MissionSite top unreached locations



MissionSite (TM) Table of Contents

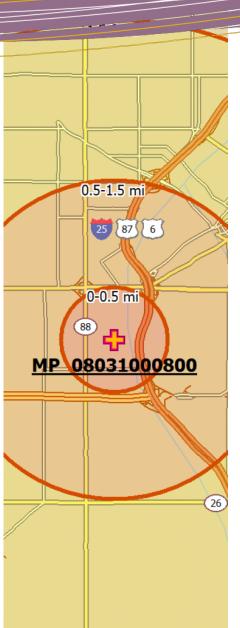
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Site Location Summary

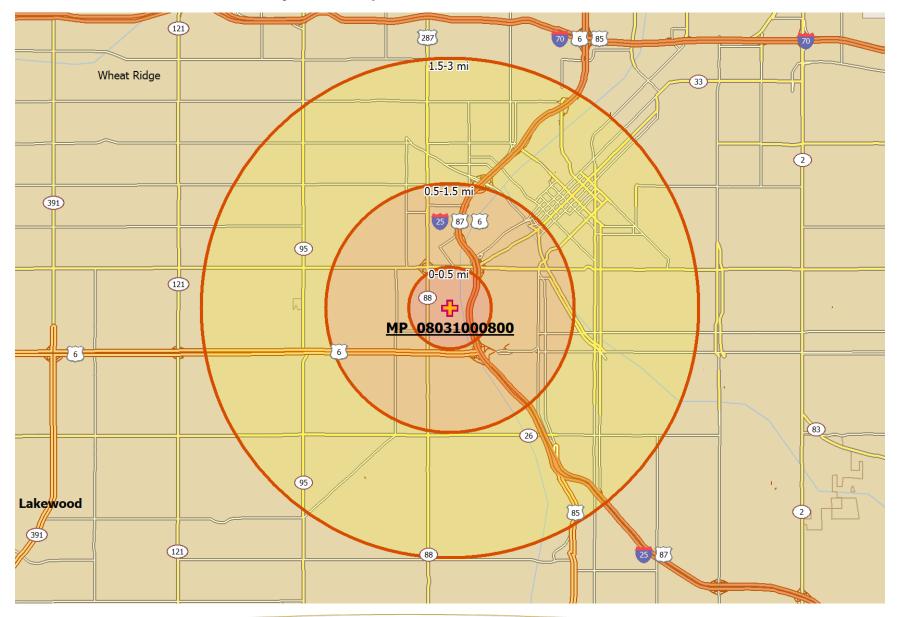
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has 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	80204	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	K	250000-1000000-1000000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region08R01Association08A08County Location08031Zipcode80204Sitescape Category4Sitescape Group4.1Sitescape Subgroup4.16



on Eads Orchard City Frederick Elizabeth Broomfield Las Animas Hillrose Jamestown Alistocrat Randi the finance Colorado Contextual Ministry Nunn Colorado Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - Map of the Site Location



ringfield Lakewood Boone Frederick Windsor Frisco Bayfield Eckley Manassa Fruita Seguache Mod Columbine Valley Pagosa Springs Romeo St. Mary's De Beque Buena in <u>Intercultural Institute</u> Chevenne Wells Monte Vista Fowler Lakeside Mountain View Louisville Salt Creek San (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	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 Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Park Ordway Castle Rock Idaho Springs Naturita Ault Colorado Springs Steamboat Springs Sheridan date Lakewood Swink Greeley Yuma Genesee Delta Moffat La Junta Antercultural Institute Log Lane Village Center Commerce City New Castle Edwards Huds for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 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	2,943	38,185	171,043
2010 Households	803	11,907	72,792
2010 Group Quarters Population	25	340	5,148

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	89	84	84
Language Diversity National Index	82	68	66
Foreign Born Diversity National Index	8	24	22
Ancestry Diversity National Index	24	55	61
Racial Diversity National Index	79	62	64

Longmont Boene Thernton Cherry Hills Village Lyons Evans Steamboat Springs Lakeside Twin Lakes Pritchett Creede Gilcrest Julesburg Aguilar Fowler Rockvale View Estates Evergreen Leadville North Eagle-Vail Ignacio Mancos Pro Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

eville-Lawson-Dumont Avon Federal Heights Oak Creek Berkley Rockvale Mountain View Sheridan Kin Leuisville Cottonwood Grand View Estates Aristocrat Ranchettes Castle Boy Brookside Meridian Winter Snowmass Village Rye New Castle Naturita Platteville Cortez Sed for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 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	0	0%
Mainstay Communities	Established, Diverse Households	36	4.48%
Working Communities	Blue-collar, Working Families	188	23.41%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	577	71.86%

Battlement Mesa La Salle Fruitvale Grand Junction Del Norte Poncha Springs Crook Eagle Pritchel Romeo Victor Sawpit Clifton Sherrelwood El Jebel Gunnison Granby (Intercultural Institute Park Silverton Campion Roxborough Park Olney Springs Westminster Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Eaton Evans Bonanza Berkley Fort Garland Arboles Platteville Carbondale Penderosa Park Kerse Wiew Parker Towaoc Vona Grover La Junta Franktown Cortez Bergen Intercultural Institute ohnstown Creede Castle Rock Brighton Empire Snowmass Village Eagon for Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

Wellington Cottonwood Empire Parker Bow Mar Wheat Ridge Bennett Kiowa Edgewater Silver Hage Gleneagle Deer Trail Monte Vista Ouray Castle Rock Marble Intercultural Institute rplay Loveland Granby Colorado Springs Kittredge Westminster Walsh Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Institute for Contextual Ministry Confectual Lake Timpath Rifle Blue River Period

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	577	0.32%
Unreached %	72.55%	71.86%	99.05
Religious But NOT Evangelical HH	42,369	123	0.29%
Religious But NOT Evangelical %	16.94%	15.33%	90.5
Spiritual But NOT Relig or Evang HH	29,293	103	0.35%
Spiritual But NOT Relig or Evang %	11.71%	12.77%	109.08
Not Evangelical, Not Interested HH	109,839	351	0.32%
Not Evangelical, Not Interested %	43.91%	43.75%	99.63



Padroni Grand Lake Bayfield Silverthorne Fraser Eaton Aguilar Fleming Roxborough Park Craig Eek Franktown Saguache Stonegate Rangely Palmer Lake Columbine Intercultural Institute rino Edgewater Indian Hills Green Mountain Falls Thornton Georgetown for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Cont

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	5,199	34.5%
Active Evangelical Percent	6.02%	6.08%	100.93
Inactive Evangelical Households	53,595	18,491	34.5%
Inactive Evangelical Percent	21.43%	21.63%	100.93
# New Churches Needed	125	43	34.18%



Palmer Lake Ridgway Ovid Fort Collins Red Feather Lakes Firestone Air Force Academy Carbondale Norte North Washington Florence Delta Sawpit Silt Towaoc Red Intercultural Institute Roxborough Park Clifton Aspen Greeley Otis Minturn Womelsdor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 12

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.



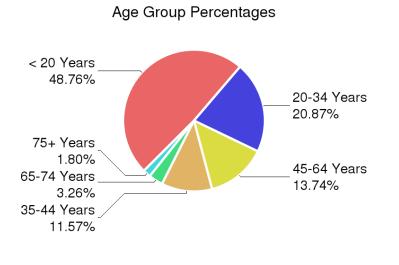
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO		DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	467,400	2,293	0.49%		1990 Households	210,834	726	0.34%
2000 Population	554,636	2,941	0.53%		2000 Households	239,235	863	0.36%
2010 Population	626,118	2,943	0.47%		2010 Households	250,120	803	0.32%
Location Types in this MissionSite							ре	0-0.5mi Band
🔲 0-0.5mi Ban	d 🗌 0.5-1	.5mi Band	🗖 1.5-3mi	Band L	County	Residential		856
400,000						Residential A	vpt.	203
300,000						Residential N	Ion-Apt.	653
						Business		105
200,000						Seasonal		0
						USPS Reside	ential	814
100,000 Residential Apt. Residential Non-Apt. Business Seasonal USPS Business USPS Business USPS Business								106

Arboles Yampa Wheat Ridge Ponderosa Park Edwards Larkspur Granby Edgewater La Junta Salt Cree Beulah Valley Ovid Elizabeth Severance Simla Mount Crested Butte all New Castle Black Hawk Kit Carson Fort Morgan Saguache Todd Cree Jos Confectual 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.

