MissionSite top unreached locations

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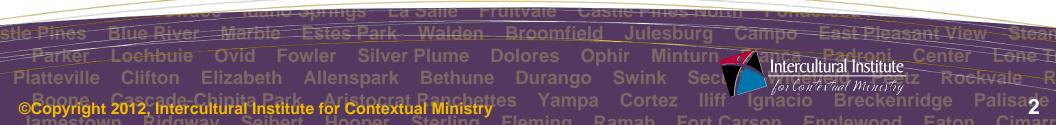
Boulder Walsenburg Columbine DownASSOCIATION: Longs Peakvada Platteville Black Forest Keystone Gold Hill Superior COUNTY: ParimerFort Lupton The Pinery Limon In partnership with the Sheridan Buena Vista La Jara Intercultural Institute wards Lyons Stratmoor Device Deer Trail Stonegate Broo for Contextual Ministry ers Fairplay Ault Montezuma Northglenn Westminster Caï¿1/2on City Greeley Blanca assa ©Copyright 2012, Intercultural Institute for Contextual Ministrye Cherry Hills Village Lamar Bennett Springfield Kiowa

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MissionSite (TM) Table of Contents

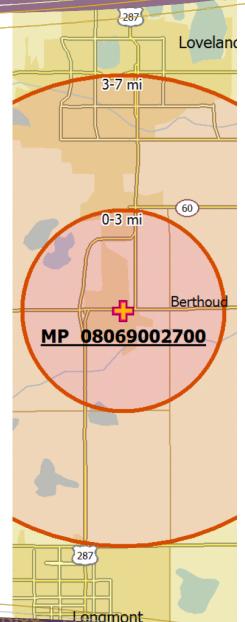
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Site Location Summary

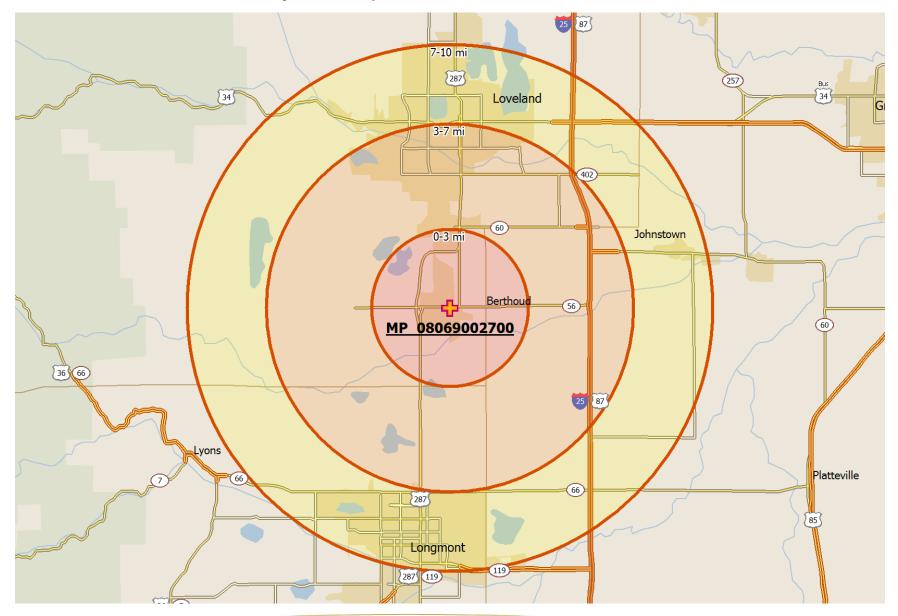
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	08R01	Front Range
2	Association	08A06	Longs Peak
3	County Location	08069	Larimer
4	Zipcode	80513	Larimer
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	А	10000-50000-250000



over Garden City Num Larkspur Del Norte Bethune Kim Log Lane Village Englewood Black Hawk Akt Avon Springfield Woodmoor Mancos Seibert Evergreen Berkley Range Intercultural Institute ater Fruita Arvada Roxborough Park Stratmoor Black Forest Stonegate for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Commerce City Ward Security-Widefield Cottonwood Gree

Site Location Summary - Map of the Site Location



ark Sawpit Kersey Fowler Manzanola Ramah Alamosa East Perry Park Car, ½on City Steamboat Spring Fruita Basalt Granby Eldorado Springs Gleneagle Yampa Monte Visto Fieblo Telluride Grand View Nucla Ault Empire Fort Collins Two Buttes Oak Creek Cheraw Gile Jon Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Battlement Mesa

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area with
	Locale Codes		population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

the Monte Vista Eagle-Vail Salt Creek Hudson Evans Yuma Rico Las Charles Charles Charles Dove Creek Castle Pines Akron Snowmass Village Pierce South Fork Two Buttes Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	8,797	43,300	125,638
2010 Households	3,290	16,869	46,188
2010 Group Quarters Population	7	477	924

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	20	31	50
Language Diversity National Index	26	37	58
Foreign Born Diversity National Index	47	13	13
Ancestry Diversity National Index	80	69	73
Racial Diversity National Index	23	21	40

Tand Pagosa Springs Arriba Security-Widefield Paonia Grand Junction Ward Thornton Gypsum Gener Gunnison Tabernash Holly Cascade-Chipita Park Ignacio Palmer intercultural Institute Castle Pines Hayden Downieville-Lawson-Dumont Sawpit Gleneagle Re for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	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	0	False
Nonspecialized-dependent county indicator	1	True

Dinesaur Louviers Haswell Columbine Vona Monte Vista Fort Carson Severance Avondale Center Haswell Columbine Vona Monte Vista Fort Carson Severance Avondale Center Haswell Columbine Vona Monte Vista Fort Carson Severance Avondale Center Haswell Columbine Vona Monte Vista Fort Carson Severance Avondale Center Haswell Columbine Vona Monte Vista Fort Carson Severance Avondale Center Haswell Columbine Vona Monte Vista Fort Carson Severance Avondale Center Haswell Columbine Vona Monte Vista Fort Carson Severance Avondale Center Haswell Columbine Vona Monte Vista Fort Carson Severance Avondale Center Haswell Columbine Vona Monte Vista Fort Carson Severance Avondale Center Haswell Contextual Ministry Contextual Ministry Contextual Ministry Air Force Academy Dove Creek Dillon Mancos Woodl 700

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2,435	74.01%
Mainstay Communities	Established, Diverse Households	673	20.46%
Working Communities	Blue-collar, Working Families	142	4.32%
Country Communities	Rural, Agri. & Mining Families	9	0.27%
Aspiring Communities	Young Singles / Aspiring-Multihousing	26	0.79%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Stratton Eldora Hayden Colorado City Gilcrest Sedgwick Federal Heights Rico Hot Sulphur Springs Hotly Lake City Northglenn Ponderosa Park Ault Fleming Haxtun I Las Animas Eagle Fort Morgan Hotchkiss Sheridan Limon Crowley Jo Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Crawford Meeker Parachute Flagler Lyons La Veta Tabernash Empire Durango Redlands Basalt Crestone Telluride Arboles Las Animas Woodmoor Cripple Creek Intercultural Institute Ington Fairplay Ponderosa Park Fort Carson Boulder Cortez Strasbur for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

ha Bethune Mount Crested Butte Bennett Yuma Firestone Lincoln Park Towaoc Pitkin Highlands Ranch Freek Avon Wheat Ridge Cimarron Hills Rye Cokedale Atwood Everged Silvertherne Gypsum Salt E Pines North Broomfield Haxtun Hooper Telluride Campion Ovid Salid For Confectual Ministry Ou Copyright 2012, Intercultural Institute for Contextual Ministry Northolenne Fort Lunton Silver Plume Stratton

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	84,354	2,245	2.66%
Unreached %	70.27%	68.23%	97.09
Religious But NOT Evangelical HH	18,581	495	2.66%
Religious But NOT Evangelical %	15.48%	15.04%	97.17
Spiritual But NOT Relig or Evang HH	15,862	390	2.46%
Spiritual But NOT Relig or Evang %	13.21%	11.86%	89.79
Not Evangelical, Not Interested HH	49,915	1,360	2.72%
Not Evangelical, Not Interested %	41.58%	41.33%	99.38



Meridian Walsh Ignacio Monte Vista Red Cliff Black Hawk Telluride Hot Sulphur Springs Palisade De Rico Woodland Park Coal Creek Gunnison Padroni Las Animas Meridian Avon Aspen Colibran Be Saguache Johnstown Mancos Kim Commerce City Ridgway Sawi For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of CBGC Churches	0	0	0%
Active CBGC Attenders	0	0	0%
Active Evangelical Households	12,307	359	2.91%
Active Evangelical Percent	10.25%	10.90%	106.36
Inactive Evangelical Households	23,381	682	2.92%
Inactive Evangelical Percent	19.48%	20.73%	106.44
# New Churches Needed	60	2	2.74%





