MissionSite top unreached locations

Lochbuie Beulah Valley Centennia COLLBRAN, CO and View Esta

ra

Dov

e North

Ils Orchard Mesa Commerce City Dacono RaymeceNSUS TRACT: 08077001800 Fort Morgan Multip Vanchettes Arboles Loghill Village We REGION: Western Colorado Swink Eliza okedale Rocky Ford Air Force Academy ASSOCIATION: Grand Valley Meeker Ophir Blue River Crowley Walden De Beque COUNTY: Mesado Springs Silverton Ward La Ju w Castl^{In partnership with the:} City Silt Genesee Flagler HartmaSITESCAPE: Countryscape ollbran Crestone Cas Intercultural Institute La Veta Columbine for Contextual Ministrys Simla Jamestown COLORADO Baptists Oak Cre Steamboat Springs at ©CopyrighB2012, Intercultural Institute for Contextual Ministry Lane Village Julesburg Florence Stratmoor Castle Pines

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

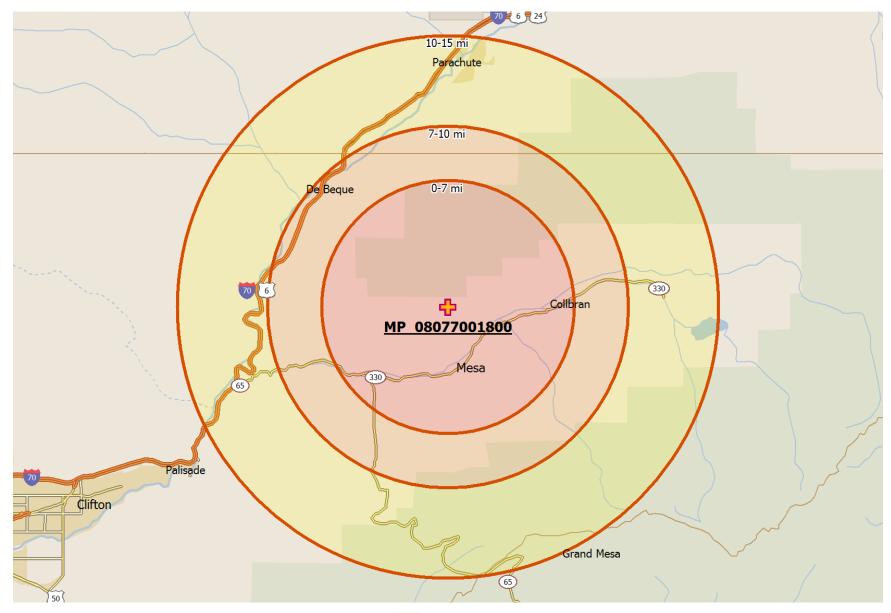
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	08A03	Grand Valley
3	County Location	08077	Mesa
4	Zipcode	81624	Mesa
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.1	Remote Areas
7	Sitescape Subgroup	1.13	Remote area adjacent to a small town
8	Sitescape Density Pattern	E2	0-10000-0



Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Ramah Estes Park Gunbarrel Grand View Estates Fort Lupton Centennial Thornton Boulder Evans Bla An Vall Rifle Sheridan Lake Marble Pueblo Eagle-Vail Pagosa Springs Intercultural Institute Cedaredge Strasburg Indian Hills Rockvale Julesburg Arvada Frankto Intercultural Institute for Contextual Ministry An 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 /	СО	EXPLANATION
	URBAN	DE	
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

LOVEIANG UAK LIEEK PAGIOIH Sail G

Downley lie-Lawson-Burnont Springfield Breckenridge Sherrelwood La Junta Hiottat Pueblo Victor Be Faol Parker Greenwood Village Glendale Merino Northglenn Gilcres Intercultural Institute nassa Pritchett Coal Creek La Jara Superior Crawford Collbran Red Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	1,716	211	3,265
2010 Households	572	85	1,197
2010 Group Quarters Population	173	6	25

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	0	7	0
Language Diversity National Index	0	37	0
Foreign Born Diversity National Index	0	61	0
Ancestry Diversity National Index	0	94	0
Racial Diversity National Index	0	28	0

Olney Springs Empire Bow Mar The Pinery Montezuma Rico Basalt Hudson Fruitvale Rocky Ford Herey Wray Crook Cherry Hills Village Grand Junction Northglenn Saw Intercultural Institute Section San Luis Downieville-Lawson-Dumont Mancos Derby Battlemen For Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Con

Site Location Summary - County Environment

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

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

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

Central City Two Buttes Todd Creek Hotchkiss Laporte Bethune Larkspur Columbine Valley Everge Field Lamar Nucla Leadville Vilas Flagler Ken Caryl Vona Saguacher Intercultural Institute Tountain Falls Sheridan Lake Fort Carson North Washington Highlands Ray 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	25	4.37%
Mainstay Communities	Established, Diverse Households	160	27.97%
Working Communities	Blue-collar, Working Families	42	7.34%
Country Communities	Rural, Agri. & Mining Families	346	60.49%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Upton Iliff Kiewa Parachute Erie Eagle-Vail Ouray Holly Littleton Monument Greenwood Village Ore Kersey Salt Creek Acres Green Ward Trinidad Milliken Pritchett Red Feather Lakes Crawford Thornton Perry Park West Pleasant View for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Valley Victor Feckley Silverton Dacono Cate Yon City, Carbondale, Fort Carson, Mount Crested Butte, Edw

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.

tonegate Acres Green West Pleasant View Sugar City Rico Pritchett Julesburg Black Forest Craig Ovie The Log Lane Village Ponderosa Park Vilas Ouray Breckenridge Marbler Pocky Ford Fowler Collisian Sheridan Lake Denver Avon Buena Vista Yuma Salida Penrose Ford for Contextual Ministry 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?

Monte Vista <u>Nederland Lone Tree Centennial Avondale Iliff</u> Eldorado Springs Palisade Simla Fort Greede Colorado Springs Edgewater Williamsburg Ault Platteville <u>Intercultural Institute</u> Sheridan Sawpit Cimarron Hills Bow Mar Orchard Mesa Fraser <u>Jor Contextual Ministry</u> ew Estates Du Contextual Ministry Highland 10 Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 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	38,457	361	0.94%
Unreached %	67.44%	63.08%	93.53
Religious But NOT Evangelical HH	8,249	55	0.67%
Religious But NOT Evangelical %	14.47%	9.63%	66.55
Spiritual But NOT Relig or Evang HH	6,662	59	0.88%
Spiritual But NOT Relig or Evang %	11.68%	10.29%	88.05
Not Evangelical, Not Interested HH	23,545	247	1.05%
Not Evangelical, Not Interested %	41.29%	43.17%	104.56



Dacono Blue River Castle Rock Downieville-Lawson-Dumont Black Hawk Otis Collifering Ignacio Cliffor Figgins Parker Silverton Blanca Eckley Woodmoor Idaho Springs Intercultural Institute Cedaredge Cimarron Hills Mountain View Walsenburg Pueblo West Bas For Contextual Ministry Contextual Ministry 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	5,238	40	0.76%
Active Evangelical Percent	9.19%	10.62%	115.57
Inactive Evangelical Households	13,328	101	0.76%
Inactive Evangelical Percent	23.37%	27.01%	115.57
# New Churches Needed	29	0	0.65%





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.

Hooper Basalt Ouray Sheridan La Jara Kersey Naturita Del Norte Eaton Log Lane Village Silt And Federal Heights Branson Loghill Village Commerce City Paonia Laker Intercultural Institute incoln Park Edwards New Castle Eads Cokedale Larkspur Paoli East for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Colorado Springs Dacono Silver Plume Norwood Co

Residential Non-Apt.

Business

Residential Apt.

