MissionSite top unreached locations

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In partnership with the:

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MissionSite (TM) Table of Contents

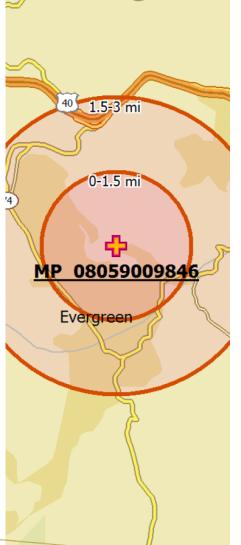
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Site Location Summary

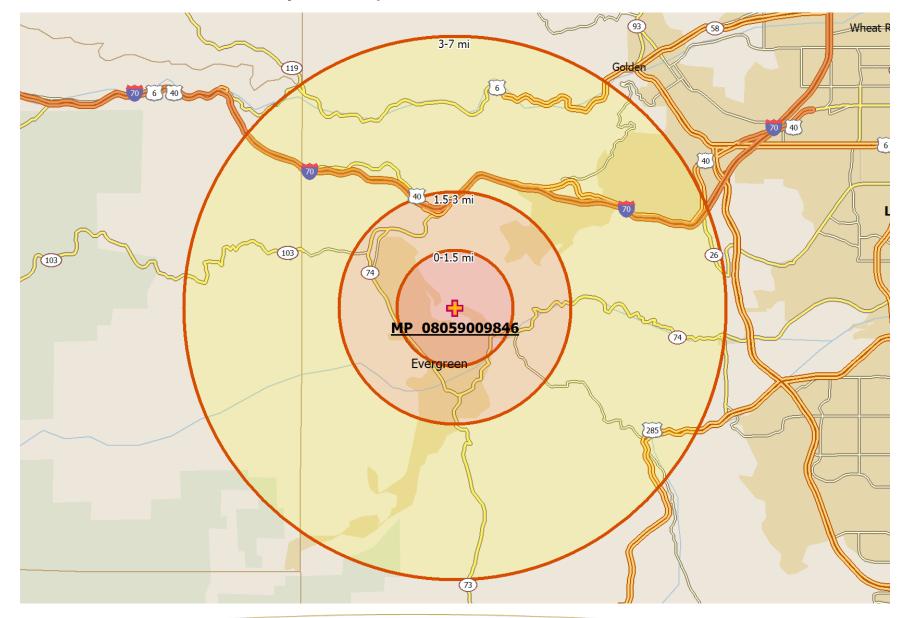
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	08R01	Front Range
2	Association	08A08	Mile High
3	County Location	08059	Jefferson
4	Zipcode	80439	Jefferson
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.2	Medium Suburbs
7	Sitescape Subgroup	3.21	Medium suburbs nearby a large town
8	Sitescape Density Pattern	13	50000-50000-100000



Antonito Moffat Genesee Monument Ramah Hudson Meridian Stonegate Sherrelwood Florence Sheridan Roxborough Park Cokedale Olathe Olney Springs De Beque Intercultural Institute rior Castle Rock Akron Iliff Ovid Las Animas Edwards Longmont Love Intercultural Institute V Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Kiowa Redlands <u>De Beque Welby Blanca Arriba Paonia Oak Creek</u> Fairplay Fraser Dove Creek Bay and Penrose Fowler Stratmoor Branson Arvada Cripple Creek Grand <u>Ministrue Intercultural Institute</u> Marble Erie Vail Allenspark Burlington Nucla Fort Collins Walsenburg *for Contextual Ministry* Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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		EXPLANATION
		E	
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

ming La Salle Hotchkiss Fruita Stratton Cedaredge Federal Heights Eldorado Springs Fort Carson Puel Vans Blue River Bow Mar Loveland Fort Garland Greeley Grand View Fort Montrose Grand Lake Ch edalia Fairplay Columbine Alma Boone Berthoud Ponderosa Park Hi for Contextual Institute for Woodland ©Copyright 2014, Intercultural Institute for Contextual Ministry Vista Cheraw Acres Green Brookside Central City H5

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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	5,829	6,430	20,746
2010 Households	2,391	2,560	8,561
2010 Group Quarters Population	134	6	11

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	24	37
Language Diversity National Index	28	25	42
Foreign Born Diversity National Index	75	62	92
Ancestry Diversity National Index	94	97	93
Racial Diversity National Index	13	26	29

Aristocrat Ranchettes Crowley New Castle Oak Creek Pueblo Mount Crested Butte Aurora Platteville Westminster Hooper Strasburg Arvada La Jara Creede Loveland Caling Intercultural Institute wood Vilas Aspen Flagler Evergreen Basalt Nederland Blanca India Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Bigblands Banch Sodawick Socurity-Widefield Boulab

Site Location Summary - County Environment

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

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

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

Arboles Rangely Federal Heights Basalt Hotchkiss Acres Green Cascade Chipita Park Campo Greenwood Village Aguilar Larkspur Gleneagle Peetz Springfield Meridian Vilas Grand Junction Westminster Rocky Ford Fairplay Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,988	83.15%
Mainstay Communities	Established, Diverse Households	112	4.68%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	290	12.13%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Edwards Croek Delta Sterling Naturita Minturn Acres Green Larkspur Hooper Windsor Monument Red Feather Lakes Arboles Avondale South Fork Greeley Fairplay Larkspur Hooper Windsor Monument Eaton Snowmass Village Nucla Pitkin Pueblo West Gypsum Haswell of Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Hotchkiss Glenwood Springs Stonegate Thornton Florence Manitou Springs Hillrose Rifle Branson Partice Brush Federal Heights Cheraw Aspen Colorado City Tabernash Saguare Intercultural Institute de Nunn Dove Creek El Jebel Louviers Woodland Park Montrose Chere for Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry et Jafavette Garden City Ponderosa Park

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?



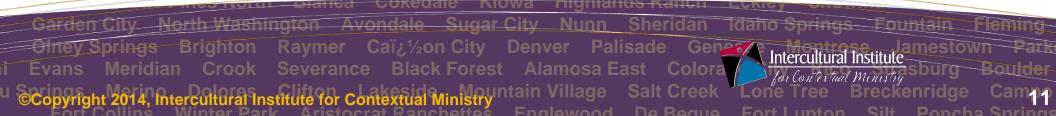
Spirituality Indicators Overview - Evangelscape

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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	154,237	1,728	1.12%
Unreached %	70.37%	72.26%	102.7
Religious But NOT Evangelical HH	34,846	367	1.05%
Religious But NOT Evangelical %	15.9%	15.34%	96.49
Spiritual But NOT Relig or Evang HH	25,782	338	1.31%
Spiritual But NOT Relig or Evang %	11.76%	14.14%	120.19
Not Evangelical, Not Interested HH	93,636	1,023	1.09%
Not Evangelical, Not Interested %	42.72%	42.79%	100.17





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	16,291	346	2.13%
Active Evangelical Percent	7.43%	7.00%	94.16
Inactive Evangelical Households	48,667	1,035	2.13%
Inactive Evangelical Percent	22.20%	20.91%	94.16
# New Churches Needed	110	2	2.26%





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.