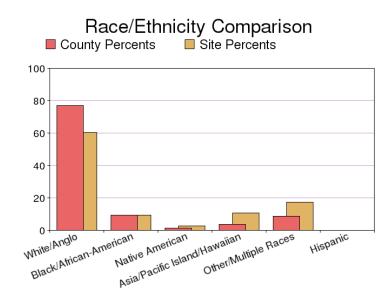


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.66%	12.84%	192.79
4-5 Years	3.09%	6.18%	200
6-8 Years	4.51%	9.51%	210.86
9-11 Years	3.75%	7.75%	206.67
12-13 Years	2.17%	3.94%	181.57
14-17 Years	3.86%	6.15%	159.33
18-19 Years	1.76%	2.45%	139.2
0-5 Years	9.74%	19.03%	195.38
6-12 Years	9.35%	19.3%	206.42
13-19 Years	6.69%	10.5%	156.95
< 20 Years	25.78%	48.83%	189.41
20-34 Years	25.77%	20.9%	81.1
35-44 Years	16.13%	11.59%	71.85
45-64 Years	21.66%	13.76%	63.53
65-74 Years	5.59%	3.26%	58.32
75+ Years	5.06%	1.8%	35.57
Median Age	34	28	80.88
Median Age (Male)	34	27	80.79
Median Age (Female)	35	23	65.19

wood Village Firestone Montrose Grand Lake Federal Heights Keystone Oney Springs Grand View Estate Westcreek Denver Hudson Poncha Springs Calhan De Beque Yange Plance Parachute Bennett Ordway Winter Park San Luis Sterling Highlands Ranch Acres Green Kr Jor Contextual Ministry Rice Mead Copyright 2012, Intercultural Institute for Contextual Ministry Castle Contextual Ministry Plance Parachute Rennett Copyright 2012, Intercultural Institute for Contextual Ministry Castle Contextual Ministry Plance Parachute Rennett Plance Parachute Bennett Contextual Ministry Plance Parachute Bennett Copyright 2012, Intercultural Institute for Contextual Ministry Plance Creater Stratton Sanford Leadville North Alar Copyright 2012, Intercultural Institute for Contextual Ministry Parachute Parach

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%	60.35%	78.24
Black, African-American	9.37%	9.31%	99.36
Native American	1.29%	2.65%	206.09
Asian	3.27%	9.65%	295.12
Pacific Island, Hawaiian	0.24%	0.88%	363.67
Other/Multiple Races	8.7%	17.19%	197.63
Hispanic	0%	68.13%	0

Larkspur Welby Black Forest Broomfield Silver Plume Caïz /2 on City Castle Pines Westcreck Williamsberger Haray El Jebel Carbondale Alamosa East Oak Creek Fort Garland Long Intercultural Institute es Aguilar Gleneagle Campion Peetz Rangely Cimarron Hills Federal for Contextual Ministry Contextual Ministry Del Norte Vona Ridgway Fort Carson Naturita Silv16

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%	37.61%	457.13
\$10,000 to \$19,999	12.77%	23.54%	184.28
\$20,000 to \$29,999	12.04%	11.58%	96.21
\$30,000 to \$49,999	20.28%	13.95%	68.77
\$50,000 to \$59,999	7.68%	2.37%	30.81
\$60,000 to \$69,999	6.81%	3.49%	51.21
\$70,000 to \$79,999	5.47%	2.12%	38.73
\$80,000 to \$89,999	4.1%	1%	24.29
\$90,000 to \$99,999	2.78%	0.75%	26.86
\$100,000 to \$124,999	6.2%	1.37%	22.11
\$125,000 to \$149,999	3.95%	0.75%	18.92
\$150,000 to \$199,999	3.74%	0%	0
\$200,000 to \$249,999	1.2%	0%	0
\$250,000 or more	2.82%	1.37%	48.63
Median Household	44,493	17,823	40.06
Average Household	69,321	23,283	33.59
Per Capita Household	28,757	6,366	22.14
Family/Non-Family Household			
Income			
Median Family Income	56,352	19,253	34.17
Average Family Income	87,346	25,096	28.73
Median Non-Family Income	35,551	15,815	44.49
Average Non-Family Income	52,938	13,728	25.93

Parachute Silt Ault Eldorado Springs Norwood Bayfield Wray Derburg Sterling Boulder Womelsdorf (Coal) Louisville Roxborough Park Rockvale Battlement Mesa Cortez Wood For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 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%	74.1%	155.62
Families with Children	25.06%	57.53%	229.55
Families without Children	22.55%	16.56%	73.45
Non-Family Households			
% Non-Family Households	52.39%	25.9%	49.45
Non-Families with Children	0.08	0	0
Non-Families without Children	52.3	25.9	49.52
Housing Units			Index
Total Housing Units	282,261	924	
Vacant percent	11.39%	13.2%	115.95
Owned percent	49.38%	24.03%	48.66%
Rented Percent	39.24%	62.77%	159.98
Households by Size			Index
Avg household size	2.45	3.63	148.16
Avg family hh size	3.77	4.43	117.51
Avg non-family hh size	1.25	1.35	108
Households By Count of Persons			Percent
One	110,223	167	0.15%
Тwo	51,899	110	0.21%
Three or Four	54,770	265	0.48%
Five+	33,228	261	0.79%

Le Salida Lochbuie Manzanola Crook Julesburg Hillrose Estes Park Brighton Larkspur Westminster City Delta Dove Creek Thornton Sedgwick Centennial La Salle Found Intercultural Institute Cheraw Peetz Aurora Kiowa Lincoln Park Pueblo Basalt Aspen Strat Confectual Ministry Confectual Ministry Redlands Rockvale Olath 18 Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

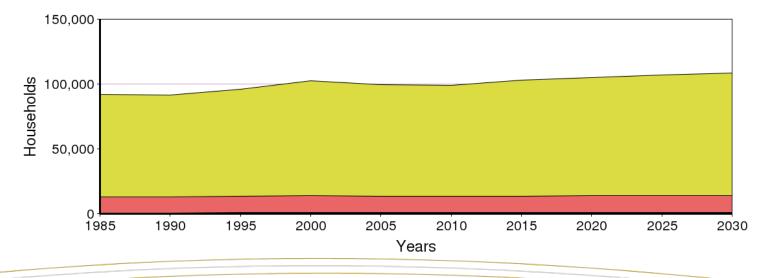
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 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	2,293	0.49%
2000 Population	554,636	2,941	0.53%
2010 Population	626,118	2,943	0.47%
2015 Population	704,977	3,244	0.46%

Household Change from 1985 to 2030

0-0.5mi Ring

📃 0-3mi Ring

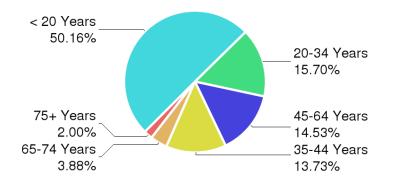


Del Norte Cokedale Keenesburg Mountain View Pierce Bonanza Clifton Crested Butte Colorado City Cripple Creek Frisco Jamestown Julesburg Grover Pitkin Welby Intercultural Institute Stie Rock Penrose Manassa Pritchett Walden Starkville Sheridan Lari for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-0.5 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

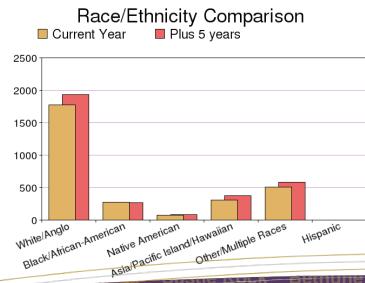


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	12.84%	10.73%	83.57
4-5 Years	6.18%	6.01%	97.25
6-8 Years	9.51%	9.74%	102.42
9-11 Years	7.75%	8.54%	110.19
12-13 Years	3.94%	5.02%	127.41
14-17 Years	6.15%	7.34%	119.35
18-19 Years	2.45%	2.74%	111.84
0-5 Years	19.03%	16.74%	87.97
6-12 Years	19.3%	20.81%	107.82
13-19 Years	10.5%	12.58%	119.81
< 20 Years	48.83%	50.13%	102.66
20-34 Years	20.9%	15.69%	75.07
35-44 Years	11.59%	13.72%	118.38
45-64 Years	13.76%	14.52%	105.52
65-74 Years	3.26%	3.88%	119.02
75+ Years	1.8%	2%	111.11
Median Age	34	27	77.79
Median Age (Male)	34	25	72.73
Median Age (Female)	35	22	63.66