20,000

Residential

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 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	DEM	OSCAPE	COUNTY	BAND	% OF
1990 Population	93,145	1,244	1.34%	1990	Households	36,249	403	1.11%
2000 Population	116,255	1,484	1.28%	2000	Households	45,823	510	1.11%
2010 Population	149,995	1,716	1.14%	2010	Households	57,023	572	1%
Location Types in this MissionSite							/pe	0-7mi Bar
🔲 0-7mi Band	🗌 7-10m	ii Band 🛛 🛛	🗖 10-15mi Bar	d 📃 County		Residential	•	309
80,000					Residential ,	Apt.	18	
60,000							Non-Apt.	291
00,000						Business		8
40,000						Seasonal		0

Colorado Springs Columbine Gold Hill Orchard City Manassa Hartman Norwood Estes Park Kersey All Avondale Grand Lake Sherrelwood Woodland Park La Jara Walden Intercultural Institute Theat Ridge Golden Orchard Mesa Sedgwick Littleton Thornton Sagua Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

USPS Residential

Seasonal

USPS Business

USPS Residential

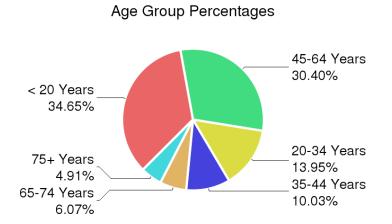
USPS Business

71

2

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.

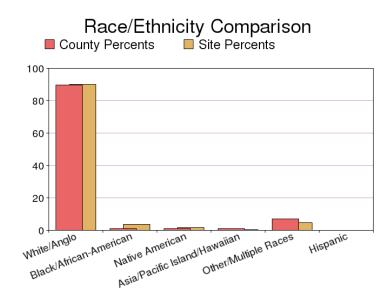


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.69%	3.44%	60.46
4-5 Years	2.76%	1.52%	55.07
6-8 Years	4.09%	3.55%	86.8
9-11 Years	3.91%	5.19%	132.74
12-13 Years	2.51%	3.73%	148.61
14-17 Years	5.05%	9.03%	178.81
18-19 Years	2.5%	8.16%	326.4
0-5 Years	8.45%	4.95%	58.58
6-12 Years	9.25%	10.43%	112.76
13-19 Years	8.81%	19.23%	218.27
< 20 Years	26.51%	34.61%	130.55
20-34 Years	20.84%	13.93%	66.84
35-44 Years	11.46%	10.02%	87.43
45-64 Years	26.18%	30.36%	115.97
65-74 Years	7.96%	6.06%	76.13
75+ Years	7.05%	4.9%	69.5
Median Age	37	40	106.47
Median Age (Male)	36	41	113.41
Median Age (Female)	39	41	104.48

Hugo Kittredge Silverton Empire Eckley Montezuma Fleming Johnstown Eric Limon Paonia Frances - Hugo Kittredge Silverton Empire Eckley Montezuma Fleming Johnstown Eric Limon Paonia Frances - Hotel Snowmass Village Arboles Palmer Lake Cripple Creek Bonanza - Intercultural Institute in Stock - Intercultural Institute for Contextual Ministry - George Park Acres Green Branson Grand View 15

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	89.74%	89.98%	100.26
Black, African-American	1.15%	3.55%	310
Native American	1.08%	1.52%	140.55
Asian	0.76%	0.23%	30.51
Pacific Island, Hawaiian	0.11%	0%	0
Other/Multiple Races	7.16%	4.72%	65.89
Hispanic	0%	9.15%	0
Education of Adults (25 yrs+)			

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	100,377	1,039	
Less than 9th Grade	4.32%	2.6%	166.15
No High School Diploma	9.48%	9.82%	96.58
High School Graduate	31.08%	35.42%	87.74
Some College, no degree	24.74%	30.61%	80.85
Associate Degree	7.6%	6.26%	121.54
College Degree	15.08%	10.01%	150.7
Graduate/Prof. degree	7.69%	5.29%	145.29

Villiamsburg Loghill Village Hillrose Loveland Fountain Colorado City Bayfield Wheat Ridge Walden Ne en Gypsum Steamboat Springs Salida Rifle Calhan Greeley Genoa Intercultural Institute ville Telluride Lakewood Columbine Avon Otis Vilas Meeker Dolore for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 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	6.87%	7.69%	107.67
\$10,000 to \$19,999	12.48%	14.51%	116.29
\$20,000 to \$29,999	12.91%	14.69%	113.79
\$30,000 to \$49,999	24.54%	19.93%	81.22
\$50,000 to \$59,999	8.96%	6.47%	72.17
\$60,000 to \$69,999	7.94%	8.57%	107.95
\$70,000 to \$79,999	6.07%	5.24%	86.44
\$80,000 to \$89,999	4.52%	5.42%	119.92
\$90,000 to \$99,999	2.87%	3.32%	115.64
\$100,000 to \$124,999	5.14%	4.02%	78.26
\$125,000 to \$149,999	2.7%	4.37%	162.15
\$150,000 to \$199,999	2.22%	2.27%	102.53
\$200,000 to \$249,999	0.51%	0.87%	170.7
\$250,000 or more	2.29%	2.45%	106.95
Median Household	43,805	47,951	109.46
Average Household	58,600	61,936	105.69
Per Capita Household	23,120	20,686	89.47
Family/Non-Family Household			
Income			
Median Family Income	52,736	55,321	104.9
Average Family Income	69,359	66,358	95.67
Median Non-Family Income	27,620	33,023	119.56
Average Non-Family Income	35,543	30,473	85.74

Rockvale Lakeside Grover Tabernash Walden Littleton Simla Dove Creek Grand Lake Loghill Villag Tel Norte Palisade Fruitvale Red Cliff Florence Rangely Gleneagle Dover Intercultural Institute Idora Stonegate Trinidad Dacono Haxtun Cheyenne Wells Lyons Nuc Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contex

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	68.18%	72.9%	106.92
Families with Children	32.26%	33.57%	104.06
Families without Children	35.93%	39.34%	109.49
Non-Family Households			
% Non-Family Households	31.82%	27.1%	85.17
Non-Families with Children	0.4	0	0
Non-Families without Children	31.42	27.1	86.25
Housing Units			Index
Total Housing Units	61,200	727	
Vacant percent	6.83%	21.32%	312.38
Owned percent	67.75%	61.21%	90.35%
Rented Percent	25.42%	17.61%	69.25
Households by Size			Index
Avg household size	2.57	2.70	105.06
Avg family hh size	3.13	3.18	101.6
Avg non-family hh size	1.38	1.39	100.72
Households By Count of Persons			Percent
One	14,905	137	0.92%
Two	18,871	201	1.07%
Three or Four	17,352	153	0.88%
Five+	5,895	82	1.39%

nrose Northglenn Fountain Ordway Romeo Loveland Lamar Estes Park Avon Broomfield Peetz Roc Table Hooper Genesee Frederick Merino Trinidad Foxfield Crawford Intercultural Institute Simla Securi ans Bethune Cripple Creek Pueblo Grand Junction Carbondale Grover for Contextual Ministry ¹⁰ Contextual Mi

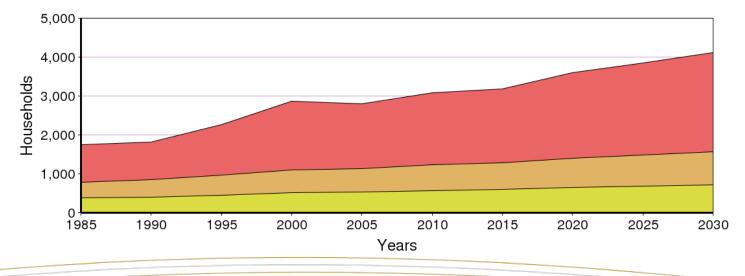
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile 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	93,145	1,244	1.34%
2000 Population	116,255	1,484	1.28%
2010 Population	149,995	1,716	1.14%
2015 Population	169,496	1,863	1.1%

Household Change from 1985 to 2030

🗖 0-7mi Ring 👘 🗖 0-10mi Ring

📕 0-15mi Ring

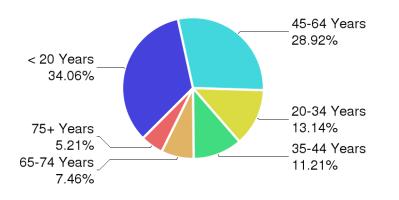


Jara Frederick Norwood Hillrose Golden Ken Caryl Manitou Springs Fraser Manassa Vilas Crested Be View Swink Olathe Indian Hills Durango Del Norte Orchard City Superior Fiderado Springs Lake City Haxtun Lincoln Park Basalt Pueblo Cripple Creek Boone Two But for Confectual Ministry © Copyright 2012, Intercultural Institute for Contextual Ministry Commerce City Paonia Alamosa East Snowmass Villag 19 Copyright 2012, Intercultural Institute for Contextual Ministry Commerce City Paonia Alamosa East Snowmass Villag 19

