woodmoor <u>Gunbarret Sterling The Pinery Durango Towaoc</u> Nucla Fort Lupton Salida Pitkin Olahe th Washington Glenwood Springs Deer Trail Central City Gold Hill East <u>Intercultural Institute</u> ben Montrose Federal Heights Downieville-Lawson-Dumont Grand Junctio for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual

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.

Sypsum Silverton Highlands Ranch Gunbarrel Basalt Hudson Frisco West Pleasant View Cherry Hills Villa eak Pueblo Yampa Dolores Gold Hill Parachute Sedalia Colorado City Cherry Monte Vista Long wards Downieville-Lawson-Dumont Sugar City Ordway Mancos Pondero Contextual Institute for Contextual Ministry Para Mountain Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Contextual Contextual Ministry Contextual Contextual Contextual Contextual Ministry Contextual Contextual Contextual Contextual Contextual Ministry Contextual Conte



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