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

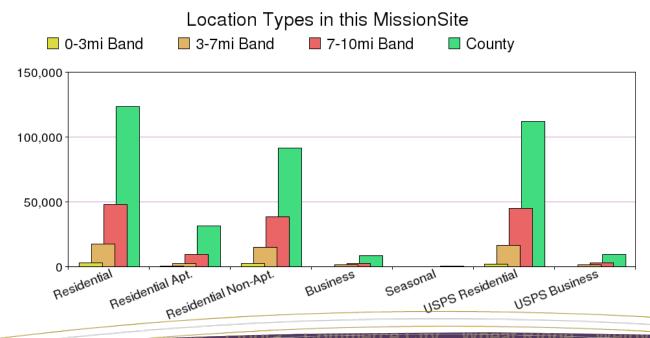
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Columbine Valley Cheyenne Wells Morrison Genoa Gleneagle Crook Todd Creek Lone Tree Central City Crawford Victor Sheridan Windsor Meeker Georgetown Firestone Intercultural Institute Westcliffe Granada Northglenn Cherry Hills Village Winter Park Snow For Contextual Ministry Corpyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	186,135	5,993	3.22%
2000 Population	251,494	8,287	3.3%
2010 Population	304,107	8,797	2.89%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	70,473	2,105	2.99%
2000 Households	97,164	3,014	3.1%
2010 Households	120,042	3,290	2.74%

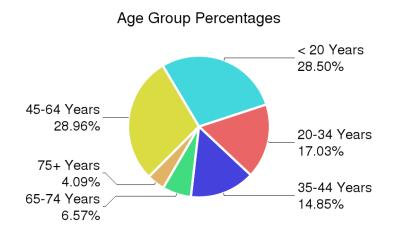


Location Type	0-3mi Band
Residential	3,031
Residential Apt.	301
Residential Non-Apt.	2,730
Business	88
Seasonal	0
USPS Residential	2,217
USPS Business	93

wood Springs Huge Antonito Ponderosa Park Twin Lakes Romeo Wellington Berkley Miliken Stones In Ordway Lochbuie Rico Eldorado Springs The Pinery Brush Winter Intercultural Institute Orchard Mesa Clifton Mountain Village Grover Deer Trail Firestone Jos Contestual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Berkley Bark Swink Creede Loveland Byers Eagle-Vail Aurora 14

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

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

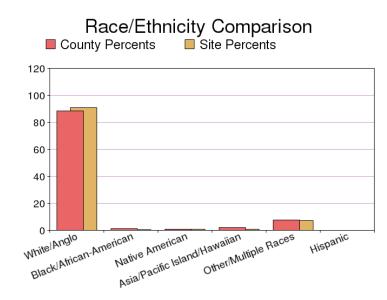


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.44%	5.25%	96.51
4-5 Years	2.42%	2.46%	101.65
6-8 Years	3.5%	4%	114.29
9-11 Years	3.44%	4.49%	130.52
12-13 Years	2.26%	3.21%	142.04
14-17 Years	5.15%	5.96%	115.73
18-19 Years	2.72%	3.13%	115.07
0-5 Years	7.86%	7.71%	98.09
6-12 Years	8.07%	10.07%	124.78
13-19 Years	9%	10.71%	119
< 20 Years	24.93%	28.49%	114.28
20-34 Years	25.15%	17.02%	67.67
35-44 Years	11.66%	14.85%	127.36
45-64 Years	26.12%	28.95%	110.83
65-74 Years	6.93%	6.57%	94.81
75+ Years	5.2%	4.09%	78.65
Median Age	35	38	110.22
Median Age (Male)	34	39	114.39
Median Age (Female)	36	38	105.75

merce City Montezuma Grover Dove Creek Wiley Arvada Deer Trail Pagosa Springs Lincoln Park Oak Cherry Hills Village Burlington Fort Lupton Glenwood Springs Castle Pines Intercultural Institute Berkley Center Grand Junction Lamar Eldorado Springs Sherrelwo For Confectual Ministry Arvio Sterling Copyright 2012, Intercultural Institute for Contextual Ministry Franktown Kit Carson Redlands Cottonwood Mead 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	88.43%	90.83%	102.71
Black, African-American	1.23%	0.49%	39.87
Native American	0.78%	0.86%	110.9
Asian	1.76%	0.72%	40.58
Pacific Island, Hawaiian	0.09%	0.07%	76.82
Other/Multiple Races	7.71%	7.04%	91.21
Hispanic	0%	10.39%	0

196,805	5,814	
2.14%	2.01%	106.1
4.8%	4.13%	116.24
21.58%	29.81%	72.4
23.22%	25.95%	89.47
7.7%	8.84%	87.1
25.63%	19.81%	129.36
14.93%	9.44%	158.13
	2.14% 4.8% 21.58% 23.22% 7.7% 25.63%	2.14%2.01%4.8%4.13%21.58%29.81%23.22%25.95%7.7%8.84%25.63%19.81%

Hills Village Parker Mountain View Monument Gunnison Laporte Gunbarrel Grand Junction Estes Park Lebio Carbondale Beulah Valley Jamestown Ignacio Cottonwood Larks And Argan Alamosa Auto Rye Woodland Park Platteville Pitkin Lyons Rocky Ford Arvada Secopyright 2012, Intercultural Institute for Contextual Ministry Market Platter Lakes La Salle Edwards Wellington Sheridan Eairplay Mead Castle Pines North

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	4.83%	2.43%	43.92
\$10,000 to \$19,999	8.15%	4.29%	52.57
\$20,000 to \$29,999	8.94%	7.23%	80.92
\$30,000 to \$49,999	17.49%	16.35%	93.51
\$50,000 to \$59,999	8.29%	10%	120.69
\$60,000 to \$69,999	8.35%	9.51%	113.94
\$70,000 to \$79,999	7.28%	8.21%	112.77
\$80,000 to \$89,999	6.34%	6.9%	108.87
\$90,000 to \$99,999	4.87%	5.02%	103.04
\$100,000 to \$124,999	9.97%	13.01%	130.42
\$125,000 to \$149,999	6.24%	6.35%	101.81
\$150,000 to \$199,999	5.17%	5.96%	115.23
\$200,000 to \$249,999	1.38%	1.43%	103.87
\$250,000 or more	2.71%	3.19%	117.84
Median Household	62,474	71,177	113.93
Average Household	77,898	87,519	112.35
Per Capita Household	31,917	32,736	102.57
Family/Non-Family Household			
Income			
Median Family Income	76,806	82,320	107.18
Average Family Income	93,536	94,269	100.78
Median Non-Family Income	38,747	48,752	125.82
Average Non-Family Income	49,725	51,298	103.16

ewford Cottonwood Ridgway Stonegate Dolores Mount Crested Butte Bonanza Pritchett Montrose Time Grand Lake Tabernash Limon Monte Vista Aspen Atwood East Pless Intercultural Institute Cheyenne Wells Rifle Towaoc Ramah Avondale Campion La Veta Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.31%	73.89%	114.9
Families with Children	31.84%	40.21%	126.3
Families without Children	32.47%	33.68%	103.73
Non-Family Households			
% Non-Family Households	35.69%	26.11%	73.15
Non-Families with Children	0.32	0.27	86.42
Non-Families without Children	35.38	25.84	73.03
Housing Units			Index
Total Housing Units	132,232	3,454	
Vacant percent	9.22%	4.78%	51.82
Owned percent	61.46%	75.01%	122.05%
Rented Percent	29.32%	20.24%	69.02
Households by Size			Index
Avg household size	2.47	2.67	108.1
Avg family hh size	3.01	3.15	104.65
Avg non-family hh size	1.51	1.33	88.08
Households By Count of Persons			Percent
One	29,738	701	2.36%
Тwo	44,404	1,097	2.47%
Three or Four	36,394	1,177	3.23%
Five+	9,506	315	3.31%

Pueblo Carbondale Cascade Chipita Park Johnstown Brookside Larkspur Romeo Lakewood Cottom tan Starkville Ordway Avondale Swink Holyoke Central City Sawpit <u>Intercultural Institute</u> It Grand Lake Pueblo West Greeley Woodland Park Peetz Gilcrest David Confectual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry