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

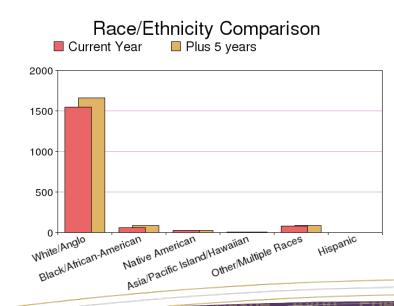


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.44%	2.9%	84.3
4-5 Years	1.52%	1.66%	109.21
6-8 Years	3.55%	3.86%	108.73
9-11 Years	5.19%	4.99%	96.15
12-13 Years	3.73%	3.27%	87.67
14-17 Years	9.03%	9.23%	102.21
18-19 Years	8.16%	8.16%	100
0-5 Years	4.95%	4.56%	92.12
6-12 Years	10.43%	10.36%	99.33
13-19 Years	19.23%	19.16%	99.64
< 20 Years	34.61%	34.08%	98.47
20-34 Years	13.93%	13.15%	94.4
35-44 Years	10.02%	11.22%	111.98
45-64 Years	30.36%	28.93%	95.29
65-74 Years	6.06%	7.46%	123.1
75+ Years	4.9%	5.21%	106.33
Median Age	37	41	110.85
Median Age (Male)	36	42	117.64
Median Age (Female)	39	41	106

Puitvale Thornton Indian Hills Seibert South Fork Eaton Fort Garland Estes Park Log Lane Village Sector Hage Genoa Sheridan Granada Blanca Fort Morgan Victor Cascare Intercultural Institute East Pleasant View Columbine Westcliffe Black Forest Broomfield North Intercultural Institute Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Milliken Greeley Lakewood Cortez Dillon Stonega 20

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

For each category both the current year and the projected percents for the 0-7 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	89.98%	89%	98.91
Black, African-American	3.55%	4.51%	126.84
Native American	1.52%	1.61%	106.28
Asian	0.23%	0.16%	69.08
Pacific Island, Hawaiian	0%	0.05%	0
Other/Multiple Races	4.72%	4.72%	100.07
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,039	1,141	
Less than 9th Grade	2.6%	2.63%	101.18
No High School Diploma	9.82%	10.25%	104.45
High School Graduate	35.42%	35.5%	100.22
Some College, no degree	30.61%	29.89%	97.65
Associate Degree	6.26%	6.57%	105.07
College Degree	10.01%	9.82%	98.07
Graduate/Prof. degree	5.29%	5.35%	100.99

o Buttes Meridian Grand Lake Gypsum Ken Caryl Woodmoor Wellington Commerce City Fort Lupton A Grand Junction Nucla Severance Timnath Evergreen De Beque North Intercultural Institute Swink Trinidad Fort Collins Vilas Williamsburg Federal Heights Pen Contextual Ministry Gae Copyright 2012, Intercultural Institute for Contextual Ministry Gae Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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	7.69%	5.7%	74.16
\$10,000 to \$19,999	14.51%	12.08%	83.25
\$20,000 to \$29,999	14.69%	15.1%	102.83
\$30,000 to \$49,999	19.93%	20.13%	101.02
\$50,000 to \$59,999	6.47%	6.54%	101.16
\$60,000 to \$69,999	8.57%	8.56%	99.89
\$70,000 to \$79,999	5.24%	6.88%	131.16
\$80,000 to \$89,999	5.42%	5.37%	95.97
\$90,000 to \$99,999	3.32%	4.19%	126.28
\$100,000 to \$249,999	4.02%	3.69%	91.8
\$125,000 to \$149,999	4.37%	5.7%	130.52
\$150,000 to \$199,999	2.27%	2.01%	88.59
\$200,000 to \$249,999	0.87%	0.67%	76.78
\$250,000 or more	2.45%	2.85%	116.54
Median Household	47,951	52,828	110.17
Average Household	61,936	68,797	111.08
Per Capita Household	20,686	22,049	106.59
Family/Non-Family Household			
Income			
Median Family Income	55,321	56,732	102.55
Average Family Income	66,358	73,805	111.22
Median Non-Family Income	33,023	36,859	111.62
Average Non-Family Income	30,473	31,415	103.09

Holly Platteville East Pleasant View Seibert Aspen Park Fowler Wray Las Animas Alma Strasburg Fleming Glenwood Springs Victor Sheridan Lake Black Hawk Cimarron Institute Intercultural Institute Colorado City Nunn Sheridan Jamestown Garden City Sherrelwood Ran for Contextual Ministry pur Basalt Date Copyright 2012, Intercultural Institute for Contextual Ministry Comment Masa Steamboat Springs Franktown Westcreek Saguache Pritchett Applewood Cortez Aurora

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	72.9%	72.48%	99.43
Families with Children	33.57	32.89	97.97
Families without Children	39.34	40.27	102.37
Non-Family Households			
% Non-Family Households	27.1%	27.52%	101.55
Non-Families with Children	0	0	101.55
Non-Families without	27.1	27.52	101.55
Children			
Housing Units			
Total Housing Units	727	758	104.26%
Vacant percent	21.32%	21.37%	100.24
Owned percent	61.21%	61.08%	99.79
Rented Percent	17.61%	17.55%	99.66
Households by Size			
Avg household size	2.70	2.84	105.19%
Avg family hh size	3.18	3.39	106.6%
Avg non-family hh size	1.39	1.38	99.28%
Households By Count of			
Persons			
One	137	142	103.65%
Two	201	176	87.56%
Three or Four	153	170	111.11%
Five+	82	109	132.93%

Ford Burlington Keystone Eads Clifton Walden Telluride Kim Meeker Padroni Basalt Edgewater G Eranson Monte Vista Nunn Dacono Twin Lakes Acres Green De Bequer Intercultural Institute Mead Central City Fruita Craig Firestone Granby Silver Cliff Rye Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15	BORN IN:	0-7	7-10	10-1
	MILES	MILES	MILES		MILES	MILES	MILE
Foreign Born Pop	39	0	52	Eastern Africa	0	0	0
Northern Europe	3	0	4	Middle Africa	0	0	0
Western Europe	3	0	4	Northern Africa	0	0	0
Southern Europe	1	0	2	Southern Africa	0	0	0
Eastern Europe	4	0	6	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	0	0	Oceania	3	0	4
So. Central Asia	0	0	0	Caribbean	0	0	0
SE Asia	10	0	13	Central Amer.	5	0	7
Western Asia	0	0	0	South America	8	0	10
Other Asia	0	0	0	North America	2	0	2
				Born at sea	0	0	0

Westminster Yampa Eads Red Feather Lakes Dacono Durango Williamsburg Clifton Loghill Village H Victor Kiowa Olathe Ridgway Applewood Sherrelwood Hot Sulphur Intercultural Institute Cai; ½on City Lincoln Park Beulah Valley Keystone Morrison Gunni (or Contextual Ministry de Copyright 2012, Intercultural Institute for Contextual Ministry Cais Apple Contextual Ministry Contextual Ministry Cais Apple Contextual Ministry Contextual Ministry Contextual Ministry Cais Apple Contextual Ministry Contextual Minis

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	1,101	0	2,746	Other Indo-Euro	0	0	0
Spanish	45	0	103	Asian/PI languages	0	0	0
Other Indo-Euro	36	0	71	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	8	0	16	Korean	0	0	0
Cajun)				Mon-Khmer,	13	0	13
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	12	0	23	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	5	0	9	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	23	0	23
Russian	1	0	2	Navajo	13	0	13
Polish	8	0	16	Other Native N.	10	0	10
Serbo-Croatian	0	0	0	American			
Other Slavic Language	1	0	2	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	1	0	3				