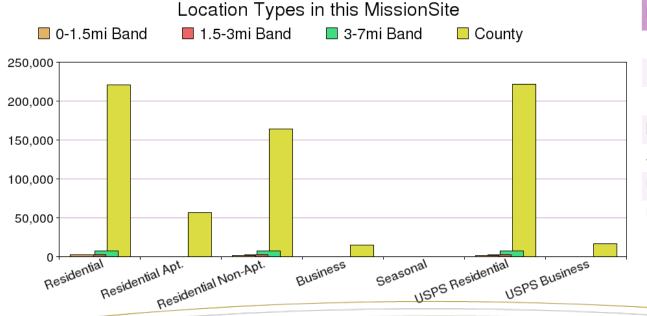
Issues for Your Consideration

- 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.

oveland El Jebel Columbine Winter Park Mountain View Bethune Morrison Indian Hills Nunn Ken Cary Fruita Rangely La Jara Orchard City Haxtun Del Norte Estes Park Pro Mest Fort Morgan Paenia Vestminster Beulah Valley Severance Manassa Niwot Redlands Sugar for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Sted Butter Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	437,133	4,837	1.11%
2000 Population	525,330	5,841	1.11%
2010 Population	541,182	5,829	1.08%



Location Type	0-1.5mi Band
Residential	2,107
Residential Apt.	163
Residential Non-Apt.	1,944
Business	239
Seasonal	2
USPS Residential	2,075
USPS Business	372

% OF CO

1.11%

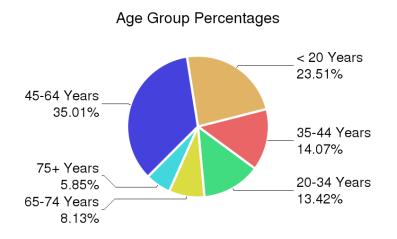
1.12%

1.09%

ntonito Grover Franktown Rockvale Yampa Edwards Pierce Salida Gold Hill Palisade Simla Avond Contextual Sanford Evergreen Walden Brush Larkspur Wiggins Intercultural Institute Black Hawk Centennial Cortez Granby Evans Holyoke Applewood Cottonwood Crook Otis Bethune 14 Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

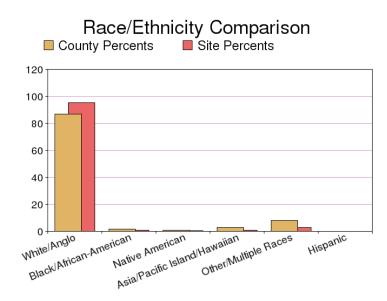


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.87%	4.39%	90.14
4-5 Years	2.39%	2.16%	90.38
6-8 Years	3.55%	3.57%	100.56
9-11 Years	3.62%	3.89%	107.46
12-13 Years	2.44%	2.71%	111.07
14-17 Years	5.04%	4.58%	90.87
18-19 Years	2.56%	2.21%	86.33
0-5 Years	7.26%	6.55%	90.22
6-12 Years	8.39%	8.85%	105.48
13-19 Years	8.82%	8.11%	91.95
< 20 Years	24.47%	23.51%	96.08
20-34 Years	18.54%	13.42%	72.38
35-44 Years	13.23%	14.07%	106.35
45-64 Years	30.4%	35%	115.13
65-74 Years	7.64%	8.13%	106.41
75+ Years	5.72%	5.85%	102.27
Median Age	40	45	110.08
Median Age (Male)	39	44	112.39
Median Age (Female)	42	45	106.98

rth Washington Rico Kersey Cunbarrel Strasburg Yampa Severance Hotchkiss Green Mountain Falls G lebel Alamosa East Lakeside Center Grover Kiowa Highlands Ranch Castle Rock Byers Lafayette Colorado City Erie Bayfield Morrison for Confectual Ministry en Copyright 2014, Intercultural Institute for Contextual Ministry of Contextual Ministry

A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



COUNTY	BAND	INDEX
86.71%	95.02%	109.59
1.61%	0.91%	56.46
0.97%	0.6%	62.13
2.63%	0.77%	29.35
0.13%	0.05%	41.02
7.96%	2.64%	33.19
0%	3.59%	0
375,072	4,245	
1.95%	0.12%	1653.99
5.51%	2.29%	240.94
	86.71% 1.61% 0.97% 2.63% 0.13% 7.96% 0% 375,072 1.95%	86.71% 95.02% 1.61% 0.91% 0.97% 0.6% 2.63% 0.77% 0.13% 0.05% 7.96% 2.64% 0% 3.59% 375,072 4,245 1.95% 0.12%

Total Adults over age 25 years.	375,072	4,245	
Less than 9th Grade	1.95%	0.12%	1653.99
No High School Diploma	5.51%	2.29%	240.94
High School Graduate	23.01%	14.25%	161.47
Some College, no degree	24.4%	16.94%	144.08
Associate Degree	7.66%	5.44%	140.85
College Degree	24.95%	37.43%	66.65
Graduate/Prof. degree	12.52%	23.53%	53.19

Eckley Laporte Antonito Keenesburg Campion Silverton Golden Merino Sterling La Jara Aspen Olney Springs Yuma Littleton Longmont Lamar Mountain Village Superior Intercultural Institute Hayden Gleneagle Gunbarrel Cascade-Chipita Park Pueblo West Mintur ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	3.34%	2.89%	73.79
\$10,000 to \$19,999	5.51%	2.09%	37.94
\$20,000 to \$29,999	7.01%	2.93%	41.77
\$30,000 to \$49,999	17.17%	9.62%	56.03
\$50,000 to \$59,999	8.44%	5.98%	70.83
\$60,000 to \$69,999	7.76%	5.31%	68.49
\$70,000 to \$79,999	8.23%	6.65%	80.85
\$80,000 to \$89,999	6.94%	6.19%	89.25
\$90,000 to \$99,999	5.33%	5.31%	99.67
\$100,000 to \$124,999	11.21%	13.43%	119.76
\$125,000 to \$149,999	7.22%	12.92%	179.07
\$150,000 to \$199,999	6.86%	13.72%	200.09
\$200,000 to \$249,999	1.86%	5.02%	269.7
\$250,000 or more	3.14%	7.95%	252.95
Median Household	70,937	106,414	150.01
Average Household	92,140	136,226	147.85
Per Capita Household	38,033	55,938	147.08
Family/Non-Family Household			
Income			
Median Family Income	83,419	122,714	147.11
Average Family Income	107,473	153,108	142.46
Median Non-Family Income	46,918	70,006	149.21
Average Non-Family Income	60,399	96,398	159.6

Paoli Walsh Pagosa Springs Boone Stratmoor Loveland Frederick Grand View Estates Mead Fort G Broomfield Lyons West Pleasant View Collbran Englewood Saguacher Intercultural Institute Bennett Genoa Ramah Columbine Valley Rockvale Palisade Sugar (Confextual Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry Severance Fort Morgan Green Mountain Falls Lead

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	67.43%	69.51%	103.09
Families with Children	33.9%	33.79%	99.67
Families without Children	33.52%	35.72%	106.55
Non-Family Households			
% Non-Family Households	32.57%	30.49%	93.6
Non-Families with Children	0.3	0.21	69.56
Non-Families without Children	32.27	30.28	93.83
Housing Units			Index
Total Housing Units	229,542	2,556	
Vacant percent	4.51%	6.49%	144.08
Owned percent	69.24%	71.91%	103.86%
Rented Percent	26.26%	21.64%	82.4
Households by Size			Index
Avg household size	2.43	2.38	97.94
Avg family hh size	2.98	2.86	95.97
Avg non-family hh size	1.31	1.29	98.47
Households By Count of Persons			Percent
One	56,297	570	1.01%
Two	80,261	950	1.18%
Three or Four	66,379	739	1.11%
Five+	16,258	132	0.81%

