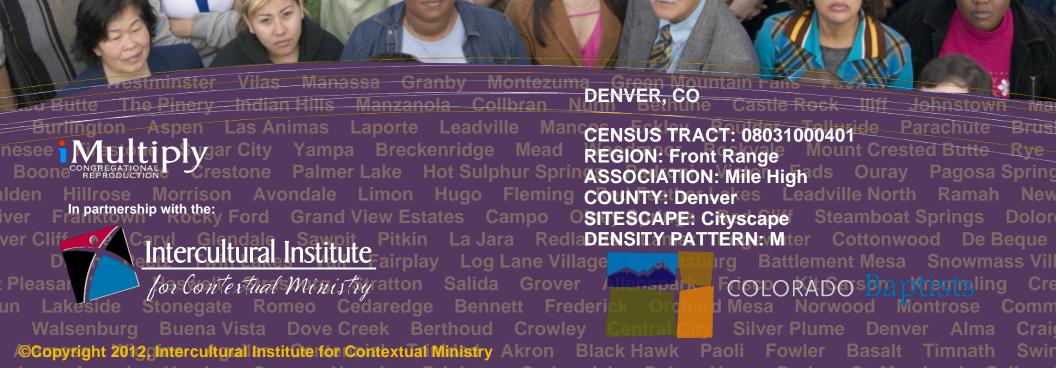
MissionSite top unreached locations



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Site Location Summary

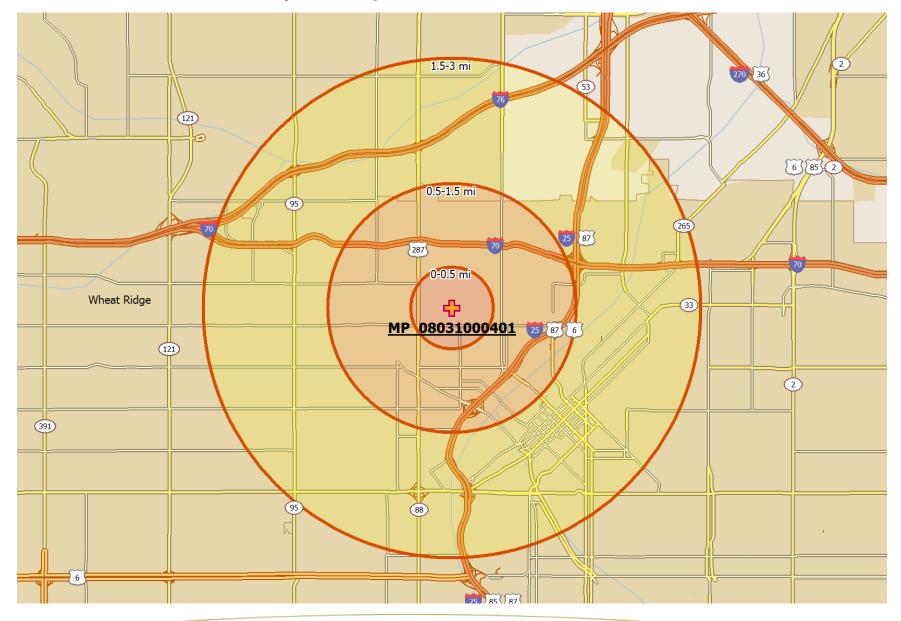
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has 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	08031	Denver
Zipcode	80211	Denver
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	Μ	250000-1000000-1000000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region08R01Association08A08County Location08031Zipcode80211Sitescape Category4Sitescape Group4.1Sitescape Subgroup4.16



Olney Springs Hotchkiss Brookside Boone Pueblo Estes Park The Pinery Grook Parker Branson Boulder Elizabeth Pitkin Salt Creek Tabernash Grover Kittredge Crower Intercultural Institute Cheyenne Wells Sedalia Morrison Palmer Lake Byers Woodmoor Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Ramah Lincoln Park Broomfield Englewood Cascade-Chipita Park Castle Pines North Larkspur Westellife Gunnison Nunn Eagle Salt Creek Kersey Yuma Leadville North Johnstown Boulder Castle Rock Sanford West Pleasant View Walden Gol Contextual Ministry Sherrelwood Dillon Flagler Woodland Park Kiowa 4 Flagler Woodland Park Kiowa 4 Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	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	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric Locale	11	City: Large: Territory inside an urbanized area and inside a principal city with
	Codes		population 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 Metro	0	Percent commuting from non metro to metro areas

Redlands Raymer Meeker Eads Leadville North Columbine Silver Provide Contextual Ministry Carbondale Loveland Security-Widefield Grand Junction Starkville Rom for Contextual Ministry VCopyright 2012, Intercultural Institute for Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual 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	7,790	39,651	97,795
2010 Households	2,473	14,109	37,836
2010 Group Quarters Population	56	1,312	3,610

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	80	86	84
Language Diversity National Index	82	71	66
Foreign Born Diversity National Index	6	15	25
Ancestry Diversity National Index	21	45	62
Racial Diversity National Index	80	68	63

Lunta Berkley Wiggins Avon Campo Rocky Ford Haxtun Cortez Paonia Mount Crested Butte Flagler ale Crawford Downieville-Lawson-Dumont Columbine Valley Allenspark Intercultural Institute Snowmass Village Olney Springs Breckenridge Yuma Firestone Roxboo Gontextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - County Environment

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

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

Montrose IIIff Flagter Dinosaur Aspen Park Red Cliff Erie Williamsburg Genoa Buena Vista Thornton Broomfield Branson Gleneagle Durango Arboles Coal Creek Intercultural Institute Surlington Firestone Raymer Parker Dove Creek Security-Widefield Fox for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 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	273	11.04%
Mainstay Communities	Established, Diverse Households	318	12.86%
Working Communities	Blue-collar, Working Families	1,740	70.36%
Country Communities	Rural, Agri. & Mining Families	16	0.65%
Aspiring Communities	Young Singles / Aspiring-Multihousing	35	1.42%
Urban Communities	High Density, Inner-city Neighborhoods	90	3.64%

Delta Colorado City Ward Welby Hudson San Luis Foxfield Gilcrest Ridgway Montezuma Grover D testminister Fruita Hugo Saguache Mountain View Stonegate Cascade Cascade Intercultural Institute Cheyenne Wells Brookside South Fork Manzanola Mount Crested Butte Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Mini

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?

Iden Westcreek Otis Silt Twin Lakes Wellington Salt Creek Haxtun Stratmoor El Jebel St. Mary's For Lista Del Norte Pritchett Mead Deer Trail Eldorado Springs Rico Sedore Intercultural Institute Burlington Victor Roxborough Park Durango Haswell Ignacio La Sa for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-0.5 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	181,458	1,715	0.95%
Unreached %	72.55%	69.36%	95.6
Religious But NOT Evangelical HH	42,369	405	0.96%
Religious But NOT Evangelical %	16.94%	16.36%	96.6
Spiritual But NOT Relig or Evang HH	29,293	189	0.65%
Spiritual But NOT Relig or Evang %	11.71%	7.65%	65.31
Not Evangelical, Not Interested HH	109,839	1,122	1.02%
Not Evangelical, Not Interested %	43.91%	45.37%	103.32



Ignacio Rockvale Deer Trail Alamosa East Manitou Springs Lamar Trinidad Ponderosa Park Johnsk Hudson Leadville Grand View Estates Aurora Twin Lakes Windsor Intercultural Institute Westcreek Silver Cliff Walsh Pierce Parachute Vail Haxtun Broof for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of CBGC Churches	0	0	0%
Active CBGC Attenders	0	0	0%
Active Evangelical Households	15,068	3,473	23.05%
Active Evangelical Percent	6.02%	6.38%	105.93
Inactive Evangelical Households	53,595	12,352	23.05%
Inactive Evangelical Percent	21.43%	22.70%	105.93
# New Churches Needed	125	27	21.76%





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.