Snowmass Village Het Sulphur Springs Del Norte Caï, ½on City Durango Cheraw Crestone Broomfield Fail Woodmoor Haswell Yuma Cimarron Hills Aguilar Grand Junction Intercultural Institute Telluride Romeo Westcreek Longmont Monte Vista Seibert Crippi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Dacono Cottonwood Castle Pines Julesburg Swink 20 Bertbould Boulder Avondale Long Tree Granada Vona Lake City, Winter Park, Ophir, Peetz, Vilas, Beu

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	60.35%	59.59%	98.74
Black, African-American	9.31%	8.32%	89.4
Native American	2.65%	2.56%	96.54
Asian	9.65%	10.51%	108.93
Pacific Island, Hawaiian	0.88%	1.08%	122.12
Other/Multiple Races	17.19%	17.94%	104.35
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,308	1,450	
Less than 9th Grade	22.63%	19.72%	87.16
No High School Diploma	14.53%	11.1%	76.44

30.89%

12.61%

3.44%

9.1%

6.8%

32.69%

12.41%

3.93%

11.03%

9.1%

105.84

98.41

114.26

121.29

133.79

eker Eckley Genoa Horrison Hugo Rocky Ford Pueblo Estes Park Craig Ramah Naturita Northgie de Erie Sanford Fort Lupton Windsor Montrose Eagle-Vail Haxtun Bary Leadville Laporte Orchan Fort Collins Highlands Ranch Limon Welby Sugar City Delta Cimarron Horrige Contextual Ministry Black Hawk 2012, Intercultural Institute for Contextual Ministry Orchard City Mountain Village Woodmoor Westminstry

High School Graduate

Graduate/Prof. degree

Associate Degree

College Degree

Some College, no 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	37.61%	37.45%	99.59
\$10,000 to \$19,999	23.54%	23.52%	99.91
\$20,000 to \$29,999	11.58%	11.39%	98.38
\$30,000 to \$49,999	13.95%	12.97%	92.99
\$50,000 to \$59,999	2.37%	3.03%	128.07
\$60,000 to \$69,999	3.49%	3.76%	107.76
\$70,000 to \$79,999	2.12%	2.42%	97.33
\$80,000 to \$89,999	1%	0.85%	85.17
\$90,000 to \$99,999	0.75%	0.73%	97.33
\$100,000 to \$249,999	1.37%	1.45%	106.18
\$125,000 to \$149,999	0.75%	0.97%	129.78
\$150,000 to \$199,999	0%	0%	0
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	1.37%	1.45%	106.18
Median Household	17,823	18,219	102.22
Average Household	23,283	23,802	102.23
Per Capita Household	6,366	6,065	95.27
Family/Non-Family Household			
Income			
Median Family Income	19,253	19,619	101.9
Average Family Income	25,096	25,467	101.48
Median Non-Family Income	15,815	15,365	97.15
Average Non-Family Income	13,728	14,792	107.75

Fook Grover Meeker Chevenne Wells Leadville North Westcliffe Fort Garland Yuma Tabernash Durang Federal Heights Keystone Manassa Cottonwood Grand View Estates Intercultural Institute Mountain Village Keenesburg Eldorado Springs Ophir Manitou Springs Intercultural Institute Mar Jamestow Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Mar Jamestow Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Mar Jamestow Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	74.1%	72.12%	97.33
Families with Children	57.53	55.76	96.91
Families without Children	16.56	16.12	97.33
Non-Family Households			
% Non-Family Households	25.9%	27.88%	107.63
Non-Families with Children	0	0.12	107.63
Non-Families without	25.9	27.76	107.16
Children			
Housing Units			
Total Housing Units	924	952	103.03%
Vacant percent	13.2%	13.34%	101.04
Owned percent	24.03%	23.74%	98.81
Rented Percent	62.77%	62.92%	100.24
Households by Size			
Avg household size	3.63	3.90	107.44%
Avg family hh size	4.43	4.92	111.06%
Avg non-family hh size	1.35	1.28	94.81%
Households By Count of			
Persons			
One	167	187	111.98%
Тwo	110	61	55.45%
Three or Four	265	259	97.74%
Five+	261	316	121.07%

y's Limon El Jebel Stratmoor Akron Antonito Springfield Rockvale Crawford Two Buttes Klowa Mo cono Aspen Park Olathe Redlands Trinidad Marble Naturita Commerce Intercultural Institute cos Cascade-Chipita Park Flagler Silt Breckenridge Romeo Strasburg Copyright 2012, Intercultural Institute for Contextual Ministry of Copyright 2012, Intercultural Institute for Contextual Ministry of Copyright 2012, Intercultural Institute for Contextual Ministry of 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:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	173	12,451	31,460	Eastern Africa	Eastern Africa 0	Eastern Africa 0 14
Northern Europe	0	86	606	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	0	98	653	Northern Africa	Northern Africa 0	Northern Africa 0 44
Southern Europe	0	67	250	Southern Africa	Southern Africa 0	Southern Africa 0 4
Eastern Europe	0	93	906	Western Africa	Western Africa 0	Western Africa 0 24
Other Europe	0	0	6	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	0	241	976	Oceania	Oceania 0	Oceania 0 22
So. Central Asia	0	38	243	Caribbean	Caribbean 0	Caribbean 0 20
SE Asia	40	510	1,754	Central Amer.	Central Amer. 133	Central Amer. 133 10,992
Western Asia	0	62	124	South America	South America 0	South America 0 86
Other Asia	0	0	0	North America	North America 0	North America 0 50
				Born at sea	Born at sea 0	Born at sea 0 0

Federal Heights Hugo Mou Institute ntercultura Ministry

Language Summary

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

SPOKEN AT HOME	0-0.5	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	812	18,485	104,021	Other Indo-Euro	0	22	106
Spanish	285	17,490	41,818	Asian/PI languages	0	0	0
Other Indo-Euro	34	490	3,466	Chinese	0	44	378
language				Japanese	0	125	448
French (incl. Patois,	0	75	690	Korean	0	40	189
Cajun)				Mon-Khmer,	0	26	171
French Creole	0	12	0	Cambodian			
Italian	0	52	318	Miao, Hmong	0	0	88
Portuguese	0	11	106	Thai	0	17	162
German	34	123	846	Laotian	0	0	8
Yiddish	0	20	23	Vietnamese	71	408	1,286
Other West Germanic	0	10	42	Other Asian	0	50	137
A Scandinavian	0	8	208	Tagalog	0	15	43
Language				Other Pacific Is	0	12	50
Greek	0	12	94	Other languages	9	204	598
Russian	0	36	337	Navajo	0	5	114
Polish	0	26	123	Other Native N.	0	77	113
Serbo-Croatian	0	19	253	American			
Other Slavic Language	0	31	92	Hungarian	0	0	68
Armenian	0	0	0	Arabic	0	18	53
Persian	0	20	101	Hebrew	0	9	53
Gujarathi	0	0	22	African languages	0	45	164
Hindi	0	0	77	Other unspecified	9	50	33
Urdu	0	13	0				

