MissionSite top unreached locations

Julesburg La Jara Bennett Vail Yampa Kovstone AURORA, CO De Beque Hillrose Empire Walden Parker Kittred CENSUS TRACT: 08005007043 Windsor Eaton Orchard Mesa Sanfor REGION: Front Range Iwood Gilcrest Bethune Silverton Boone Leadville Mount CreASSOCIATION: Mile High Salida Sugar City Cast lotchk Multip VWindsor Eaton Orchard Mesa Haswell Rifle Trinidad Dolores Swink Cottonwood NCOUNTYSArapahoe Manitou Springs Cimarron Hill In partnership with the: Bow Mar Bayfield Towaoc Holly SITESCAPE: Cityscape Ordway Glenwood Springs Intercultural Institute Monte Vista ThorntoDENSITY/PATTERN: KI Butte Ophir Silt Denver Noodma 01 for Contextual Ministry Simla Brookside The F Womelsdorf (Coalton) Erie Broomfield Meridian Las Anim COLORADO Bayersisseverthorne Centra .akewood Gypsum Gleneagle West Pleasant V ry©Copyright 2014, Intercultural Institute for Contextual Ministry on Gold Hill Edwards Paonia Avondale Carbondale Si

MissionSite (TM) Table of Contents

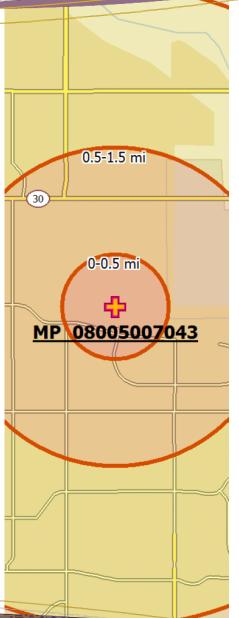
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



Site Location Summary

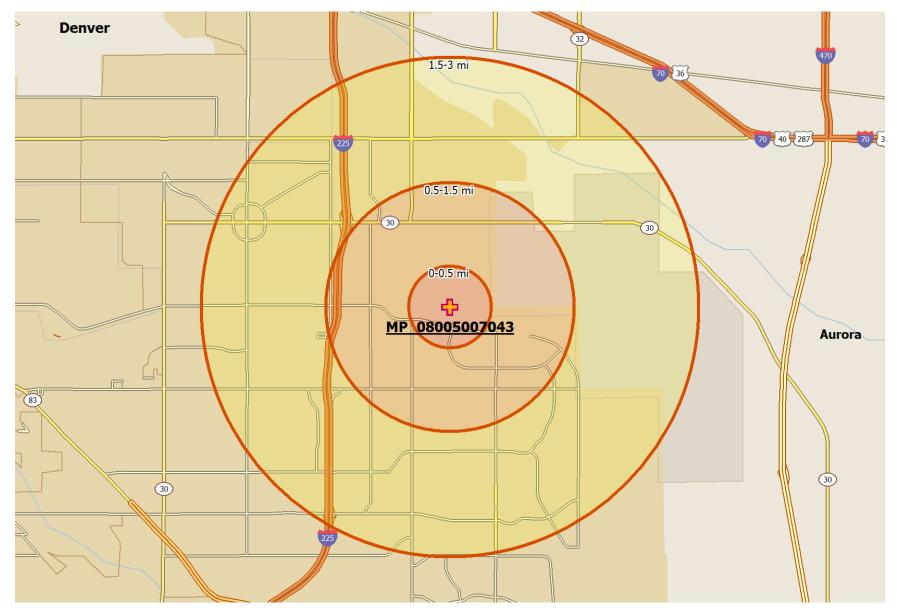
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Location Typography	CODE	LOCATION
Region	08R01	Front Range
Association	08A08	Mile High
County Location	08005	Arapahoe
Zipcode	80017	Arapahoe
Sitescape Category	4	Cityscape
Sitescape Group	4.1	Small Cities
Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
Sitescape Density Pattern	K	250000-1000000-1000000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region08R01Association08A08County Location08005Zipcode80017Sitescape Category4Sitescape Group4.1Sitescape Subgroup4.16



Pierce Ken Carvi Golden Crawford Rockvale Nucla Vona Hudson Durango Northglenn Kremmin Hary's Niwot Eagle Granby Eldora Jamestown Fruitvale Vail Springer Eagle Vail Greenwood Har Pritchett Otis Bayfield Williamsburg Sheridan Lake Victor Kiowa Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



S Kit Carson La Junta Branson Yampa Steamboat Springs Two Buttes Eldora Vona Jamestown Meek The Pinery Roxborough Park New Castle Victor Collbran Orchard Charles Haveon Garden City Ward Morrison La Salle Applewood Wiggins Central City Black Forest Lever Contextual Ministry Contextual Ministry Severan Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more
			population who do not qualify as large central
5	NCES Urban Centric	11	City: Large: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to	0	Percent commuting from non metro to metro areas
	Metro		

age Dacono Black Hawk womersoon

Red Featner Lakes Fruita Simia Bow Mar Alamosa Last Cimaro Hills Ber Kocky Ford Commerce City Gypsum Lochbuie Minturn Hayden Blue And Intercultural Institute de Grand Junction Wray Glenwood Springs Keenesburg Delta Hot Sulp for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	4,150	28,981	93,051
2010 Households	1,903	11,956	34,385
2010 Group Quarters Population	0	104	822

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	78	76	71
Language Diversity National Index	72	73	67
Foreign Born Diversity National Index	37	29	26
Ancestry Diversity National Index	39	45	61
Racial Diversity National Index	89	75	60

Towaoc Starkville Broomfield Snowmass Village Arvada Manassa Swink Walden Westminster Of Storg Loghill Village Saguache Otis Brookside Lakewood Meridian Walsh Lochbuie Florence Haxtun Acres Green Cedaredge Ramah Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Couth Fork Manassa Two Buttes Lakewood Flagler Hayden Erie La Jara Northglenn Branson Stratmos Kersey Vona Saguache La Salle Larkspur Longmont Silver Plume Intercultural Institute Collbran Coal Creek Kittredge Palmer Lake Ouray Moffat Lyons Double Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 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	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	393	20.65%
Mainstay Communities	Established, Diverse Households	9	0.47%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,502	78.93%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Ove Creek Fort Morgan Fairplay Penrose Keenesburg Gunnison Paoli Fleming Woodmoor Padroni La Hill Pitkin Eckley Colorado Springs Haxtun Log Lane Village Olathe Intercultural Institute ar Wiley Welby Breckenridge Vilas Ophir Gunbarrel Lafayette Ceda (or Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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.



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?

Alma Windsor Lake City Steamboat Springs Oak Creek St. Mary's Ouray Olney Springs Kersey Wiley Fountain Dolores Sheridan Silver Cliff Montrose Johnstown Orchard Intercultural Institute rd Stratton Haxtun Georgetown Lyons Fruitvale Gilcrest Clifton Bristov Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Brush Keystone Victor Cortez Commerce City

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 0-0.5 mile band that are in each category. The index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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	0-0.5 MILE BAND	% INDEX
Unreached Households	153,453	1,375	0.9%
Unreached %	71.28%	72.27%	101.38
Religious But NOT Evangelical HH	34,698	240	0.69%
Religious But NOT Evangelical %	16.12%	12.61%	78.24
Spiritual But NOT Relig or Evang HH	25,828	264	1.02%
Spiritual But NOT Relig or Evang %	12%	13.86%	115.55
Not Evangelical, Not Interested HH	92,973	872	0.94%
Not Evangelical, Not Interested %	43.19%	45.8%	106.04



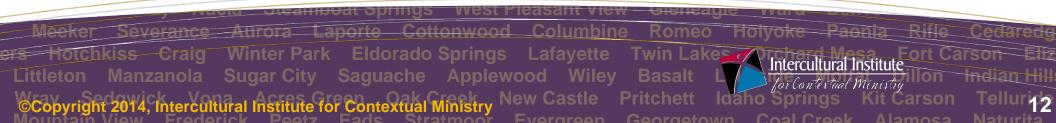


Spirituality Indicators - Churchscape

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	19,379	4,494	23.19%
Active Evangelical Percent	9.00%	9.31%	103.47
Inactive Evangelical Households	42,437	9,841	23.19%
Inactive Evangelical Percent	19.71%	20.40%	103.47
# New Churches Needed	108	24	22.41%





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.

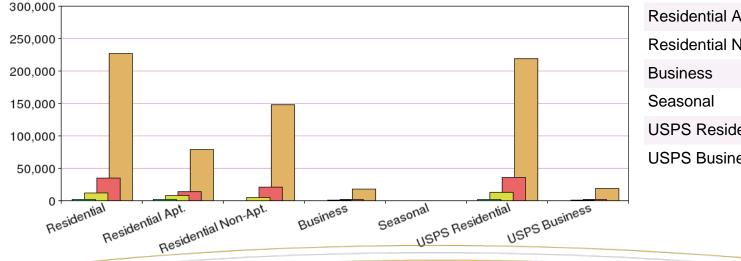
Issues for Your Consideration

- 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.