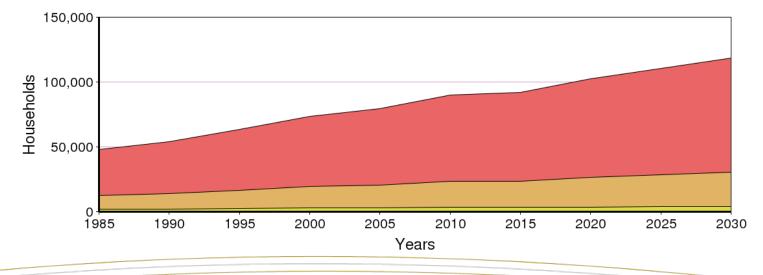
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	186,135	5,993	3.22%
2000 Population	251,494	8,287	3.3%
2010 Population	304,107	8,797	2.89%
2015 Population	332,729	9,277	2.79%

Household Change from 1985 to 2030

🗖 0-3mi Ring 🛛 🗖 0-7mi Ring

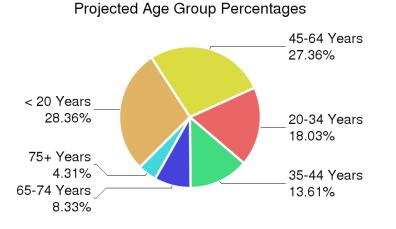
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ckenridge Minturn Georgetown Rocky Ford Peetz Mount Crested Butte Lakewood Mountain Village Lam Bove Creek Towaoc Bow Mar Battlement Mesa Applewood Arvada Intercultural Institute Park Fort Morgan Cimarron Hills Basalt Pritchett Woodmoor Niwot Ak For Contextual Ministry Village Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

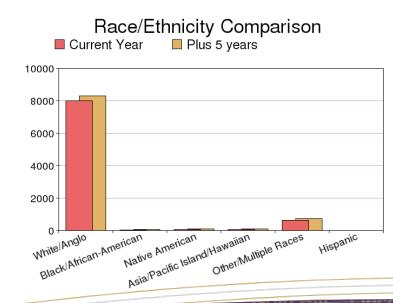


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.25%	5.95%	113.33
4-5 Years	2.46%	2.83%	115.04
6-8 Years	4%	4.56%	114
9-11 Years	4.49%	4.56%	101.56
12-13 Years	3.21%	3.22%	100.31
14-17 Years	5.96%	5.01%	84.06
18-19 Years	3.13%	2.21%	70.61
0-5 Years	7.71%	8.79%	114.01
6-12 Years	10.07%	10.71%	106.36
13-19 Years	10.71%	8.85%	82.63
< 20 Years	28.49%	28.35%	99.51
20-34 Years	17.02%	18.03%	105.93
35-44 Years	14.85%	13.61%	91.65
45-64 Years	28.95%	27.35%	94.47
65-74 Years	6.57%	8.33%	126.79
75+ Years	4.09%	4.31%	105.38
Median Age	35	41	118.53
Median Age (Male)	34	42	124.25
Median Age (Female)	36	40	110.65

Flagler Hooper Timnath Campion Castle Rock Perry Park Victor Berge Alamosa Buena Vista North Washington G Flagler Hooper Timnath Campion Castle Rock Perry Park Victor Berge Contextual Ministry And Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Report Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	90.83%	89.51%	98.55
Black, African-American	0.49%	0.75%	154.37
Native American	0.86%	0.91%	104.81
Asian	0.72%	0.94%	130.95
Pacific Island, Hawaiian	0.07%	0.05%	79.02
Other/Multiple Races	7.04%	7.83%	111.22
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,814	6,337	
Less than 9th Grade	2.01%	1.91%	94.88
No High School Diploma	4.13%	3.83%	92.89
High School Graduate	29.81%	30.39%	101.96
Some College, no degree	25.95%	25.47%	98.13
Associate Degree	8.84%	9.2%	104.06
College Degree	19.81%	19.77%	99.79
Graduate/Prof. degree	9.44%	9.42%	99.77

Brighton Walsenburg Highlands Ranch Thornton Hillrose Platteville Dei Norte Dinosaur Fleming Mon Crowley Salida Edgewater Brush Silverthorne Littleton Larkspur Herry Intercultural Institute Incha Springs Seibert Stratmoor South Fork Firestone Peetz Grand Lake for Contextual Ministry Bennett Otis Coopyright 2012, Intercultural Institute for Contextual Ministry Coal Creek Ramah Fort Collins Greenwood Village 21

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	2.43%	2.18%	89.51
\$10,000 to \$19,999	4.29%	3.99%	93.11
\$20,000 to \$29,999	7.23%	6.38%	88.17
\$30,000 to \$49,999	16.35%	14.9%	91.14
\$50,000 to \$59,999	10%	9.37%	93.71
\$60,000 to \$69,999	9.51%	8.74%	91.83
\$70,000 to \$79,999	8.21%	8.31%	98.72
\$80,000 to \$89,999	6.9%	7.01%	95.51
\$90,000 to \$99,999	5.02%	5.11%	101.87
\$100,000 to \$249,999	13.01%	13.81%	106.19
\$125,000 to \$149,999	6.35%	6.98%	109.92
\$150,000 to \$199,999	5.96%	7.41%	124.32
\$200,000 to \$249,999	1.43%	1.66%	116.38
\$250,000 or more	3.19%	3.81%	119.35
Median Household	71,177	76,180	107.03
Average Household	87,519	93,936	107.33
Per Capita Household	32,736	33,500	102.33
Family/Non-Family Household			
Income			
Median Family Income	82,320	88,641	107.68
Average Family Income	94,269	102,195	108.41
Median Non-Family Income	48,752	50,045	102.65
Average Non-Family Income	51,298	50,727	98.89

Yuma Beulah Valley Olney Springs Holyoke Naturita Dolores Tabernash Greenwood Village Leadville Bethune Campion Parker Granada Fairplay Victor Aristocrat Ranchary Intercultural Institute Intercultural Institute Strange Aguilar Pagosa Springs Av Antercultural Institute Superior Ch Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	73.89%	73.82%	99.91
Families with Children	40.21	39.72	98.78
Families without Children	33.68	33.83	100.44
Non-Family Households			
% Non-Family Households	26.11%	26.18%	100.27
Non-Families with Children	0.27	0.18	100.27
Non-Families without	25.84	26	100.63
Children			
Housing Units			
Total Housing Units	3,454	3,483	100.84%
Vacant percent	4.78%	5.02%	105.18
Owned percent	75.01%	74.65%	99.51
Rented Percent	20.24%	20.33%	100.44
Households by Size			
Avg household size	2.67	2.80	104.87%
Avg family hh size	3.15	3.32	105.4%
Avg non-family hh size	1.33	1.33	100%
Households By Count of			
Persons			
One	701	722	103%
Two	1,097	947	86.33%
Three or Four	1,177	1,245	105.78%
Five+	315	394	125.08%

De Beque Julesburg Redlands Westminster Applewood Westcreek Aurora Ouray Todd Creek Two Lata Milliken Castle Pines North Cascade-Chipita Park Fruitvale Bow Mar Aurora Ouray Todd Creek Two Romeo Hudson Grand Lake Welby Nunn Idaho Springs Silver Cliff Copyright 2012, Intercultural Institute for Contextual Ministry Lincoln Park Ignacio Lakeside Holyoke Security-Wid

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES
Foreign Born Pop	217	1,180	8,000
Northern Europe	7	59	234
ern Europe	13	99	295
Southern Europe	8	13	61
Eastern Europe	28	33	408
Other Europe	0	0	0
Eastern Asia	28	61	377
So. Central Asia	9	9	245
SE Asia	16	62	485
Western Asia	0	0	46
Other Asia	0	0	0

res Green Keenesburg Fort Garland Niwot Ouray Aspen Olathe Orchard City Longmont Winter Park F Greeley Gold Hill Holyoke Wray Blue River Berthoud Applewood Intercultural Institute Nount Crested Butte Cimarron Hills Bow Mar Ponderosa Park Palisade Trop Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	6,616	29,051	82,821	Other Indo-Euro	0	0	49
Spanish	291	1,852	10,200	Asian/PI languages	0	0	49
Other Indo-Euro	91	484	1,725	Chinese	8	0	223
language	31	404	1,725	Japanese	0	30	74
French (incl. Patois,	4	138	291	Korean	0	20	53
Cajun)	4	150	291	Mon-Khmer,	0	18	107
French Creole	0	0	0	Cambodian	0	10	107
Italian	2	8	105	Miao, Hmong	0	0	0
Portuguese	0	28	21	Thai	0	0	43
German	46	200	643	Laotian	0	0	22
Yiddish	40 0	0	8	Vietnamese	0	0	240
Other West Germanic	0	18	65	Other Asian	0	8	75
A Scandinavian	0	22	35	Tagalog	0	0	62
Language	U		00	Other Pacific Is	0	0	84
Greek	9	27	16	Other languages	0	31	197
Russian	24	42	109	Navajo	0	0	28
Polish	0	1	92	Other Native N.	0	7	43
Serbo-Croatian	0	0	103	American	Ū		10
Other Slavic Language	0	0	19	Hungarian	0	9	36
Armenian	0	0	5	Arabic	0	15	51
Persian	0	0	28	Hebrew	0	0	12
Gujarathi	0	0	14	African languages	0	0	0
Hindi	6	0	59	Other unspecified	0	0	27
Urdu	0	0	0		-	-	

kville Allenspark Simla Westcliffe Loghill Village Keenesburg The Pinery Oak Creek Littleton Rangely Cortez Sugar City Ordway Fleming Wiley Strasburg Leadville Black of Intercultural Institute Cokedale Pritchett Alamosa East Manzanola Welby Dove Creek Ponc for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fidorado Springs Kiowa Fagle Breckenridge Creed