Stratton Franktown Heeker Aristocrat Ranchettes Yampa Manassa Sheridan Lake Ophir Silt Craig an Luis Calhan Leadville Basalt Fort Lupton Marble Towaoc Grover <u>Intercultural Institute</u> Ish Lamar Ordway Yuma Palisade Cheyenne Wells Lakewood James (ortestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

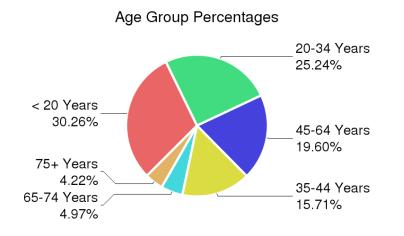
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DE	MOSCAPE	COUNTY	BAND	% OF CO
1990 Population	467,400	7,032	1.5%	199	90 Households	210,834	2,492	1.18%
2000 Population	554,636	7,724	1.39%	200	00 Households	239,235	2,651	1.11%
2010 Population	626,118	7,790	1.24%	201	10 Households	250,120	2,473	0.99%
			n this Missio			Location Typ	De	0-0.5mi Band
🔲 0-0.5mi Ban	d 🗌 0.5-1	.5mi Band	🗖 1.5-3mi	Band 📃 Co	bunty	Residential		2,616
400,000						Residential A	pt.	310
300,000						Residential N	on-Apt.	2,306
						Business		128
200,000						Seasonal		1
						USPS Reside	ential	2,728
100,000 Residential Residential Apt. Residential Non-Apt. Business Seasonal USPS Business USPS Business USPS Business								133

Keystone Evergreen Fowler Minturn Lamar Erie Rockvale Montezuma Cedaredge Byers Hot Suf Salida Strasburg Kittredge Sheridan Georgetown Elizabeth Fruita Intercultural Institute oppo Leadville Alamosa East Del Norte Eldorado Springs Iliff Lafayette for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 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.

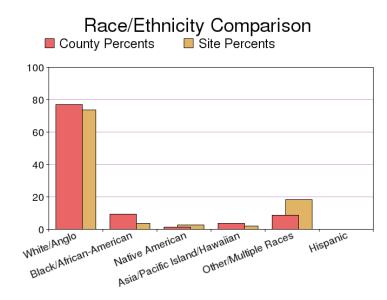


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.66%	7.45%	111.86
4-5 Years	3.09%	3.57%	115.53
6-8 Years	4.51%	5.4%	119.73
9-11 Years	3.75%	4.54%	121.07
12-13 Years	2.17%	2.61%	120.28
14-17 Years	3.86%	4.61%	119.43
18-19 Years	1.76%	2.09%	118.75
0-5 Years	9.74%	11.01%	113.04
6-12 Years	9.35%	11.26%	120.43
13-19 Years	6.69%	8%	119.58
< 20 Years	25.78%	30.27%	117.42
20-34 Years	25.77%	25.25%	97.98
35-44 Years	16.13%	15.71%	97.4
45-64 Years	21.66%	19.61%	90.54
65-74 Years	5.59%	4.97%	88.91
75+ Years	5.06%	4.22%	83.4
Median Age	34	33	95.21
Median Age (Male)	34	32	95.43
Median Age (Female)	35	33	94.89

k Eagle Creede Hooper Fort Morgan Mancos Olathe Idaho Springs Arriba Cheraw Lochbuie Rye C Pritchett Bayfield Kit Carson Center Raymer Cheyenne Wells Strater Intercultural Institute ittleton Brookside Leadville North Orchard City Minturn Manitou Springs (ontextual Minustry) ar Copyright 2012, 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	77.13%	73.67%	95.51
Black, African-American	9.37%	3.53%	37.67
Native American	1.29%	2.52%	195.65
Asian	3.27%	1.77%	54.18
Pacific Island, Hawaiian	0.24%	0.15%	63.41
Other/Multiple Races	8.7%	18.34%	210.86
Hispanic	0%	72.68%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	428,335	4,973	
Less than 9th Grade	7.63%	14.96%	51.01
No High School Diploma	7.76%	13.71%	56.57
High School Graduate	22.94%	25.34%	90.54
Some College, no degree	16.48%	14%	117.73
Associate Degree	5.27%	3.56%	148.06
College Degree	23.04%	18.06%	127.58
Graduate/Prof. degree	16.89%	10.38%	162.75

Applewood Naturita Grand Junction Battlement Mesa Welby Eads Ridgway Holyoke Cimarron Hills Acres Green Federal Heights Grand Lake Campo Fraser Edwards Strass Intercultural Institute iss Pueblo Swink Frisco Redlands Crestone Glendale Arboles Maniford Telluride Cokedale Ordway Merino Cheyenne 16 ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 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	10.16%	12.94%	157.28
\$10,000 to \$19,999	12.77%	15.29%	119.67
\$20,000 to \$29,999	12.04%	13.63%	113.2
\$30,000 to \$49,999	20.28%	22.2%	109.45
\$50,000 to \$59,999	7.68%	7.12%	92.67
\$60,000 to \$69,999	6.81%	6.96%	102.14
\$70,000 to \$79,999	5.47%	6.03%	110.23
\$80,000 to \$89,999	4.1%	4.45%	108.44
\$90,000 to \$99,999	2.78%	2.35%	84.31
\$100,000 to \$124,999	6.2%	4.85%	78.3
\$125,000 to \$149,999	3.95%	1.46%	36.86
\$150,000 to \$199,999	3.74%	1.78%	47.59
\$200,000 to \$249,999	1.2%	0%	0
\$250,000 or more	2.82%	0.97%	34.45
Median Household	44,493	38,739	87.07
Average Household	69,321	52,347	75.51
Per Capita Household	28,757	16,746	58.23
Family/Non-Family Household			
Income			
Median Family Income	56,352	46,958	83.33
Average Family Income	87,346	58,509	66.99
Median Non-Family Income	35,551	30,225	85.02
Average Non-Family Income	52,938	42,887	81.01

Celerado Springs Paoli Westcliffe Jamestown Manassa Fort Carson Parker Linceln Park Frederick Delta Longmont Louisville Nunn Denver Springfield Trinidad Golden Mintercultural Institute Tagler Kiowa Idaho Springs Sherrelwood Minturn Pagosa Springs Basa Jor Confectual Ministry Geopyright 2012, Intercultural Institute for Contextual Ministry Base Sherrelwood Parker Fort Garland Ponderosa Park Orchard City Gu

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	47.61%	61.22%	128.58
Families with Children	25.06%	34.98%	139.55
Families without Children	22.55%	26.24%	116.38
Non-Family Households			
% Non-Family Households	52.39%	38.78%	74.03
Non-Families with Children	0.08	0.08	97.72
Non-Families without Children	52.3	38.7	73.99
Housing Units			Index
Total Housing Units	282,261	2,760	
Vacant percent	11.39%	10.4%	91.32
Owned percent	49.38%	56.23%	113.88%
Rented Percent	39.24%	33.37%	85.05
Households by Size			Index
Avg household size	2.45	3.13	127.76
Avg family hh size	3.77	4.27	113.26
Avg non-family hh size	1.25	1.33	106.4
Households By Count of Persons			Percent
One	110,223	743	0.67%
Two	51,899	453	0.87%
Three or Four	54,770	681	1.24%
Five+	33,228	597	1.8%
	•		

rt Collins Cascade Chipita Park Vail Hudson Larkspur Snowmass Village Paonia Elderado Springs Limor Arboles Crawford Nederland Columbine Valley Seibert Mountain Village Sedewick Campion Thornton Atwood Sheridan Sawpit Saguache Yuma Victor Kit Carson Nat Confectual Ministry er copyright 2012, Intercultural Institute for Contextual Ministry Pueblo St. Mary's Sterling Black Forest Brush Twi18 Pack Super Super Sterling Black Forest Brush Twi18 Pueblo St. Mary's Sterling Black Forest Brush Twi18 Pueblo St. Mary's Sterling Black Forest Brush Twi18 Pueblo St. Mary's Sterling Black Forest Brush Twi18