Craig Eldorado Springs Delta Lafayette Holly Ken Caryl Walsenburg Walsh Roxborough Park Leads The Parker Simla Redlands Aspen Park Meridian Basalt Timnath Intercultural Institute n City Blanca Rockvale Granby Winter Park Olney Springs Mountain V Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15	ANCESTRY	0-7
	MILES	MILES	MILES		MILES
eporting ancestry	823	0	2,011	Irish	87
rab	0	0	0	Italian	18
menian	0	0	0	Lithuanian	7
strian	1	0	3	Norwegian	31
lish	5	0	13	Polish	16
nadian	0	0	0	Portuguese	3
patian	1	0	3	Romanian	0
ch	1	0	3	Russian	2
echoslovak	2	0	4	Scandinavian	1
nish	13	0	32	Scotch-Irish	16
ch	21	0	51	Scottish	33
glish	132	0	323	Slovak	0
opean	15	0	36	Subsaharan African	0
nish	4	0	10	Swedish	22
nch (not Basque)	21	0	51	Swiss	2
ench Canadian	9	0	21	Ukrainian	1
erman	127	0	311	US/American	85
reek	0	0	0	Welsh	5
ungarian	6	0	15	West Indian	0
anian	0	0	0	Yugoslavian	1
				Other	135

Olney Springs <u>Kremmling</u> Orchard City Towaoc Blanca Greeley Silverthome Hillrose Stratton Nerwood Las Animas Eldorado Springs Campion Ouray Marble Genoa Fairpland Intercultural Institute ton Dacono Byers Ault Franktown Salt Creek Brush Calhan West Por Intercultural Institute of Contextual Ministry Contextual Ministry Constrained Franktown Craig 26

Garue

Lonamont

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?

Castle Pines West Pleasant View Swink Columbine Valley Laporte Alamosa Cherry Hills Village Denver Valsenburg Twin Lakes Padroni Manzanola Olney Springs Ordway Winter Intercultural Institute ia Littleton Meeker Ward Wiley Vail Manitou Springs Morrison Campon Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry Womelsdorf (Coalton) Sawpit Aristocrat Banchettes Mana

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?

ederland Battlement Mesa Alamosa East Blue River Evergreen Brush Centennial Empire Nucla Aguilar Leghti Village Eagle-Vail Hugo Buena Vista Rifle Bayfield La Junta Grand View Estates Kit Carson Hotchkiss Two Buttes Hudson Jamesto Joi Confectual Institute Coopyright 2012, Intercultural Institute for Contextual Ministry Pitkin Red Cliff Yampa Hillrose Paonia Fort Morgan 28

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.



Buttes Holly Acres Green Franktown Meridian Kersey Larkspur Simla Deer Frail Eads Eaton Air Fo Sherrelwood Holyoke Idaho Springs Monte Vista Haxtun Evergreen intercultural Institute lotchkiss Thornton Ponderosa Park Cheyenne Wells Stratmoor Crowley for Confectual Ministry Strasburg Of 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	572	100%	361	100%
AFFLUENT SUBURBIA	7	1.22%	6	1.66%
America's Wealthiest	7	1.22%	6	1.66%
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	18	3.15%	13	3.6%
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	18	3.15%	13	3.6%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	160	27.97%	103	28.53%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	65	11.36%	42	11.63%
Urban Optimists	0	0%	0	0%
Family Convenience	95	16.61%	61	16.9%
Mid-Market Enterprise	0	0%	0	0%

Cherry Hills Village Aspen Park Eldora Campion Jamestown El Jebel Lake City Montezuma Bayfield B Colorado City Firestone Arvada Lakewood Kit Carson Twin Lakes <u>Intercultural Institute</u> Platteville Orch Edgewater Vona Alma Cripple Creek Aurora Salt Creek Brush Crook Joi Confectual Ministry Sugar City Larkspur Battlement Mesa Pueblo Sterli 30 Copyright 2012, Intercultural Institute for Contextual Ministry Sugar City Larkspur

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	572	100%	361	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	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	42	7.34%	28	7.76%
Steadfast Conservative	31	5.42%	21	5.82%
Moderate Conventionalists	11	1.92%	7	1.94%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

HOUT MOUNTAIN PAILS CRAWTORD DOIORES GROOK OULAY T

wood Village Ophin Parachute Montezuma Two Buttes Campion Womelsdorf (Coalton) Manitou Springs de West Pleasant View Ward Seibert Snowmass Village The Pinery Peers Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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	572	100%	361	100%
REMOTE AMERICA	49	8.57%	30	8.31%
Hardy Rural Fam.	49	8.57%	30	8.31%
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	297	51.92%	181	50.14%
Industrious Country Living	101	17.66%	69	19.11%
America's Farmland	196	34.27%	112	31.02%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Fort Collins Avondate Lake City Indian Hills Holyoke West Pleasant View Johnstown Cortez Manzak Basalt Raymer Naturita Gilcrest Parker Glenwood Springs Atwood Intercultural Institute Antonito Campion Wiggins Aguilar Flagler Winter Park Nunn Lavie 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	572	100%	361	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	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%

mpire Naturita Oak Creek Genesee Walden Julesburg Lamar Central City Pierce Ouray Hooper Win Sheridan Swink Eaton Kremmling Branson Edgewater Strasburg <u>Intercultural Institute</u> Village Village Alamosa East Telluride Cottonwood Yampa Northglenn Fowler Flor *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?

Foxfield

Cokedale

Bethune

Stonegate

Carbondale

extual Ministryburg

Parachute

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).



Leadville North Greede Stratmoor Grand Junction Twin Lakes Branson Gilcrest Acres Green Womelsde Fitkin Raymer Hot Sulphur Springs Gleneagle Alamosa East Applew Intercultural Institute Cheraw Blue River Louisville Victor Las Animas Columbine Valley To Gottextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Cortez Fagle-Vail Crawford Berthoud Trinidad Range

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	
	MILES	MILES	MILES		MILES	MILES	
PC-HH Own	76%	75%	74%	Internet Use: Banking	27%	27%	
Use Comp. for Internet/E-mail	63%	62%	59%	Use Comp. for News/Info./Data	a 26%	26%	
Internet Use: E-Mail	52%	51%	46%	Service			
Use Comp. for Word	44%	44%	37%	Internet Use: News/ Weather	25%	25%	
Processing				Use Comp. for Accounting	19%	18%	
Use Comp. for Comp. Games	44%	45%	44%	PC-Network-HH Has One	17%	17%	
Use Comp. for Shopping	39%	39%	33%	Internet Use: Shopping: Made	A 15%	14%	
Use Comp. for Digital Camera	39%	39%	36%	Purchase			
Photo Editing				Use Comp. for Filing/DB Mngm	nnt 15%	15%	
Use Comp. for Banking	35%	34%	30%	Use Comp. for Personal Finance	cial 14%	14%	
Use Comp. for Education	33%	33%	30%	Mngmnt			
HH Owns DVD Player	28%	29%	28%	Internet Use: Shopping: Gathe	red 11%	11%	
				Info. for Shopping			

Fairplay Superior Welby Ovid De Beque Idaho Springs Evans Mancos Blue River Eads Paoli G ora Durango Parker Fort Lupton Ken Caryl Sedalia Arboles Silt Green Intercultural Institute El Jebel Colorado Springs Eagle-Vail Sugar City Dinosaur Penrose Stor Intercultural Institute amplon Mounta ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Dinosaur Penrose Stor Contextual Ministry Contextual

Internet Use: Research/ Education 10%

10%

9%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 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.