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	6,171	26,775	84,521		Irish	Irish 570	Irish 570 2,549
Arab	4	11	120		Italian	Italian 252	Italian 252 1,111
Armenian	3	4	23		Lithuanian	Lithuanian 38	Lithuanian 38 5
Austrian	5	54	106		Norwegian	Norwegian 192	Norwegian 192 656
British	37	117	267		Polish	Polish 146	Polish 146 578
Canadian	0	30	219		Portuguese	Portuguese 0	Portuguese 0 20
Croatian	0	0	147		Romanian	Romanian 7	Romanian 7 0
Czech	68	165	377		Russian	Russian 49	Russian 49 161
Czechoslovak	44	60	180		Scandinavian	Scandinavian 16	Scandinavian 16 73
Danish	41	276	976		Scotch-Irish	Scotch-Irish 228	Scotch-Irish 228 641
Dutch	78	464	1,357		Scottish	Scottish 112	Scottish 112 404
English	612	3,016	8,317		Slovak	Slovak 5	Slovak 5 26
European	106	335	1,227		Subsaharan African	Subsaharan African 0	Subsaharan African 0 10
Finnish	11	64	90		Swedish	Swedish 225	Swedish 225 813
French (not Basque)	143	655	1,901		Swiss	Swiss 41	Swiss 41 117
French Canadian	34	186	582		Ukrainian	Ukrainian 0	Ukrainian 0 11
German	1,698	8,073	20,388		US/American	US/American 600	US/American 600 2,021
Greek	18	49	152		Welsh	Welsh 51	Welsh 51 219
Hungarian	29	97	198		West Indian	West Indian 0	West Indian 0 7
Iranian	6	9	38		Yugoslavian	Yugoslavian 3	Yugoslavian 3 38
				_	 Other	Other 699	Other 699 3,651

no Silver Plume Arbotes Green Mountain Falls South Fork The Pinery Fruita Brookside Larkspur Merin Greetey Aspen Campion Nederland Applewood Edgewater Stratmoor Intercultural Institute in Milliken Avondale Denver Monument Womelsdorf (Coalton) Lovelar For Contextual Ministry for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Breckenridge Ignacio Penrose Olney Springs Vail 26

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

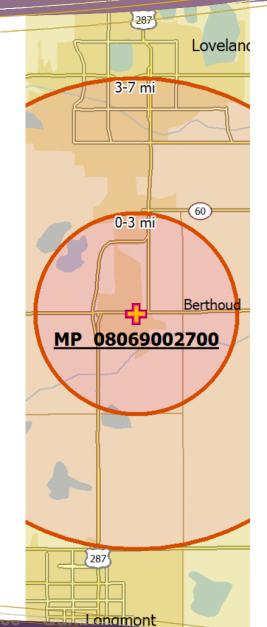
Issues for Your Consideration - continued

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



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

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



Firestone Simla Kremmling Marble Grand Lake Black Forest Lone Tree Golden Holly Wiley Calls Evergreen Boone Fountain Yampa Fairplay Thornton Bayfield Laport Intercultural Institute Trinidad Aspen Park Nederland Westcreek Englewood Paonia Wiley 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,290	100%	2,244	100%
AFFLUENT SUBURBIA	1,490	45.29%	1,033	46.03%
America's Wealthiest	0	0%	0	0%
Dream Weavers	91	2.77%	65	2.9%
White Collar Suburbia	2	0.06%	2	0.09%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	1,361	41.37%	942	41.98%
New Suburbia Fam.	36	1.09%	24	1.07%
UPSCALE AMERICA	945	28.72%	654	29.14%
Status Conscious Consumers	189	5.74%	133	5.93%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	590	17.93%	396	17.65%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	17	0.52%	13	0.58%
Successful Urban Sprawl	149	4.53%	112	4.99%
SM TWN SUCCESS	656	19.94%	428	19.07%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	487	14.8%	317	14.13%
Urban Optimists	26	0.79%	18	0.8%
Family Convenience	119	3.62%	76	3.39%
Mid-Market Enterprise	24	0.73%	17	0.76%
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Ignacio Evergreen San Luis Kit Carson Berthoud Acres Green Downieville Lawson Dumont Larkspur M Hieton Cortez Columbine Snowmass Village Norwood Frisco Fruitvale Intercultural Institute nosaur Timnath Castle Pines Pueblo West Centennial Cimarron Hills Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,290	100%	2,244	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	17	0.52%	11	0.49%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	3	0.09%	2	0.09%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	14	0.43%	9	0.4%
Mature America	0	0%	0	0%
METRO FRINGE	142	4.32%	95	4.23%
Steadfast Conservative	21	0.64%	14	0.62%
Moderate Conventionalists	121	3.68%	81	3.61%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Walden Wiley Yuma Edgewater Pueblo Naturita Sherrelwood Eads Boulder Westminster HillFose own Holly Arboles Genesee Mancos Blanca Branson Manassa Sale intercultural Institute Limon Superior Arvada Parachute Frisco Brookside Highlands Ranch for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry vid Florence Platteville Roxborough Park Rye Cam 31

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,290	100%	2,244	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	26	0.79%	17	0.76%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	26	0.79%	17	0.76%
RURAL VILLAGES & FARMS	9	0.27%	6	0.27%
Industrious Country Living	9	0.27%	6	0.27%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,290	100%	2,244	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%

Center Hillrose Lamar Fruita Black Hawk Hayden La Veta Walden Hot Sulphur Springs Wheat Ridge axtun Woodmoor Gold Hill Evergreen Monte Vista Colorado City Lyons Intercultural Institute on Boulder Loghill Village Englewood Niwot Rangely Rye Palmer Lake Peetz Charles Intercultural Institute on Garland Bou Copyright 2012, Intercultural Institute for Contextual Ministry Lane Village Blue River Manitou Springs East Pleasan 33

Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

- 1. Review the current demographic summary on pages 14-18 for this site location. What demographic groups are prevalent in this particular site location?
- 2. Next take a look at the projected demographic summary on pages 19-23. What increase or decrease is expected for these groups in this site location?
- 3. Review the current ethnic summary on pages 24-26. What ethnic groups are prevalent in this site location?
- 4. Review the unreached households by lifestyle segment on pages 30-33. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
- 5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

Ordway Rangely Boone Greenwood Village Erie Two Buttes Orchard City Gilcrest Keystone Hudson Ueblo Steamboat Springs Cripple Creek Lake City Commerce City Ophir Intercultural Institute Eaton Fort Carson Gunnison Vail Indian Hills La Junta Fraser Crowl For Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

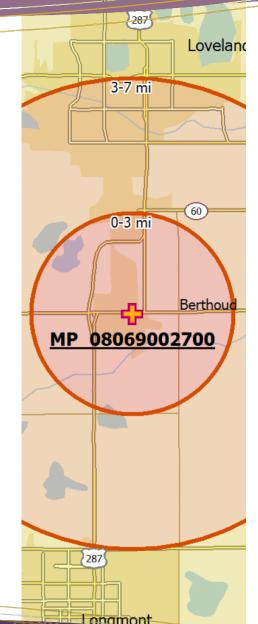
Potential Cultural Bridges

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

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

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

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



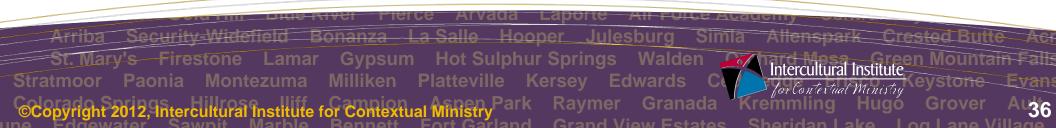
Tabemash Welby Kit Carson Oak Creck Dolores Eaton Trinidad Cherry Hills Village Gypsum Flore Raymer Denver Hayden Woodland Park Red Feather Lakes Bonanza Vail Springfield Cheraw Cheyenne Wells Westminster Pueblo Windso Vindso Vindso