Mountain Village Kiowa Pitkin Rockvale Mountain View Mount Crested Butte Lamar Manassa Oiney Naturita Pueblo Rye Lone Tree Estes Park Yampa Walsenburg James Intercultural Institute De Beque Wray Bennett Commerce City Hartman Blue River Flagler JorConfectual Ministry Confectual Ministry Vilas Collb 13 Copyright 2014, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the 0-0.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	391,720	3,218	0.82%	1990 Households	154,833	1,646	1.06%
2000 Population	487,967	3,824	0.78%	2000 Households	190,909	1,814	0.95%
2010 Population	576,330	4,150	0.72%	2010 Households	215,270	1,903	0.88%
			n this MissionSi		Location Ty	ре	0-0.5mi Band
🔲 0-0.5mi Ban	id 🗌 0.5-1	.5mi Band	🔲 1.5-3mi Band	County	Residential		2,099
300,000					Residential A	Apt.	1,668

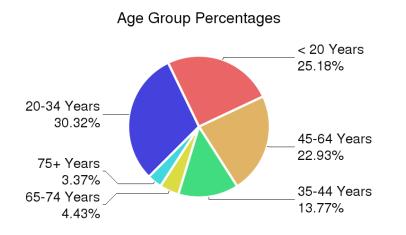


Location Type	0-0.5mi Band
Residential	2,099
Residential Apt.	1,668
Residential Non-Apt.	431
Business	14
Seasonal	0
USPS Residential	2,204
USPS Business	58

Redlands Rangely Meridian Dol Norte Wray Black Forest Boulder Hayden Fleming Eldorado Springs The Lakes Crook Parachute Grover Cimarron Hills Broomfield Cripple Intercultural Institute osa Greeley Alma Brighton Olney Springs Alamosa East Silver Plume Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.

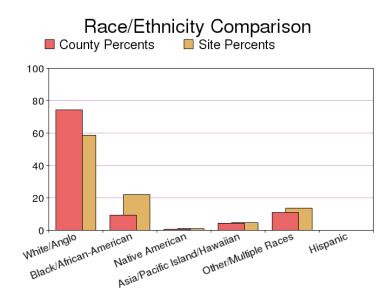


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	6.84%	128.09
4-5 Years	2.84%	2.55%	89.79
6-8 Years	4.35%	3.66%	84.14
9-11 Years	4.22%	3.2%	75.83
12-13 Years	2.74%	1.98%	72.26
14-17 Years	5.35%	4.53%	84.67
18-19 Years	2.63%	2.41%	91.63
0-5 Years	8.18%	9.4%	114.91
6-12 Years	9.95%	7.86%	78.99
13-19 Years	9.35%	7.93%	84.81
< 20 Years	27.48%	25.19%	91.67
20-34 Years	20.29%	30.34%	149.53
35-44 Years	13.94%	13.78%	98.85
45-64 Years	26.25%	22.94%	87.39
65-74 Years	6.61%	4.43%	67.02
75+ Years	5.42%	3.37%	62.18
Median Age	37	35	94.64
Median Age (Male)	35	34	96.83
Median Age (Female)	38	35	92.58

Burlington Morrison Fort Collins Commerce City Evergreen Sherrelwood Lincoln Park Crested Butte Monument Campion Bennett Del Norte Twin Lakes Saguache Strater Hotchkiss Berthoud Gunda Berkley South Fork Craig Otis Ouray Rico Gunnison Welby Natur Gorectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	74.43%	58.65%	78.8
Black, African-American	9.42%	21.86%	231.89
Native American	0.77%	1.04%	135.1
Asian	4.35%	4.53%	104.23
Pacific Island, Hawaiian	0.16%	0.29%	185.99
Other/Multiple Races	10.88%	13.61%	125.17
Hispanic	0%	21.64%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	381,452	2,639	
Less than 9th Grade	3 99%	3 52%	113 18

Total Adults over age 25 years.	381,452	2,639	
Less than 9th Grade	3.99%	3.52%	113.18
No High School Diploma	5.5%	5.68%	96.8
High School Graduate	22.92%	24.02%	95.39
Some College, no degree	21.3%	27.28%	78.08
Associate Degree	7.58%	9.93%	76.33
College Degree	25.01%	23.49%	106.43
Graduate/Prof. degree	13.71%	6.06%	226.07

Vountain Falls Berthoud Nucla Padroni Pritchett Starkville Wheat Ridge Perry Park Tabernash Monte Vi Federal Heights Meridian San Luis Eldorado Springs Fountain Elizabeter Pintercultural Institute rose Indian Hills Springfield Lone Tree Boulder Franktown Windsor Springs Genoa Keystone Wray M16 ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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	5.69%	10.3%	198.85
\$10,000 to \$19,999	7.81%	5.73%	73.35
\$20,000 to \$29,999	8.61%	13.66%	158.72
\$30,000 to \$49,999	18%	28.8%	160.02
\$50,000 to \$59,999	8.2%	10.3%	125.59
\$60,000 to \$69,999	7.82%	8.72%	111.57
\$70,000 to \$79,999	7.07%	6.73%	95.17
\$80,000 to \$89,999	5.65%	4.89%	86.43
\$90,000 to \$99,999	4.11%	2.73%	66.44
\$100,000 to \$124,999	10.29%	3.68%	35.73
\$125,000 to \$149,999	5.39%	2.94%	54.56
\$150,000 to \$199,999	6.03%	0.89%	14.82
\$200,000 to \$249,999	1.96%	0%	0
\$250,000 or more	3.37%	0.58%	17.13
Median Household	61,913	46,279	74.75
Average Household	81,867	57,863	70.68
Per Capita Household	31,079	26,533	85.37
Family/Non-Family Household			
Income			
Median Family Income	77,939	55,221	70.85
Average Family Income	100,607	69,494	69.07
Median Non-Family Income	40,758	39,219	96.22
Average Non-Family Income	49,140	35,620	72.49

ra Hayden Walsenburg Ward Tabernash Ault Parachute Roxborough Park Vilas Franktown Keystone Breckenridge Englewood Grover Denver West Pleasant View Kersey Intercultural Institute Ca Sherrelwood Silver Cliff Leadville Loveland Wiley Thornton Empire Intercultural Institute for Contextual Ministry Copyright 2014, 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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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	63.59%	45.09%	70.9
Families with Children	32.19%	24.8%	77.06
Families without Children	31.4%	20.28%	64.59
Non-Family Households			
% Non-Family Households	36.41%	54.91%	150.81
Non-Families with Children	0.37	0.74	197.47
Non-Families without Children	36.04	54.18	150.33
Housing Units			Index
Total Housing Units	235,740	2,101	
Vacant percent	8.68%	9.42%	108.53
Owned percent	61.68%	35.13%	56.95%
Rented Percent	29.63%	55.4%	186.95
Households by Size			Index
Avg household size	2.65	2.18	82.26
Avg family hh size	3.47	3.29	94.81
Avg non-family hh size	1.22	1.27	104.1
Households By Count of Persons			Percent
One	66,974	893	1.33%
Two	53,286	451	0.85%
Three or Four	68,714	428	0.62%
Five+	26,296	131	0.5%

Commerce City Gilcrest Grand Lake Ramah Antonito Evans Walsh Lafayette Ward Moffat Lochbuie Cherry Springs Lincoln Park Beulah Valley Ridgway Columbine Yampa Contectual Institute Green Nederland Ponderosa Park Collbran Strasburg Walsenburg Cent for Contectual Ministry Cherry Springs 2014, Intercultural Institute for Contextual Ministry Contectual Ministry Laporte Pagosa Springs Orchard Mesa Downieville-18 Contectual Ministry Contextual Ministry

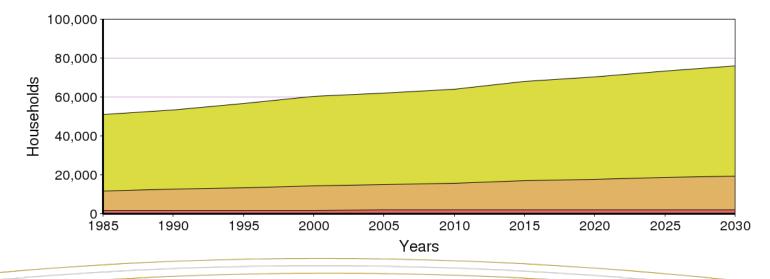
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 mile ring. The percentage of the county population and number of households that appears in the 0-0.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	391,720	3,218	0.82%
2000 Population	487,967	3,824	0.78%
2010 Population	576,330	4,150	0.72%
2015 Population	631,167	4,420	0.7%