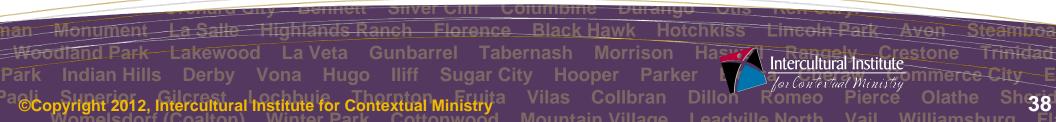
BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	67%	67%	66%
Dining Out (Not Fast Food)	60%	60%	58%
Reading Books	50%	50%	49%
Card Games	47%	47%	45%
Gardening	42%	43%	42%
Go To A Beach/Lake	39%	39%	37%
Board Games	35%	35%	33%
Cooking for Fun	35%	36%	37%
Photography	21%	22%	21%
Going To	21%	20%	19%
Bars/Nightclubs/Dancing			

MILES		
	MILES	MILES
67%	67%	70%
43%	43%	41%
27%	28%	29%
23%	23%	23%
21%	21%	21%
21%	21%	18%
19%	19%	21%
18%	18%	20%
17%	17%	16%
15%	16%	17%
	57% 13% 27% 23% 21% 21% 9% 8% 7%	67% 67% 13% 43% 27% 28% 23% 23% 21% 21% 21% 21% 19% 19% 18% 18% 17% 17%

Centennial Nucla Pitkin Morrison Ken Caryl Greenwood Village Westcreek Grand Junction Byers Se Towaoc Black Forest Fort Carson Walden Blue River Johnstown Contextual Ministry 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	22.22%	21.66%	23.32%		Movies: Romantic Comedy	Movies: Romantic Comedy 17.87%	Movies: Romantic Comedy 17.87% 17.58%
Live Theater	17.58%	17.73%	16.36%		Movies: Drama	Movies: Drama 14.47%	Movies: Drama 14.47% 14.04%
Live Theater Most Often	15.18%	15.45%	14.43%		Movies: Mystery	Movies: Mystery 12.36%	Movies: Mystery 12.36% 12.41%
Rock/Pop Concerts Most	10.88%	10.57%	10.9%		MLB Baseball Reg.	MLB Baseball Reg. 8.28%	MLB Baseball Reg. 8.28% 7.69%
Often					Season	Season	Season
Comedy Club	8.01%	7.94%	7.09%		College Football Reg.	College Football Reg. 7.3%	College Football Reg. 7.3% 6.86%
Country Concerts Most	7.56%	7.35%	8.72%		Season	Season	Season
Often					NFL Football Reg. Season	NFL Football Reg. Season 6.01%	NFL Football Reg. Season 6.01% 5.63%
Movies: Action/Adventure	37.23%	36.97%	36.95%		College Basketball Reg.	College Basketball Reg. 4.75%	College Basketball Reg. 4.75% 4.53%
Movies: Comedy	36.19%	35.34%	34.76%		Season	Season	Season
Movies: Fam.	20.9%	20.61%	18.88%		Rodeo	Rodeo 4.24%	Rodeo 4.24% 3.92%
					Auto Racing Events	Auto Racing Events 3.38%	Auto Racing Events 3.38% 3.21%



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	BRIDG	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	42.56%	42.29%	39.64%	Baseba	Baseball	Baseball 11.71%	Baseball 11.71% 11.62%
Swimming	34.61%	34.89%	34.12%	Using	Using Cardio	Using Cardio 11.42%	Using Cardio 11.42% 11.21%
Freshwater Fishing	27.07%	27.14%	24.36%	Machir	Machine	Machine	Machine
Bowling	23.43%	23.21%	20.73%	Softba	Softball	Softball 10.75%	Softball 10.75% 11.24%
Camping Trips	22.71%	22.96%	18.99%	Station	Stationary Cycling	Stationary Cycling 10.56%	Stationary Cycling 10.56% 10.79%
Hunting	20.47%	21%	17.7%	Power	Power Boating	Power Boating 10.46%	Power Boating 10.46% 10.92%
Billiards/Pool	17.47%	16.85%	16.69%	Horset	Horseback Riding	Horseback Riding 9.9%	Horseback Riding 9.9% 10.04%
Golf	16.91%	16.61%	14.94%	Footba	Football	Football 9.69%	Football 9.69% 9.56%
Basketball	16.06%	15.8%	15.53%	Volley	Volleyball	Volleyball 9.41%	Volleyball 9.41% 9.41%
Mountain/Road Biking	15.9%	16.42%	16.02%	Canoe	Canoeing/Kayaking	Canoeing/Kayaking 9.11%	Canoeing/Kayaking 9.11% 9.49%
Weight Training	15.53%	15.32%	13.96%	Motoro	Motorcycling	Motorcycling 8.5%	Motorcycling 8.5% 8.6%
Target Shooting	14.18%	15.19%	13.64%	Archer	Archery	Archery 7.88%	Archery 7.88% 8.25%
Jogging/Running	13.57%	13.67%	13.43%	Saltwa	Saltwater Fishing	Saltwater Fishing 6.86%	Saltwater Fishing 6.86% 7.03%
Backpacking/Hiking	12.1%	12.45%	11.72%	Aerobi	Aerobics	Aerobics 6.73%	Aerobics 6.73% 6.63%
				Snown	Snowmobiling	Snowmobiling 6.66%	Snowmobiling 6.66% 7.09%



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
Ice Skating	6.3%	6.73%	6.28%
Roller Skating	6.27%	6.26%	5.42%
Soccer	6.25%	6.47%	8.28%
Water Skiing	5.9%	6.35%	5.64%
Tennis	5.47%	5.31%	5.7%
Yoga	5.4%	5.64%	6.94%
Fly Fishing	5.39%	5.41%	5.09%
Downhill & X-Country	5.39%	5.5%	5.33%
Skiing			
Jet Skiing	5.03%	5.01%	5.01%
Snorkeling	4.99%	5.04%	5.66%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Rock Climbing	4.54%	4.57%	4.17%
Skateboarding	3.97%	4.3%	4.47%
Snowboarding	3.77%	3.79%	3.86%
Auto Racing	3.75%	4.53%	4.94%
Rowing	3.49%	3.68%	3.96%
Hockey	2.82%	2.94%	3.7%
Racquetball	2.73%	2.81%	4.32%
Sailing	2.72%	2.87%	3.98%
Surfing & Windsurfing	2.66%	2.69%	3.13%
Martial Arts	2.33%	2.48%	3.33%
	2.0070	2.1070	0.0070

nitou Springs Ovid Hot Sulphur Springs Fraser Breckenridge Alamosa East Silverthome Firestone Cases Son Rockvale Delta Grand View Estates Grover Foxfield Glendale Diller Intercultural Institute gler Otis Montrose Blue River Leadville Calhan Greenwood Village For for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



La Junta Walden Wellington Eldorado Springs Hillrose Keenesburg Hartman Downleville-Lawson-Dume Limon Edgewater Sheridan Mead Atwood Nunn Berthoud Starkville <u>Intercultural Institute</u> orce Academy Kremmling Gilcrest Silverthorne Wiggins Dacono Morris Confectual Ministry Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Valley North Washington Orchard Mesa Salida Wiley Wellington Dacono Kit Carson Hayden Crowley Cedaredge Superior Dolores Eads Windsor Littleton Empire Denvio Intercultural Institute Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 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	7-10 MILES	10-15 MILE
Important Continue Learning New Things	48%	48%	50%	Too Much Sponsorship In Arts/Sports	19%	19%	22%
Woman's Place Is In The Home Find It Difficult To Say No To	39% 39%	39% 39%	36% 39%	Rarely Sit Down to a Meal Together At Home	19%	19%	19%
My Kids				I Am A Workaholic	18%	18%	18%
Speak My Mind Even If It Upsets People	33%	33%	33%	Marijuana Should Be Legalized Only Work Current Job for The	15% 15%	15% 15%	17% 16%
Like To Do Unconventional Things	31%	30%	31%	Money Like To Pursue	14%	14%	19%
Prefer To Have Few Possessions As Possible	29%	29%	33%	Challenge/Novelty/Change We Should Strive for Equality for	9%	10%	13%
Money Is Best Measure Of Success	29%	30%	30%	All Happy With My Standard Of	9%	9%	9%
Like Control Over People And Resources	29%	29%	32%	Living On Whole People Get What	8%	9%	12%
If Won Lottery Would Never	27%	27%	26%	They Deserve			
Work Again Don't Judge People/Way They	26%	27%	27%	Indulge My Kids With The Little Extras	7%	7%	9%
Live Life Friends More Important Than	22%	22%	26%	Little I Can Do To Change My Life	7%	7%	6%
My Fam.	ZZ /0	22/0	20 /0	Willing To Give Up Time With	5%	5%	6%
Like to Stand Out In A Crowd	20%	21%	22%	Fam. To Advance			

gie-vali Aspen Park the Pille

Cold Hill Womelsdorf (Coalton) Rocky Ford Walsh Aurora Vilas Peetz Fort Carson Coal Creek Duran the Castle Pines North Gypsum Longmont Sanford Sheridan Lake Walder Intercultural Institute ada Bayfield Campo Parachute Timnath Cherry Hills Village Bow Mar ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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

Idaho Springs Ouray Branson Ordway Woodland Park Limon Avondale Fort Lupton Lyons Hotchkiss Security-Widefield Vona Holyoke Sawpit Pueblo West Steamboat Springer Intercultural Institute ce Cedaredge Gold Hill Orchard Mesa Paonia Paoli Dinosaur Rifle Lov Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