Potential Cultural Bridges

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	88%	83%	83%
Use Comp. for Internet/E-mail	76%	69%	70%
Internet Use: E-Mail	65%	58%	59%
Use Comp. for Word Processing	57%	49%	50%
Use Comp. for Comp. Games	51%	46%	45%
Use Comp. for Shopping	51%	43%	44%
Use Comp. for Banking	47%	40%	41%
Use Comp. for Digital Camera	47%	40%	41%
Photo Editing			
Use Comp. for Education	43%	38%	39%
HH Owns DVD Player	39%	34%	34%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	36%	33%	33%
Internet Use: Banking	35%	30%	31%
Use Comp. for News/Info./Data	34%	30%	30%
Service			
PC-Network-HH Has One	28%	23%	24%
Internet Use: Shopping: Gathered	21%	17%	17%
Info. for Shopping			
Use Comp. for Personal Financial	21%	18%	19%
Mngmnt			
Use Comp. for Accounting	21%	17%	18%
Use Comp. for Filing/DB Mngmnt	20%	16%	16%
Internet Use: Travel Reservations	19%	14%	14%
Use Comp. for Telecommuting	17%	13%	14%



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

0-3	3-7	7-10
MILES	MILES	MILES
74%	71%	71%
70%	65%	64%
59%	57%	56%
49%	43%	43%
47%	45%	44%
41%	38%	37%
40%	39%	38%
38%	36%	35%
26%	23%	24%
24%	22%	22%
	MILES 74% 70% 59% 49% 47% 41% 40% 38% 26%	MILES MILES 74% 71% 70% 65% 59% 57% 49% 43% 47% 45% 41% 38% 38% 36% 38% 26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	68%	67%
Gen./Fam. Practitioner	43%	43%	42%
Dentist	35%	32%	32%
Eye Dr.	22%	22%	22%
None Of These	21%	21%	21%
Backache	21%	21%	20%
High Cholesterol	19%	19%	18%
Hypertension/High Blood	17%	19%	18%
Pressure			
OB/GYN	14%	12%	12%
Acid Reflux Disease (GERD)	14%	14%	14%

Center Allenspark Walden Olathe Strasburg North Washington Ordway Lakewood Carbondale Fairp Clifton Crowley Log Lane Village Centennial Trinidad Aspen Milliken Intercultural Institute Loveland Englewood Federal Heights Glendale Buena Vista Security-Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	36.67%	32.36%	32.79%
Live Theater	27.62%	24.13%	24.36%
Live Theater Most Often	23.08%	20.1%	20.32%
Rock/Pop Concerts Most	21.64%	18.62%	18.94%
Often			
Comedy Club	10.5%	9.97%	10.22%
Dance Performance	9.23%	8.45%	9.17%
Movies: Comedy	44.19%	41.15%	41.84%
Movies: Action/Adventure	44.03%	40.56%	41.56%
Movies: Romantic Comedy	24.2%	21.71%	22.08%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	23.63%	21.22%	21.46%
Movies: Drama	21.98%	20.31%	21.21%
Movies: Mystery	15.9%	15.63%	16.4%
MLB Baseball Reg. Season	12.83%	10.77%	10.68%
NFL Football Reg. Season	10.66%	8.99%	9.05%
College Football Reg.	9.76%	8.33%	8.1%
Season			
NBA Basketball Reg.	7.05%	5.37%	5.39%
Season			
College Basketball Reg.	6.2%	5.08%	5.09%
Season			
Auto Racing Events	4.71%	3.94%	4.01%

Orchard Mesa Cedaredge Sedgwick Columbine Alamosa East Eckley Fowler Keenesburg Windsor Downleville-Lawson-Dumont Fort Carson Aspen Frisco Hooper Niwot Intercultural Institute mbine Valley Thornton Genoa Holyoke Rangely Paonia Grand Lake No For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

7-10

MILES 9.87%

11.23%

10.85%

9.52%

8.95%

9.2%

8.02%

7.96% 8.32%

8.38%

8.74%

7.78%

6.82%

8.14%

BRIDGES	0-3	3-7	7-10	BRIDO	GES	0-3	
	MILES	MILES	MILES			MILES	
Walking for Exercise	46.74%	43.91%	44.68%	Power	Boating	11.65%	
Swimming	42.57%	38.33%	38.13%	Baseb	all	11.34%	
Bowling	24.92%	23.2%	23.53%	Aerobi	ics	10.98%	
Weight Training	23.36%	20.09%	20.29%	Target	t Shooting	10.65%	
Billiards/Pool	21.99%	20.74%	20.76%	Huntin	g	9.78%	
Golf	19.54%	17.37%	17.43%	Footba	all	9.4%	
Camping Trips	19.24%	18.27%	17.49%	Canoe	eing/Kayaking	9.2%	
Using Cardio Machine	18.86%	16.92%	17.74%	Saltwa	ater Fishing	8.97%	
Freshwater Fishing	18.45%	17.99%	16.66%	Yoga		8.87%	
Jogging/Running	18.42%	16.45%	17.38%	Tennis	6	8.53%	
Mountain/Road Biking	17.31%	15.3%	15.35%	Volley	ball	8.33%	
Basketball	15.59%	14.7%	15.28%	Softba	all	8.28%	
Stationary Cycling	15.15%	14.09%	14.22%	Motoro	cycling	7.57%	
Backpacking/Hiking	13.12%	12.06%	12%	Socce	r	7.54%	

Sheridan Lake <u>Nederland</u> Ordway <u>Deer Trail</u> Louviers <u>Frederick</u> Glenwood Springs Paonia Dinosaur L Johnstown Palisade Pueblo Hotchkiss Ignacio Sheridan Longmont <u>Fldora Windsor Saguad</u> Brighton Hooper Aspen Salida Gleneagle Sugar City Buena Vista Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Jet Skiing	7.2%	6%	5.97%
Snorkeling	7.01%	5.87%	5.84%
Downhill & X-Country	6.61%	6.21%	5.97%
Skiing			
Roller Skating	6.48%	6.07%	6.06%
Water Skiing	5.78%	5.27%	5.3%
Ice Skating	5.73%	5.63%	5.7%
Horseback Riding	5.55%	5.61%	5.46%
Fly Fishing	5.33%	4.9%	4.69%
Archery	4.67%	5.01%	4.52%
Snowboarding	4.61%	4.34%	4.33%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Sailing	4.52%	3.86%	3.86%
Rock Climbing	4.49%	4.14%	4.3%
Snowmobiling	4.04%	4%	3.79%
Racquetball	4.04%	4.01%	4.17%
Auto Racing	4%	3.71%	3.67%
Surfing & Windsurfing	3.77%	3.46%	3.36%
Martial Arts	3.64%	3.69%	3.95%
Skateboarding	3.42%	3.43%	3.38%
Rowing	3.4%	3.13%	3.2%
Hockey	3.14%	3.53%	3.62%

rado City Branson Kiewa Castle Rock Eagle-Vail Indian Hills Silver Cliff Leadville Franktown Lafayette Kersey Haxtun Fort Morgan Thornton Genoa Pitkin Romeo Fort Carson <u>Intercultural Institute</u> Intercultural Institute for Contextual Ministry Contextual Ministry Rev Springs Rifle Keenesburg Greenwood Village Logo Contextual Ministry Revealed Watson Stering Starter (Coalton) Tabernash Yuma Fee

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.

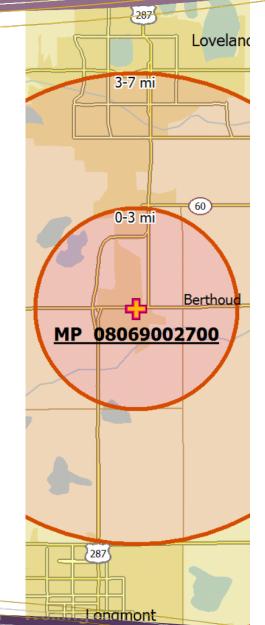
BIBLICAL BARRIERS

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.