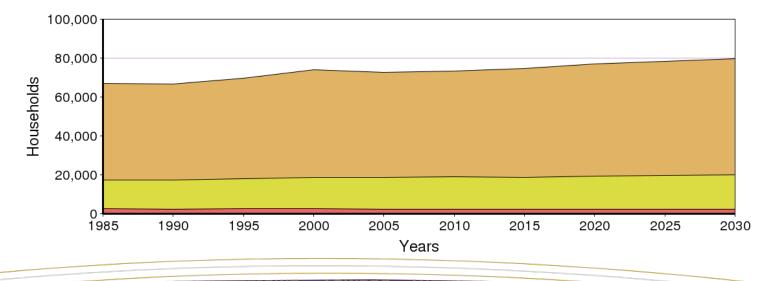
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 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	467,400	7,032	1.5%
2000 Population	554,636	7,724	1.39%
2010 Population	626,118	7,790	1.24%
2015 Population	704,977	8,199	1.16%

Household Change from 1985 to 2030

0-0.5mi Ring

🔲 0-3mi Ring

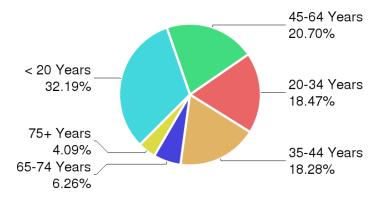


rg Kersey Columbine Glendale Johnstown Twin Lakes Welby Eldora Craig Fruita Ovid Lakeside Fighton Granada Holly Foxfield Gold Hill Rico Lyons Snowmass Village Intercultural Institute Silver Cliff La Junta Eagle-Vail Vilas Monument Trinidad La Salle Lo for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

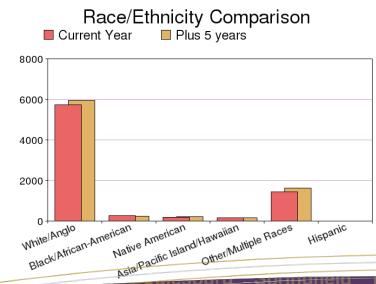


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.45%	6.34%	85.1
4-5 Years	3.57%	3.56%	99.72
6-8 Years	5.4%	5.6%	103.7
9-11 Years	4.54%	5.28%	116.3
12-13 Years	2.61%	3.38%	129.5
14-17 Years	4.61%	5.57%	120.82
18-19 Years	2.09%	2.45%	117.22
0-5 Years	11.01%	9.9%	89.92
6-12 Years	11.26%	12.56%	111.55
13-19 Years	8%	9.72%	121.5
< 20 Years	30.27%	32.18%	106.31
20-34 Years	25.25%	18.47%	73.15
35-44 Years	15.71%	18.28%	116.36
45-64 Years	19.61%	20.7%	105.56
65-74 Years	4.97%	6.26%	125.96
75+ Years	4.22%	4.09%	96.92
Median Age	34	35	101.49
Median Age (Male)	34	35	102.24
Median Age (Female)	35	35	100.58

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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. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	73.67%	72.69%	98.67
Black, African-American	3.53%	2.93%	82.92
Native American	2.52%	2.5%	99.37
Asian	1.77%	1.83%	103.27
Pacific Island, Hawaiian	0.15%	0.18%	118.76
Other/Multiple Races	18.34%	19.88%	108.38
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,973	5,195	
Less than 9th Grade	14.96%	13.26%	88.65
No High School Diploma	13.71%	10.78%	78.6
High School Graduate	25.34%	27.1%	106.97
Some College, no degree	14%	13.21%	94.35
Associate Degree	3.56%	3.81%	107.08

18.06%

10.38%

19.25%

12.59%

106.6

121.33

The provident of the second se

College Degree

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	12.94%	13.28%	102.59
\$10,000 to \$19,999	15.29%	15.06%	98.56
\$20,000 to \$29,999	13.63%	12.69%	93.14
\$30,000 to \$49,999	22.2%	21.14%	95.23
\$50,000 to \$59,999	7.12%	6.74%	94.73
\$60,000 to \$69,999	6.96%	6.91%	99.32
\$70,000 to \$79,999	6.03%	6.41%	104.29
\$80,000 to \$89,999	4.45%	4.83%	110.4
\$90,000 to \$99,999	2.35%	2.5%	106.46
\$100,000 to \$249,999	4.85%	5.58%	114.92
\$125,000 to \$149,999	1.46%	1.75%	120.07
\$150,000 to \$199,999	1.78%	1.91%	107.59
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.97%	1.08%	111.49
Median Household	38,739	40,083	103.47
Average Household	52,347	54,956	104.98
Per Capita Household	16,746	16,231	96.92
Family/Non-Family Household			
Income			
Median Family Income	46,958	48,147	102.53
Average Family Income	58,509	61,778	105.59
Median Non-Family Income	30,225	29,987	99.21
Average Non-Family Income	42,887	44,739	104.32

a Seibert Tabernash Security-Widefield Firestone Downieville-Lawson-Dumont Genesee Beulah Valley Fi Deer Trail Orchard Mesa Eckley Arboles Ault Holly Montrose Campo <u>Intercultural Institute</u> Cascade-Chipita Park Rifle Mountain View Gunbarrel Delta Genoa Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 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	61.22%	60.63%	99.04
Families with Children	34.98	34.54	98.75
Families without Children	26.24	24.64	93.87
Non-Family Households			
% Non-Family Households	38.78%	39.37%	101.52
Non-Families with Children	0.08	0.12	101.52
Non-Families without	38.7	39.24	101.41
Children			
Housing Units			
Total Housing Units	2,760	2,678	97.03%
Vacant percent	10.4%	10.27%	98.75
Owned percent	56.23%	56.5%	100.47
Rented Percent	33.37%	33.23%	99.59
Households by Size			
Avg household size	3.13	3.39	108.31%
Avg family hh size	4.27	4.79	112.18%
Avg non-family hh size	1.33	1.23	92.48%
Households By Count of			
Persons			
One	743	768	103.36%
Two	453	256	56.51%
Three or Four	681	667	97.94%
Five+	597	712	119.26%

han Rockvale <u>Lakewood Garden City Central City Ponderosa Park Genesee</u> De Beque Kittredge Anton tield Loveland Hudson Pagosa Springs Wiggins Stratmoor Sugar City <u>Intercultural Institute</u> Allenspark Di the Fort Garland Dacono Cheyenne Wells Louviers Grand Junction Black for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-0.5	0.5-1.5	1.5-3	BORN IN:	0-0.5	0.5-1.5	
	MILES	MILES	MILES		MILES	MILES	
Foreign Born Pop	1,674	9,095	17,492	Eastern Africa	0	0	
Northern Europe	9	73	207	Middle Africa	0	0	
Western Europe	15	106	227	Northern Africa	0	0	
Southern Europe	31	126	125	Southern Africa	0	2	
Eastern Europe	16	88	360	Western Africa	2	10	
Other Europe	0	0	0	Other Africa	0	32	
Eastern Asia	2	138	521	Oceania	9	9	
So. Central Asia	0	40	118	Caribbean	0	7	
SE Asia	15	95	768	Central Amer.	1,559	8,129	
Western Asia	4	9	115	South America	11	181	
Other Asia	0	0	0	North America	1	50	
				Born at sea	0	0	

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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	0.5-1.5	1.5-3	SPOKEN AT HOME	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
English only	3,718	20,613	57,839	Other Indo-Euro	2	12	86
Spanish	3,007	13,240	24,293	Asian/PI languages	0	0	0
Other Indo-Euro	118	552	1,591	Chinese	0	43	181
language				Japanese	2	40	318
French (incl. Patois,	16	90	263	Korean	2	53	82
Cajun)				Mon-Khmer,	0	0	26
French Creole	0	0	0	Cambodian			
Italian	60	143	146	Miao, Hmong	0	0	133
Portuguese	0	16	58	Thai	0	9	71
German	26	93	434	Laotian	0	0	22
Yiddish	0	0	24	Vietnamese	9	56	494
Other West Germanic	9	11	15	Other Asian	0	28	106
A Scandinavian	0	9	62	Tagalog	0	12	20
Language				Other Pacific Is	1	7	38
Greek	0	11	17	Other languages	19	142	370
Russian	0	25	92	Navajo	3	10	40
Polish	5	59	58	Other Native N.	0	76	91
Serbo-Croatian	0	35	151	American			
Other Slavic Language	0	22	47	Hungarian	13	0	0
Armenian	0	0	0	Arabic	0	6	57
Persian	0	17	30	Hebrew	0	0	45
Gujarathi	0	8	13	African languages	3	41	71
Hindi	0	0	61	Other unspecified	0	9	66
Urdu	0	1	28	·			