Breckenridge Byers Fads Littleton Orchard City Idaho Springs Bethune St. Mary's Pueble Niwot Sal wood Fairplay Kersey Rockvale Rye Granby Cimarron Hills Aristocra Intercultural Institute Dacono Crested Butte Palmer Lake Naturita Larkspur Cripple Creek / Contextual Ministry / Copyright 2012, Intercultural Institute for Contextual Ministry / Copyright 2012, Intercultural Institute for Contextual Ministry / 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		ANCESTRY	ANCESTRY 0-0.5	ANCESTRY 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	1,290	35,389	138,477		Irish	Irish 19	Irish 19 804
Arab	0	75	298		Italian	Italian 11	Italian 11 633
Armenian	0	0	34		Lithuanian	Lithuanian 0	Lithuanian 0 36
Austrian	0	24	348		Norwegian	Norwegian 0	Norwegian 0 238
British	0	60	515		Polish	Polish 0	Polish 0 256
Canadian	0	11	259		Portuguese	Portuguese 0	Portuguese 0 23
Croatian	0	4	190		Romanian	Romanian 0	Romanian 0 31
Czech	0	25	391		Russian	Russian 0	Russian 0 122
Czechoslovak	0	11	187		Scandinavian	Scandinavian 0	Scandinavian 0 21
Danish	0	50	669		Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 146
Dutch	0	95	1,077		Scottish	Scottish 0	Scottish 0 155
English	0	1,043	7,937		Slovak	Slovak 0	Slovak 0 19
European	14	124	1,382		Subsaharan African	Subsaharan African 0	Subsaharan African 0 143
Finnish	0	19	177				
French (not	0	256	2,157		Swedish	Swedish 0	Swedish 0 236
Basque)					Swiss	Swiss 0	Swiss 0 35
French Canadian	11	114	535		Ukrainian	Ukrainian 0	Ukrainian 0 42
German	0	1,721	15,433		US/American	US/American 69	US/American 69 1,258
Greek	0	26	472		Welsh	Welsh 0	Welsh 0 141
Hungarian	0	32	381		West Indian	West Indian 0	West Indian 0 12
Iranian	0	17	86		Yugoslavian	Yugoslavian 0	Yugoslavian 0 13
				_	Other	Other 1,166	Other 1,166 27,315

y Cheyenne wells Cottonwood Haxtun

Boulder Aurora Garden City Perry Park Limon Grand Junction New Castle Faisade Bonanza Aspen Hero Buttes Breckenridge Bennett Fraser Woodmoor Rocky Ford Batter Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

Grand View Estates Sheridan Lake Walsenburg Superior Cokedale Rangely San Luis Holyoke Leadvil and St. Mary's Antonito Green Mountain Falls Granby Firestone Meridian <u>Intercultural Institute</u> Fountain gle Cheyenne Wells Salt Creek Sedgwick Louisville North Washington <u>Intercultural Institute</u> West Pleasant Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

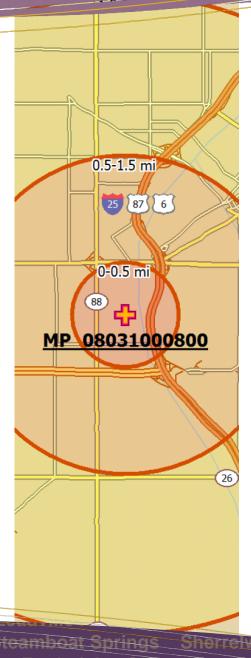
Issues for Your Consideration - continued

- 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?

ola Lone Tree <u>Redlands Brighton Antonito Vona Hillrose</u> Monte Vista Pitkin La Salle Englewood Gre Hatteville Caï; ¹/20n City Moffat Fruita East Pleasant View Welby Long Intercultural Institute Stratton Dinosaur Fort Morgan Dacono St. Mary's El Jebel Columbi Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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.



Tezuma Crowley Sedgwick Windsor Evans Vail Tabernash Erie Boulder Steamboat Springs Sherrely Brighton Idaho Springs Rico Pritchett Loveland Oak Creek Mount <u>Intercultural Institute</u> Oke Roxborough Park Kremmling Durango Kittredge Walden Glenwo for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 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	803	100%	576	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Idorado Springs <u>Sanford Hillrose Fruita Clifton Rifle Antonito</u> Crested Butte Niwot Hotchkiss Lakesis Falden Naturita Fraser Vona Garden City Mancos Loveland Avondale Chevelale Bethune Met Sherrelwood Ridgway Durango Air Force Academy Red Cliff Monte Visto Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Confectual Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-0.5 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	803	100%	576	100%
BLUE COLLAR BACKBONE	165	20.55%	116	20.14%
Nuevo Hispanic Fam.	165	20.55%	116	20.14%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	36	4.48%	23	3.99%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	36	4.48%	23	3.99%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	23	2.86%	16	2.78%
Steadfast Conservative	23	2.86%	16	2.78%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Broomfield Westminster Parker Florence St. Mary's La Junta Perry Park Leadville North Wiggins The Highlands Ranch Meeker Cortez Winter Park Burlington Creede Caro Sity Wheat Ridge Cimarco idian Fairplay Berkley Avondale Arriba Minturn Haswell Olathe Roo for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 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	803	100%	576	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	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Stown Alamosa <u>Clifton Raymer Coal Creek Orchard Mesa</u> Wellington Parachute Fruitvale Ophir Red F Gray Eckley Grand View Estates Iliff Hudson Pitkin Delta Swink Silver Downjeville Lawson-Dunon Ne Village Fairplay Cokedale Las Animas Northglenn Buena Vista Coal (Souteviual Ministry) Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 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	803	100%	576	100%
STRUGGLING SOCIETIES	339	42.22%	254	44.1%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	177	22.04%	120	20.83%
Struggling city Centers	0	0%	0	0%
College Town Communities	162	20.17%	134	23.26%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	238	29.64%	167	28.99%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	1	0.12%	1	0.17%
New Generation Activists	159	19.8%	107	18.58%
Getting By	78	9.71%	59	10.24%
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%

Carbondale Pagesa Springs Elizabeth Creede Blue River Hooper Sheridan Lake Cenesee Fowler Rifle Cottonwood Pitkin Salt Creek Wheat Ridge Greenwood Village Intercultural Institute terling Ramah Swink Westcliffe Lamar Basalt Loghill Village Monte for Confectual Ministry © Copyright 2012, Intercultural Institute for Contextual Ministry Cranby Firestone 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?

Hot Sulphur Springs Aspen Crested Butte Kim Granada Breckenridge Golden Ignacio Frisco Batte Sawpit Ken Caryl Greenwood Village Oak Creek Boone Fruitvale Star Intercultural Institute Fridan Lake Lochbuie Johnstown Castle Rock Williamsburg El Jebel Si Golden Hinistry Copyright 2012, Intercultural Institute for Contextual Ministry

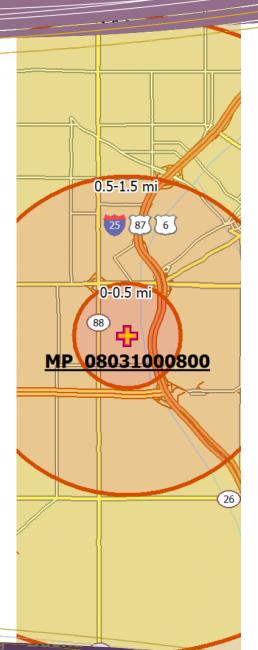
Potential Cultural Bridges

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

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

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

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



Glendale La Jara Snewmass Village Ordway Silverton Pueblo West Central City Black Hawk Broomfield Hiff Cortez South Fork Penrose Tabernash New Castle Black Forest Intercultural Institute anada St. Mary's Marble Telluride Crested Butte Basalt Dove Creek Ar Confectual Ministry di Copyright 2012, Intercultural Institute for Contextual Ministry Highl 35 Copyright 2012, Intercultural Institute for Contextual Ministry Colorado Springs Strasburg Plate