Westereek Ponderosa Park Lakeside Hillrose Vona Craig Breckenridge Mount Crested Butte Cheraw Y An Ramah Ignacio Haxtun Mountain View Derby Broomfield Ault Kiowa Intercultural Institute anson Montrose Granada Cascade-Chipita Park Sugar City Creede Long Intercultural Institute Attlement Mesa Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Reuse Red Cliff Westminster Grover Berkley Yampa 18

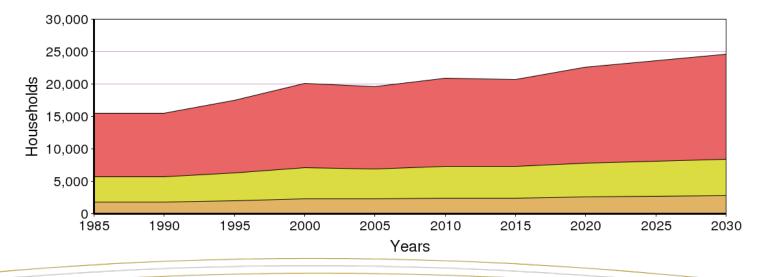
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	437,133	4,837	1.11%
2000 Population	525,330	5,841	1.11%
2010 Population	541,182	5,829	1.08%
2015 Population	562,475	5,942	1.06%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 👘 🔲 0-3mi Ring

📕 0-7mi Ring

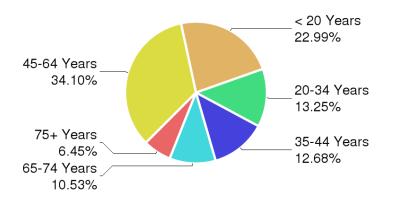


Cheraw Paoli El Jebel Yampa Boone Morrison Hugo Caï; ½on City Superior Kittredge Longmont B ple Creek Minturn Arriba Manzanola Clifton Ault Franktown Wray Gleneagle La Veta Oak Creek Cokedale Air Force Academy Kim Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextua

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 0-1.5 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

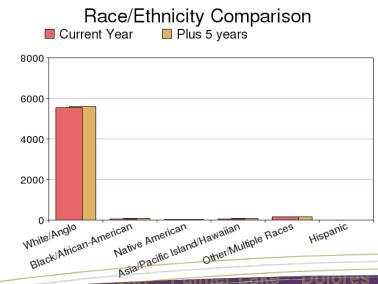


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.39%	4.58%	104.33
4-5 Years	2.16%	2.26%	104.63
6-8 Years	3.57%	3.6%	100.84
9-11 Years	3.89%	3.75%	96.4
12-13 Years	2.71%	2.54%	93.73
14-17 Years	4.58%	4.31%	94.1
18-19 Years	2.21%	1.94%	87.78
0-5 Years	6.55%	6.83%	104.27
6-12 Years	8.85%	8.67%	97.97
13-19 Years	8.11%	7.47%	92.11
< 20 Years	23.51%	22.97%	97.7
20-34 Years	13.42%	13.24%	98.66
35-44 Years	14.07%	12.67%	90.05
45-64 Years	35%	34.08%	97.37
65-74 Years	8.13%	10.52%	129.4
75+ Years	5.85%	6.45%	110.26
Median Age	40	47	115.12
Median Age (Male)	39	45	115.86
Median Age (Female)	42	47	113.07

Ramah Loveland Applewood Paoli Lakeside Dinosaur Aspen Antonito Swink Orchard City Grand Tet Breckenridge Hooper Florence Timnath La Veta Lyons Northglenge Intercultural Institute Pagosa Springs Laporte Eaton Campo West Pleasant View Cortez By Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-1.5 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	95.02%	94.18%	99.11
Black, African-American	0.91%	1.19%	131.41
Native American	0.6%	0.67%	112.11
Asian	0.77%	1.14%	148.24
Pacific Island, Hawaiian	0.05%	0.07%	130.8
Other/Multiple Races	2.64%	2.73%	103.19
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,245	4,361	
Less than 9th Grade	0.12%	0.11%	97.34
No High School Diploma	2.29%	2.13%	93.33
High School Graduate	14.25%	14.42%	101.2
Some College, no degree	16.94%	16.6%	98.02
Associate Degree	5.44%	5.64%	103.66
College Degree	37.43%	37.49%	100.16
Graduate/Prof. degree	23.53%	23.6%	100.26

Celta Vona Edgewater Eaton Silver Cliff Ovid Branson Columbine Valley Downieville Lawson-Dumont S Celtonwood Aspen Louisville Holyoke Lyons Lochbuie Buena Vista <u>Intercultural Institute</u> Gold Hill Mancos Gypsum Victor Estes Park Nucla Sugar City Swi (or Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 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 0-1.5 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 0-1.5 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	2.89%	2.57%	89.23
\$10,000 to \$19,999	2.09%	1.86%	88.82
\$20,000 to \$29,999	2.93%	2.53%	86.51
\$30,000 to \$49,999	9.62%	8.19%	85.13
\$50,000 to \$59,999	5.98%	5.28%	88.22
\$60,000 to \$69,999	5.31%	4.81%	90.6
\$70,000 to \$79,999	6.65%	5.49%	89.5
\$80,000 to \$89,999	6.19%	5.74%	95.47
\$90,000 to \$99,999	5.31%	5.53%	104.11
\$100,000 to \$249,999	13.43%	13.72%	102.19
\$125,000 to \$149,999	12.92%	13.55%	104.85
\$150,000 to \$199,999	13.72%	15.49%	112.93
\$200,000 to \$249,999	5.02%	5.74%	114.39
\$250,000 or more	7.95%	9.54%	120.05
Median Household	106,414	115,684	108.71
Average Household	136,226	150,505	110.48
Per Capita Household	55,938	60,062	107.37
Family/Non-Family Household			
Income			
Median Family Income	122,714	132,273	107.79
Average Family Income	153,108	169,220	110.52
Median Non-Family Income	70,006	77,928	111.32
Average Non-Family Income	96,398	104,001	107.89

mont Genoa Akron Roxborough Park Fleming Eads Stonegate Severance Crawford Sterling Perry Park Black Forest Eagle-Vail Sawpit Holly Fountain Lakewood West Please Intercultural Institute daho Springs Flagler Cripple Creek Mead Vail Sedgwick Dove Creek the Copyright 2014, Intercultural Institute for Contextual Ministry uis Kittredge Eaton Acres Green Hayden Seibert 22

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 0-1.5 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 0-1.5 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 0-1.5 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	69.51%	69.69%	100.26
Families with Children	33.79	33.56	99.3
Families without Children	35.72	35.58	99.63
Non-Family Households			
% Non-Family Households	30.49%	30.31%	99.41
Non-Families with Children	0.21	0.17	99.41
Non-Families without	30.28	30.14	99.53
Children			
Housing Units			
Total Housing Units	2,556	2,528	98.9%
Vacant percent	6.49%	6.33%	97.45
Owned percent	71.91%	72.47%	100.78
Rented Percent	21.64%	21.24%	98.18
Households by Size			
Avg household size	2.38	2.45	102.94%
Avg family hh size	2.86	2.96	103.5%
Avg non-family hh size	1.29	1.30	100.78%
Households By Count of			
Persons			
One	570	570	100%
Two	950	871	91.68%
Three or Four	739	774	104.74%
Five+	132	154	116.67%