Household Change from 1985 to 2030

0-0.5mi Ring 0-1.5mi Ring

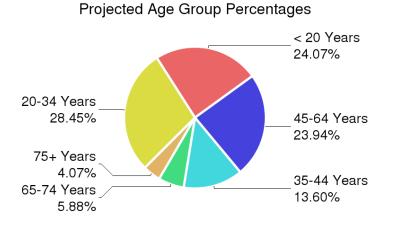
📒 0-3mi Ring



Pagosa Springs Avondale Penrose Eldorado Springs Aurora Indian Hills Westminster Cimarron Hills Paonia Keystone Ovid Highlands Ranch Parachute Bethune Frederick Intercultural Institute Haxtun Greenwood Village Gold Hill Atwood Fort Lupton Orchard Mesa Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

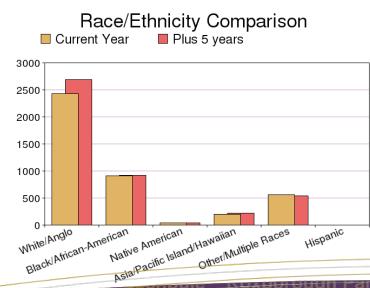


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.84%	5.68%	83.04
4-5 Years	2.55%	2.33%	91.37
6-8 Years	3.66%	3.35%	91.53
9-11 Years	3.2%	3.28%	102.5
12-13 Years	1.98%	2.1%	106.06
14-17 Years	4.53%	4.82%	106.4
18-19 Years	2.41%	2.51%	104.15
0-5 Years	9.4%	8.01%	85.21
6-12 Years	7.86%	7.67%	97.58
13-19 Years	7.93%	8.39%	105.8
< 20 Years	25.19%	24.07%	95.55
20-34 Years	30.34%	28.46%	93.8
35-44 Years	13.78%	13.6%	98.69
45-64 Years	22.94%	23.94%	104.36
65-74 Years	4.43%	5.88%	132.73
75+ Years	3.37%	4.07%	120.77
Median Age	37	36	97.84
Median Age (Male)	35	35	100.31
Median Age (Female)	38	36	95.56

Simia East Pleasant-View Kim Lincoln Park Eckley Starkville Ophir Sedgwick Pritchett Haxtun Par Pitkin Glenwood Springs Beulah Valley Wiggins Fowler Boone Blue Intercultural Institute Leadville Brush Allenspark Grover Merino Downieville-Lawson-Dur Govertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Scopyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-0.5 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. P	ROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity				
White, Anglo		58.65%	60.9%	103.84
Black, African-A	American	21.86%	20.9%	95.65
Native America	n	1.04%	0.95%	91.71
Asian		4.53%	4.75%	104.88
Pacific Island, H	lawaiian	0.29%	0.27%	93.89
Other/Multiple F	Races	13.61%	12.24%	89.9
Hispanic		0%	0%	0
Education of Adu	lts (25 yrs+)			
Total Adults ove	er age 25 years.	2,639	2,861	
Less than 9th G	Grade	3.52%	4.02%	114.06
No High Schoo	l Diploma	5.68%	5.45%	95.93
High School Gr	aduate	24.02%	25.38%	105.63
Some College,	no degree	27.28%	24.82%	90.96
Associate Degr	ee	9.93%	9.93%	99.99
College Degree	•	23.49%	23.7%	100.87

6.06%

6.71%

110.69

Security Widefield Eads Nucla Cokedale Alamosa Montrose Oak Creek Allenspark North Washington Victor Morrison Lafayette Keenesburg Stonegate Lake City Souther Intercultural Institute Meridian Deer Trail Empire Poncha Springs Pritchett Peetz Breck To Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 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 0-0.5 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 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	10.3%	11.38%	110.49
\$10,000 to \$19,999	5.73%	6.13%	106.98
\$20,000 to \$29,999	13.66%	13.39%	97.99
\$30,000 to \$49,999	28.8%	27.29%	94.77
\$50,000 to \$59,999	10.3%	9.68%	93.99
\$60,000 to \$69,999	8.72%	8.86%	101.53
\$70,000 to \$79,999	6.73%	6.69%	99.52
\$80,000 to \$89,999	4.89%	4.89%	102.21
\$90,000 to \$99,999	2.73%	2.68%	97.99
\$100,000 to \$249,999	3.68%	4.02%	109.19
\$125,000 to \$149,999	2.94%	3.3%	111.99
\$150,000 to \$199,999	0.89%	1.03%	115.28
\$200,000 to \$249,999	0%	0.05%	0
\$250,000 or more	0.58%	0.62%	106.9
Median Household	46,279	46,289	100.02
Average Household	57,863	60,025	103.74
Per Capita Household	26,533	26,373	99.4
Family/Nan Family Hausahold			
Family/Non-Family Household Income			
Median Family Income	55,221	55,841	101.12
Average Family Income	69,494	73,077	105.16
Median Non-Family Income	39,219	39,712	101.26
Average Non-Family Income	35,620	36,198	101.62

Garden City Bayfield Collbran Craig Twin Lakes Stonegate Bennett Bonanza Sherrelwood Indian Hills Edgewater Montrose Grover St. Mary's Sedgwick Acres Green Eaton Intercultural Institute Commerce City Kim San Luis Breckenridge Seibert Campo Fairplay foi Confertual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 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 0-0.5 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 0-0.5 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	45.09%	44.39%	98.45
Families with Children	24.8	23.53	94.88
Families without Children	20.28	20.08	99.01
Non-Family Households			
% Non-Family Households	54.91%	55.61%	101.27
Non-Families with Children	0.74	0.72	101.27
Non-Families without	54.18	54.89	101.32
Children			
Housing Units			
Total Housing Units	2,101	2,142	101.95%
Vacant percent	9.42%	9.34%	99.08
Owned percent	35.13%	35.34%	100.61
Rented Percent	55.4%	55.32%	99.86
Households by Size			
Avg household size	2.18	2.28	104.59%
Avg family hh size	3.29	3.55	107.9%
Avg non-family hh size	1.27	1.26	99.21%
Households By Count of			
Persons			
One	893	948	106.16%
Тwo	451	368	81.6%
Three or Four	428	456	106.54%
Five+	131	170	129.77%

Fraser Antenito Hotchkiss Walsh Garden City Lyons Rye Centennial Perry Park Norwood Las A que Dove Creek Castle Pines North Seibert Coal Creek Carbondale Long ont Timpath Ouray Applewood Hayden Calhan Edgewater Silverthorne Winds Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Cottonwood Woodland Park Keenesburg Cheyenne W23

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:	0-0.5	0.5-1.5	1.5-3		BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	437	3,102	13,546	E	astern Africa	Eastern Africa 10	Eastern Africa 10 81
Northern Europe	0	52	285	Mid	Idle Africa	Idle Africa 0	Idle Africa 0 0
Western Europe	17	99	469	Northe	rn Africa	rn Africa 0	rn Africa 0 39
Southern Europe	0	21	148	Southern	Africa	Africa 0	Africa 0 0
Eastern Europe	5	148	962	Western Afr	ica	ica 21	ica 21 133
Other Europe	0	0	8	Other Africa		0	0 4
Eastern Asia	61	403	1,233	Oceania		8	8 24
So. Central Asia	44	163	394	Caribbean		13	13 35
SE Asia	49	450	1,694	Central Amer.		148	148 1,157
Western Asia	0	81	176	South America		55	55 127
Other Asia	0	41	26	North America		6	6 44
				Born at sea		0	0 0



Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
English only	2,476	18,923	62,858	Other Indo-Euro	7	3	64
Spanish	380	2,579	10,782	Asian/PI languages	0	0	0
Other Indo-Euro	94	501	2,568	Chinese	8	180	342
language				Japanese	29	36	234
French (incl. Patois,	5	140	294	Korean	27	325	732
Cajun)				Mon-Khmer,	0	38	90
French Creole	0	0	13	Cambodian			
Italian	7	0	53	Miao, Hmong	11	5	5
Portuguese	14	1	20	Thai	5	83	99
German	16	122	566	Laotian	0	23	90
Yiddish	0	0	8	Vietnamese	0	220	555
Other West Germanic	8	0	33	Other Asian	0	40	40
A Scandinavian	0	6	37	Tagalog	31	123	486
Language				Other Pacific Is	2	65	142
Greek	0	0	133	Other languages	39	312	1,080
Russian	0	57	555	Navajo	0	0	31
Polish	0	17	55	Other Native N.	0	17	27
Serbo-Croatian	0	32	116	American			
Other Slavic Language	0	32	185	Hungarian	0	6	44
Armenian	0	0	24	Arabic	0	184	307
Persian	4	5	147	Hebrew	0	0	53
Gujarathi	0	28	21	African languages	39	105	583
Hindi	0	0	93	Other unspecified	0	0	35
Urdu	5	33	118				