7-10 mi

0-7 mi

MP 08077001800

Mesa

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	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	63%	62%	61%	Consider Myself Interested In The Arts	16%	16%	16%
You Should Seize Opportunities	54%	54%	56%	Real Men Don't Cry	14%	14%	15%
In Life				Is An Important Part Of Who I Am	13%	13%	15%
Important Feel Respected By My Peers	33%	33%	35%	Looking for New Ideas To Improve Home	12%	12%	14%
Like To Understand About Nature	32%	32%	33%	Try Not To Worry About The Future	11%	11%	13%
Prefer Work Part Of Team Than Alone	32%	32%	33%	Enjoy Spending Time With My Fam.	10%	10%	11%
Prefer To Have Few Possessions As Possible	29%	29%	33%	Provide My Kids With The Little Extras	9%	9%	11%
Good At Fixing Things	26%	26%	27%	Like Spending Most Time With	6%	6%	5%
Important To Juggle Various	25%	26%	29%	Fam.			
Tasks				Feel Very Alone In The World	5%	5%	6%
Have Keen Sense Of Adventure	24%	25%	27%	Decor Particular Interest To Me	4%	4%	5%
People Have To Take Me As They Find Me	24%	24%	26%	Children Should Be Allowed To Express Themselves	4%	3%	7%
Like To Just Enjoy Life	18%	19%	23%	Would Like To Set Up Own	3%	3%	3%
Worried About Pollution Caused By Cars	18%	17%	16%	Business			

Delta Saguache La Junta Blue River Edgewater Roxborough Park Indian Hills Niwot Frederick Grand La Malsenburg Mancos Eagle Gold Hill Oak Creek Grand View Estates Hartran Intercultural Institute Tooper Grover Erie Green Mountain Falls Kittredge Palisade Merino Long Contextual Ministry S Copyright 2012, Intercultural Institute for Contextual Ministry V-Widefield Contextual Parts Firestone Rock 5

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.

Atwood Evans Campion Antonito Nederland Louviers Frederick Dei Norte Oura Menument Bal Estes Park Honte Vista Towaoc Hotchkiss Rico Leadville North Asperint Intercultural Institute ristocrat Ranchettes Westcliffe Pueblo West Hillrose Boone Lakeside for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

7-10 mi

0-7 mi

MP 08077001800

Mesa

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	88.26%	88.2%	86.59%
Restaurant-Visit Any			
Fam. Restaurants/Steak	86.14%	86.09%	85.45%
Houses-Visit Any			
McDonald's	59.65%	59.58%	58.02%
Burger King	37.97%	37.91%	37.38%
Subway	34.15%	33.8%	30.29%
Applebee's	29.33%	28.96%	28.52%
Taco Bell	29.27%	29.16%	29.72%
Kentucky Fried Chicken (KFC)	27.93%	28.51%	30.75%
Arby's	27.41%	27.58%	23.8%
Wendy's	26.72%	27.34%	27.34%
Pizza Hut	25.45%	25.21%	22.47%
Dairy Queen	24.3%	23.82%	19.89%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Olive Garden	18.52%	18.2%	18.1%
Red Lobster	14.82%	14.94%	15.55%
Cracker Barrel	14.76%	15.56%	15.21%
Sonic	13.1%	13.05%	13.07%
Outback Steakhouse	12.04%	11.71%	12.68%
Hardee's	11.99%	12.17%	10.66%
Chili's Grill and Bar	10.89%	10.88%	10.12%
Golden Corral	10.32%	10.75%	12.81%
Domino's Pizza	10.15%	9.97%	12.08%
Denny's	9.99%	9.92%	13.02%
Chick-Fil-A	9.87%	9.34%	9.39%
IHOP (International House Of	9.65%	9.49%	11.49%
Pancakes)			

Holly Sedalia Walden Silver Cliff Colorado Springs Crested Butte Bonanza Mountain View Collbran Place North Severance Ponderosa Park Parker Franktown Creede Marbin Concentration Contextual Institute Log Lane Village Castle Rock Sheridan Lake Romeo Wheat Ridge Contextual Ministry Concenter and Ministry De Beque Tabernash Colorado City Security-Widef 47

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!

7-10 mi 0-7 mi MP 08077001800 Mesa

Delta Cripple Creek Ovid Eaton Silver Cliff Akron Loveland Derby Empire Columbine Battlement A Widefield North Washington Evans Florence Salt Creek Grand Junction Intercultural Institute Colorado City Sheridan Lake Pueblo Louviers Iliff Rye Paoli Pier (or Contextual Ministry Of Copyright 2012, Intercultural Institute for Contextual Ministry Ridge Estes Park El Jebel Castle Pines Nederland 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	50.68%	50.19%	46.35%
Recycled products	37.02%	36.55%	33.87%
Worked as volunteer (non political)	18.69%	18.63%	16.97%
Engaged in fund raising	11.99%	11.82%	10.32%
Religious club member	8.55%	8.48%	7.63%
Union member	6.91%	7.1%	5.93%

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Charitable Organization	6.81%	6.53%	5.37%
Wrote to elected offcl about	6.81%	6.66%	5.83%
publ bus			
Addressed a public meeting	6.7%	6.49%	6.01%
Church Board	6.61%	6.57%	5.26%
Wrote to editor of mag or	5.8%	5.89%	5.45%
newspaper			
Took active part in local civic	5.53%	5.48%	5.23%
issue			

Avers Williamsburg Kittredge Perry Park Blanca Downieville-Lawson-Dumont Genesee West Pleasant View Her Cliff Roxborough Park Ordway Larkspur Battlement Mesa Penrose Intercultural Institute Rocky Ford Platteville Longmont Cascade-Chipita Park Rye Evergree for Confectual Ministry in Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Palisade Fountain Genoa Merino Bow Mar Thornton

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.



Walsh Fleming Superior Peetz Silt Green Mountain Falls Fowler Alamosa East Aspen Strasburg With West Pleasant View Paonia Kersey Black Hawk Pitkin Genoa Delta Intercultural Institute of Contextual Manager I and the City Intercultural Institute for Contextual Ministry I daho Springs Fairplay Walden Naturita Salida W 50 France Adventor Part Carson Vail Montrose Atwood Meridian Elorence Our average Strasburg Walden Springs France Contextual Ministry Fr

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	14.92%	14.96%	15.12%
Children's Books	13%	12.84%	11.64%
Mystery	10.93%	10.76%	11.4%
Cookbooks	10.52%	10.48%	10.34%
Religious (not Bibles)	9.38%	9.18%	8.68%
Romance	7.17%	7.26%	7.26%
History	6.46%	6.42%	6.37%
Personal/Business	6.42%	6.35%	5.66%
Self-help			
Supermarket	4.96%	4.85%	5.21%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	63.76%	63.71%	64.07%
Gen. Editorial	42.56%	42.87%	43.3%
Womens	38.08%	37.91%	37.3%
Service	36.46%	36.55%	34.41%
Fishing/Hunting	19.25%	19.38%	16.79%
Mens	15.77%	15.59%	15.9%
Automotive	13.81%	14.01%	13.97%
Business/Finance	13.56%	13.29%	11.82%
Mature Market	12.55%	12.77%	13.46%

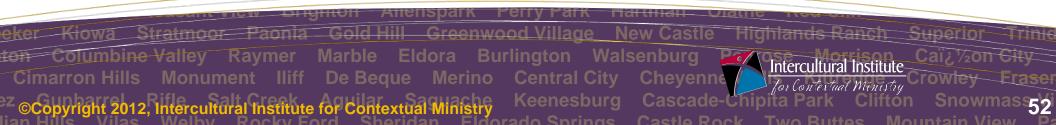
Del Norte West Pleasant View Rockvale Pagosa Springs Ault Ward Northgienn Calhan Eldora Swink Nunn Celorado Springs Lochbuie Hugo Wiggins Hudson Larkspur Intercultural Institute ood Creede Granby Kiowa Air Force Academy Merino Strasburg Mar Contextual Ministry La Jara Woo Copyright 2012, Intercultural Institute for Contextual Ministry Pines Wheat Ridge Crowley Fort Morgan Red Cliff Padroni Battlement Mesa Genoa La Junta Firestone