Elizabeth Platteville Plerce Ignacio Sheridan Eagle Black Hawk La Veta Perry Park Creede Naturita Field De Beque Sherrelwood Frisco Alamosa East Fort Garland El <u>Intercultural Institute</u> Intercultural Institute for Contextual Ministry Ridge Sawpit Palmer Lake Arboles Leadville Avon 25 Copyright 2012, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

	-			
ANCESTRY	0-0.5	0.5-1.5	1.5-3	
	MILES	MILES	MILES	
Reporting ancestry	6,335	31,841	77,149	
Arab	4	34	210	
Armenian	1	16	7	
Austrian	8	51	198	
British	3	114	165	
Canadian	1	50	112	
Croatian	2	46	54	
Czech	11	58	171	
Czechoslovak	0	42	116	
Danish	11	79	275	
Dutch	48	229	423	
English	168	1,258	3,612	
European	32	217	558	
Finnish	0	14	78	
French (not	57	370	1,006	
Basque)				
French Canadian	10	137	271	
German	313	2,305	7,358	
Greek	28	82	112	
Hungarian	13	40	135	
Iranian	0	17	33	

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	297	1,797	4,250
Italian	280	1,451	2,844
Lithuanian	12	67	73
Norwegian	22	284	746
Polish	25	343	779
Portuguese	4	21	50
Romanian	0	7	63
Russian	10	104	360
Scandinavian	7	15	131
Scotch-Irish	34	334	849
Scottish	62	424	816
Slovak	10	11	49
Subsaharan African	2	124	684
Swedish	44	314	921
Swiss	7	38	141
Ukrainian	4	106	122
US/American	94	834	2,859
Welsh	7	67	328
West Indian	0	6	82
Yugoslavian	0	43	195
Other	4,703	20,294	45,912

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Andsor Dillon Alamosa Parker Cypsum Idaho Springs Tabernash Greeley Simla Commerce City Auro Durango Roxborough Park Fort Garland Cascade-Chipita Park Marble Intercultural Institute rte Crook Centennial Ordway Yampa Pritchett Cottonwood Green Mo for Contextual Ministry GCopyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Baulab Valley Holly Crestone Fountain Ponderosa Par

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?

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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.



Fruitvale Granada Parker Haxtun Calhan La Junta Cripple Creek Campo Otis Nivot Palmer Lake Swink Blanca Crawford Keenesburg Lake City Caï; ½on City Paoli Der Silver Plume New Castle oone Rico Peetz Kremmling Ramah The Pinery Carbondale Northgle For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Baswell Thornton Eckley Akron Grand Junction

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.

AFFLUENT SUBURBIA120.49%8America's Wealthiest00%0Dream Weavers00%0White Collar Suburbia00%0Upscale Suburbia00%0Enterprising Couples00%0Small Town Success120.49%8New Suburbia Fam.00%0UPSCALE AMERICA26110.55%191	100%
America's Wealthiest00%0Dream Weavers00%0White Collar Suburbia00%0Upscale Suburbia00%0Enterprising Couples00%0Small Town Success120.49%8New Suburbia Fam.00%0UPSCALE AMERICA26110.55%191	
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Small Town Success 12 0.49% 8 New Suburbia Fam. 0 0% 0 UPSCALE AMERICA 261 10.55% 191	0%
New Suburbia Fam. 0 0% 0 UPSCALE AMERICA 261 10.55% 191	0%
UPSCALE AMERICA 261 10.55% 191	0.47%
	0%
	11.14%
Status Conscious Consumers 0 0% 0	0%
Affluent Urban Professionals 0 0% 0	0%
Urban Commuter Fam. 23 0.93% 15	0.87%
Solid Suburban Mix 0 0% 0	0%
2nd Generation Success 221 8.94% 163	9.5%
Successful Urban Sprawl 17 0.69% 13	0.76%
SM TWN SUCCESS 64 2.59% 42	2.45%
2nd City Homebodies 0 0% 0	0%
Prime Middle America 32 1.29% 21	1.22%
Urban Optimists 8 0.32% 6	0.35%
Family Convenience 24 0.97% 15	0.87%
Mid-Market Enterprise 0 0% 0	0%



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	2,473	100%	1,715	100%
BLUE COLLAR BACKBONE	813	32.88%	572	33.35%
Nuevo Hispanic Fam.	775	31.34%	546	31.84%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	38	1.54%	26	1.52%
AMER. DIVERSITY	254	10.27%	166	9.68%
Ethnic Urban Mix	37	1.5%	26	1.52%
Urban Blues	180	7.28%	116	6.76%
Professional Urbanites	0	0%	0	0%
Urban Advancement	16	0.65%	11	0.64%
Amer. Great Outdoors	21	0.85%	13	0.76%
Mature America	0	0%	0	0%
METRO FRINGE	927	37.48%	642	37.43%
Steadfast Conservative	655	26.49%	449	26.18%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	244	9.87%	172	10.03%
Urban Grit	28	1.13%	21	1.22%
Grass-Roots Living	0	0%	0	0%

ter Eckley Sheridan Lake Springfield Woodmoor Coal Creek Greeley Ponderosa Park Ovid Crook Sa Hindsor Penrose Arriba Jamestown Julesburg Orchard City Crowley Intercultural Institute Wray Kremmling Romeo Mountain View Rockvale Pitkin Rico Logh for Contestual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Meeker Saguache Security-Widefield Aristocrat Ranc 31 Conceased Princes Prince Prin

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	2,473	100%	1,715	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	35	1.42%	24	1.4%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	15	0.61%	11	0.64%
Aspiring Hispania	20	0.81%	13	0.76%
RURAL VILLAGES & FARMS	16	0.65%	10	0.58%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	16	0.65%	10	0.58%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Blue River Cedaredge Snowmass Village Golden Crowley Campion Cokedale Prichett Peetz Superior Frisco Bennett Colorado City Limon Evans Bethune Meeker Ward Intercultural Institute eek Severance Wiley Rockvale Aspen Elizabeth Berkley Olney Sprin Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 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	2,473	100%	1,715	100%
STRUGGLING SOCIETIES	34	1.37%	23	1.34%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	34	1.37%	23	1.34%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	56	2.26%	37	2.16%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	12	0.49%	7	0.41%
Af. Amer. Neighborhoods	20	0.81%	14	0.82%
Urban Diversity	0	0%	0	0%
New Generation Activists	24	0.97%	16	0.93%
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%
	-		-	

edale Northglenn Windsor Keystone Wray Centennial Loghill Village Westminster Downieville-Lawson-La ancos Holly Manassa Allenspark Granby Littleton Mead Monte Vista Intercultural Institute Seibert Hartman Las Animas Fountain Victor Security-Widefield Fort Jor Contestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, 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?

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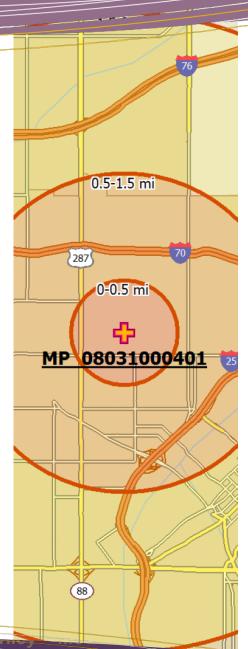
Potential Cultural Bridges

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).