Kremmling Larkspur Romeo Ponderosa Park Monument Nederland Ridgway East Pleasant View De Beg Creede Palisade Mount Crested Butte Lake City Springfield Coal Creek Intercultural Institute Intercultural Institute for Contextual Ministry Alamosa East Fort Lupton Manassa Rockvale Ray 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.



Castle Pines North Perry Park Deer Trail Creede Johnstown Holyoke Grover Fowler Avondale Boone Fridian Ken Caryl Coal Creek Morrison New Castle Estes Park Simla Intercultural Institute r Swink Columbine Moffat Breckenridge Arvada Eagle-Vail Monte Vis To Contextual Ministry Coopyright 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

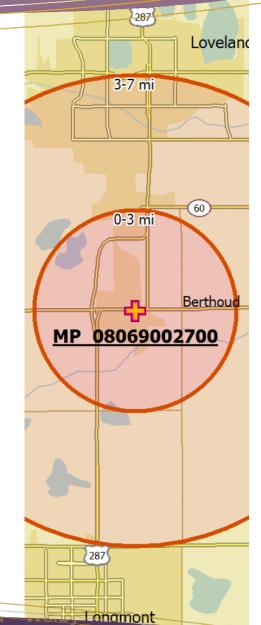
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	49%	49%	Like to Stand Out In A Crowd Too Much Sponsorship In	20% 18%	20% 20%	20% 21%
Find It Difficult To Say No To My Kids	41%	39%	39%	Arts/Sports Rarely Sit Down to a Meal	18%	17%	17%
Prefer To Have Few Possessions As Possible	40%	39%	40%	Together At Home I Am A Workaholic	16%	16%	16%
Woman's Place Is In The Home	35%	34%	35%	Like To Pursue	15%	17%	18%
If Won Lottery Would Never Work Again	33%	30%	31%	Challenge/Novelty/Change Happy With My Standard Of	12%	13%	13%
Speak My Mind Even If It Upsets People	33%	34%	33%	Living Only Work Current Job for The	11%	13%	13%
Like To Do Unconventional Things	28%	28%	28%	Money We Should Strive for Equality	11%	12%	12%
Like Control Over People And	27%	30%	30%	for All			
Resources Don't Judge People/Way They	27%	28%	27%	On Whole People Get What They Deserve	9%	10%	9%
Live Life Friends More Important Than My	26%	27%	28%	Indulge My Kids With The Little Extras	7%	8%	9%
Fam.				Little I Can Do To Change My	7%	7%	7%
Money Is Best Measure Of Success	25%	26%	25%	Life I Am A Perfectionist	6%	6%	7%
Marijuana Should Be Legalized	21%	20%	21%				

Alma Boulder Olathe Penrose Crawford Denver Platteville Del Norte Sedgwick Hit Fraser Alamose Sterling Ordway Gleneagle Fort Lupton Atwood Orchard Mesa Sher Fort Confectual Institute 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.



Tush Aspen Park Bennett La Veta Todd Creek Manitou Springs Carbondale Dacono Wray New Castle The Brookside Grand Junction Buena Vista Antonito Swink Northgler Intercultural Institute Silverton Westcreek Applewood Kit Carson Womelsdorf (Coalton) Lapo To Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Silver Cliff Frederick Clifton Snowmass Village Mana

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	74%	68%	68%	Consider Myself Interested In The Arts	16%	17%	17%
You Should Seize Opportunities In Life	55%	56%	56%	Real Men Don't Cry Looking for New Ideas To Improve	14% 14%	15% 15%	16% 15%
Prefer To Have Few Possessions As Possible	40%	39%	40%	Home Is An Important Part Of Who I Am	14%	15%	15%
Like To Understand About Nature	37%	37%	38%	Try Not To Worry About The Future	13%	13%	14%
Prefer Work Part Of Team Than Alone	31%	32%	32%	Enjoy Spending Time With My Fam.	12%	12%	12%
Important Feel Respected By My Peers	31%	32%	33%	Provide My Kids With The Little Extras	7%	9%	9%
Have Keen Sense Of Adventure People Have To Take Me As	27% 26%	27% 25%	26% 25%	Children Should Be Allowed To Express Themselves	5%	6%	5%
They Find Me Important To Juggle Various	24%	27%	27%	Like Spending Most Time With Fam.	4%	5%	5%
Tasks				Feel Very Alone In The World	4%	5%	5%
Good At Fixing Things	24%	26%	26%	Decor Particular Interest To Me	3%	4%	4%
Worried About Pollution Caused By Cars	22%	21%	21%	Would Like To Set Up Own Business	3%	3%	3%
Like To Just Enjoy Life	22%	23%	24%				

 Springs
 Acres Green
 Columbine
 Two Buttes
 Ovid
 Steamboat Springs
 Campo
 Hiff
 Denver
 Air Force

 Ha
 Niwot
 Naturita
 Basalt
 Trinidad
 Meeker
 Saguache
 Burlington
 Vation
 Intercultural Institute
 Denver
 Air Force

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 To: Contextual Ministry

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 Strasburg
 North Washington
 Jamestown
 Sil45

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.



gle-Vail Monument Paonia Otis Deer Trail Foxfield Louviers Olney Springs Mancos Hartman Collbran tice Hillrose Central City Ponderosa Park Manzanola Acres Green Buener Intercultural Institute Rifle Morrison Norwood Castle Rock Welby The Pinery Colorado City eb Copyright 2012, Intercultural Institute for Contextual Ministry Genoa Coal Creek Padroni Wheat Ridge Glenwood Springs

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fam. Restaurants/Steak	88.52%	85.82%	85.49%
Houses-Visit Any			
Fast Food/Drive-In	86.69%	86.45%	85.82%
Restaurant-Visit Any			
McDonald's	58.35%	57.34%	56.49%
Burger King	36.19%	37.83%	36.82%
Applebee's	35.16%	32.7%	32.2%
Subway	35.1%	32.73%	32.28%
Wendy's	32.87%	31.32%	30.92%
Taco Bell	30.13%	29.72%	29.99%
Kentucky Fried Chicken (KFC)	26.37%	26.77%	26.12%
Arby's	24.99%	23.98%	23%
Olive Garden	24.57%	22.68%	22.97%
Pizza Hut	20.87%	20.97%	20.8%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Outback Steakhouse	19.4%	17.2%	17.62%
Starbucks	18.78%	15.48%	16.17%
Chili's Grill and Bar	18.75%	15.69%	16.46%
Dairy Queen	18.27%	18.41%	17.19%
Cracker Barrel	16.52%	15.1%	14.81%
Chick-Fil-A	16.16%	13.88%	14.35%
Red Lobster	15.88%	16.34%	16.13%
TGI Friday's	15.25%	13.53%	14.08%
Quiznos Sub	15.1%	12.19%	12.82%
IHOP (International House Of	14.14%	14.14%	14.32%
Pancakes)			
Sonic	13.7%	12.57%	12.77%
Panera Bread	13.59%	11.5%	11.57%

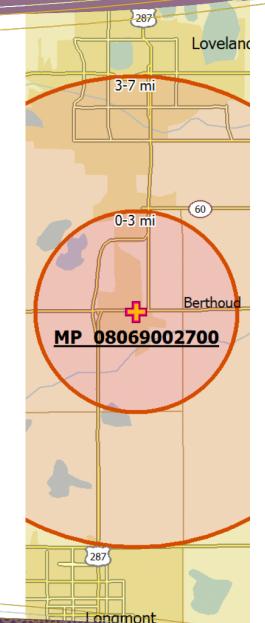
mpo Sedalia Atwood Las Animas Fountain Rockvale Superior Pagosa Springs Frisco Granada Manza tian Coal Creek South Fork Security-Widefield Salt Creek Gunbarrel Aspendic Intercultural Institute ne Dillon Greenwood Village Holly Bethune Trinidad Brighton Keysto for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



ent Yuma Castle Pines Cripple Creek Manassa Log Lane Village Merino Minturn Air Force Academy La Aguilar Orchard Mesa Welby Eagle Hayden Firestone Centennial Intercultural Institute Contextual Ministry Foundation Sedgwick Gold Hi Contextual Ministry Fountain Edgewater Olney Springs Westminster D48

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	55.19%	52.28%	51.54%
Recycled products	45.36%	41.66%	42%
Worked as volunteer (non political)	23.17%	20.76%	20.59%
Engaged in fund raising	14.31%	12.93%	12.51%
Religious club member	8.59%	8.01%	7.97%
Wrote to elected offcl about publ bus	8.37%	7.39%	7.29%

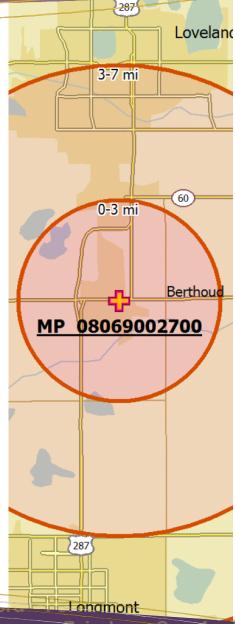
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	7.51%	6.78%	6.66%
newspaper			
Addressed a public meeting	6.8%	5.96%	5.83%
Charitable Organization	6.57%	6.18%	5.98%
Union member	6.44%	5.97%	5.84%
Took active part in local civic	6.02%	5.63%	5.62%
issue			
Wrote to editor of mag or	5.2%	4.46%	4.46%
newspaper			

Fort Carson Steamboat Springs Williamsburg Glendale Branson Campo Morrison Erie Aristocrat Re Raymer Niwot Fowler Ward Frederick Coal Creek Johnstown Morrison Intercultural Institute Nunn Pritchett Log Lane Village Fruitvale Ignacio Federal Heights Roxb for Contextual Ministry Cocopyright 2012, Intercultural Institute for Contextual Ministry Fyans Welby Akron Commerce City Colorado City

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.