Johnstown Alma Cokedale Nunn Manitou Springs Battlement Mesa Praser Wheat Ridge Black Forest The Walsenburg Silver Plume Mead Silt Nucla Fairplay Paonia Aguin Intercultural Institute Spen Park Red Feather Lakes De Beque Pritchett Holyoke Paoli Rockv Forest for Contextual Ministry VI Indian Hills Copyright 2014, Intercultural Institute for Contextual Ministry Wellington Cedaredge Redlands Lafayette Strasburg 25

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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Reporting ancestry	2,932	21,614	74,273
Arab	0	185	523
Armenian	0	0	58
Austrian	8	29	100
British	13	51	214
Canadian	8	18	166
Croatian	4	1	74
Czech	0	17	227
Czechoslovak	9	30	92
Danish	19	103	284
Dutch	43	154	807
English	193	1,102	4,776
European	36	261	693
Finnish	6	45	211
French (not	47	318	1,250
Basque)			
French Canadian	14	97	544
German	455	3,272	11,021
Greek	3	66	319
Hungarian	2	65	308
Iranian	3	33	128

Avon Bethune Rocky Ford Black Hawk Fairplay Buena Vista Salida Alamosa East Ovid Salt Creek Heat Ridge Westminster Dove Creek Sheridan Lamar Clifton Applework Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Decopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

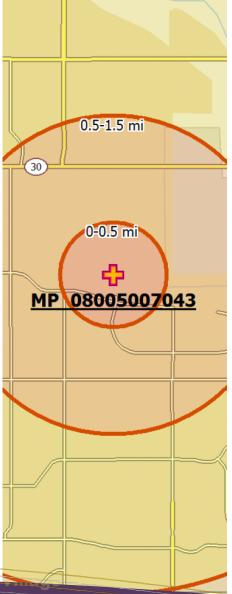
Issues for Your Consideration - continued

- 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.



Kiowa Castle Rock Vall Thornton Idaho Springs Orchard Mesa Indian Hills Golden Moffat Silt Neder Parker Mancos Montezuma Ward Carbondale Center Loghill Village Wheat Ridge Westcreek Del Norte The Pinery Fort Morgan Kersey Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry 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 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,903	100%	1,375	100%
AFFLUENT SUBURBIA	101	5.31%	70	5.09%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	101	5.31%	70	5.09%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	292	15.34%	216	15.71%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	256	13.45%	189	13.75%
Successful Urban Sprawl	36	1.89%	27	1.96%
SM TWN SUCCESS	9	0.47%	6	0.44%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	9	0.47%	6	0.44%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Norwood La Veta Basait Sedalia Monument Erie North Washington Louisville Orchard Mesa Parker E Calhan Hayden Battlement Mesa Firestone Lakewood Evans Ignaria <u>Intercultural Institute</u> omeo Grand Junction Rangely Lone Tree Manzanola Edwards Coal Cropping Contextual Ministry ^V©Copyright 2014, Intercultural Institute for Contextual Ministry River Centennial Coal Creek Greenwood Village Creede Silt Limon Cheraw Mount Crested Butte Edge

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,903	100%	1,375	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Two Buttes Bennett Blanca New Castle Downieville-Lawson-Dumont Brookside Cypsum Rocky Ford Park St. Mary's La Salle Delta Paoli Campion Columbine Valley Coker Coker Rye Breckenric Akron Womelsdorf (Coalton) Grand Junction Nederland Aristocrat Ran Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Mountain Village Naturita Lafavette Arvada Wheat Ride

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,903	100%	1,375	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	1,502	78.93%	1,083	78.76%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	1,502	78.93%	1,083	78.76%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
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%

Fruitvale Ordway Crestone Empire Alma Atwood Greeley Bonanza Haswell Coal Creek Center Ster sentrong North Washington Gypsum Dillon Hot Sulphur Springs Cimarro Intercultural Institute Lyons Moffat Arriba Womelsdorf (Coalton) Seibert Mount Crested For Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry 32

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,903	100%	1,375	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%

avette Grand View Estates Nederland Denver Pierce Arboles Julesburg Aguilar Crowley Brookside H Burlington Grand Junction Redlands Ovid Paonia Sedalia Glendal Antipringfield Two Buttes Lakewood Sedgwick Perry Park Lone Tree St. Marco Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-0.5 mile, 0.5-1.5 mile and 1.5-3 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?

Empire Gypsum Delta Bayfield Edgewater Stratmoor Haxtun Orchard Mesa Wellington Pueblo West Towaoc Leadville Stratton Derby Downieville-Lawson-Dumont Holly Intercultural Institute Security-Widefield Tabernash Center San Luis Grand Lake Broomfield for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

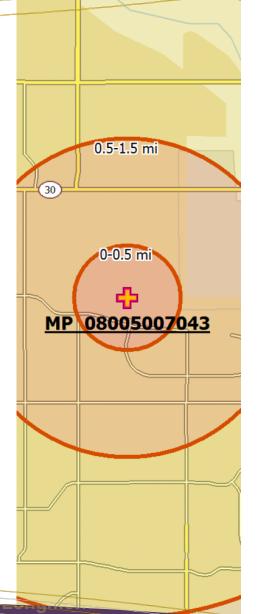
Potential Cultural Bridges

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).



iers Haxtun Fort Carson Cascade-Chipita Park Grand Junction Naturita Keystone Arboles Alma Hot Sub Saguache Montrose Atwood Acres Green Meeker Eaton Ault Penrose Intercultural Institute Idaho Springs Leadville North Iliff Breckenridge Palisade North Was for Confectual Ministry Viccopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
PC-HH Own	74%	75%	76%	Use Comp. for Digital Camera	Use Comp. for Digital Camera 30%	Use Comp. for Digital Camera 30% 30%
Use Comp. for	59%	58%	60%	Photo Editing	Photo Editing	Photo Editing
Internet/E-mail				Internet Use: News/ Weather	Internet Use: News/ Weather 30%	Internet Use: News/ Weather 30% 28%
Internet Use: E-Mail	52%	50%	51%	Use Comp. for News/Info./Data	Use Comp. for News/Info./Data 24%	Use Comp. for News/Info./Data 24% 24%
Use Comp. for Word	39%	38%	40%	Service	Service	Service
Processing				PC-Network-HH Has One	PC-Network-HH Has One 19%	PC-Network-HH Has One 19% 19%
Use Comp. for Shopping	39%	36%	36%	Internet Use: Shopping:	Internet Use: Shopping: 16%	Internet Use: Shopping: 16% 15%
Use Comp. for Banking	36%	34%	34%	Gathered Info. for Shopping	Gathered Info. for Shopping	Gathered Info. for Shopping
Use Comp. for Education	34%	34%	34%	Internet Use: Shopping: Made A	Internet Use: Shopping: Made A 15%	Internet Use: Shopping: Made A 15% 13%
Use Comp. for Comp.	33%	35%	38%	Purchase	Purchase	Purchase
Games				Internet Use: Movie Info./	Internet Use: Movie Info./ 15%	Internet Use: Movie Info./ 15% 12%
Internet Use: Banking	32%	29%	28%	Reviews/ Showtimes	Reviews/ Showtimes	Reviews/ Showtimes
HH Owns DVD Player	30%	30%	30%	Use Comp. for Accounting	Use Comp. for Accounting 14%	Use Comp. for Accounting 14% 13%
				Internet Use: Read Magazines/	Internet Use: Read Magazines/ 13%	Internet Use: Read Magazines/ 13% 13%
				Newspapers	Newspapers	Newspapers
				Use Comp. for Personal	Use Comp. for Personal 13%	Use Comp. for Personal 13% 13%
				 Financial Mngmnt	Financial Mngmnt	Financial Mngmnt

Keenesburg Telluride Roxborough Park Alma Cottonwood Woodmoor Campion Loveland Fort Collins arron Hills Highlands Ranch Pueblo Black Forest Merino Gunbarrel Barn Intercultural Institute Genesee Platteville Grover Longmont Creede Iliff Bonanza Coal (artextual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	67%	67%	67%
Dining Out (Not Fast Food)	58%	56%	56%
Reading Books	56%	55%	54%
Cooking for Fun	38%	37%	36%
Go To A Beach/Lake	36%	36%	36%
Card Games	33%	37%	38%
Board Games	30%	31%	31%
Going To	26%	23%	22%
Bars/Nightclubs/Dancing			
Visit Museum	24%	22%	21%
Photography	23%	21%	20%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	62%	64%	63%
Gen./Fam. Practitioner	36%	37%	37%
Dentist	28%	28%	28%
Eye Dr.	21%	21%	20%
None Of These	21%	20%	21%
Hypertension/High Blood	17%	18%	18%
Pressure			
High Cholesterol	15%	16%	16%
Backache	15%	18%	19%
Overweight (30 Pounds Or	14%	14%	13%
More)			
Heartburn	13%	13%	12%