Columbine Allenspark Alamosa East Cedaredge Log Lane Village Campion Idahe Springs Black Fore Tabernash Delta Centennial Longmont Battlement Mesa Wellington Intercultural Institute Northglenn Marble Red Cliff Crowley Peetz Brighton East Pleasant for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 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
	MILES	MILES	MILES	
PC-HH Own	72%	74%	71%	Use Comp. for Digital Camera
Use Comp. for	53%	56%	52%	Photo Editing
Internet/E-mail				Internet Use: Banking
nternet Use: E-Mail	43%	47%	44%	PC-Network-HH Has One
Jse Comp. for Comp.	34%	34%	31%	Use Comp. for
Games				News/Info./Data Service
Jse Comp. for Education	32%	32%	29%	Use Comp. for Personal
Jse Comp. for Word	32%	34%	32%	Financial Mngmnt
Processing				Internet Use: Research/
Jse Comp. for Shopping	28%	32%	29%	Education
Jse Comp. for Banking	27%	30%	27%	HH Owns Video/Webcam
HH Owns DVD Player	26%	26%	23%	Internet Use: Read
nternet Use: News/	25%	28%	26%	Magazines/ Newspapers
Weather				Use Comp. for Filing/DB
				Mnamnt

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Use Comp. for Digital Camera Photo Editing	25%	28%	26%
Internet Use: Banking	22%	25%	23%
PC-Network-HH Has One	18%	18%	16%
Use Comp. for News/Info./Data Service	18%	22%	21%
Use Comp. for Personal Financial Mngmnt	12%	13%	12%
Internet Use: Research/ Education	11%	13%	12%
HH Owns Video/Webcam	11%	10%	10%
Internet Use: Read Magazines/ Newspapers	11%	11%	11%
Use Comp. for Filing/DB Mngmnt	10%	11%	10%
Use Comp. for Accounting	10%	11%	10%

vid Federal Heights Salida Air Force Academy St. Mary's Loveland Morrison Coal Creek Milliken Sheri Park Firestone Cheyenne Wells Kim Nunn Montrose Grand View Estate Intercultural Institute Aguilar Denver Orchard Mesa Keystone Akron Sugar City Platteville for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to 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	63%	65%	66%
Reading Books	47%	50%	51%
Dining Out (Not Fast Food)	46%	51%	51%
Card Games	34%	36%	36%
Cooking for Fun	31%	34%	35%
Go To A Beach/Lake	31%	34%	32%
Gardening	30%	29%	26%
Board Games	26%	28%	28%
Visit Museum	20%	22%	20%
Visit Zoo	19%	19%	18%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	61%	62%	63%
Gen./Fam. Practitioner	33%	34%	35%
Dentist	25%	27%	26%
None Of These	24%	23%	22%
Backache	19%	19%	21%
Eye Dr.	17%	18%	19%
Hypertension/High Blood	15%	15%	18%
Pressure			
High Cholesterol	15%	15%	16%
Any Arthritis	13%	13%	13%
Heartburn	13%	12%	12%

Rocky Ford Mountain View Monument Ouray Walsh Alamosa East Aristocrat Ranchettes Kit Carson Fra-Friderield Otis Arboles Avondale Collbran Durango East Pleasant View Instance Cleneagle Sugar Cl Garden City Delta Del Norte Sedgwick Idaho Springs Milliken Pondero (or Contextual Ministry) ©Copyright 2012, Intercultural Institute for Contextual Ministry advised Fort Collins Rve Womelsdorf (Coalton) Ward

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	25.47%	28.31%	27.88%
Live Theater	16.11%	18.95%	19.6%
Rock/Pop Concerts Most	14.57%	16.01%	15.56%
Often			
Live Theater Most Often	12.75%	15.17%	15.58%
Dance Performance	10.24%	10.73%	9.93%
Comedy Club	10.16%	9.84%	10.59%
Movies: Action/Adventure	39.67%	39.45%	36.67%
Movies: Comedy	38.19%	38.33%	36.26%
Movies: Fam.	20.5%	19.23%	17.75%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Romantic	18.63%	18.68%	17.85%
Comedy			
Movies: Drama	17.84%	20.13%	19.76%
Movies: Mystery	15.66%	17.51%	16.96%
MLB Baseball Reg.	6.19%	8.15%	7.44%
Season			
NFL Football Reg.	4.63%	5.5%	5.11%
Season			
College Football Reg.	3.56%	4.4%	4.85%
Season			
NBA Basketball Reg.	2.88%	3.47%	3.31%
Season			
College Basketball Reg.	2.66%	3.24%	3.44%
Season			
NHL Hockey Reg.	2.52%	3.05%	2.91%
Season			

Sedgwick Frisco Mead Del Norte Larkspur Ordway Orchard Mesa Hooper Alma Orchard City Snowma Walsh Genoa Stonegate Sedalia Keystone Parker Winter Park Mar Springs Penrose East Pica Blanca Ovid Mount Crested Butte Green Mountain Falls Gunbarrel Ouray for Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Blance Breckenridge Kersey Campo Sheridan Lake Avon

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	38.44%	39%	37.47%		Stationary Cycling	Stationary Cycling 11.55%	Stationary Cycling 11.55% 12.78%
Swimming	26.25%	28.68%	28.53%		Mountain/Road	Mountain/Road 10.84%	Mountain/Road 10.84% 11.73%
Billiards/Pool	20.58%	21.38%	20.27%		Biking	Biking	Biking
Bowling	18.71%	19.87%	19.03%		Golf	Golf 10.67%	Golf 10.67% 11.85%
Basketball	18.08%	16.67%	16.17%		Aerobics	Aerobics 10.35%	Aerobics 10.35% 10.87%
Jogging/Running	16.62%	17.65%	16.24%		Softball	Softball 9.37%	Softball 9.37% 9.04%
Baseball	14.33%	13.85%	12.79%		Backpacking/Hiking	Backpacking/Hiking 9.18%	Backpacking/Hiking 9.18% 10.61%
Weight Training	13.44%	16.05%	15.15%		Tennis	Tennis 8.53%	Tennis 8.53% 8.78%
Soccer	13.4%	12.52%	10.96%		Target Shooting	Target Shooting 8.26%	Target Shooting 8.26% 7.6%
Using Cardio	13.3%	15.29%	13.9%		Yoga	Yoga 7.84%	Yoga 7.84% 8.85%
Machine					Hunting	Hunting 6.99%	Hunting 6.99% 6.84%
Camping Trips	13.27%	13.77%	12.23%		Saltwater Fishing	Saltwater Fishing 6.94%	Saltwater Fishing 6.94% 6.88%
Freshwater Fishing	12.89%	12.82%	12.96%		Motorcycling	Motorcycling 6.39%	Motorcycling 6.39% 5.66%
Volleyball	11.73%	10.66%	9.93%		Horseback Riding	Horseback Riding 6.25%	Horseback Riding 6.25% 6%
Football	11.69%	11.28%	11.41%		Power Boating	Power Boating 6.15%	Power Boating 6.15% 6.13%

Sedgwick Silverton Genoa Security-Widefield Strasburg Fort Garland Haswell Meeker Arvada Victor Padroni Yuma Cripple Creek Deer Trail Raymer Cascade-Chipita Park <u>Intercultural Institute</u> Gunnison Roxborough Park Highlands Ranch Foxfield Vail Aguilar Governal Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 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
Roller Skating	6.03%	5.74%	5.52%
Ice Skating	5.84%	5.77%	5.59%
Canoeing/Kayaking	5.67%	6.2%	5.8%
Hockey	5.34%	4.58%	4.13%
Racquetball	5.28%	4.9%	4.31%
Water Skiing	4.68%	4.54%	4.39%
Martial Arts	4.66%	4.57%	4.28%
Rock Climbing	4.45%	4.2%	3.91%
Snorkeling	4.33%	4.83%	4.37%
Archery	4.28%	4.13%	3.84%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fly Fishing	4.18%	3.91%	3.73%
Downhill & X-Country	4.11%	4.54%	4.36%
Skiing			
Jet Skiing	4.1%	4.43%	4.34%
Snowmobiling	3.79%	3.48%	3.23%
Auto Racing	3.63%	3.43%	3.43%
Skateboarding	3.58%	3.49%	3.34%
Snowboarding	3.56%	3.61%	3.74%
Sailing	2.95%	3.06%	3.01%
Rowing	2.92%	3.01%	2.79%
Surfing & Windsurfing	2.74%	3.04%	2.94%

r Crestone Florence Kit Carson Creede Wellington Platteville Greeley Naturita La Jara Durango Dille Welby Manitou Springs Del Norte Grand Junction Meeker South Fork Ford Intercultural Institute Beulah Valley Woodmoor Vail Niwot Westminster Aspen Kremmling Copyright 2012, Intercultural Institute for Contextual Ministry Blue River Twin Lakes North Washington Sugar City

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.