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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:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	127	257	727	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	16	53	200	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	33	49	213	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	6	17	10	Southern Africa	Southern Africa 0	Southern Africa 0 3
Eastern Europe	7	17	69	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	8	18	31	Oceania	Oceania 9	Oceania 9 11
So. Central Asia	0	2	12	Caribbean	Caribbean 0	Caribbean 0 2
SE Asia	1	5	8	Central Amer.	Central Amer. 13	Central Amer. 13 19
Western Asia	7	9	0	South America	South America 8	South America 8 15
Other Asia	0	0	0	North America	North America 19	North America 19 37
				Born at sea	Born at sea 0	Born at sea 0 0

Tay Deer Trail Bethune Loghill Village Evans Dacono Kim Mountain Village Lochbule Starkville Found Cheraw Beulah Valley Montrose Fort Lupton Black Forest Ponderos Intercultural Institute Vestcreek Franktown Olney Springs East Pleasant View Timnath Keenes for Confertual Ministry Copyright 2014, Intercultural Institute for Confextual Ministry Copyright 2014, Intercultural Institute for Confextual 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	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MIL
English only	4,706	7,079	16,498	Other Indo-Euro	4	4	10
Spanish	134	173	300	Asian/PI languages	0	0	0
Other Indo-Euro	131	159	406	Chinese	0	0	6
language				Japanese	7	0	49
French (incl. Patois,	53	54	138	Korean	0	0	5
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	3	8	13	Miao, Hmong	0	0	0
Portuguese	0	0	2	Thai	0	0	0
German	38	56	130	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	9
Other West Germanic	0	0	22	Other Asian	0	0	0
A Scandinavian	7	7	26	Tagalog	0	0	0
Language				Other Pacific Is	0	0	7
Greek	14	12	4	Other languages	42	19	48
Russian	0	0	1	Navajo	0	0	0
Polish	10	13	23	Other Native N.	5	0	0
Serbo-Croatian	0	5	24	American			
Other Slavic Language	2	0	13	Hungarian	5	1	0
Armenian	0	0	0	Arabic	0	6	5
Persian	0	0	0	Hebrew	0	7	8
Gujarathi	0	0	0	African languages	17	0	9
Hindi	0	0	0	Other unspecified	15	5	26
Urdu	0	0	0				

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rino Evans Empire La Veta Bayfield Ovid Genesee Blue River Mount Crested Butte Fleming Eldera ten La Jara Holly Cripple Creek Kim Sheridan Lake Bow Mar Cai; ½ on Mountain Village Orchard B rth Washington Redlands Orchard City Rico Woodmoor Fruita Cottonw For Confectual Ministry Confectual Ministry Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Bayer 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	0-1.5	1.5-3	3-7		ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	4,471	6,781	15,389		Irish	Irish 616	Irish 616 872
Arab	4	18	43		Italian	Italian 141	Italian 141 268
Armenian	0	0	2		Lithuanian	Lithuanian 12	Lithuanian 12 30
Austrian	22	20	84		Norwegian	Norwegian 115	Norwegian 115 204
British	84	81	153		Polish	Polish 127	Polish 127 167
Canadian	12	16	41		Portuguese	Portuguese 0	Portuguese 0 7
Croatian	2	17	26		Romanian	Romanian 7	Romanian 7 18
Czech	25	34	182		Russian	Russian 46	Russian 46 59
Czechoslovak	12	20	49		Scandinavian	Scandinavian 16	Scandinavian 16 25
Danish	33	47	127		Scotch-Irish	Scotch-Irish 128	Scotch-Irish 128 230
Dutch	57	103	335		Scottish	Scottish 151	Scottish 151 266
English	715	988	2,140		Slovak	Slovak 10	Slovak 10 11
European	115	176	215		Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	13	18	59		Swedish	Swedish 153	Swedish 153 216
French (not Basque)	103	167	377		Swiss	Swiss 28	Swiss 28 56
French Canadian	10	14	78		Ukrainian	Ukrainian 12	Ukrainian 12 22
German	925	1,448	3,340		US/American	US/American 234	US/American 234 380
Greek	35	24	70		Welsh	Welsh 56	Welsh 56 73
Hungarian	48	81	79		West Indian	West Indian 0	West Indian 0 0
Iranian	4	5	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				 (Other	Other 400	Other 400 600

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

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



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

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



wn Saguache Ordway Downleville-Lawson-Dumont Keenesburg Alamosa East Las Animas Fort Lupton Littleton New Castle Cripple Creek Eads Longmont Allenspark Silverthan Intercultural Institute Grand Junction ine Valley Ouray Two Buttes Pagosa Springs Rockvale Genoa Log Lan Gontextual Ministry Id Castle Pines Copyright 2014, Intercultural Institute for Contextual Ministry Orchard Mesa Lakewood Atwood Louviers Cliftor 29

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	2,391	100%	1,728	100%
AFFLUENT SUBURBIA	1,056	44.17%	759	43.92%
America's Wealthiest	28	1.17%	22	1.27%
Dream Weavers	497	20.79%	356	20.6%
White Collar Suburbia	109	4.56%	89	5.15%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	3	0.13%	2	0.12%
Small Town Success	395	16.52%	274	15.86%
New Suburbia Fam.	24	1%	16	0.93%
UPSCALE AMERICA	932	38.98%	665	38.48%
Status Conscious Consumers	777	32.5%	545	31.54%
Affluent Urban Professionals	112	4.68%	90	5.21%
Urban Commuter Fam.	26	1.09%	17	0.98%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	17	0.71%	13	0.75%
SM TWN SUCCESS	49	2.05%	32	1.85%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	49	2.05%	32	1.85%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

rg Del Norte Elizabeth La Veta Las Animas South Fork Evergreen Leadville Superior Campion Coal G sumeville-Lawson-Dumont Boone Fowler Haswell Jamestown Fort Lupter Intercultural Institute illar Monument Thornton Blanca Genesee Franktown Keenesburg W Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	2,391	100%	1,728	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	63	2.63%	46	2.66%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	63	2.63%	46	2.66%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

ountain Leadville North Breckenridge Ramah Manzanola Westminster Rockvale Clifton Rice Victor W Evergreen Eaton Olney Springs Laporte Wray Pueblo Salt Creek Grown Intercultural Institute Aguilar Buena Vista Sawpit Ignacio Silverthorne Tabernash Nucla ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	2,391	100%	1,728	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	290	12.13%	226	13.08%
Young Cosmopolitans	266	11.13%	208	12.04%
Minority Metro Communities	24	1%	18	1.04%
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%

The Springs Grand Junction Mount Crested Butte Oak Creek Twin Lakes Stratmoor Dinosaur Keenesburg De Beque Paoli Monte Vista Mountain View Glendale Montrose Ray Intercultural Institute Veta Crested Butte Hotchkiss Edwards Silverthorne Fairplay Bow Mar for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Comparison Salida Westcliffe Brighton Highlands Ranch Gunnison