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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	28.86%	28.89%	28.91%
Live Theater	22.19%	21.22%	20.51%
Live Theater Most Often	18.15%	17.35%	16.87%
Rock/Pop Concerts Most	17.14%	17.13%	16.89%
Often			
Comedy Club	10.41%	10.29%	10.16%
Dance Performance	8.76%	8.82%	8.95%
Movies: Comedy	40.71%	39.9%	39.34%
Movies: Action/Adventure	36.7%	38%	39.03%
Movies: Drama	22.15%	22.03%	20.9%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Romantic	20.12%	20.3%	19.78%
Comedy			
Movies: Fam.	16.95%	19.24%	19.63%
Movies: Mystery	16.72%	16.87%	16.68%
MLB Baseball Reg.	8.2%	8.36%	8.57%
Season			
NFL Football Reg.	7.47%	7.17%	6.86%
Season			
NBA Basketball Reg.	4.96%	4.66%	4.19%
Season			
College Football Reg.	3.72%	4.58%	5.17%
Season			
NHL Hockey Reg.	3.16%	3.05%	3.34%
Season			
MLB Baseball	2.41%	2.11%	1.91%
Post-Season			

Alamosa East Penrose Lyons Saguache Two Buttes Vona Centennial Kersey Bonanza Thornton K Hasburg Welby Lakeside Creede Edgewater Fort Morgan Center Pitking Intercultural Institute sor Brush Nederland Arvada Fort Collins Evans Trinidad Lincoln Paris Intercultural Ministry Confectual Ministry Copyright 2014, 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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3			BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES				MILES	MILES MILES
Walking for Exercise	39.53%	39.86%	40.4%	-	ŀ	Aerobics	Aerobics 9.38%	Aerobics 9.38% 9.94%
Swimming	33.85%	33.2%	32.79%		S	Stationary Cycling	Stationary Cycling 9.28%	Stationary Cycling 9.28% 11.08%
Bowling	17.79%	19.91%	20.51%		Go	olf	olf 8.55%	olf 8.55% 10.18%
Billiards/Pool	15.9%	17.77%	19.13%		Tenn	is	nis 8.31%	nis 8.31% 7.56%
Jogging/Running	15.73%	16.52%	16.01%		Footba	all	all 6.45%	all 6.45% 8.52%
Veight Training	15.14%	15.71%	16.15%		Target Sh	nooting	nooting 5.94%	nooting 5.94% 6.65%
Using Cardio	15.01%	14.8%	15.07%		Baseball		5.56%	5.56% 8.73%
Machine					Softball		5.49%	5.49% 6.45%
Basketball	13.22%	14.48%	15.01%		Horseback Riding		5.13%	5.13% 5.04%
Backpacking/Hiking	12.52%	11.49%	11%		Canoeing/Kayaking	g	g 5.08%	g 5.08% 5.75%
Mountain/Road	12.5%	12.42%	12.89%		Martial Arts		5.04%	5.04% 4.44%
Biking					Snorkeling		4.5%	4.5% 4.39%
Camping Trips	10.95%	12.88%	14.94%		Saltwater Fishing		4.49%	4.49% 5.76%
Soccer	10.13%	9.66%	9.28%		Rock Climbing		4.47%	4.47% 4.11%
Freshwater Fishing	10.08%	12.19%	13.6%					
Yoga	9.73%	8.75%	8.18%					

d Boulder Granby Alamosa East Mead Las Animas Rico Air Force Academy Empire Alamosa Indian Valey Eldora Delta Louviers La Veta Westminster Crook Kersey Greet Intercultural Institute Ialia Olney Springs Greenwood Village Berthoud Fairplay Allenspark Events Ouray Bayfield Aspen Park We 39 Copyright 2014, 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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Motorcycling	4.38%	4.95%	5.62%
Downhill & X-Country	4.22%	4.29%	4.65%
Skiing			
Roller Skating	4.16%	5.02%	5.43%
Volleyball	4.11%	6.28%	7.93%
Ice Skating	3.77%	4.37%	4.84%
Hunting	3.71%	4.93%	6.58%
Power Boating	3.55%	4.88%	6.42%
Snowboarding	3.43%	3.75%	3.91%
Hockey	2.77%	3.25%	3.52%
Rowing	2.43%	2.56%	2.75%

Wheat Ridge Liff Mountain Village Estes Park Haxtun Berthoud Manzanola Womelsdorf (Coalton) Leadvill Num Evans Fruita Pueblo West Denver Winter Park Federal Heigher Intercultural Institute Vell Hotchkiss Penrose Ridgway Brighton Del Norte Alamosa East Black for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

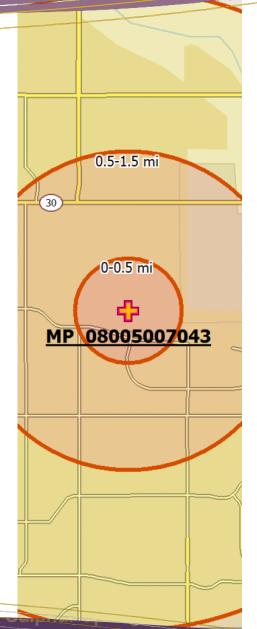
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Cai yon City Silver Plume Wellington Olathe Stratton Timnath Hooper Estes Park Castle Pines Ha Geen Mountain Falls Blue River Ramah Franktown Idaho Springs Penres Intercultural Institute Montezuma Poncha Springs Frisco Thornton Minturn Log Lane Village for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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.

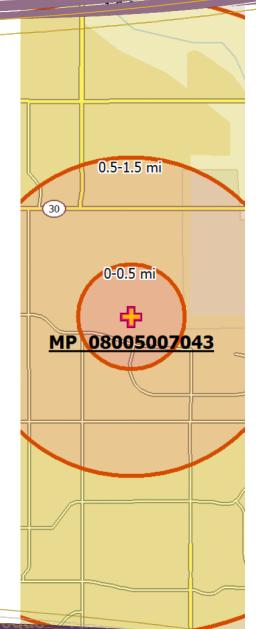
CULTURAL BARRIERS OF ACCEPTANCE

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.



Collbran Blanca Leadville Flagler Hillrose South Fork Calhan Alamosa Franktown Silverton Dacono Extende Castle Pines Red Cliff Pagosa Springs Limon Trinidad La Jara Cottonwood Ault Range wood Springs Fleming Raymer Silver Plume Cheraw Crook Ovid Gree Contextual Institute the Pitkin Bas St Copyright 2014, Intercultural Institute for Contextual Ministry Meridian Brookside Lakewood Eldora Kiowa Hudso42

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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

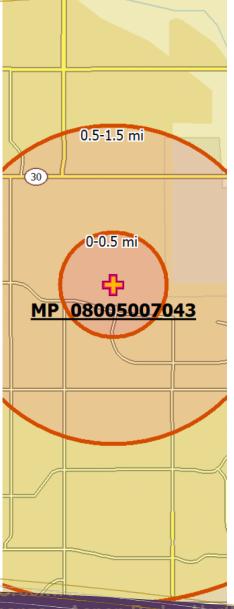
BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	52%	51%	49%	Too Much Sponsorship In Arts/Sports	21%	23%	24%
Find It Difficult To Say No To My Kids	38%	37%	36%	Happy With My Standard Of Living	20%	17%	15%
Woman's Place Is In The Home	37%	37%	35%	I Am A Workaholic We Should Strive for Equality	20% 19%	20% 17%	19% 15%
Like Control Over People And Resources	36%	36%	34%	for All Marijuana Should Be	19%	20%	20%
Speak My Mind Even If It Upsets People	35%	35%	35%	Legalized Only Work Current Job for The	18%	17%	16%
Prefer To Have Few Possessions As Possible	35%	36%	37%	Money Like to Stand Out In A Crowd	15%	17%	18%
Don't Judge People/Way They Live Life	33%	31%	29%	Rarely Sit Down to a Meal Together At Home	12%	14%	15%
If Won Lottery Would Never Work Again	28%	28%	28%	Indulge My Kids With The Little Extras	12%	12%	11%
Friends More Important Than My Fam.	28%	28%	28%	I Am A Perfectionist On Whole People Get What	11% 11%	10% 11%	9% 10%
Money Is Best Measure Of Success	26%	25%	25%	They Deserve More Important Do Duty Than	9%	9%	8%
Like To Pursue Challenge/Novelty/Change	25%	23%	22%	Enjoy Life			2,0
Like To Do Unconventional Things	22%	25%	25%				

npa Rifle Commerce City Boulder Lyons Flagler Meridian St. Mary's Derby Sterling Gleneagle Rocki Handing Erie Sawpit Loghill Village Antonito Two Buttes Raymer William <u>Intercultural Institute</u> Monte Vista E Is Merino Hillrose Marble Strasburg Cheraw Eagle Center Longmon *Intercultural Institute* h Haswell Get Confectual Ministry Rocky Ford Burling Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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.