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
	MILES	MILES	MILES
PC-HH Own	61%	67%	73%
Use Comp. for Internet/E-mail	43%	47%	55%
Internet Use: E-Mail	38%	40%	48%
Use Comp. for Shopping	26%	26%	31%
Use Comp. for Education	25%	29%	29%
Internet Use: News/ Weather	24%	24%	29%
Use Comp. for Digital Camera	23%	22%	28%
Photo Editing			
Use Comp. for Banking	22%	24%	30%
Use Comp. for Comp. Games	22%	27%	31%
Internet Use: Banking	21%	21%	27%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Use Comp. for	21%	18%	22%
News/Info./Data Service			
Use Comp. for Word	20%	27%	35%
Processing			
HH Owns DVD Player	16%	20%	26%
Internet Use: Research/	12%	12%	14%
Education			
Internet Use: Sports	12%	8%	10%
PC-Network-HH Has One	12%	15%	17%
Use Comp. for Personal	11%	11%	14%
Financial Mngmnt			
Internet Use: Yellow Pages	11%	7%	8%
Internet Use: Bulletin/	10%	7%	8%
Message Boards			
Use Comp. for Filing/DB	10%	10%	11%
Mngmnt			

ivot Grand Junction Bennett Rockvale Applewood Yampa Firestone Loghill Village Boone Granby Parengreen Vail Fleming Merino Del Norte Colorado Springs Delta Louvier Intercultural Institute Deer Trail Eagle Aspen Snowmass Village Parachute Silverthorne Good 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	64%	63%	66%
Dining Out (Not Fast Food)	48%	44%	52%
Reading Books	48%	46%	53%
Card Games	34%	32%	35%
Cooking for Fun	34%	31%	36%
Go To A Beach/Lake	29%	30%	33%
Board Games	25%	24%	27%
Going To	23%	20%	23%
Bars/Nightclubs/Dancing			
Gardening	21%	23%	26%
Photography	19%	17%	19%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	56%	59%	62%
Gen./Fam. Practitioner	26%	29%	35%
None Of These	24%	23%	23%
Backache	19%	18%	20%
Dentist	18%	23%	27%
Eye Dr.	15%	17%	19%
Hypertension/High Blood	14%	14%	16%
Pressure			
High Cholesterol	12%	14%	16%
Acid Reflux Disease	12%	11%	12%
(GERD)			
Overweight (30 Pounds Or	11%	11%	11%
More)			
Overweight (30 Pounds Or	11%	11%	11%

esburg Central City Steamboat Springs Ponderosa Park New Castle Lake City Genoa Sugar City Jamest neha Springs Sedgwick Edgewater Colorado Springs Brush Boone Fort And Eckley Kim Highlands salt Orchard City Cedaredge Castle Pines North Kittredge Pritchett Sec for Confectual Ministry ne Copyright 2012, Intercultural Institute for Contextual Ministry add Love Malsenburg Campo Acres Green Mountain View

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	27.97%	26.1%	30.19%
Live Theater	17.58%	16.44%	21.12%
Rock/Pop Concerts Most	17.19%	14.65%	16.97%
Often			
Live Theater Most Often	13.55%	12.7%	16.67%
Comedy Club	9.18%	10.42%	10.88%
Dance Performance	8.48%	9.91%	11.12%
Movies: Action/Adventure	31.68%	35.67%	38.86%
Movies: Comedy	31.14%	35.65%	38.23%
Movies: Horror	22.93%	17%	14.01%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Mystery	19.18%	16.61%	18.43%
Movies: Drama	17.43%	18.35%	21.19%
Movies: Romantic	17.18%	17.67%	18.69%
Comedy			
MLB Baseball Reg.	4.25%	5.85%	9.36%
Season			
College Football Reg.	4.23%	3.39%	5.15%
Season			
College Basketball Reg.	4.03%	2.79%	4.32%
Season			
NFL Football Reg.	3.28%	4.47%	5.62%
Season			
NHL Hockey Reg.	2.37%	2.83%	4.01%
Season			
NBA Basketball Reg.	1.89%	3.05%	4.06%
Season			



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
Valking for Exercise	34.46%	35.29%	39.35%	Freshwater	r Fishing	r Fishing 12.07%	r Fishing 12.07% 10.84%
Billiards/Pool	27.49%	21.43%	21.16%	Backpacking/Hil	king	king 10.44%	king 10.44% 8.89%
Swimming	27.36%	25.76%	29.38%	Camping Trips		10.06%	10.06% 10.68%
Bowling	20.31%	18.34%	18.67%	Stationary Cycling		9.7%	9.7% 10.99%
Basketball	20.23%	17.7%	15.88%	Aerobics		9.37%	9.37% 10.64%
Jogging/Running	18.07%	17.38%	17.82%	Softball		8.91%	8.91% 8.5%
Football	17.23%	12.66%	10.54%	Yoga		8.49%	8.49% 7.8%
Soccer	14.88%	14.55%	11.56%	Tennis		8.44%	8.44% 8.08%
Baseball	14.6%	14.56%	12.28%	Ice Skating		6.78%	6.78% 5.66%
Golf	13.46%	10.01%	11.49%	Saltwater Fishing		6.19%	6.19% 6.64%
Mountain/Road	13.01%	9.99%	12%	Hunting	6	6%	5.83%
Biking				Roller Skating	5.8	85%	85% 5.24%
Using Cardio	12.94%	12.97%	15.6%	Horseback Riding	5.6	8%	8% 5.99%
Machine				Target Shooting	5.6	2%	2% 5.98%
Volleyball	12.53%	11.51%	9.36%				
Weight Training	12.5%	13.79%	16.49%				

by Limon Redlands Ken Caryl Calhan Nunn La Junta Ovid Alamosa Flagier Fort Carson Perry Park Roxborough Park Branson Cokedale Creede Pueblo Minturn Grand Flagier Fort Carson Sedalia ale Winter Park Delta Acres Green Genoa Caï 21/2 on City Manitou Sprin Confectual 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
Power Boating	5.02%	4.67%	5.14%
Water Skiing	4.77%	4.35%	4.15%
Motorcycling	4.5%	4.9%	4.58%
Martial Arts	4.46%	4.91%	4.7%
Canoeing/Kayaking	4.35%	5.02%	5.82%
Racquetball	4.33%	4.78%	4.03%
Jet Skiing	4.32%	3.9%	4.21%
Rock Climbing	4.31%	4.16%	3.95%
Snowboarding	4.26%	3.71%	3.47%
Hockey	4.19%	4.62%	3.94%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Auto Racing	3.79%	3.4%	3.08%
Snorkeling	3.75%	4.07%	4.85%
Skateboarding	3.75%	3.8%	2.94%
Archery	3.69%	3.66%	3.34%
Fly Fishing	3.51%	3.6%	3.34%
Downhill & X-Country	3.38%	3.99%	4.55%
Skiing			
Snowmobiling	3.33%	3.22%	2.89%
Surfing & Windsurfing	2.92%	2.82%	2.87%
Sailing	2.86%	2.95%	3.17%
Rowing	2.66%	2.82%	2.56%

Yuma Hartman Fort Garland Cypsum Crock Silt Rocky Ford Acres Green Olney Springs Pierce Agricont Lafayette Cai, ½on City Breckenridge Niwot Foxfield Aguilar Intercultural Institute keside Granada Castle Rock Englewood Fowler Bonanza Red Feather Log for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Antonito Dillon Avon Elagler, Kremmling, Dove Creek

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.



Cona Wheat Ridge Wiley Hot Sulphur Springs Mead Gold Hill Cottonwood Grand Lake Cedaredge Yuma Pitkin Westcreek Olney Springs Black Hawk Alamosa East Keystoner Intercultural Institute Bayfield Pueblo Hudson Wiggins Dolores Twin Lakes Ouray For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

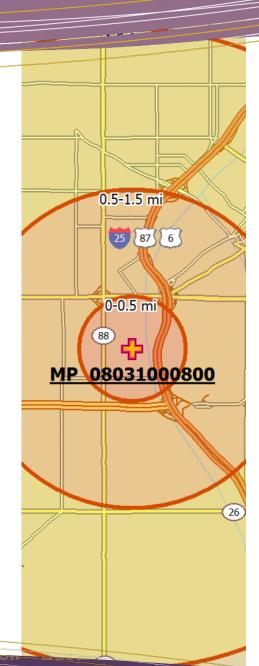
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Tim Oak Creek La Junta Collbran Antonito Carbondale Aspen Grover Tabernash Williamsburg Gunba K Manassa Avon Rifle Alamosa East Salida Durango Creede Gold Pro Simla New Castle Bre Wer Lincoln Park Coal Creek Erie Stratmoor Arriba Highlands Ranch Pocopyright 2012, Intercultural Institute for Contextual Ministry Red Feather Lakes Peetz Brookside Kiowa Palisade 42