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	2,391	100%	1,728	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Georgetown <u>Meridian Idaho Springs Foxfield</u> Womelsdorf (Coalton) West Pleasant View Simla Gold Hill Sawpit Palisade Del Norte Fruitvale Kersey Fort Collins Kiowa Aris (Intercultural Institute Frederick Little Frederick Little

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

liwot East Pleasant View Poncha Springs Boulder Ignacio Fort Garland Campion Bonanza Firestone Bo Avondale Frederick Brighton Sugar City Fowler Aspen Hooper Contextual Institute Penrose Morrison Lakewood Aguilar Rockvale Roxborough Park No Contextual Ministry Superior Thomas Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

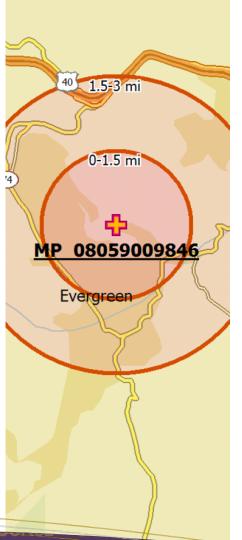
Potential Cultural Bridges

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

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

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

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



Toda Creek Boulder Kiowa Lochbuie Campo Salida Granby Fraser The Pinery Acres Green Stration Contextual Springs Broomfield Security-Widefield Limon View Intercultural Institute Dove Creek Florence Monument Lake City Castle Rock Aguilar Kit Ca Contextual Ministry afayette East Pleasant View Steamboat Springs Alma 35 Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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

3-7

MILES 39% 42% 41%

37% 28% 28%

24%

22% 22% 21%

BRIDGES	0-1.5	0-1.5 1.5-3 3-7		BRIDGES	0-1.5	1.5-3	
	MILES	MILES	MILES		MILES	MILES	
PC-HH Own	89%	90%	91%	Internet Use: Banking	41%	40%	
Use Comp. for Internet/E-mail	79%	81%	81%	HH Owns DVD Player	38%	40%	
Internet Use: E-Mail	71%	72%	72%	Use Comp. for News/Info./Data	37%	39%	
Use Comp. for Word	61%	63%	64%	Service			
Processing				PC-Network-HH Has One	32%	34%	
Use Comp. for Shopping	53%	55%	56%	Use Comp. for Accounting	26%	27%	
Jse Comp. for Banking	51%	51%	52%	Use Comp. for Personal Financial	26%	27%	
Use Comp. for Comp. Games	49%	50%	51%	Mngmnt			
Jse Comp. for Digital Camera	48%	50%	50%	Internet Use: Shopping: Gathered	24%	24%	
Photo Editing				Info. for Shopping			
Internet Use: News/ Weather	42%	43%	43%	Internet Use: Travel Reservations	21%	21%	
Use Comp. for Education	41%	43%	44%	Use Comp. for Telecommuting	21%	21%	
				Internet Use: Shopping: Made A	20%	20%	

Dacono Atwood Buena Vista Fort Carson Brighton Limon Windsor Englewood Cunbarrel Jamest Fountain La Veta Brookside Ophir Nederland Clifton Centennial Hard Intercultural Institute ta Campion Hot Sulphur Springs Commerce City Gleneagle Kersey Mil Contextual Ministry Grand Lake L Copyright 2014, Intercultural Institute for Contextual Ministry

Purchase

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	74%	73%	74%
Dining Out (Not Fast Food)	72%	73%	73%
Reading Books	65%	65%	66%
Go To A Beach/Lake	50%	50%	51%
Card Games	47%	47%	47%
Cooking for Fun	44%	44%	44%
Gardening	38%	40%	42%
Board Games	36%	38%	38%
Visit Museum	32%	33%	34%
Going To	27%	25%	24%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	66%	66%	66%
Gen./Fam. Practitioner	41%	41%	40%
Dentist	38%	38%	39%
Eye Dr.	23%	23%	23%
None Of These	22%	22%	22%
Backache	20%	19%	19%
High Cholesterol	18%	18%	18%
OB/GYN	15%	15%	16%
Hypertension/High Blood	15%	15%	15%
Pressure			
Nasal Allergies/Hay Fever	13%	13%	12%



The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	В
	MILES	MILES	MILES	
Concert	40.12%	39.26%	40.99%	N
Live Theater	33.28%	34.36%	35.74%	N
Live Theater Most Often	27.61%	28.7%	30%	N
Rock/Pop Concerts Most	22.72%	21.45%	22.01%	N
Often				S
Dance Performance	12.21%	11.59%	11.88%	Ν
Classical Concerts Most	10.05%	10.12%	10.8%	С
Often				S
Movies: Comedy	45.65%	45.67%	44.9%	Ν
Movies: Action/Adventure	44.01%	44.43%	45.22%	S
Movies: Drama	28.51%	28.3%	28.14%	С

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	26.29%	27.27%	28.35%
Movies: Fam.	20.61%	21.9%	22.1%
Movies: Mystery	19.2%	18.93%	18.53%
MLB Baseball Reg.	14.64%	15.07%	14.5%
Season			
NFL Football Reg. Season	12.31%	12.3%	11.65%
College Football Reg.	10.86%	11.57%	11.9%
Season			
NBA Basketball Reg.	8.17%	8.19%	8.18%
Season			
College Basketball Reg.	7.97%	8.15%	8.21%
Season			
NHL Hockey Reg. Season	5.61%	5.61%	5.58%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	
	MILES	MILES	MILES		MILES	
Walking for Exercise	49.9%	49.89%	50.37%	Aerobics	13.97%	,
Swimming	42.2%	43.33%	44.49%	Tennis	11.59%	5
Weight Training	26.22%	26.45%	27.75%	Yoga	11.22%	5
Bowling	23.29%	24.24%	24.19%	Power Boating	10.18%)
Jogging/Running	23.01%	22.3%	22.31%	Baseball	9.17%	
Using Cardio Machine	22%	22.14%	22.81%	Canoeing/Kayaking	8.79%	
Billiards/Pool	21.57%	20.48%	19.76%	Soccer	8.41%	
Golf	20.78%	22.65%	22.86%	Football	8.36%	
Stationary Cycling	16.31%	16.46%	16.91%	Downhill & X-Country	7.79%	
Mountain/Road Biking	16.22%	17.4%	18.3%	Skiing		
Camping Trips	15.94%	15.88%	16.02%	Softball	7.61%	
Backpacking/Hiking	15.16%	15.08%	15.13%	Saltwater Fishing	7.4%	
Basketball	14.34%	14.76%	14.95%	Volleyball	7.23%	
Freshwater Fishing	14.04%	14.11%	14.12%	Target Shooting	7.2%	