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	59.31%	59.19%	56.68%
Classified	38.67%	39.09%	37.15%
Editorial Page	34.51%	34.5%	33.62%
Sport	34.23%	33.81%	32.05%
Comics	29.72%	29.57%	28.73%
Business/Finance	28.29%	27.88%	26.61%
Food/Cooking	25.31%	25.2%	25.46%
TV/Radio Listings	22.52%	22.36%	22.94%
Home/Gardening	22.46%	22.09%	20.9%
Movie Listings & Reviews	22.05%	21.71%	22.15%
Travel	17.97%	17.63%	17.21%
Science/Technology	16.22%	16.15%	15.28%
Fashion	12.44%	11.84%	11.12%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	37.98%	37.85%	31.36%
Adult Contemporary	20.09%	20.04%	18.23%
CHR Contemp Hit Radio	14.69%	14.89%	16.34%
Classic Rock	13.25%	13.53%	12.14%
Rock	13.07%	12.97%	12.22%
Oldies	12.63%	12.49%	11.4%
News/Talk	11.41%	11.28%	10.01%
Variety	7.33%	7.14%	6.7%
Religious	6.59%	6.59%	5.84%
Alternative	6.37%	6.27%	6.66%
Soft Contemporary	4.69%	4.35%	5.02%
Urban Contemporary	4.22%	4.02%	5.09%
Classic Hits	3.55%	3.43%	3.78%
All News	3.28%	3.02%	2.2%
All Talk	3.19%	3.13%	2.56%
Sports	2.98%	2.89%	2.75%
Classical	2.6%	2.6%	2.41%
Adult Standards	2.2%	2.2%	2.78%



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

MULTIMEDIA: TV	0-7	7-10	10-15	r
	MILES	MILES	MILES	
Fox News Channel	70.27%	70.94%	68.34%	٦
Satellite Dish	59.98%	60.67%	53.26%	F
Soapnet	50.43%	50.96%	49.57%	E
Other Video-On-Demand	46.13%	45.85%	44.26%	Т
Sci-Fi Channel	44.92%	44.9%	39.79%	C
MSNBC	39.48%	39.81%	37.65%	ι
Nickelodeon	38.05%	37.98%	33.16%	Т
Adult Pay Per View TV	37.01%	37.42%	37.3%	Ν
Adult Swim	35.15%	33.95%	30.02%	Т
Nick At Nite	33.35%	33.39%	28.91%	C
Subscribe Digital Cable	30.63%	29.64%	28.86%	E
TV Info From Sunday TV	29.72%	30.58%	29.66%	N
Magazine				1

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
TV Info From Newspapers	29.11%	29.5%	27.02%
Hallmark Channel	28.13%	27.81%	23.88%
BET (Black Entertainment TV)	26.97%	27.1%	26.53%
Comedy Central	25.55%	26.01%	29.54%
USA Network	25.24%	25.95%	25.74%
TCM (Turner Classic	25.22%	26.04%	23.99%
Movies)			
TV Info From Monthly Cable	24.7%	25.24%	23.73%
Guide			
Encore	24.19%	23.66%	21.29%
Video-On-Demand Movies	23.65%	23.59%	19.04%
The Science Channel	22.27%	23.01%	18.94%
Lifetime	22.24%	22.16%	21.2%
The Golf Channel	21.45%	21.24%	22.69%

Parachute Burlington Yampa Redlands Alma Black Forest Carbondale Dolores Brookside Loghill ederal Heights Frisco Fruitvale Kiowa Holyoke Silverthorne Applewood Intercultural Institute osa Park Fort Carson Cottonwood Thornton Fort Morgan Beulah Valley Confectual Ministry Boulder 53 Berkley Empire Boulder 53

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.



y's Cortez Starkville Padroni Montezuma Fraser Dillon Timnath Lakeside Aguilar Gleneagle Bow Ma prings Beulah Valley Louisville Sawpit Indian Hills Fairplay Dinosaur <u>Intercultural Institute</u> Alma Sherrelwood Ward Grand Lake Highlands Ranch Niwot Crestor for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Cont

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.

0-7	7-10	10-15
MILES	MILES	MILES
18.43%	18.58%	18.16%
10.01%	9.87%	9.83%
20.02%	19.74%	19.59%
1.98%	2.09%	2.3%
1.49%	1.42%	1.08%
2.5%	2.67%	2.26%
0.97%	0.96%	0.75%
1.55%	1.48%	0.93%
	MILES 18.43% 10.01% 20.02% 1.98% 1.49% 2.5% 0.97%	MILES MILES 18.43% 18.58% 10.01% 9.87% 20.02% 19.74% 1.98% 2.09% 1.49% 1.42% 2.5% 2.67% 0.97% 0.96%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	21.34%	21.59%	19.94%
Magazines II	9.36%	9.62%	9.11%
Magazines III	12.33%	12.93%	10.55%
Magazines IV	11%	10.65%	10.48%
Magazines V (Light)	0.49%	0.43%	0.23%
Outdoor I (Heavy)	4.45%	4.16%	4.87%
Outdoor II	1.18%	1.26%	1.78%
Outdoor III	2.46%	2.4%	2.37%
Outdoor IV	16.01%	16.46%	16.47%
Outdoor V (Light)	26.48%	26.37%	25.29%
Yellow Pages I	13.13%	12.75%	14.59%
(Heavy)			
Yellow Pages II	3.48%	3.4%	3.57%
Yellow Pages III	3.8%	3.93%	3.75%
Yellow Pages IV	22.05%	22.35%	25.4%
Yellow Pages V	1.44%	1.37%	2.91%
(Light)			

Paonia Pitkin Cokedate Frederick Hudson Aurora Cimarron Hills Avondate Castle Pines Norwood La ittleton Log Lane Village Marble Alma Georgetown Olathe Collbran Chaster Crested Butte Penrose Gypsum Ridgway Ken Caryl Green Mountain Falls Glendale Meridian ar Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Compared Starkville Orchard City Westcliffe Montez

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
MILES MILES	MILES
dio Drive Time Quntiles	
ths / 20%)	
ve Time I & II (Heavy) 4.01% 4.11%	3.45%
ve Time III (Medium) 0.59% 0.53%	0.5%
dio IV & V (Light) 2.6% 2.42%	1.99%
dio Media Quntiles (fifths /	
%)	
dio I & II (Heavy) 8.99% 9.29%	9.19%
dio III (Medium) 6.84% 7.17%	5.6%
dio IV & V (Light) 3.82% 3.84%	3.03%
ble TV Quntiles (fifths /	
%)	
ble I & II (Heavy) 14.12% 14.16%	12.22%
ble III (Medium) 2.97% 2.95%	3.19%
ble IV & V (Light) 35.13% 34.91%	35.13%

Holly Patisade Florence Nederland Haswell Pitkin Estes Park Genesee Ouray Kremmling Fleming assa Wheat Ridge Eagle-Vail Black Hawk Avondale Columbine Valley Colorado City Tabernash Akron Sherrelwood Windsor Glenwood Springs Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Sterving Avon Battlement Mesa Golden Ponderosa Pagosa Springs Dolores Ouray Kremmling Fleming Intercultural Institute for Contextual Ministry

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]	12.53%	12.62%	13.98%
6:00am - 10:00am	12.31%	12.61%	14.31%
10:00am - 3:00pm	3.73%	4.1%	6.43%
3:00pm - 7:00pm	15.22%	15.19%	14.76%
7:00pm - Midnight	13.54%	13.41%	12.36%
Midnight - 6:00am	4.79%	4.82%	5.61%
Weekend Radio			
Listeners			
Dayparts [summary]	17.55%	17.91%	17.91%
6:00am - 10:00am	2.29%	2.27%	3.5%
10:00am-3:00pm	3.95%	4.28%	5.46%
3:00pm - 7:00pm	6.88%	6.89%	6.24%
7:00pm - Midnight	7.24%	6.86%	6.43%
Midnight - 6:00am	8.07%	8.53%	11.4%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.44%	9.35%	7.38%
Saturday:	8.45%	8.73%	7.53%
8:00-11:00pm			
Sunday: 7:00-11:00pm	11.87%	11.63%	11.24%
9:00am-1:00pm	33.35%	33.39%	28.91%
9:00am-4:00pm	37.15%	37.21%	32.71%
4:00pm-7:00pm	29.12%	28.95%	29.23%
11:00pm-1:00am	46.15%	46.73%	45.2%
AVG Prime time	2.41%	2.48%	2.15%
Mon-Sun			