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 MILE
Important Continue Learning New Things	47%	49%	49%	Money Is Best Measure Of Success	25%	25%	27%
Like Control Over People And Resources	39%	40%	35%	Marijuana Should Be Legalized	24%	24%	22%
Prefer To Have Few Possessions As Possible	36%	38%	41%	Like To Do Unconventional Things	22%	25%	24%
Find It Difficult To Say No To My Kids	33%	31%	34%	Like to Stand Out In A Crowd We Should Strive for Equality	20% 19%	19% 18%	20% 17%
Don't Judge People/Way They Live Life	33%	31%	30%	for All Happy With My Standard Of	18%	15%	18%
Speak My Mind Even If It Upsets People	33%	33%	34%	Living Only Work Current Job for The	16%	18%	16%
Woman's Place Is In The Home	30%	35%	33%	Money Indulge My Kids With The	16%	16%	13%
I Am A Workaholic	29%	26%	23%	Little Extras			
Too Much Sponsorship In Arts/Sports	29%	31%	25%	I Am A Perfectionist On Whole People Get What	15% 15%	12% 13%	11% 14%
Friends More Important Than My Fam.	28%	30%	31%	They Deserve Rarely Sit Down to a Meal	12%	14%	14%
Like To Pursue Challenge/Novelty/Change	26%	28%	25%	Together At Home Very Happy With My Life As It	11%	10%	8%
If Won Lottery Would Never Work Again	25%	26%	28%	Is	1170	1070	0 /0

 Pritchett
 Edge Matchett

 Edge Matchett
 Edge Matchett

 Pritchett
 Edge Matchett

 Fighton
 Olney Springs
 Bayfield
 Mountain View
 Denver
 Black Hawk
 Edge Matchett
 Intercultural Institute

 Manitou Springs
 Gunbarrel
 Grand Junction
 Telluride
 El Jebel
 Glenea
 Intercultural Institute

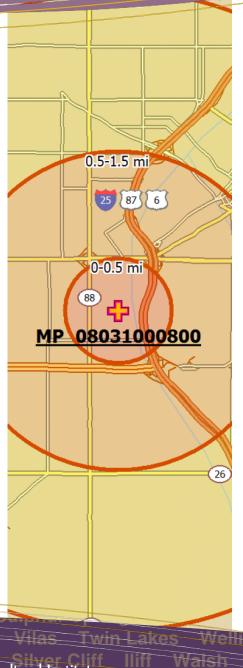
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Potential Cultural Themes

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.



Walden Loveland Brush Strasburg Northglenn Colorado Springs Durango Vilas Twin Lakes Welfin Aurora Fort Collins Mountain Village Alma Trinidad Frederick Pagosa Mars Silver Cliff Iliff Walsh oli Tabernash Eagle-Vail Penrose Lake City Victor Georgetown Cresto for Confectual 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 Opportunities In Life	54%	56%	58%	People Have To Take Me As They Find Me	20%	24%	25
Important To Respect Customs And Beliefs	45%	49%	57%	Looking for New Ideas To Improve Home	19%	20%	16
Like To Understand About Nature	39%	39%	39%	Real Men Don't Cry Provide My Kids With The Little	19% 18%	21% 15%	19º 13º
Prefer To Have Few	36%	38%	41%	Extras	10 /0	10 /0	13
Possessions As Possible Important To Juggle Various	34%	36%	34%	Try Not To Worry About The Future	16%	17%	169
Tasks				Enjoy Spending Time With My	13%	14%	139
Prefer Work Part Of Team Than Alone	34%	31%	31%	Fam. Is An Important Part Of Who I	13%	16%	179
Important Feel Respected By	33%	34%	35%	Am			
My Peers Good At Fixing Things	33%	31%	30%	Like Spending Most Time With Fam.	8%	8%	6%
Worried About Pollution Caused By Cars	25%	21%	23%	Children Should Be Allowed To Express Themselves	8%	9%	7%
Have Keen Sense Of	24%	24%	27%	Feel Very Alone In The World	8%	8%	7%
Adventure Like To Just Enjoy Life	21%	25%	26%	Decor Particular Interest To Me Would Like To Set Up Own	6% 5%	6% 5%	5% 4%
Consider Myself Interested In The Arts	21%	22%	20%	Business	2,0	2,0	. /

International Preetz Battlement Wesa Las Attima

The Finery Edgewater Louviers For Contextual Fails Edwards Sector Black Hawk Loghill Village Coal Creek Vail West Pleasant View Creek Intercultural Institute Edwards Sector Intercultural Institute Sector Contextual Ministry Greeley Lamar Pueblo Sheridan Lake Orchard Mes 45

Potential Shared Places

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



0.5-1.5 mi

0-0.5 mi

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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	PLACE
	MILES	MILES	MILES	
Fast Food/Drive-In	80.32%	81.07%	81.65%	IHOP (Intern
Restaurant-Visit Any				Of Pancakes
Fam. Restaurants/Steak	67.83%	71.11%	75.42%	Red Lobster
Houses-Visit Any				Arby's
McDonald's	52.09%	51.48%	51.85%	Dairy Queen
Burger King	34.98%	38.03%	36.23%	Dunkin' Donu
Subway	26.61%	24.59%	25.35%	Olive Garder
Applebee's	26.25%	21.87%	24.08%	Starbucks
Kentucky Fried Chicken	23.53%	24.34%	24.38%	Chili's Grill a
(KFC)				Jack-In-The-
Taco Bell	23.05%	26.73%	27.13%	TGI Friday's
Wendy's	20.48%	21.99%	23.89%	Golden Corra
Pizza Hut	20.36%	22.45%	20.47%	Church's Frie
Domino's Pizza	20.16%	19.95%	16.8%	
Denny's	19.55%	18.72%	15.32%	

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
IHOP (International House Of Pancakes)	14.56%	14.95%	15.34%
Red Lobster	13.84%	13.22%	14.19%
Arby's	13.26%	12.95%	16.18%
Dairy Queen	13.21%	12.37%	12.78%
Dunkin' Donuts	13.1%	12.2%	11.32%
Olive Garden	12.87%	14.27%	16.68%
Starbucks	12.39%	13.86%	15.4%
Chili's Grill and Bar	11.7%	11.51%	12.44%
Jack-In-The-Box	11.65%	15.33%	12.23%
TGI Friday's	10.9%	10.47%	12.15%
Golden Corral	10.55%	8.92%	9.28%
Church's Fried Chicken	10.12%	9.48%	6.74%

Silverthome Salida Greeley Flagler Kremmling Pierce Gold Hill Denver Alamosa Walsh Cortez Cim De Beque Thornton Orchard City Aristocrat Ranchettes Monument Cautor City Seibert Fraser Padro Hartman Lamar La Salle Aurora Raymer Breckenridge Garden City For Confectual Ministry prings Column ve Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



es Park Williamsburg Olathe Mountain View Lamar Meridian Wiley Basalt Trinidad Leadville North Fa Feystone Eldora Fort Lupton Bonanza Battlement Mesa Campo Stratuce Intercultural Institute ou Springs Cottonwood Wray Garden City Telluride Rifle Gleneagle for 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	25.97%	31.66%	39.82%
Recycled products	24.45%	29.85%	34.8%
Worked as volunteer (non political)	10.07%	11.46%	14.85%
Engaged in fund raising	6.73%	7.37%	9.14%
Religious club member	5.45%	5.83%	6.52%
Wrote to editor of mag or newspaper	5.13%	5.24%	6.07%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Charitable Organization	4.01%	4.07%	5.23%
Took active part in local	3.78%	3.77%	4.93%
civic issue			
Wrote to elected offcl about	2.86%	3.75%	5.47%
publ bus			
Partic. in environmental	2.75%	2.56%	3.12%
group/causes			
Church Board	2.67%	2.88%	3.46%
Addressed a public meeting	2.43%	2.84%	3.85%

Buttes Erie Welby Keenesburg Atwood Brighton Haswell Kiowa Sanford Cascade-Chipita Park South deni Downieville-Lawson-Dumont Mount Crested Butte Byers Nederland Intercultural Institute er Trail Todd Creek Centennial Towaoc Stratmoor Wiggins Aspen Crave Contextual Ministry occopyright 2012, Intercultural Institute for Contextual Ministry Parker La Jara Broomfield Columbine Loveland 49 Blacopyright 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.