Telluride Boulder Slit Cascade-Chipita Park West Pleasant View Leadville Bonanza Aspen Park Northe Wellington Norwood Sterling Nederland Mancos Blanca Woodland <u>Intercultural Institute</u> Black Forest Grover Eagle-Vail Delta Ministry Sanford Walden Ger Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

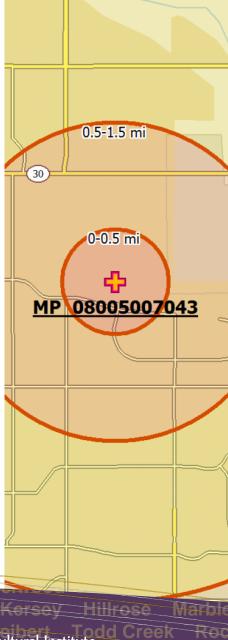
THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0. MIL	
Important To Respect Customs	62%	62%	61%	Real Men Don't Cry	22%	
And Beliefs You Should Seize	60%	59%	57%	Consider Myself Interested In The Arts	20%	
Opportunities In Life	0070	0070	0170	Is An Important Part Of Who I	18%	
Like To Understand About	42%	40%	38%	Am		
Nature	200/	000/	250/	Try Not To Worry About The	15%	
Important Feel Respected By My Peers	38%	36%	35%	Future Looking for New Ideas To	13%	
Prefer To Have Few	35%	36%	37%	Improve Home	1070	
Possessions As Possible				Enjoy Spending Time With My	13%	
Important To Juggle Various	33%	32%	31%	Fam.	100/	
Fasks Prefer Work Part Of Team	32%	33%	32%	Provide My Kids With The Little Extras	12%	
Than Alone	0270	0070	0270	Children Should Be Allowed To	9%	
Good At Fixing Things	30%	30%	29%	Express Themselves		
Worried About Pollution	27%	25%	22%	Feel Very Alone In The World	8%	
Caused By Cars				Decor Particular Interest To Me	6%	
People Have To Take Me As They Find Me	27%	26%	24%	Like Spending Most Time With Fam.	5%	
Like To Just Enjoy Life	25%	25%	25%	Would Like To Set Up Own	5%	
Have Keen Sense Of Adventure	25%	26%	25%	Business		

wk kremming Hartman Peele Kon

Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



Vid Windsor Cedaredge Holly La Veta Saguache Downieville-Lawson-Dumont Kersey Hillrose Marble Red Cliff Eckley Silverthorne Pitkin Parker Hugo Johnstown Sawpit Scibert Todd Creek Rock vans Strasburg Meridian Manitou Springs Laporte Limon Stratmoor For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fast Food/Drive-In	81.45%	82.67%	83.63%
Restaurant-Visit Any			
Fam. Restaurants/Steak	76.43%	77.95%	79.4%
Houses-Visit Any			
McDonald's	53.5%	54.08%	53.69%
Burger King	37.24%	38.05%	38.06%
Subway	29.34%	29.17%	28.96%
Taco Bell	28.19%	28.3%	29.21%
Wendy's	25.14%	26.87%	27.51%
Applebee's	24.32%	25.99%	27.24%
Kentucky Fried Chicken	23.5%	25.23%	25.75%
(KFC)			
Olive Garden	18.54%	18.84%	19.55%
Pizza Hut	18.28%	20.17%	20.96%
IHOP (International House Of	17.23%	16.56%	15.62%
Pancakes)			

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
16.63%	17.62%	18.55%
15.84%	15.04%	15.18%
15.78%	15.12%	15.18%
15.17%	15.63%	15.52%
14.32%	14.09%	14.25%
13.86%	14.8%	15.44%
12.43%	12.93%	13.43%
12.28%	12.48%	13.13%
11.95%	12.67%	12.49%
11.76%	13.25%	14.75%
11.44%	9.88%	9.77%
10.99%	10.69%	11.02%
	MILES 16.63% 15.84% 15.78% 15.17% 14.32% 13.86% 12.43% 11.95% 11.76% 11.44%	MILES MILES 16.63% 17.62% 15.84% 15.04% 15.78% 15.12% 15.17% 15.63% 14.32% 14.09% 13.86% 14.8% 12.43% 12.93% 11.95% 12.67% 11.76% 13.25% 11.44% 9.88%

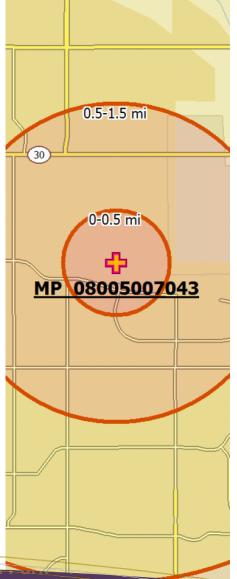
Parker Log Lane Village Columbine Red Cliff Twin Lakes Brighton Applewood Perry Park Mead He Dove Creek Cripple Creek Flagler Brookside Derby Sherrelwood Gler Intercultural Institute d Todd Creek Lamar Stratmoor Hayden Alamosa East Montrose Cast To Confectual Ministry Creek Acres Gr Ocopyright 2014, Intercultural Institute for Contextual Ministry Confectual 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!



Collbran Estes Park Larkspur Manitou Springs Florence Wellington Thornton Frederick Cortez Fort Lup tashington Lakewood Gypsum Idaho Springs Bow Mar Brush Victor Intercultural Institute Glendale Eaton Nederland Peetz Louviers Campo Derby Nunn Ha Confectual Ministry Fills Village T Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	39.37%	41.71%	43.76%
Recycled products	35.1%	35.03%	36.33%
Worked as volunteer (non political)	14.64%	15.09%	16.06%
Engaged in fund raising	9.18%	10.22%	10.32%
Religious club member	6.85%	7.28%	7.26%
Wrote to editor of mag or newspaper	6.26%	6.02%	6.07%

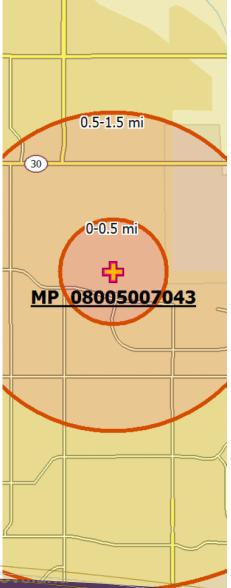
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.78%	5.6%	5.69%
Charitable Organization	4.87%	4.93%	5.01%
Took active part in local civic issue	4.33%	4.56%	4.88%
Union member	4.18%	4.91%	5.21%
Wrote to editor of mag or newspaper	4.17%	3.97%	3.83%
Addressed a public meeting	4.04%	4.31%	4.46%

Kremmling Antonito Acres Green Redlands Beulah Valley Buena Vista Garden City Leadville Eads Center The Pinery Manassa Lafayette Orchard Mesa Otis Rifle For Dark Laporte Sedalia Fortie ornton Stratmoor Leadville North Rangely Telluride Ward Gunnison Love To Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Dton Dinosaur Larkspur Crawford Crestone Rocky 49 Manipul Springs Dillon Castle Pines Walsenburg Meeker Speridan Westminster Walsh Blue River Asp

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.



rthglenn Grand Junction Olathe Wiley Elizabeth Creede Estes Park Bennett Campion Broomfield Trin Rocky Ford Vona Rockvale Blue River Wray Springfield Ward Gilcon Intercultural Institute liff Paonia Del Norte Montezuma Berthoud Meeker Arriba Security-Wi Joi Confectual Ministry Severance Ha Copyright 2014, Intercultural Institute for Contextual Ministry Winggins Buena Vista Winter Park Ordway Crested B

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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	20.27%	18.89%	18.5%
Mystery	13.11%	12.2%	12.33%
Children's Books	12.35%	12.77%	12.86%
Cookbooks	12.15%	11.05%	10.86%
History	8.53%	7.84%	7.84%
Personal/Business	7.44%	7.25%	7.12%
Self-help			
Biography	7.2%	7.09%	7.28%
Religious (not Bibles)	6.85%	7.68%	7.87%
Science Fiction	6.07%	5.35%	5.09%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	65.73%	66.3%	67.08%
Gen. Editorial	47.43%	47.55%	46.69%
Womens	42.17%	42.81%	41.94%
Service	29.95%	31.12%	33.01%
Mens	24.47%	22.41%	21.09%
Business/Finance	19.02%	18.67%	18.01%
Sports	17.64%	16.7%	16.38%
Music	15.53%	14.7%	12.88%
Automotive	13.75%	13.6%	14%