Ice Skating

7%

7.4%

7.58%

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7		BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Snorkeling	6.67%	6.84%	7.28%		Racquetball	Racquetball 4.26%	Racquetball 4.26% 4.24%
Roller Skating	6.31%	5.87%	5.9%		Surfing & Windsurfing	Surfing & Windsurfing 3.74%	Surfing & Windsurfing 3.74% 3.37%
Jet Skiing	6.08%	6.04%	6.24%	F	Rock Climbing	Rock Climbing 3.67%	Rock Climbing 3.67% 3.55%
Hunting	5.94%	5.84%	6.44%	ŀ	Auto Racing	Auto Racing 3.6%	Auto Racing 3.6% 3.32%
Horseback Riding	5.68%	5.6%	5.45%	I	Martial Arts	Martial Arts 3.55%	Martial Arts 3.55% 3.65%
Water Skiing	5.59%	5.61%	5.92%		Snowmobiling	Snowmobiling 3.46%	Snowmobiling 3.46% 3.41%
Motorcycling	5.23%	5.56%	5.73%	F	łockey	lockey 3.25%	lockey 3.25% 3.31%
Fly Fishing	4.71%	4.61%	4.95%	F	Rowing	Rowing 2.83%	Rowing 2.83% 3.01%
Sailing	4.61%	4.67%	5.25%		Archery	Archery 2.76%	Archery 2.76% 3.09%
Snowboarding	4.44%	4.16%	4.38%		Skateboarding	Skateboarding 2.58%	Skateboarding 2.58% 2.61%

hune Silver Plume Trinidad San Luis Montezuma Fleming Moffat Burlington East Pleasant View Bright Hack Hawk Julesburg West Pleasant View St. Mary's Woodland Park The Montezultural Institute Rocky Ford Woodmoor Tabernash Broomfield Poncha Springs Sherida for Contextual Ministry St. Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

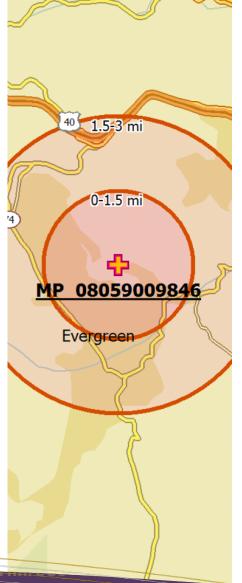
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Holly The Pinery Thornton Northglenn Foxfield Grand Lake Frisco Meeker Merine Gundison Mount Brighton Mountain View Dillon Centennial Eagle-Vail Severance Frank, Intercultural Institute Actions Pleasant View Derby Lafayette Padroni Rangely Blue River La Jara Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Lafayette Lincoln Park Boulder Breckenridge Rocky Ford Wiggins Rye Silverton Louisville Lyons Of Park Victor Oak Creek Evans The Pinery Cortez Central City Kersey Intercultural Institute Inta Allenspark Thornton East Pleasant View Grand Junction Steamboat Intercultural Institute St. Mary's West ©Copyright 2014, Intercultural Institute for Contextual Ministry Strasburg Wiley Leadville North Aspen Park Naturita 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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.

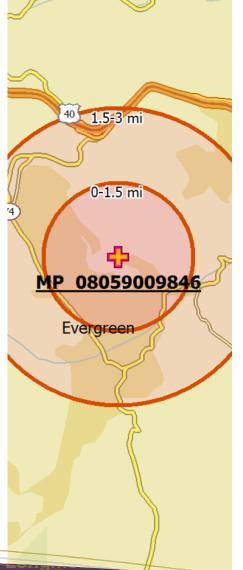
BARRIERS	0-1.5	1.5-3	3-7	BARRIERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MIL
Important Continue Learning	48%	48%	49%	Like to Stand Out In A Crowd	22%	21%	20%
New Things				Like To Pursue	20%	19%	19%
Prefer To Have Few	48%	48%	49%	Challenge/Novelty/Change	470/	470/	4.00
Possessions As Possible				I Am A Workaholic	17%	17%	16%
Find It Difficult To Say No To My Kids	39%	39%	40%	Happy With My Standard Of Living	17%	16%	17%
If Won Lottery Would Never Work Again	38%	38%	40%	Rarely Sit Down to a Meal Together At Home	17%	16%	179
Friends More Important Than My Fam.	31%	31%	33%	Too Much Sponsorship In Arts/Sports	16%	17%	17%
Speak My Mind Even If It Upsets People	31%	31%	31%	We Should Strive for Equality for All	12%	12%	129
Woman's Place Is In The Home	29%	30%	32%	Only Work Current Job for The	11%	11%	12%
Like Control Over People And	26%	26%	27%	Money			
Resources				On Whole People Get What	10%	10%	109
Don't Judge People/Way They	26%	27%	28%	They Deserve			
Live Life				Indulge My Kids With The Little	7%	7%	7%
Money Is Best Measure Of	24%	24%	25%	Extras			
Success				I Am A Perfectionist	6%	6%	6%
Like To Do Unconventional Things	23%	25%	26%	Little I Can Do To Change My Life	6%	6%	6%
Marijuana Should Be Legalized	23%	23%	24%				

Vail Hillrose Louviers Campion Garden City Springfield Rico Montezuma Hooper Haswell Crestone en Hountain Falls Pritchett Olney Springs Indian Hills Sedgwick Rockvaler Cinnison Silverton Central C ssa Avon Starkville Mountain View Grand Junction Salt Creek Ignacio (ontextual Ministry) ©Copyright 2014, Intercultural Institute for Contextual Ministry Monte Vista Loveland Wiley Laporte Crowley Kiowa

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.



Acres Green <u>Gold Hill</u> Jamestown Stratton Ophir Pierce Cherry Hills Village Silver Cliff Silt Hartin Firestone Paonia East Pleasant View Monte Vista Timnath Victor <u>Intercultural Institute</u> Battlement Calhan Welby Alamosa Kittredge Dillon Gleneagle Akron Swink Ram da Copyright 2014, Intercultural Institute for Contextual Ministry da Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	77%	78%	78%	Consider Myself Interested In The Arts	17%	16%	16%
You Should Seize Opportunities	58%	58%	58%	Real Men Don't Cry	16%	16%	15%
In Life				Try Not To Worry About The	15%	15%	15%
Prefer To Have Few	48%	48%	49%	Future			
Possessions As Possible				Is An Important Part Of Who I Am	14%	13%	13%
Like To Understand About Nature	38%	39%	39%	Looking for New Ideas To Improve Home	13%	13%	14%
Important Feel Respected By My Peers	32%	32%	33%	Enjoy Spending Time With My Fam.	10%	10%	10%
People Have To Take Me As They Find Me	32%	31%	30%	Provide My Kids With The Little Extras	5%	5%	5%
Worried About Pollution Caused By Cars	28%	27%	27%	Children Should Be Allowed To Express Themselves	4%	4%	4%
Prefer Work Part Of Team Than Alone	27%	29%	30%	Like Spending Most Time With Fam.	4%	4%	3%
Have Keen Sense Of Adventure	27%	28%	29%	Feel Very Alone In The World	3%	3%	4%
Important To Juggle Various Tasks	26%	25%	24%	Would Like To Set Up Own Business	3%	3%	3%
Like To Just Enjoy Life	25%	25%	26%	Decor Particular Interest To Me	3%	3%	3%
Good At Fixing Things	23%	23%	22%				

Grover Brighton Uraway Derkley Deur

Fleming Eagle Kersey Deer Trail Commerce City Burlington Windsor Othey Springs Mount Crested Butter the Ken Caryl Hiff Frederick Orchard City Lafayette Sawpit Paonia Same Intercultural Institute ochbuie Loveland Sugar City Olathe Brookside Castle Pines Grand View for Contextual Ministry occopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places