0.5-1.5 mi

0-0.5 mi

25 87 6

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	12.9%	14.42%	17.83%
Children's Books	10.63%	11.27%	12.18%
Mystery	9.33%	9.6%	11.67%
Cookbooks	7.74%	8.47%	10.17%
Religious (not Bibles)	6.47%	6.39%	7.56%
History	5.65%	7.09%	7.88%
Romance	5.42%	5.31%	5.53%
Biography	5.27%	6.03%	7.21%
Personal/Business Self-help	5.23%	5.95%	7.11%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	50.2%	52.66%	61.69%
Gen. Editorial	40.92%	41.08%	45.55%
Womens	39.93%	37.52%	40.25%
Service	25.28%	25.43%	30.26%
Mens	19.4%	19.03%	20.45%
Music	17.7%	12.57%	12.64%
Parenthood	15.84%	14.37%	13.23%
Sports	15.59%	13.72%	15.34%
Automotive	15.11%	14.21%	13.42%

layden Laporte Fruitvale Ouray Keenesburg Grand Junction Cripple Creek Hotenkiss Center Rockvale ores Merino Silver Cliff Carbondale Ignacio Lakewood De Beque Eagler Intercultural Institute xborough Park Littleton Lamar Buena Vista Meeker Montrose Security Confectual Ministry Cocopyright 2012, Intercultural Institute for Contextual Ministry Sheridan Lake Padmer Lake Lafavette Forwards

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	39.02%	42.16%	49.68%
Classified	31.68%	27.9%	29.47%
Sport	24.14%	25.39%	29.44%
Comics	21.97%	21.54%	24.6%
Movie Listings &	20.09%	20.26%	24.59%
Reviews			
Business/Finance	17.31%	19.89%	25.8%
Food/Cooking	16.59%	18.15%	22.48%
Editorial Page	16.56%	18.58%	25.14%
TV/Radio Listings	15.02%	16.8%	20.47%
Travel	11.39%	13.81%	18.12%
Home/Gardening	10.63%	13.71%	17.69%
Science/Technology	10.59%	11.79%	15.92%
Fashion	10.24%	10.86%	12.94%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
CHR Contemp Hit Radio	27.2%	26.11%	23.02%
Hispanic	22.82%	24.67%	13.66%
Urban Contemporary	21.17%	16.15%	14.12%
Variety	13.26%	15.08%	12.29%
Adult Contemporary	12.94%	13.62%	16.49%
Country	12.49%	12.07%	14.39%
Oldies	9.94%	11.19%	10.86%
Rock	8.63%	9.25%	11.18%
Classic Rock	7.32%	7.18%	8.86%
Alternative	5.9%	7.17%	10.13%
Religious	4.67%	5.66%	5.51%
News/Talk	4.48%	6.93%	10.86%
Soft Contemporary	3.79%	4.22%	5.4%
Jazz	3.09%	3.75%	4.79%
Gospel	2.71%	1.18%	1.39%
All Talk	2.23%	3.24%	3.92%
Classical	2.08%	2.92%	4.45%
Classic Hits	1.88%	2.5%	3.62%

Montezuma <u>Coal Creek Mount Crested Butte</u> West Pleasant View Fort Garland Nucla Grover Carbondak Rico Crowley Cokedale Littleton Salida Cortez Broomfield Todd Creek <u>Intercultural Institute</u> Alamosa Craig Eagle-Vail Meeker Welby Granada Dillon Victor Love <u>Jor Contextual Ministry</u> Copyright 2012, Intercultural Institute for Contextual Ministry Direcopyright 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3	MUL	TIMEDIA: TV	TIMEDIA: TV 0-0.5
	MILES	MILES	MILES			MILES
Fox News Channel	57.51%	59.5%	61.6%	BET (Black B	Entertainment	Entertainment 25.65%
Other	47.07%	46.58%	42.41%	TV)		
Video-On-Demand				TV Info From Sun	day TV	day TV 25.31%
Soapnet	47.03%	48.86%	49.63%	Magazine		
Satellite Dish	45.33%	52.76%	48.54%	Nickelodeon		23.76%
MSNBC	32.39%	32.19%	32.45%	Hallmark Channel		22.74%
Sci-Fi Channel	31.29%	35.4%	35.49%	TV Info From Newspar	oers	pers 22.33%
Subscribe Digital	28.63%	30.41%	26.52%	TV Info From Monthly		22.32%
Cable				Cable Guide		
ABC Fam.	28.56%	28.89%	30.53%	Video-On-Demand Movie	es	es 22.11%
Adult Pay Per View	28.4%	30.97%	28.04%	ESPN Classic		21.44%
TV				ESPN2		20.55%
Adult Swim	28.18%	23.97%	26.59%	ESPN		19.83%
Comedy Central	27.13%	24.72%	32.86%	TCM (Turner Classic		19.7%
Nick At Nite	26.57%	25.84%	25.41%	Movies)		
				Lifetime		19.23%

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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.

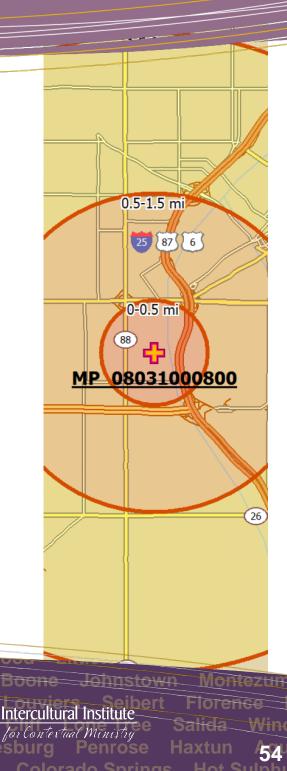
Westcliffe

Central Citv

Castle Pines

Sheridan Crested Butte

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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.

1.5-3

MILES

20.38% 8.85% 10.49% 11.39% 0.83% 10.71% 4.08% 4.45% 17.2% 23.05% 15.75%

8.14% 7.96% 25.06% 5.27%

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	16.15%	16.51%	20.18%
Medium Users (4-6)	9.28%	9.83%	10.54%
Light Users (1-3)	19.54%	19.83%	20.41%
Quintiles (20%)			
Newspaper I	1.31%	1.41%	1.24%
(Heavy)			
Newspaper II	1.27%	1.26%	1.43%
Newspaper III	0.98%	1.48%	2.23%
Newspaper IV	0.5%	0.93%	0.69%
Newspaper V	0.43%	0.69%	0.86%
(Light)			

eek Creede Winter Park Eckley The Pinery Crawford Westcliffe Centennial Collbran Severance Limo Food Security-Widefield Firestone Brush Denver New Castle Dillon Intercultural Institute ristocrat Ranchettes Greeley Wheat Ridge Holly Walsenburg Paonia Row for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

(Light)

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	าร		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	6.89%	3.55%	3.65%	Prime Time I & II (Heavy)	7.16%	4.13%	4.54%
Drive Time III (Medium)	0.79%	0.9%	0.8%	Prime Time III (Medium)	1.48%	1.87%	2.09%
Radio IV & V (Light)	1.03%	1.76%	2.19%	Prime Time IV & V (Light)	14.7%	12.16%	10.35%
Radio Media Quntiles (fifths	/			TV Early/Late Fringe Quntile	S		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	11.69%	11.46%	9.49%	Fringe I & II (Heavy)	34.04%	33.91%	38.44%
Radio III (Medium)	3.04%	4.55%	4.97%	Fringe III (Medium)	49.89%	51.61%	51.82%
Radio IV & V (Light)	3.72%	3.87%	3.52%	Fringe IV (Light)	48.19%	51.11%	53.18%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	14.11%	15.12%	15.69%	All Day I & II (Heavy)	15.72%	17.35%	14.58%
Cable III (Medium)	6.13%	4.98%	5.05%	All Day III (Medium)	24.47%	25.21%	24.41%
Cable IV & V (Light)	34.25%	34.6%	34.74%	All Day IV (Light)	24.11%	19.52%	17.08%
	0.120,0	511070	5				



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.