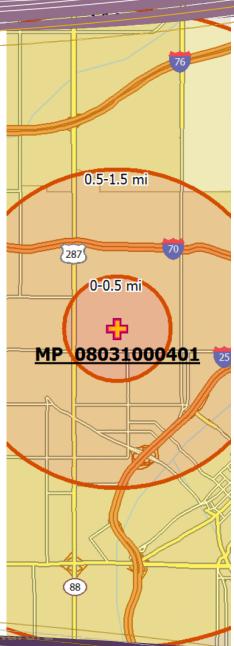
BIBLICAL BARRIERS

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.



merce City Aspen Walsenburg Empire Berkley Fruitvale Applewood Twin Lakes Greeley Moffat Oph Brighton Battlement Mesa Winter Park Grand View Estates Nucla Hay Intercultural Institute Fort Collins Garden City Pueblo Hugo San Luis Blue River Kremmling for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

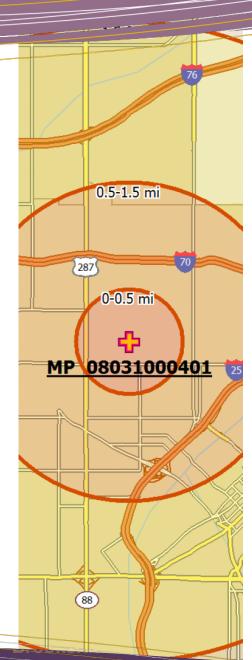
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Castle Cokedale Thornton Rangely Limon La Veta Ward Fruita Fruita Growley Fort Collins Ba Food Eagle Eldora Penrose Tabernash Mountain View Hot Sulphur Spon Intercultural Institute Fowler Eckley Manzanola Evans Central City Fort Morgan Lake Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-0.5 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	49%	49%	49%	Like To Pursue Challenge/Novelty/Change	24%	24%	24%
Prefer To Have Few Possessions As Possible	39%	40%	39%	l Am A Workaholic Marijuana Should Be	23% 21%	23% 22%	23% 22%
Like Control Over People And Resources	37%	35%	36%	Legalized Like to Stand Out In A Crowd	19%	20%	20%
Woman's Place Is In The Home	36%	35%	33%	Only Work Current Job for The Money	17%	16%	16%
Find It Difficult To Say No To My Kids	34%	34%	33%	We Should Strive for Equality for All	16%	16%	17%
Speak My Mind Even If It Upsets People	32%	34%	35%	Rarely Sit Down to a Meal Together At Home	15%	15%	15%
Friends More Important Than My Fam.	30%	31%	30%	Indulge My Kids With The Little Extras	14%	13%	13%
Too Much Sponsorship In Arts/Sports	29%	27%	27%	Happy With My Standard Of Living	13%	15%	16%
Don't Judge People/Way They Live Life	28%	29%	30%	On Whole People Get What They Deserve	12%	12%	13%
Like To Do Unconventional Things	26%	25%	26%	I Am A Perfectionist More Important Do Duty Than	10% 10%	10% 9%	11% 9%
If Won Lottery Would Never Work Again	26%	28%	27%	Enjoy Life			
Money Is Best Measure Of Success	25%	25%	27%				

an Hills Aguilar Severance Black Forest Del Norte Swink Womelsdorf (Coaton) Grand View Estates Pue Fort Morgan De Beque Lamar Fort Lupton Golden Gunnison Estes Pro Intercultural Institute Naturita Durango Sterling Grand Junction Crestone Branson Rifle For Contextual Ministry for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Meridian Sterling Lanspur Niwot Pueblo Kremmling Crook Wellington Silver Plume Eagle-Vall Cre Intercultural Institute Sedgwick Arvada Foxfield Sheridan Lake Intercultural Institute Ile Idaho Springs San Luis Walsh Erie Boone Otis Dinosaur Keenes (or Confextual Ministry Copyright 2012, 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	0-0.5 MILES	0.5-1.5 MILES	1.5 MI
You Should Seize	57%	57%	58%	Real Men Don't Cry	20%	19%	19
Opportunities In Life				Looking for New Ideas To	19%	18%	18
Important To Respect Customs	53%	56%	54%	Improve Home	4.00/	200/	040
And Beliefs Like To Understand About	39%	39%	38%	Worried About Pollution Caused By Cars	18%	20%	219
Nature	3970	3978	5078	Is An Important Part Of Who I	17%	17%	17
Prefer To Have Few	39%	40%	39%	Am		,0	
Possessions As Possible				Try Not To Worry About The	16%	16%	16
Important To Juggle Various	35%	34%	34%	Future			
Tasks				Enjoy Spending Time With My	14%	13%	13
Important Feel Respected By	35%	35%	35%	Fam.	400/	4.00/	4.4
My Peers Prefer Work Part Of Team	30%	31%	33%	Provide My Kids With The Little Extras	13%	12%	14
Than Alone	5070	5170	5570	Children Should Be Allowed To	8%	7%	8%
Good At Fixing Things	28%	29%	31%	Express Themselves	0,0	1 /0	07
Have Keen Sense Of	25%	26%	27%	Feel Very Alone In The World	7%	6%	7%
Adventure				Like Spending Most Time With	7%	7%	7%
Like To Just Enjoy Life	24%	26%	25%	Fam.			
People Have To Take Me As	23%	24%	24%	Decor Particular Interest To Me	6%	5%	5%
They Find Me	000/	0.4.07	000/	Would Like To Set Up Own	5%	5%	4%
Consider Myself Interested In The Arts	20%	21%	20%	Business			

n Dacono Wontrose Bianga ra

Eldera velby winter Park Snowmass Village Morrison Bethune Coal Creek Dei Norte Superior Yampa glenn De Beque Cedaredge Naturita Crested Butte Fort Garland Grand Fistates Fort Lupton Liner Otis Lone Tree Red Cliff Poncha Springs Woodland Park Fruita Toward (*Intercultural Institute*) for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Places

Rico

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.

Lafayette

Atwood

Cripple Creek

Campion

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Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 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
ast Food/Drive-In	83.73%	82.68%	82.37%
Restaurant-Visit Any			
Fam. Restaurants/Steak	77.53%	76.85%	74.98%
Houses-Visit Any			
McDonald's	53.73%	52.29%	52.42%
Burger King	40.01%	37.88%	37.92%
Taco Bell	32.12%	29.29%	27.35%
Kentucky Fried Chicken	28.27%	26.01%	25.64%
(KFC)			
Subway	26.84%	26.44%	25.98%
Wendy's	26.29%	25.09%	24.83%
Applebee's	24.48%	24.99%	24.97%
Pizza Hut	24.32%	22.64%	21.39%
Domino's Pizza	18.88%	17.58%	17.33%
Denny's	18.28%	16.69%	15.85%

omeo Mountain View Coalton' Crook Paoli Derby Ministry Two Buttes rcultural Institute for Contextual 47 Inte

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!



Cripple Creek Holyoke Grand View Estates Tabernash Monte Vista Monument Pagesa Springs Paoli Ferance Niwot Lochbuie Ramah Glenwood Springs Vilas Limon Berton Intercultural Institute Nunn Frisco Fountain Florence Lone Tree Fort Collins Leadville Lar Contextual Ministry Contextual Ministry Copyright 2012, 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	38.09%	40.34%	39.01%
Recycled products	32.37%	34.37%	32.37%
Worked as volunteer (non political)	12.83%	14.65%	13.95%
Engaged in fund raising	8.45%	9.26%	9.06%
Religious club member	6.71%	6.4%	6.51%
Wrote to editor of mag or newspaper	5.76%	5.71%	5.57%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Took active part in local civic issue	4.63%	4.8%	4.59%
Wrote to elected offcl about publ bus	4.36%	5.07%	4.94%
Charitable Organization	4.34%	4.97%	4.76%
Union member	4.16%	4.29%	4.08%
Fraternal order member	3.54%	3.69%	3.64%
Church Board	3.29%	3.32%	3.6%

Anitou Springs Bow Mar Wray Colorado Springs Fort Lupton Timnath Stering Crook Air Force Academy Byers Ovid Castle Pines North Naturita Arriba Allenspark Springton Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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.