Frand Junction Louisville Genoa Lone Tree Bayfield Sawpit Naturita Kersey Lakeside Ponderosa Park Centennial Windsor Elizabeth Jamestown Julesburg Westcreek Iliff Free Intercultural Institute psum Ward Loveland Stratton Fraser Twin Lakes Rye Woodland Park do Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Gen. News	49.71%	51.06%	52.9%
Sport	29.7%	30.45%	31.28%
Classified	28.2%	29.85%	30.99%
Business/Finance	27.7%	27.57%	28.48%
Movie Listings &	26.05%	26.1%	26.61%
Reviews			
Comics	24.39%	24.96%	26.24%
Editorial Page	23.54%	25.26%	27.05%
TV/Radio Listings	20.72%	21.36%	22.22%
Food/Cooking	19.87%	21.73%	23.56%
Travel	17.52%	18.2%	19.04%
Home/Gardening	16.18%	18.03%	19.53%
Science/Technology	14.79%	15.8%	16.88%
Fashion	13.87%	14.47%	14%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
CHR Contemp Hit Radio	26.24%	23.59%	22.22%
Adult Contemporary	22.02%	19.41%	19.45%
Urban Contemporary	16.17%	18.34%	14.83%
Rock	14.29%	12.89%	13.13%
Country	12.75%	14%	16.51%
Alternative	11.3%	10.19%	10.84%
News/Talk	11.13%	10.96%	11.8%
Classic Rock	10.94%	9.91%	10.33%
Variety	10.07%	10.53%	10.13%
Oldies	9.69%	10.6%	11.52%
All News	7.65%	7.26%	6.41%
All Talk	6.99%	5.79%	4.97%
Soft Contemporary	6.63%	6.71%	6.88%
Religious	6.29%	6.31%	6.29%
Hispanic	5.38%	6.48%	6.72%
Jazz	5.37%	6%	5.11%
Sports	5.33%	4.79%	4.69%
Classical	4.57%	4.03%	3.9%



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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3	м	J	JLTIMEDIA: TV	JLTIMEDIA: TV 0-0.5	JLTIMEDIA: TV 0-0.5 0.5-1.5
	MILES	MILES	MILES				MILES	MILES MILES
Fox News Channel	55.88%	59.07%	61.22%	TVI	Info From		23.77%	23.77% 24.68%
Soapnet	51.16%	51.33%	50.77%	New	vspapers			
Other Video-On-Demand	39.4%	40%	40.15%	USA	A Network		23.69%	23.69% 23.48%
Satellite Dish	38.84%	44.74%	49.55%	Hall	lmark Channel		22.33%	22.33% 23.72%
Comedy Central	33.31%	32.54%	32.36%	Nick	k At Nite		22.12%	22.12% 24.2%
Sci-Fi Channel	32.64%	34.66%	35.75%	The	Golf Channel		21.59%	21.59% 22.17%
MSNBC	31.08%	32.75%	33.74%	Sub	scribe Digital Cable	Э	e 21.21%	e 21.21% 25.28%
TV Info From Sunday TV	29.85%	29.64%	29.26%	TV I	Info From Other		20.89%	20.89% 21.12%
Magazine				Disc	covery Health		20.79%	20.79% 18.21%
ABC Fam.	29.71%	28.05%	28.23%	Cha	annel			
Nickelodeon	26.43%	27.34%	27.94%	VH1	1 (Video Hits One)		20.52%	20.52% 19.72%
TCM (Turner Classic	24.51%	24.73%	24.97%	BET	Г (Black		20.51%	20.51% 21.88%
Movies)				Ente	ertainment TV)			
ESPN Classic	23.94%	23.13%	22.38%	ESP	PN2		19.88%	19.88% 21.3%
				Adu	Ilt Pay Per View TV		19.76%	19.76% 24.61%



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.



ton Todd Creek Hot Sulphur Springs Lamar Eldora Seibert Eagle Castle Pines Towaoc Manassa Def Hugo Salt Creek Mountain Village Campion Downieville-Lawson-Dumont Intercultural Institute ide Brighton Springfield Crestone Boulder Kiowa Akron Genesee Log for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3		MEDIUM	MEDIUM 0-0.5	MEDIUM 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Book Readers					Quintiles (20%)	Quintiles (20%)	Quintiles (20%)
Heavy Users (7+)	22.32%	20.87%	20.58%		Magazines I (Heavy)	Magazines I (Heavy) 19.48%	Magazines I (Heavy) 19.48% 20.35%
Medium Users (4-6)	12.5%	11.85%	11.98%		Magazines II	Magazines II 10.13%	Magazines II 10.13% 9.77%
Light Users (1-3)	19.98%	20.29%	20.49%		Magazines III	Magazines III 8.19%	Magazines III 8.19% 9.63%
Quintiles (20%)					Magazines IV	Magazines IV 9.95%	Magazines IV 9.95% 11.5%
Newspaper I	4.05%	2.99%	2.41%		Magazines V (Light)	Magazines V (Light) 0.98%	Magazines V (Light) 0.98% 0.91%
(Heavy)					Outdoor I (Heavy)	Outdoor I (Heavy) 12.66%	Outdoor I (Heavy) 12.66% 11.08%
Newspaper II	2.6%	2.2%	1.89%		Outdoor II	Outdoor II 2.15%	Outdoor II 2.15% 3.01%
Newspaper III	1.19%	1.48%	1.56%		Outdoor III	Outdoor III 4.64%	Outdoor III 4.64% 4.46%
Newspaper IV	0.8%	0.58%	0.5%		Outdoor IV	Outdoor IV 18.39%	Outdoor IV 18.39% 17.69%
Newspaper V	0.21%	0.53%	0.89%		Outdoor V (Light)	Outdoor V (Light) 22.12%	Outdoor V (Light) 22.12% 22.85%
(Light)					Yellow Pages I	Yellow Pages I 15.71%	Yellow Pages I 15.71% 15.67%
					(Heavy)	(Heavy)	(Heavy)
					Yellow Pages II	Yellow Pages II 9.12%	Yellow Pages II 9.12% 8.61%
					Yellow Pages III	Yellow Pages III 9.91%	Yellow Pages III 9.91% 8.56%
					Yellow Pages IV	Yellow Pages IV 27.32%	Yellow Pages IV 27.32% 25.21%
					Yellow Pages V	Yellow Pages V 4.58%	Yellow Pages V 4.58% 4.6%

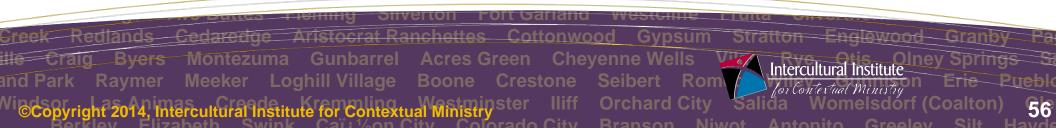
Lakeside Granada Pritchett Genoa Superior Morrison Evans Sedgwick Campion Eaton Manassa Tedd Creek Black Hawk Bethune Fort Lupton Olathe Lone Tree Broomic Intercultural Institute tman Bennett Burlington Keystone Fleming Dillon Parker Rye Boul (a) Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

(Light)

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1
	MILES	MILES	MILES		MILES	MILES	М
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	าร		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	2.01%	2.74%	2.95%	Prime Time I & II (Heavy)	5.38%	4.67%	3.
Drive Time III (Medium)	0.79%	0.73%	0.63%	Prime Time III (Medium)	1.03%	1.22%	1.
Radio IV & V (Light)	2.01%	2.69%	2.94%	Prime Time IV & V (Light)	13.79%	11.53%	9.
Radio Media Quntiles (fifthe	s /			TV Early/Late Fringe Quntile	S		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.29%	8.95%	9.26%	Fringe I & II (Heavy)	38.67%	39.17%	38
Radio III (Medium)	5.9%	5.56%	5.16%	Fringe III (Medium)	50.7%	51.69%	51
Radio IV & V (Light)	3.65%	3.82%	3.63%	Fringe IV (Light)	56.08%	55.27%	53
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	11.79%	13.66%	14.4%	All Day I & II (Heavy)	13.12%	14.11%	13
Cable III (Medium)	6.34%	5.49%	4.8%	All Day III (Medium)	24.54%	24.7%	24
Cable IV & V (Light)	34.72%	34.56%	33.07%	All Day IV (Light)	14.67%	15.25%	14



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 --0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