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

40 1.5-3 mi 0-1.5 mi MP 08059009846 Evergreen

Monte Vista <u>Silver Plume</u> Del Norte Crestone Collbran Hudson Highlands Ranch Two Buttes Gilcrest Hontezuma Cascade-Chipita Park Edwards Evergreen Broomfield Keyer <u>Intercultural Institute</u> xborough Park Niwot Vilas Boone Leadville North Granada Security-With <u>Carbondale Perce</u> Jor Confectual Ministry Ve Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fam. Restaurants/Steak	86.44%	86.68%	85.91%
Houses-Visit Any			
Fast Food/Drive-In	82.44%	83.01%	82.46%
Restaurant-Visit Any			
McDonald's	56.81%	57.31%	55.69%
Burger King	32.65%	32.49%	31.57%
Wendy's	31.28%	31.96%	31.12%
Applebee's	30.19%	30.89%	30.26%
Subway	28.27%	29.41%	30.13%
Taco Bell	28.02%	27.94%	26.44%
Starbucks	23.13%	23.23%	23.57%
Kentucky Fried Chicken (KFC)	22.82%	22.45%	22.22%
Olive Garden	22.38%	23.63%	23.1%
Arby's	20.78%	21.17%	20%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Chili's Grill and Bar	19.49%	20.99%	20.31%
Outback Steakhouse	18.79%	19.22%	19.25%
Pizza Hut	17.97%	17.81%	17.19%
Chick-Fil-A	16.64%	17.35%	16.7%
Panera Bread	16.39%	17.2%	16.76%
TGI Friday's	16.15%	16.22%	16.14%
Red Lobster	15.29%	15.79%	14.93%
Quiznos Sub	14.97%	14.53%	15.25%
IHOP (International House Of	14.62%	15.13%	14.67%
Pancakes)			
Cracker Barrel	13.18%	14.35%	14.04%
Dunkin' Donuts	12.85%	13.03%	13.49%
Dairy Queen	12.81%	13.82%	14.16%

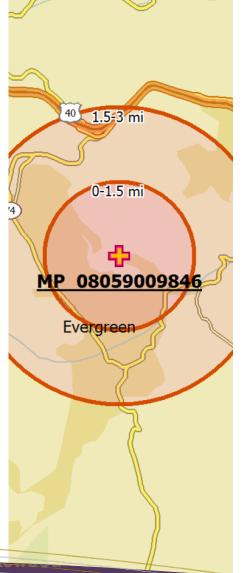
tratton Johnstown Empire Fort Lupton Eaton Oak Creek Florence Starkville Cai, //on City Nederland Creek Loghill Village Aristocrat Ranchettes Cheraw Las Animas Lake City Starkville Severance Central City Black Hawk Yampa Dillon Hotchkiss Gilcrest Manassa Byers Wom Copyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, 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!



Perry Park Silverthorne Silverton San Luis Avon Byers Laporte Akron Holly Castle Pines North Mode East Pleasant View Silt Golden Leadville North Nederland Colorado Intercultural Institute Cono Louisville Julesburg West Pleasant View Centennial Marble Mintu For Contextual Ministry Mancos Alma Towaoc Mount Crested Butte Crestone 48 Copyright 2014, Intercultural Institute for Contextual Ministry Pitle Morrison Jamostown Kon Carve Context Allone 48

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	56.49%	57.33%	58.19%
Recycled products	49.11%	49.77%	51.06%
Worked as volunteer (non political)	24.64%	25.41%	25.84%
Engaged in fund raising	14.6%	15.24%	15.8%
Wrote to elected offcl about publ bus	9.19%	9.33%	9.49%
Charitable Organization	8.41%	8.47%	8.8%

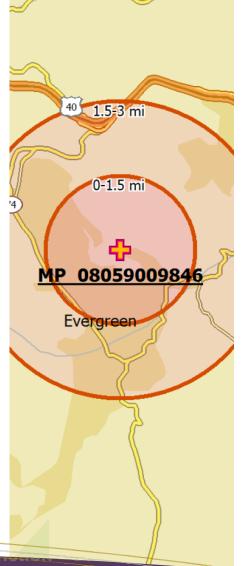
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Religious club member	8.18%	8.48%	8.59%
Wrote to editor of mag or	7.15%	7.41%	7.37%
newspaper			
Addressed a public meeting	7.08%	7.12%	7.46%
Took active part in local civic	6.88%	6.75%	7.05%
issue			
Union member	5.98%	5.81%	6.06%
Wrote to editor of mag or	5.53%	5.61%	5.59%
newspaper			

tor Gypsum Ault Gilcrest Rifle Frederick Vilas Leadville North Westminster Sedgwick Ward Keyston e Fista Cheyenne Wells Meridian La Jara Roxborough Park Colorado City Conternation Castle Pines Helly rt Collins Haxtun Blanca Lakewood Kit Carson Manitou Springs Olathe for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Ouray Todd Creek New Castle Pitkin Silt Williams 49

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.



Orchard City St. Mary's Hontrose Limon Twin Lakes Kit Carson Rockvale Minturn Ouray Center Baylie The Boulder Berthoud Creede Red Cliff Fraser Pitkin Laporte Gilger Intercultural Institute Hot Sulphur Springs Cokedale Raymer Highlands Ranch Crook Redlan for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Converse Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual Contextual Ministry Contex

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	25.91%	26.37%	26.86%
Children's Books	16.5%	16.82%	17.54%
Mystery	16.29%	16.55%	16.74%
Cookbooks	13.56%	13.26%	13.53%
History	10.78%	10.88%	11.11%
Personal/Business	10.64%	10.48%	10.53%
Self-help			
Biography	10.01%	10.05%	10.41%
Religious (not Bibles)	9.26%	9.11%	8.86%
Romance	7.49%	7.66%	7.74%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	73.92%	75.21%	76.52%
Gen. Editorial	50.99%	51.18%	52.36%
Womens	44.97%	45.21%	44.81%
Service	41.86%	43.34%	43.79%
Business/Finance	28.01%	29.01%	30.16%
Mens	19.67%	19.33%	18.95%
Sports	18.97%	19.37%	19.65%
Travel	14.8%	15.17%	15.53%
Mature Market	13.15%	13.15%	13.81%

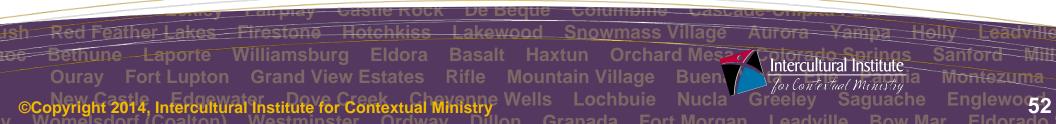
Sterling Cripple Creek Leadville Aspen Olathe Lyons Gold Hill Kremming Fort-Carson Louviers Wood Contextual Parker Frisco Kersey Seibert Julesburg Orchard Mesa Moffer Intercultural Institute Columbine Peetz Sanford Dolores Sawpit Rico Boone Winter Parker For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	
	MILES	MILES	MILES	
Gen. News	61.71%	61.77%	62.03%	
Business/Finance	40.66%	41.71%	42.84%	
Sport	36.69%	36.98%	37.03%	
Editorial Page	34.73%	34.76%	35.51%	
Movie Listings & Reviews	31.39%	31.21%	31.82%	
Food/Cooking	29.15%	29.33%	29.85%	
Comics	28.72%	28.74%	28.41%	
Classified	28.67%	28.17%	27.17%	
Travel	28.23%	28.5%	29.16%	
Home/Gardening	26.69%	27.35%	28.13%	
TV/Radio Listings	25.03%	25.33%	25.91%	
Science/Technology	24.14%	24.16%	24.94%	
Fashion	16.62%	16.75%	17.36%	