50

The Brighton Merino Englewood Jamestown Fairplay Olathe Intercultural Institute De Beque Inster Mountain Village Denver Perry Park Aguilar Snowmass Village Governation Intercultural Institute Durange Copyright 2012, Intercultural Institute for Contextual Ministry Castle Rock Fowler Branson Downieville-Laws

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	14.49%	16.27%	16.08%
Children's Books	10.98%	11.65%	11.81%
Mystery	9.61%	10.84%	10.83%
Cookbooks	8.62%	9.6%	9.5%
History	6.95%	7.59%	7.22%
Religious (not Bibles)	6.66%	7.26%	7.64%
Personal/Business	6.02%	6.52%	6.31%
Self-help			
Biography	5.5%	6.68%	6.72%
Romance	5.45%	5.58%	5.79%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	58.66%	61.07%	61.04%
Gen. Editorial	40.65%	43.47%	44.83%
Womens	36.82%	38.62%	40.01%
Service	27.79%	29.97%	29.82%
Mens	18.94%	19.47%	19.57%
Automotive	14.9%	14.56%	13.68%
Parenthood	14.36%	13.78%	13.66%
Sports	13.61%	14.69%	14.94%
Health	12.41%	12.69%	12.94%

Morrison Grand Junction Palmer Lake Vilas Ault Hillrose Strasburg Eads Pagesa Springs Del Norte Campion Collbran La Veta Aspen Walden Greeley Two Buttes Timper Intercultural Institute or Trail Kersey Genesee Creede Vail Silverton Columbine Valley Black for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 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	47.67%	49.34%	48.65%
Classified	29.78%	30.21%	30.48%
Sport	27.94%	29.54%	28.9%
Comics	23.84%	24.89%	24.56%
Business/Finance	22.73%	25.23%	24.02%
Editorial Page	22.48%	24.79%	24.63%
Movie Listings &	22.28%	24.18%	23.42%
Reviews			
Food/Cooking	20.8%	22.41%	21.69%
TV/Radio Listings	19.23%	20.48%	20.62%
Home/Gardening	17.18%	18.21%	17.02%
Travel	15.95%	17.36%	16.76%
Science/Technology	13.23%	15.29%	14.74%
Fashion	11.62%	12.42%	12.51%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
CHR Contemp Hit Radio	25.05%	23.23%	22.65%
Hispanic	19.73%	16.3%	13.53%
Country	15.91%	15.78%	15.04%
Adult Contemporary	15.18%	15.9%	15.6%
Variety	13.33%	12.43%	11.89%
Urban Contemporary	12.48%	12.69%	15.93%
Rock	11.62%	11.6%	10.92%
Oldies	10.68%	11.47%	10.95%
Classic Rock	8.06%	8.74%	8.48%
News/Talk	7.99%	9.94%	9.25%
Alternative	7.57%	9.35%	8.64%
Religious	6.36%	5.84%	5.43%
Soft Contemporary	4.28%	5.08%	5.3%
All News	4.08%	4.84%	5.02%
Jazz	3.48%	3.85%	4.68%
Classic Hits	3.35%	3.59%	3.37%
All Talk	3.31%	3.61%	3.5%
Sports	3.26%	3.55%	3.32%



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

0-0.5 0.5-1.5 1.5-3	0-0.5	MULTIMEDIA: TV		
MILES MILES MILES	MILES			
62.12% 63.4% 60.98%	62.12%	Fox News Channel		
59.83% 54.69% 49.51%	59.83%	Satellite Dish		
49.29% 50.06% 48.93%	49.29%	Soapnet		
46.39% 43.91% 42.94%	and 46.39%	Other Video-On-Demand		
38.07% 33.41% 29.43%	V 38.07%	Adult Pay Per View TV		
35.71% 36.73% 35.2%	35.71%	Sci-Fi Channel		
34.04% 33.92% 32.8%	34.04%	MSNBC		
32.06% 29.76% 27.11%	ole 32.06%	Subscribe Digital Cable		
29.79% 29.37% 27.8%	vTV 29.79%	TV Info From Sunday TV		
		Magazine		
28.3% 29.46% 27.88%	28.3%	ABC Fam.		
27.3% 27.64% 26.69%	27.3%	Nickelodeon		
26.63% 27.6% 25.8%	26.63%	Adult Swim		
59.83%54.69%49.51%49.29%50.06%48.93%46.39%43.91%42.94%38.07%33.41%29.43%35.71%36.73%35.2%34.04%33.92%32.8%32.06%29.76%27.11%29.79%29.37%27.8%28.3%29.46%27.88%27.3%27.64%26.69%	59.83% 49.29% and 46.39% V 38.07% 35.71% 34.04% 0le 32.06% Y TV 29.79% 28.3% 27.3%	Satellite Dish Soapnet Other Video-On-Demand Adult Pay Per View TV Sci-Fi Channel MSNBC Subscribe Digital Cable TV Info From Sunday TV Magazine ABC Fam. Nickelodeon		

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
TV Info From Newspapers	26.18%	25.33%	24.15%
Nick At Nite	26.12%	26.45%	25.52%
Video-On-Demand Movies	24.57%	24.15%	20.77%
Comedy Central	24.38%	29.9%	30.18%
Hallmark Channel	24.04%	25.09%	24.32%
TV Info From Monthly	23.28%	23.43%	21.62%
Cable Guide			
BET (Black Entertainment	23.14%	24.35%	25.5%
TV)			
TCM (Turner Classic	22.93%	23.65%	22.86%
Movies)			
USA Network	21.85%	22.21%	20.99%
Lifetime	21.17%	21.64%	20.01%
ESPN	20.89%	20.52%	18.65%
ESPN2	20.14%	22.08%	21.55%

Norwood Blanca Bayfield Commerce City Arvada Pitkin Black Hawk Cokedale Alma Minturn Mar Frai Swink Nucla Rifle Flagler Gleneagle Kim Delta Arboles Intercultural Institute Brush Log Olney Springs Franktown De Beque Hot Sulphur Springs Cortez Have For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Colorado Springs Springs Springfield Bethune Loveland Fort

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.



Brighton Columbine Castle Pines North Grand Lake Hartman Lakeside Eagle Monte Vista Womelsdo yons Nunn Branson Minturn Simla Castle Pines Manzanola Lincoln Manter Intercultural Institute Woodland Park Arboles Victor Meeker Bethune Cheyenne Wells Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-0.5 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	MEDIU
	MILES	MILES	MILES	
Book Readers				Quintile
Heavy Users (7+)	16.64%	18.43%	18.48%	Magazii
Medium Users (4-6)	9.92%	10.54%	10.2%	Magazir
Light Users (1-3)	20.3%	20.48%	20.38%	Magazir
Quintiles (20%)				Magazir
Newspaper I	0.86%	1.28%	1.44%	Magazir
(Heavy)				Outdoo
Newspaper II	1.72%	1.63%	1.44%	Outdoor
Newspaper III	1.57%	1.8%	2.03%	Outdoor
Newspaper IV	0.86%	0.68%	0.75%	Outdoor
Newspaper V	0.85%	1%	0.93%	Outdoo
(Light)				Yellow F
				(1.1.5.5.5.)