1.5-3

MILES

7.88% 8.42%

9.11%
25.26%
29.1%
29.34%
41.39%
3.03%

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE	0-0.5
	MILES	MILES	MILES		MILES
Day-time Radio				Prime Time TV	
Listeners				Viewers	
Dayparts [summary]	10.22%	10.71%	11.3%	8:00-11:00pm	6.95%
6:00am - 10:00am	14.7%	15.61%	16.09%	Saturday:	9.39%
10:00am - 3:00pm	6.82%	7.23%	7.25%	8:00-11:00pm	
3:00pm - 7:00pm	13.98%	14.85%	15.38%	Sunday: 7:00-11:00pm	7.86%
7:00pm - Midnight	13.07%	13.12%	13.46%	9:00am-1:00pm	22.12%
Vidnight - 6:00am	5.05%	5.55%	5.96%	9:00am-4:00pm	25.28%
Weekend Radio				4:00pm-7:00pm	25.52%
Listeners				11:00pm-1:00am	36.92%
Dayparts [summary]	13.51%	14.57%	15.54%	AVG Prime time	1.53%
5:00am - 10:00am	5.65%	4.66%	4.47%	Mon-Sun	
10:00am-3:00pm	6.22%	6.13%	6.36%		
3:00pm - 7:00pm	4.65%	6.01%	6.66%		
7:00pm - Midnight	7.49%	8.48%	8.91%		
Vidnight - 6:00am	9.39%	9.94%	10.88%		

Merino Todd Creek Peetz Vona Superior Palisade Allenspark Hudson Morrison San Luis Antoni Centennial Nederland Branson Oak Creek Ramah Cheraw Ault For Salida Westcreek Cottonic Stratton Del Norte Cortez Berthoud Rico Fort Garland Silver Plume for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16.54%	17.59%	19.14%		Sat: 7-10am	Sat: 7-10am 20.52%	Sat: 7-10am 20.52% 19.72%
7-9am	19.88%	21.3%	22.45%		Sat: 10am-1pm	Sat: 10am-1pm 5.74%	Sat: 10am-1pm 5.74% 6.98%
9am-12noon	19.61%	20.49%	21.05%		Sat: 1-4pm	Sat: 1-4pm 24.06%	Sat: 1-4pm 24.06% 24.37%
12noon-4pm	5.67%	7.57%	8.06%		Sat: 4-6pm	Sat: 4-6pm 7.77%	Sat: 4-6pm 7.77% 7.47%
4-6pm	41.89%	46.11%	46.91%		Sat: 6-7pm	Sat: 6-7pm 0.51%	Sat: 6-7pm 0.51% 1.28%
6-7pm	13.83%	16.56%	17.82%		Sat: 7-8pm	Sat: 7-8pm 1.09%	Sat: 7-8pm 1.09% 1.33%
7-7:30pm	1.24%	2.15%	2.31%		Sat: 8-11pm	Sat: 8-11pm 9.39%	Sat: 8-11pm 9.39% 9.17%
7:30-8pm	8.45%	9.91%	10.54%		Sat: 11pm-1am	Sat: 11pm-1am 5.67%	Sat: 11pm-1am 5.67% 5.68%
8-11pm	6.95%	7.26%	7.88%		Sat: 1am-7pm	Sat: 1am-7pm 23.69%	Sat: 1am-7pm 23.69% 23.48%
11pm-12am	31.08%	32.75%	33.74%		Sun: 7-10am	Sun: 7-10am 1.21%	Sun: 7-10am 1.21% 2.06%
11pm-1am	36.92%	39.95%	41.39%		Sun: 10am-1pm	Sun: 10am-1pm 3.42%	Sun: 10am-1pm 3.42% 4.63%
1-6am	30.21%	32.53%	33.36%		Sun: 1-4pm	Sun: 1-4pm 7.2%	Sun: 1-4pm 7.2% 6.62%
					Sun: 4-7pm	Sun: 4-7pm 10.74%	Sun: 4-7pm 10.74% 11.58%
					Sun: 7-11pm	Sun: 7-11pm 7.86%	Sun: 7-11pm 7.86% 8.24%
					Sun: 11pm-1am	Sun: 11pm-1am 2.2%	Sun: 11pm-1am 2.2% 3.72%
					Sun: 1-7am	Sun: 1-7am 18.27%	Sun: 1-7am 18.27% 19.22%

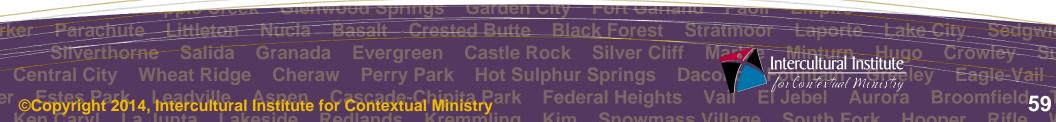
The Lamar Keenesburg Springfield Walden Niwot Walsh Brookside Aima Garden City Silver Cliff Second Stratton Iliff Pierce Olathe Mancos Bennett San Luis Rock Intercultural Institute Ponderosa Park Merino Florence Holly Eckley Thornton Eagle Part (Soutextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Context

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

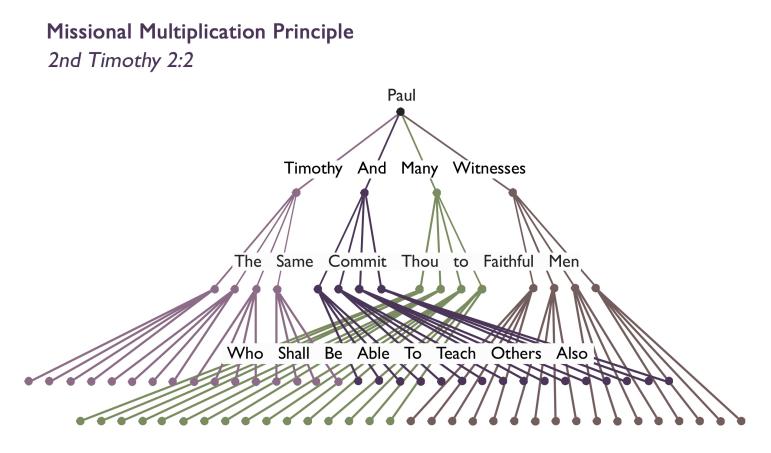
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Lake Monte Vista Rexporough Park Hartman Kim Coal Creek Foxfield Kiowa Rockvale Bennett North Fart Garland Grand Junction Deer Trail Castle Pines Loveland Woodmood Findewood Woodland Park ont Wray Log Lane Village Basalt Durango Salt Creek Cottonwood Park Jon Contextual Ministry Pinery Clifton Copyright 2014, Intercultural Institute for Contextual Ministry Hudson Edgewater Louisville Westcliffe Commerce C60

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.



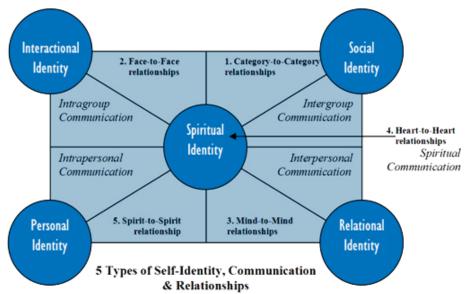
Cunbarrel La Junta Vona Holly Cimarron Hills Elizabeth Norwood Hillrose Derby Fort Lupton Long Halsh Laporte Dolores Loveland Alma Kersey Orchard Mesa Lamar Intercultural Institute Del Norte Kim Silver Plume Pueblo West Fruita Lincoln Park Mount Cive Estates Campo Black Fores 61 ©Copyright 2014, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



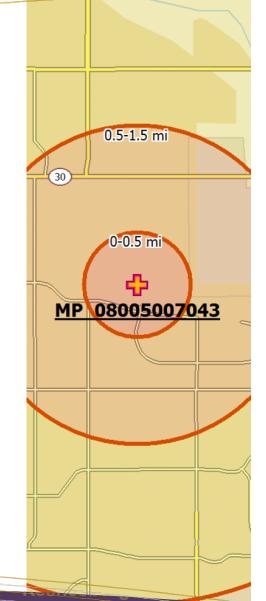


Your MissionSite and the Missional Suite

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

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

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



Foxfield Limon Deer Trail Branson Crested Butte Victor Fort Carson Arvada Pagesa Springs Red Cliff Aguilar Rifle Gilcrest Breckenridge Beulah Valley Collbran Aurora Intercultural Institute Salida Saguache Lone Tree Granby Laporte Genoa Nederland Stras Confectual Ministry Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Notes and Sources

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

Fountain Coal Creek Empire Avondale Bow Mar Calhan St. Mary's Jor Contextual Ministry Veta Campo Mount Crested Butte Meeker Manassa 64



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



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

CONTACT US:

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