Grand Junction Cherry mins vinage

Clathe Log Lane Village Sherrelwood Avon Keenesburg Glenwood Springs Ridgway Branson Spring Halden Silverton Stratton Indian Hills Delta Aristocrat Ranchettes Intercultural Institute Evergreen Wiley Eagle-Vail Cripple Creek Hartman Woodland Park Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 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	1	TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				١	Weekend	Weekend	Weekend
6-7am	15.88%	15.65%	15.82%	5	Sat: 7-10am	Sat: 7-10am 17.86%	Sat: 7-10am 17.86% 17.72%
7-9am	20.94%	20.7%	21.53%	5	Sat: 10am-1pm	Sat: 10am-1pm 7.53%	Sat: 10am-1pm 7.53% 7.58%
9am-12noon	29.24%	28.96%	23.81%	5	Sat: 1-4pm	Sat: 1-4pm 23.51%	Sat: 1-4pm 23.51% 23.6%
12noon-4pm	7.91%	8.25%	8.89%	5	Sat: 4-6pm	Sat: 4-6pm 7.27%	Sat: 4-6pm 7.27% 7.68%
4-6pm	49.35%	49.25%	44.16%	5	Sat: 6-7pm	Sat: 6-7pm 2.06%	Sat: 6-7pm 2.06% 2.05%
6-7pm	26.77%	26.75%	24.07%	5	Sat: 7-8pm	Sat: 7-8pm 1.31%	Sat: 7-8pm 1.31% 1.39%
7-7:30pm	1.7%	1.74%	1.21%	5	Sat: 8-11pm	Sat: 8-11pm 8.45%	Sat: 8-11pm 8.45% 8.73%
7:30-8pm	10.93%	11.36%	13.52%	5	Sat: 11pm-1am	Sat: 11pm-1am 3.88%	Sat: 11pm-1am 3.88% 3.89%
8-11pm	9.44%	9.35%	7.38%	5	Sat: 1am-7pm	Sat: 1am-7pm 25.24%	Sat: 1am-7pm 25.24% 25.95%
11pm-12am	39.48%	39.81%	37.65%	5	Sun: 7-10am	Sun: 7-10am 2.05%	Sun: 7-10am 2.05% 2.03%
11pm-1am	46.15%	46.73%	45.2%	5	Sun: 10am-1pm	Sun: 10am-1pm 9.06%	Sun: 10am-1pm 9.06% 8.68%
1-6am	31.5%	31.95%	32.18%	5	Sun: 1-4pm	Sun: 1-4pm 5.65%	Sun: 1-4pm 5.65% 5.9%
				S	Sun: 4-7pm	Sun: 4-7pm 15.68%	Sun: 4-7pm 15.68% 15.42%
				S	Sun: 7-11pm	Sun: 7-11pm 11.87%	Sun: 7-11pm 11.87% 11.63%
				5	Sun: 11pm-1am	Sun: 11pm-1am 4.95%	Sun: 11pm-1am 4.95% 4.6%
					Sun: 1-7am	Sun: 1-7am 23.9%	Sun: 1-7am 23.9% 23.27%

lorence Gypsum Crawford Westminster Cortez Sheridan Lake Basalt Fort Morgan Haswell Silverion Westcliffe Wiggins Orchard City Stratmoor Fort Garland Colorado Sprint Intercultural Institute Intercultural Institute for Contextual Ministry 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

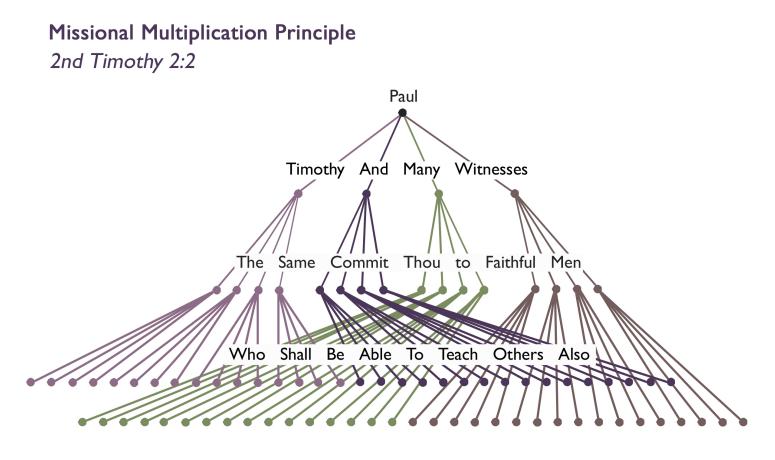
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Starkville Acres Green Granby Sherrelwood Red Feather Lakes Meeker Ridgway Lakewood Boone is tale Battlement Mesa Monument Ault Beulah Valley Rifle Gunnison Bast Intercultural Institute and Castle Pines North Holly Gleneagle Louviers Oak Creek Salt Creek for Confectual Ministry For Carson Copyright 2012, Intercultural Institute for Contextual Ministry Protocol Platteville The Pinery Sterling Brighton Salida Caji 1/00

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.



re Haxtun San Luis Ault Ponderosa Park Downieville-Lawson-Dumont Olathe Twin Lakes Walden Gran Weeker Parker Moffat East Pleasant View Hartman Glenwood Spire Intercultural Institute Cal, 1/2 on City Fraser Hugo South Fork Eaton Manzanola Crawford Coa To Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



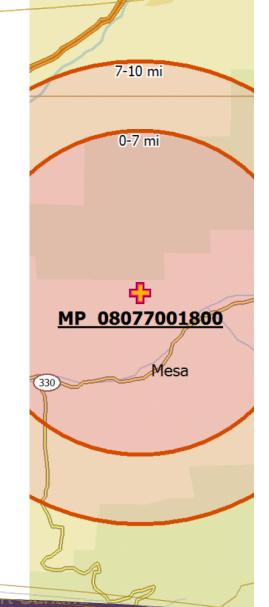


Your MissionSite and the Missional Suite

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

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

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



rat Ranchettes Westminster Ophir Jamestown Glenwood Springs Wellington Avon Pagosa Springs Ordwing terrison De Beque Hooper Lafayette Foxfield Paoli Haxtun Windsor Intercultural Institute Stratmoor Dinosaur Idaho Springs Longmont Sheridan Greeley Centry Intercultural Institute Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Stratmoor Dinosaur Barton Hundrow Fowler Eckley Evergreen Hartman Larkspur Man 63 Pagosa Springs Longmont Sheridan Greeley Evergreen Hartman Larkspur Man 63 Pagosa Springs Longmont Fowler Eckley Evergreen Hartman Larkspur Man 63 Pagosa Springs Longmont Fowler Eckley Evergreen Hartman Larkspur Man 63 Pagosa Springs Longmont Fowler Eckley Evergreen Hartman Larkspur Man 63 Pagosa Springs Longmont Fowler Eckley Evergreen Hartman Larkspur Man 63 Pagosa Springs Longmont Fowler Eckley Evergreen Hartman Larkspur Man 63 Pagosa Springs Longmont Fowler Eckley Evergreen Hartman Larkspur Man 63 Pagosa Springs Longmont Fowler Eckley Evergreen Hartman Larkspur Man 63 Pagosa Springs Longmont Fowler Eckley Evergreen Hartman Larkspur Man 63 Pagosa Springs Longmont Fowler Eckley Evergreen Hartman Larkspur Hundron Hundro

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.





6 Wateroak Court North Augusta, SC 29841 In Partnership with:



An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

CONTACT US:

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
	www.missionalcorps.org
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org
	www.missionalcoach.org www.missionalcontext.org www.missionalcorps.org www.missionalcyclopedia.org www.missionalzipcode.org

ountain Yampa Jamestown Tabernash Granby Fruitvale Mount Crested Butte Black Forest Kit Carson A Gypsum Genoa Lone Tree Frederick Walsenburg Castle Pines North Intercultural Institute Rico Highlands Ranch Federal Heights Dolores Glendale Sugar City Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Basalt Saguache The Pinery Granada Frisco Rye Romeo