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE
	MILES	MILES	MILES	
Day-time Radio				Prime Time T
Listeners				Viewers
Dayparts [summary]	8.87%	8.96%	11.23%	8:00-11:00pm
6:00am - 10:00am	11.19%	13.34%	18.58%	Saturday:
10:00am - 3:00pm	12.33%	8.06%	9.29%	8:00-11:00pm
3:00pm - 7:00pm	15.02%	15.49%	14.37%	Sunday: 7:00-
7:00pm - Midnight	8.27%	11.2%	13.08%	9:00am-1:00p
Midnight - 6:00am	7.06%	6.27%	6.56%	9:00am-4:00p
Weekend Radio				4:00pm-7:00p
Listeners				11:00pm-1:00
Dayparts [summary]	14.15%	14.86%	14.23%	AVG Prime tir
6:00am - 10:00am	2.86%	2.95%	4.4%	Mon-Sun
10:00am-3:00pm	7.05%	5.74%	7.29%	
3:00pm - 7:00pm	8.58%	6.75%	6.52%	
7:00pm - Midnight	10.64%	8.98%	8.86%	
Midnight - 6:00am	9.75%	9.51%	10.99%	

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	10.04%	7.08%	7.88%
Saturday:	7.99%	8.37%	8.01%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.69%	8.31%	9.71%
9:00am-1:00pm	26.57%	25.84%	25.41%
9:00am-4:00pm	29.85%	29.61%	29.53%
4:00pm-7:00pm	28.29%	30.8%	29.33%
11:00pm-1:00am	43.26%	42.07%	41.01%
AVG Prime time	3.71%	4.07%	3.62%
Mon-Sun			

spen Windsor <u>Georgetown Indian Hills Boone</u> Cimarron Hills Bethune Redlands <u>Gedaredge</u> Cheraw <u>Colorado City</u> Sterning Holne Redlands <u>Gedaredge</u> Cheraw <u>Colorado City</u> Colorado City Jamestown Sterning Holne Redlands <u>Gedaredge</u> Cheraw <u>Colorado City</u> Colorado City Contextual Creek Bennel Stonegate Otis Sawpit Olathe Gunnison Steamboat Springs Edgewate <u>For Contextual Ministry</u> enridge Vona Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Allensee Lafayette Highlands Ranch Williamsburg Arriba 57

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	19.83%	19.67%	20.08%		Sat: 7-10am	Sat: 7-10am 18.2%	Sat: 7-10am 18.2% 18.05%
7-9am	20.55%	18.22%	23%		Sat: 10am-1pm	Sat: 10am-1pm 9.8%	Sat: 10am-1pm 9.8% 8.69%
9am-12noon	18.47%	19.39%	19.88%		Sat: 1-4pm	Sat: 1-4pm 20.99%	Sat: 1-4pm 20.99% 23.01%
12noon-4pm	11.39%	10.22%	9.65%		Sat: 4-6pm	Sat: 4-6pm 6.89%	Sat: 4-6pm 6.89% 6.8%
4-6pm	42.76%	47.08%	47.94%		Sat: 6-7pm	Sat: 6-7pm 1.13%	Sat: 6-7pm 1.13% 1.41%
6-7pm	16.8%	17.64%	17.91%		Sat: 7-8pm	Sat: 7-8pm 1.47%	Sat: 7-8pm 1.47% 1.13%
7-7:30pm	2.3%	2.4%	2.18%		Sat: 8-11pm	Sat: 8-11pm 7.99%	Sat: 8-11pm 7.99% 8.37%
7:30-8pm	13.13%	12.35%	12.09%		Sat: 11pm-1am	Sat: 11pm-1am 5.43%	Sat: 11pm-1am 5.43% 5.19%
8-11pm	10.04%	7.08%	7.88%		Sat: 1am-7pm	Sat: 1am-7pm 18.03%	Sat: 1am-7pm 18.03% 19.85%
11pm-12am	32.39%	32.19%	32.45%		Sun: 7-10am	Sun: 7-10am 2.66%	Sun: 7-10am 2.66% 2.47%
11pm-1am	43.26%	42.07%	41.01%		Sun: 10am-1pm	Sun: 10am-1pm 4.87%	Sun: 10am-1pm 4.87% 4.49%
1-6am	35.14%	33.4%	32.7%		Sun: 1-4pm	Sun: 1-4pm 4.33%	Sun: 1-4pm 4.33% 4.9%
					Sun: 4-7pm	Sun: 4-7pm 13.11%	Sun: 4-7pm 13.11% 10.58%
					Sun: 7-11pm	Sun: 7-11pm 10.69%	Sun: 7-11pm 10.69% 8.31%
					Sun: 11pm-1am	Sun: 11pm-1am 6.47%	Sun: 11pm-1am 6.47% 4.87%
					Sun: 1-7am	Sun: 1-7am 19.52%	Sun: 1-7am 19.52% 18.17%

er Ken Caryl East Pleasant View Fleming Tabernash Craig Bayfield Ponderosa Park Edwards Towaoc Sedalia Seibert Sugar City Estes Park Walsenburg Flagler Williamshir Intercultural Institute Parker Manitou Springs Romeo Crowley Kiowa Womelsdorf (Coalton) Firefor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

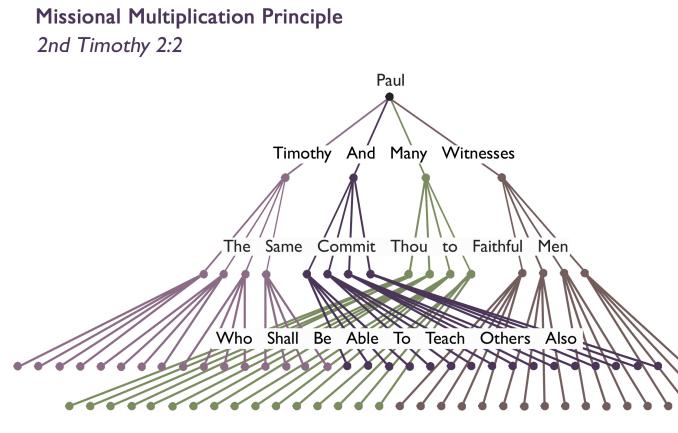
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

ton Strasburg Hayden Vail Haxtun Empire Lake City Cokedale Paoli Alamosa East Wiley Nunn Fig Hancos Ordway Lyons De Beque Walsenburg Milliken Superior Merine Intercultural Institute Hot Sulphur Springs Brush Rifle Bethune Montezuma Carbondale For Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

Biblical Missional Multiplication

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

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



Peetz Rye <u>Swink Bonanza Grand Lake Edgewater Yuma</u> Penrose Eagle-Vail Akron Frederick Bye Ignacio Eldora Superior Iliff Gunnison Littleton Bethune Colorado Che <u>Intercultural Institute</u> Marble Pitkin Timnath Delta Stratton Hayden Evans Cherry Hills Village Branson *Source tual Ministry* Marble Pitkin Il Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



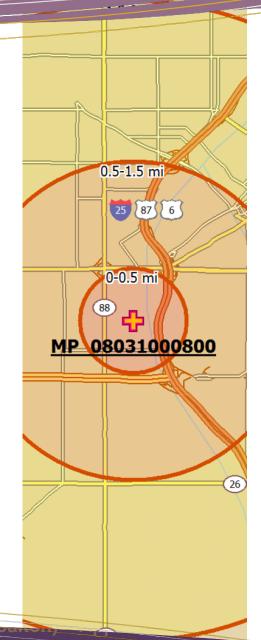


Your MissionSite and the Missional Suite

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

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

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



Gway De Beque <u>Garden City Montezuma</u> Julesburg <u>Air Force Academy</u> Hugo Branson Winter Park Akri Eldora Wellington Swink Cheyenne Wells Avon Silverton Saguacher <u>Intercultural Institute</u> Aspen Park Littleton Welby Antonito Fort Carson Pierce Kiowa Merino East Please *Intercultural Institute* nes North Willi Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Baulab Valley Atwood Salt Creek Alamosa Simla Forth

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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