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.26%	19.94%	20.65%
Magazines II	7.85%	8.5%	8.86%
Magazines III	9.24%	10.25%	11.14%
Magazines IV	11.94%	12.12%	11.86%
Magazines V (Light)	0.52%	0.58%	0.86%
Outdoor I (Heavy)	11.17%	10.48%	10.22%
Outdoor II	5.87%	5.05%	4.39%
Outdoor III	5.97%	5.15%	4.6%
Outdoor IV	17.42%	17.6%	16.78%
Outdoor V (Light)	21.88%	22.33%	23.09%
Yellow Pages I	15.54%	15.87%	16.37%
(Heavy)			
Yellow Pages II	7.6%	7.7%	8.05%
Yellow Pages III	7.56%	7.48%	8.35%
Yellow Pages IV	24.51%	23.96%	24.63%
Yellow Pages V	6.22%	5.52%	5.36%
(Light)			

afayette Rockvale Orchard City Ovid Hayden Sherrelwood Granada Milliken La Jara Cripple Creek Sa Boone Eldora Timnath Meridian Loghill Village La Veta Colorado Milliken La Jara Cripple Creek Sa Johnstown Victor Atwood Longmont Iliff Commerce City Coal Creek of Intercultural Institute for Contextual Ministry Columbine Valley Palmer 55 Black Hawk Fast Pleasant View Crested Butter Gypsum Fraser Broomfield Loveland Eleming Walden

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
	MILES	MILES	MILES		MILES	
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	IS	
(fifths / 20%)				/ 20%)		
Drive Time I & II (Heavy)	2.57%	3.33%	3.96%	Prime Time I & II (Heavy)	3.86%	
Drive Time III (Medium)	0.92%	0.78%	0.75%	Prime Time III (Medium)	1.86%	
Radio IV & V (Light)	2.58%	2.62%	2.46%	Prime Time IV & V (Light)	9.27%	
Radio Media Quntiles (fifths	s /			TV Early/Late Fringe Quntile	s	
20%)				(fifths / 20%)		
Radio I & II (Heavy)	10.07%	10.06%	9.93%	Fringe I & II (Heavy)	33.27%	
Radio III (Medium)	4.37%	4.73%	4.8%	Fringe III (Medium)	50.74%	
Radio IV & V (Light)	2.79%	3.14%	3.64%	Fringe IV (Light)	50.85%	
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /		
20%)				20%)		
Cable I & II (Heavy)	14.16%	15.38%	14.37%	All Day I & II (Heavy)	18.51%	
Cable III (Medium)	5.1%	4.86%	4.95%	All Day III (Medium)	24.81%	
Cable IV & V (Light)	32.27%	33.59%	34.34%	All Day IV (Light)	17.02%	



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

7.41%

7.92%

9.52%

25.52%

29.5%

29.91%

41.68%

3.6%

JSAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Day-time Radio			
isteners			
Dayparts [summary]	10.23%	11.09%	10.77%
5:00am - 10:00am	12.58%	16.14%	16.19%
10:00am - 3:00pm	8.75%	8.08%	9.06%
3:00pm - 7:00pm	16.99%	15.42%	14.68%
7:00pm - Midnight	11.7%	12.89%	11.98%
Vidnight - 6:00am	5.55%	5.99%	6.55%
Weekend Radio			
_isteners			
Dayparts [summary]	16.92%	15.67%	14.75%
6:00am - 10:00am	3.01%	3.78%	3.59%
10:00am-3:00pm	6%	6.79%	6.39%
3:00pm - 7:00pm	7.37%	7.02%	6.84%
7:00pm - Midnight	8.48%	8.85%	9.16%
Midnight - 6:00am	10.78%	10.63%	11.23%

Red Feather Lakes Central City Antonito Silt Derby Sheridan Granby Collbran Las Animas Greeley Se Westminster Golden Parker Genoa Sugar City Ignacio Atwood Architectultural Institute Colorado City Colorado City Coopyright 2012, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-0.5 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	20.89%	20.52%	18.65%		Sat: 7-10am	Sat: 7-10am 17.73%	Sat: 7-10am 17.73% 18.56%
7-9am	20.14%	22.08%	21.55%		Sat: 10am-1pm	Sat: 10am-1pm 8.49%	Sat: 10am-1pm 8.49% 8.69%
9am-12noon	20.62%	20.92%	19.57%		Sat: 1-4pm	Sat: 1-4pm 24.08%	Sat: 1-4pm 24.08% 24.42%
12noon-4pm	9.36%	9.68%	9.93%		Sat: 4-6pm	Sat: 4-6pm 7.02%	Sat: 4-6pm 7.02% 7.01%
4-6pm	46.1%	48.95%	46.93%		Sat: 6-7pm	Sat: 6-7pm 1.65%	Sat: 6-7pm 1.65% 2.02%
6-7pm	18.17%	18.55%	18.44%		Sat: 7-8pm	Sat: 7-8pm 0.66%	Sat: 7-8pm 0.66% 0.82%
7-7:30pm	2.5%	2.56%	2.26%		Sat: 8-11pm	Sat: 8-11pm 8.65%	Sat: 8-11pm 8.65% 8.08%
7:30-8pm	11.93%	12.03%	11.76%		Sat: 11pm-1am	Sat: 11pm-1am 4.84%	Sat: 11pm-1am 4.84% 5.12%
8-11pm	7.55%	7.91%	7.41%		Sat: 1am-7pm	Sat: 1am-7pm 21.85%	Sat: 1am-7pm 21.85% 22.21%
11pm-12am	34.04%	33.92%	32.8%		Sun: 7-10am	Sun: 7-10am 2.58%	Sun: 7-10am 2.58% 2.59%
11pm-1am	43.89%	43.26%	41.68%		Sun: 10am-1pm	Sun: 10am-1pm 5.57%	Sun: 10am-1pm 5.57% 5.9%
1-6am	31.91%	33.57%	33.22%		Sun: 1-4pm	Sun: 1-4pm 5.5%	Sun: 1-4pm 5.5% 5.52%
					Sun: 4-7pm	Sun: 4-7pm 12.08%	Sun: 4-7pm 12.08% 12.05%
					Sun: 7-11pm	Sun: 7-11pm 9.51%	Sun: 7-11pm 9.51% 9.42%
					Sun: 11pm-1am	Sun: 11pm-1am 5.75%	Sun: 11pm-1am 5.75% 5.72%
					 Sun: 1-7am	Sun: 1-7am 20.57%	Sun: 1-7am 20.57% 20.46%

Creek Pritchett Stratton Black Hawk Minturn The Pinery Lakeside Berkley Peetz Monument Rangely Carbondale Black Forest Colorado City Silver Cliff Genoa Sheridan Intercultural Institute Ia Twin Lakes Trinidad Centennial Akron Rico Denver Dove Creek To Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

Issues for Your Consideration

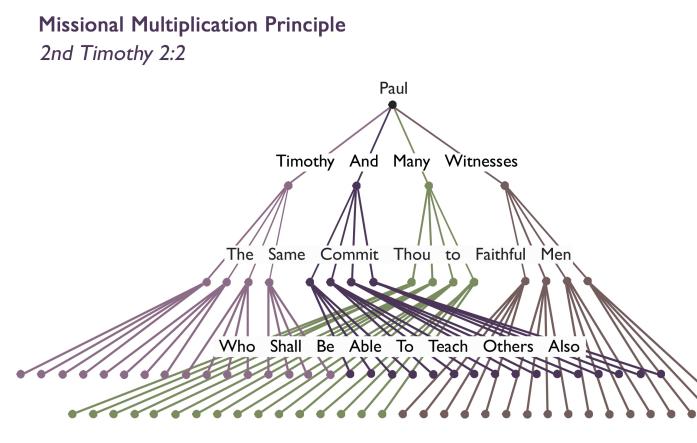
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
- 3. Review the print, radio, and television media content listed on pages 51-53. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?
- 4. Review the print, radio and television media usage on pages 55-58. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

Leadville North Black Forest Arvada Buena Vista Dillon Frederick Milliken Bennett Eagle-Vail Paor Hiff Monument Lake City Minturn Edwards Orchard City Foxfield Arvan Superior in Salle Otney Spir Rifle Limon Fruitvale Starkville Walsenburg Todd Creek Red Feather For Confectual Ministry In Park Alma Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Cokedale Aurora Wellington Yuma Twin Lake 60 Mer Salida

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.



rton Romeo Woodmoor Bonanza Allenspark Buena Vista Yuma Grand Junction Empire Estes Park Rome Aspen Park Starkville Snowmass Village Johnstown Fort Garland Bergen Intercultural Institute bine Crawford Downieville-Lawson-Dumont Mountain View Aguilar Color for Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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





Your MissionSite and the Missional Suite

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

Everareen

Huao

Creede

Dinosau

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

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Notes and Sources

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





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