Jeral Heights Fountain Lake City Springfield Thornton El Jebel Estes Park Bonanza Fairplay Crawford Tea Campo Windsor Pritchett Aspen Park Mancos Berthoud Wray <u>Intercultural Institute</u> Confectual Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Welby Denver Woodmoor Idabo Springs Kiowa Lange

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	22.61%	20.13%	20.48%
Children's Books	16.51%	14.64%	14.89%
Mystery	15.13%	13.76%	13.95%
Cookbooks	12.79%	11.82%	11.93%
Religious (not Bibles)	9.59%	9.04%	8.93%
Personal/Business	9.28%	8.21%	8.44%
Self-help			
History	9%	8.2%	8.47%
Romance	8.56%	7.73%	7.61%
Biography	8.22%	7.64%	7.92%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	73.78%	72.35%	71.67%
Gen. Editorial	46.93%	46.57%	46.56%
Womens	42.47%	41.79%	41.95%
Service	40.82%	38.13%	37.95%
Business/Finance	22.75%	19.91%	20.48%
Mens	18%	18.54%	19%
Sports	17.12%	16.45%	16.82%
Parenthood	14.26%	13.49%	14.01%
Mature Market	13.02%	12.99%	12.67%

Downieville-Lawson-Dumont Cascade-Chipita Park Vilas Ault Julesburg Hotchkiss Red Feather Lakes Vona Castle Pines Womelsdorf (Coalton) Stratton Cheraw Hooper Crack Intercultural Institute a Veta Sherrelwood Holly Arriba Englewood Campion Eldora Welby Confectual Ministry Decopyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fraser Spowmass Village Nupp, Clenwood Springs

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	61.04%	59.03%	58.63%
Business/Finance	37.26%	33.75%	34.05%
Sport	35.1%	34.47%	34.18%
Editorial Page	34.9%	33.38%	32.37%
Classified	32.37%	33.04%	31.92%
Comics	29.62%	29.23%	28.55%
Movie Listings & Reviews	29.48%	28.23%	28.38%
Food/Cooking	28.05%	26.92%	26.92%
Home/Gardening	25.47%	23.95%	23.68%
Travel	25.07%	22.8%	22.95%
TV/Radio Listings	24.68%	24.92%	24.31%
Science/Technology	22.73%	20.3%	20.45%
Fashion	15.42%	14.52%	14.83%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	22.14%	22.01%	20.76%
Adult Contemporary	21.44%	20.56%	20.82%
News/Talk	19.45%	16.42%	16.41%
CHR Contemp Hit Radio	16.95%	18.11%	18.78%
Rock	16.17%	15.25%	14.8%
Classic Rock	14.43%	12.91%	12.64%
Oldies	13.6%	12.81%	12.8%
Alternative	13.16%	11.89%	12.61%
Soft Contemporary	9.83%	8.39%	8.5%
Variety	8.96%	8.61%	9.01%
Religious	7.61%	6.81%	6.94%
Urban Contemporary	6.68%	8.34%	8.81%
All News	6.28%	5.64%	6.22%
Classic Hits	6.14%	5.44%	5.25%
All Talk	6.13%	4.98%	5.39%
Sports	5.98%	5.15%	5.51%
Classical	4.81%	4.26%	4.41%
Jazz	4.31%	4.16%	4.54%

Jeming Dillon Rye Grehard Mesa Sugar City Platteville Wheat Ridge Romeo Walsenburg Fairplay Fee Cimarron Hills Crested Butte Nucla Jamestown Palisade Orchard City Id Creat Atwood Trinidad Two Buttes Wray Grand Lake Welby Crowley Keystone Rifle Flagi for Contextual Ministry Contextual Ministry Olne Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

7-10

MILES

30.87%

27.86%

28.2%

29.51%

27.74%

29.57%

26.55%

26.97%

25.67%

23.51%

26.76%

25.78%

27.43%

25.4%

JLTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV
	MILES	MILES	MILES	
ox News Channel	71.21%	67.76%	67.54%	TV Info From Sunday TV
Satellite Dish	64.45%	58.18%	59.34%	Magazine
oapnet	53.94%	52.65%	52.87%	The Golf Channel
ci-Fi Channel	42.22%	39.52%	39.21%	Nick At Nite
omedy Central	41.06%	37.46%	37.96%	ABC Fam.
other	40.46%	40.43%	41.47%	TV Info From Newspapers
/ideo-On-Demand				Subscribe Digital Cable
ISNBC	39.64%	36.9%	36.5%	ESPN Classic
dult Pay Per View TV	37.96%	35.66%	36.05%	TCM (Turner Classic
deo-On-Demand	34.18%	26.84%	28.26%	Movies)
lovies				TV Info From Monthly Cab
lickelodeon	34.12%	31.82%	31.19%	Guide
dult Swim	34.03%	31.63%	31.09%	Encore
allmark Channel	33.56%	29.45%	29.47%	BET (Black Entertainment
				TV)

Fairplay Coal Creek Nunn Castle Pines North Steamboat Springs Cottonwood Wellington Grand View udson Indian Hills Windsor Arriba Aspen Park Julesburg Pritchett La Contextual Institute Gypsum Estes Park Eldora Garden City Boulder Denver El Jebel Mo Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Comparison Victor Lincoln Park Paoli Jamestown Redlands Founta

ESPN2

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.



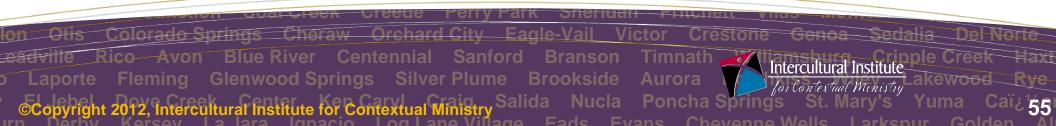
Ridge Craig Las Animas Parachute Loveland Peetz Rangely Redlands Lakeside Lake City Wiggins F Contextual Ministry Stone Lincoln Park Vail Elizabeth Manassa Aristocrat Ranchettes Intercultural Institute Louisville Sawpit Norwood Windsor Hillrose Winter Park Fort Car Contextual Ministry Ray Highlands Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry De Beque Rocky Ford Kittredge Castle Pines North

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	25.98%	22.98%	23.34%
Medium Users (4-6)	13.18%	12.46%	12.7%
Light Users (1-3)	21.74%	21.59%	21.48%
Quintiles (20%)			
Newspaper I (Heavy)	1.58%	2.02%	1.74%
Newspaper II	1.13%	1.31%	1.31%
Newspaper III	2.06%	2.15%	2.17%
Newspaper IV	0.47%	0.5%	0.51%
Newspaper V (Light)	1.15%	1.24%	1.16%

0-3	3-7	7-10
MILES	MILES	MILES
18.79%	19.23%	19.21%
7.97%	8.74%	8.56%
9.47%	9.67%	9.6%
11.12%	11.5%	11.26%
0.78%	0.65%	0.63%
5.31%	6.44%	6.81%
2.47%	2.81%	2.74%
2.41%	2.85%	3.07%
13.86%	15.09%	15.21%
24.1%	25.02%	24.35%
13.08%	14.55%	14.16%
4.52%	5.45%	5.56%
4.4%	4.97%	4.97%
18.5%	20.68%	20.11%
2.05%	2.92%	2.92%
	MILES 18.79% 7.97% 9.47% 11.12% 0.78% 5.31% 2.47% 2.41% 13.86% 24.1% 13.08% 4.52% 4.4% 18.5%	MILES MILES 18.79% 19.23% 7.97% 8.74% 9.47% 9.67% 11.12% 11.5% 0.78% 0.65% 5.31% 6.44% 2.47% 2.81% 13.86% 15.09% 13.08% 14.55% 4.4% 4.97% 18.5% 20.68%



Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	,		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.49%	3.05%	2.8%	Prime Time I & II (Heavy)	2.9%	3.25%	3.23%
Drive Time III (Medium)	0.26%	0.42%	0.34%	Prime Time III (Medium)	1.75%	1.97%	1.96%
Radio IV & V (Light)	2.52%	2.86%	2.59%	Prime Time IV & V (Light)	8.49%	8.1%	8.57%
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles							
20%)				(fifths / 20%)			
Radio I & II (Heavy)	9.07%	8.83%	9.03%	Fringe I & II (Heavy)	38.21%	39.25%	38.879
Radio III (Medium)	5.24%	5.24%	5.21%	Fringe III (Medium)	47.76%	50.83%	50.079
Radio IV & V (Light)	3.41%	3.37%	3.32%	Fringe IV (Light)	54.17%	54.99%	53.879
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	20.61%	17.16%	17.2%	All Day I & II (Heavy)	11.5%	12.22%	12.469
Cable III (Medium)	4.63%	4.19%	4.25%	All Day III (Medium)	21.94%	23.19%	22.93%
Cable IV & V (Light)	30.63%	31.44%	31.59%	All Day IV (Light)	11.06%	12.18%	12.389



Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.9%	13.28%	12.83%
6:00am - 10:00am	20.1%	18.45%	18.8%
10:00am - 3:00pm	5.74%	5.96%	6.44%
3:00pm - 7:00pm	13.67%	13.79%	13.87%
7:00pm - Midnight	16.88%	15.23%	15.54%
Midnight - 6:00am	5.83%	5.88%	5.89%
Weekend Radio			
Listeners			
Dayparts [summary]	17.4%	16.74%	16.18%
6:00am - 10:00am	4.94%	4.35%	4.64%
10:00am-3:00pm	5.99%	6.09%	6.57%
3:00pm - 7:00pm	8.31%	7.53%	7.5%
7:00pm - Midnight	10.81%	10%	9.7%
Midnight - 6:00am	11.63%	11.64%	11.34%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	13.09%	10.48%	10.81%
Saturday: 8:00-11:00pm	9.39%	8.92%	8.49%
Sunday: 7:00-11:00pm	12.49%	11.06%	11.04%
9:00am-1:00pm	30.99%	28.52%	28.2%
9:00am-4:00pm	35.5%	32.71%	32.22%
4:00pm-7:00pm	36.73%	33.3%	33.06%
11:00pm-1:00am	46.65%	44.29%	44.1%
AVG Prime time Mon-Sun	3.1%	2.83%	3.09%

Sherrelwood Kersey Ouray Louviers Towaoc Battlement Mesa Silverton Downieville-Lawson-Dumont Indian Hills Grand View Estates Hotchkiss Alamosa East Westminster Intercultural Institute Indian Hills Grand View Estates Hotchkiss Alamosa East Westminster Intercultural Institute Contextual Ministry Contextual Ministry Park Parker Highlands Ranch Padroni Norwood Ri 57 Sugar City Stopedate Loveland Havden Akron Simla Iliff Lake City Fort Carson Olney Springs Stea

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	21.64%	19.41%	19.82%	Sat: 7-10am	Sat: 7-10am 22.65%	Sat: 7-10am 22.65% 20.7%
7-9am	27.43%	25.4%	25.78%	Sat: 10am-1pm	Sat: 10am-1pm 8.74%	Sat: 10am-1pm 8.74% 8.01%
9am-12noon	26.47%	23.85%	23.77%	Sat: 1-4pm	Sat: 1-4pm 27.53%	Sat: 1-4pm 27.53% 26.26%
12noon-4pm	9.03%	8.86%	8.44%	Sat: 4-6pm	Sat: 4-6pm 7.76%	Sat: 4-6pm 7.76% 6.94%
4-6pm	62.74%	55.74%	55.72%	Sat: 6-7pm	Sat: 6-7pm 2.73%	Sat: 6-7pm 2.73% 2.41%
6-7pm	22.66%	21.78%	20.79%	Sat: 7-8pm	Sat: 7-8pm 2.19%	Sat: 7-8pm 2.19% 1.78%
7-7:30pm	2.31%	2.26%	2.14%	Sat: 8-11pm	Sat: 8-11pm 9.39%	Sat: 8-11pm 9.39% 8.92%
7:30-8pm	12.12%	11.63%	11.44%	Sat: 11pm-1am	Sat: 11pm-1am 5.2%	Sat: 11pm-1am 5.2% 5.15%
8-11pm	13.09%	10.48%	10.81%	Sat: 1am-7pm	Sat: 1am-7pm 27.29%	Sat: 1am-7pm 27.29% 26.18%
11pm-12am	39.64%	36.9%	36.5%	Sun: 7-10am	Sun: 7-10am 2.38%	Sun: 7-10am 2.38% 2.5%
11pm-1am	46.65%	44.29%	44.1%	Sun: 10am-1pm	Sun: 10am-1pm 8.18%	Sun: 10am-1pm 8.18% 7.79%
1-6am	37.91%	35.71%	35.86%	Sun: 1-4pm	Sun: 1-4pm 8.43%	Sun: 1-4pm 8.43% 7.16%
				Sun: 4-7pm	Sun: 4-7pm 17.62%	Sun: 4-7pm 17.62% 15.51%
				Sun: 7-11pm	Sun: 7-11pm 12.49%	Sun: 7-11pm 12.49% 11.06%
				Sun: 11pm-1am	Sun: 11pm-1am 5.99%	Sun: 11pm-1am 5.99% 5.4%
				Sun: 1-7am	Sun: 1-7am 27.08%	Sun: 1-7am 27.08% 24.27%

Westcreek Lakewood Raymer Antonito Calhan Norwood Center Aspen Berkley Woodland Park Sta Monte Vista Fort Garland Green Mountain Falls Tabernash Niwot Sure Mindsor Ridgway Bayfie anzanola Welby Kittredge Monument Fowler Holyoke Parachute Gol Gol Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



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

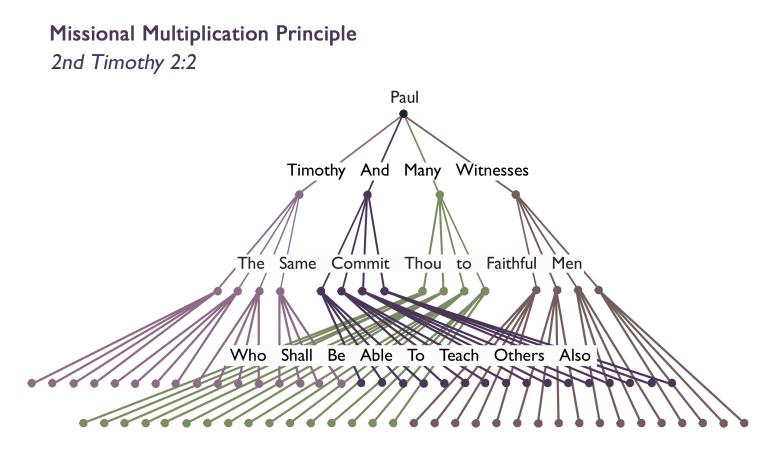
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Federal Heights Ramah Arboles Alma Niwot Ken Caryl Cedaredge Central City Towaoc Monte Vista Lone Tree Indian Hills Moffat Monument Blanca Cortez Hotchkiss <u>Intercultural Institute</u> Gilcrest Call Granada Simla Genesee Aristocrat Ranchettes Castle Rock St. Mary's <u>Intercultural Institute</u> Meeker Ridgwa Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Ridgway Highlands Ranch Blanca Pueblo West Garden City Silverthorne Greeley Red Feather Lakes Silve and Springs Craig Aristocrat Ranchettes Fort Collins Durango Walden Niwot Air Force Academy Vilas Brighton Pagosa Springs Foxfield Confertual Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Montrose Black Forest Swink, Manitou Springs

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



Cedaredge Platteville Collbran Golden Limon Ken Caryl Sawpit Wiggins Merino Lincoln Park Mount Cedaredge Platteville Montezuma Fairplay Rye Crestone Colorado Contextual Institute Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Notes and Sources

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





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