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Adult Contemporary	21.76%	22.11%	22.55%
News/Talk	20.72%	21.39%	22.3%
CHR Contemp Hit Radio	16.96%	16.62%	16.95%
Country	16.27%	16.37%	15.52%
Alternative	16.23%	15.63%	15.47%
Rock	14.08%	14.32%	14.09%
Oldies	13.35%	13.59%	14.22%
Classic Rock	13.19%	13.41%	13.94%
All News	10.72%	11.51%	13.19%
Soft Contemporary	9.71%	9.97%	10.12%
Variety	9.34%	8.71%	9.2%
Urban Contemporary	7.75%	6.99%	6.66%
All Talk	7.39%	7.6%	7.74%
Sports	7.29%	7.53%	8.15%
Classical	6.84%	6.78%	7.53%
Religious	6.79%	7.16%	6.85%
Jazz	6.33%	6.08%	6.22%
Public	6.18%	6.23%	6.14%



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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	73.32%	73.46%	73.56%
Satellite Dish	55.42%	58.23%	61.11%
Soapnet	54.04%	54.81%	54.99%
Comedy Central	50.64%	50.66%	51.17%
Sci-Fi Channel	41.28%	41.37%	42.14%
Other	40.76%	40.85%	39.89%
Video-On-Demand			
ESPN Classic	40.53%	40.14%	39.91%
ABC Fam.	37.33%	36.87%	36.85%
Video-On-Demand	37.25%	36.5%	36.44%
Movies			
MSNBC	36.73%	36.95%	38.33%
Hallmark Channel	35.2%	35.35%	35.92%
ESPN2	33.64%	32.66%	32.4%

Fruitvale Sterling Silver Cliff Rangely Raymer Wheat Ridge Beulah Valley Air Force Academy Dinosaur Fruitvale Sterling Silver Cliff Rangely Raymer Wheat Ridge Beulah Valley Air Force Academy Dinosaur Fra Gypsum Grand Lake Dolores Starkville Todd Creek Carbondale Fra Alamosa Sedalia Elizabeth Cheraw Eads Poncha Springs Haswell For Confectual Ministry Confectua

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.



Acres Green Sawpit Applewood Las Animas Derby Garden City Longmont Laporte Walsh Caiz % on Git And Telluride Idaho Springs Gold Hill Sedalia Ken Caryl Simla Hart Intercultural Institute Campa Durango Center Sheridan Del Norte Alma Crook Log Lane Villa Intercultural Institute Fil Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	28.65%	28.76%	29.76%
Medium Users (4-6)	13.62%	13.95%	14.33%
Light Users (1-3)	22.08%	22.08%	21.33%
Quintiles (20%)			
Newspaper I (Heavy)	1.25%	1.21%	1.04%
Newspaper II	1.1%	1.05%	0.94%
Newspaper III	2.93%	2.63%	2.42%
Newspaper IV	0.7%	0.57%	0.39%
Newspaper V (Light)	1.45%	1.36%	1.28%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.01%	19.05%	18.5%
Magazines II	8.49%	7.9%	7.27%
Magazines III	8.96%	9.1%	8.99%
Magazines IV	10.27%	10.9%	10.54%
Magazines V (Light)	0.58%	0.68%	0.66%
Outdoor I (Heavy)	7.3%	7.18%	7.11%
Outdoor II	2.56%	2.64%	2.79%
Outdoor III	2.56%	2.94%	2.89%
Outdoor IV	13.69%	13.25%	13.16%
Outdoor V (Light)	22.66%	23.54%	24.29%
Yellow Pages I	11.13%	11.01%	11.07%
(Heavy)			
Yellow Pages II	5.56%	5.54%	6.06%
Yellow Pages III	4.42%	4.49%	4.55%
Yellow Pages IV	17.13%	16.52%	15.97%
Yellow Pages V (Light)	2.23%	2.28%	2.31%

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Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	I	MEDIUM	MEDIUM 0-1.5	MEDIUM 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Radio Drive Time Quntiles				-	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths
(fifths / 20%)				/	/ 20%)	/ 20%)	/ 20%)
Drive Time I & II (Heavy)	2.32%	2.32%	2.33%	F	Prime Time I & II (Heavy)	Prime Time I & II (Heavy) 3.46%	Prime Time I & II (Heavy) 3.46% 3.12%
Drive Time III (Medium)	0.56%	0.73%	0.56%	F	Prime Time III (Medium)	Prime Time III (Medium) 2.02%	Prime Time III (Medium) 2.02% 1.79%
Radio IV & V (Light)	1.98%	1.9%	1.75%	F	Prime Time IV & V (Light)	Prime Time IV & V (Light) 8.25%	Prime Time IV & V (Light) 8.25% 8.2%
Radio Media Quntiles (fifths /	,				TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)					(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy)	9.55%	10.02%	9.76%		Fringe I & II (Heavy)	Fringe I & II (Heavy) 42.46%	Fringe I & II (Heavy) 42.46% 41.8%
Radio III (Medium)	4.83%	4.73%	4.72%		Fringe III (Medium)	Fringe III (Medium) 43.72%	Fringe III (Medium) 43.72% 43.82%
Radio IV & V (Light)	2.97%	2.97%	2.76%		Fringe IV (Light)	Fringe IV (Light) 52.49%	Fringe IV (Light) 52.49% 52.44%
Cable TV Quntiles (fifths /					TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)					20%)	20%)	20%)
Cable I & II (Heavy)	22.52%	21.31%	21.19%		All Day I & II (Heavy)	All Day I & II (Heavy) 9.92%	All Day I & II (Heavy) 9.92% 10.34%
Cable III (Medium)	4%	4.16%	4.51%		All Day III (Medium)	All Day III (Medium) 22.74%	All Day III (Medium) 22.74% 22.64%
Cable IV & V (Light)	32.66%	31.93%	30.43%		All Day IV (Light)	All Day IV (Light) 13%	All Day IV (Light) 13% 13.15%



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 --0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	14.29%	14.35%	13.5%
6:00am - 10:00am	26.71%	26.21%	26.43%
10:00am - 3:00pm	7.19%	7.02%	6.87%
3:00pm - 7:00pm	11.37%	12.04%	11.84%
7:00pm - Midnight	19.96%	19.25%	18.89%
Midnight - 6:00am	6.32%	6.01%	5.96%
Weekend Radio			
Listeners			
Dayparts [summary]	13.94%	14.48%	14.35%
6:00am - 10:00am	6.65%	6.32%	6.33%
10:00am-3:00pm	9.29%	9.33%	9.61%
3:00pm - 7:00pm	6.5%	7.02%	7.21%
7:00pm - Midnight	9.93%	10.69%	10.99%
Midnight - 6:00am	14.09%	13.96%	13.93%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	11.83%	12.3%	13.41%
Saturday:	8.29%	8.68%	9.22%
8:00-11:00pm			
Sunday: 7:00-11:00pm	11.28%	11.59%	11.82%
9:00am-1:00pm	29.49%	28.97%	29.49%
9:00am-4:00pm	33.73%	32.95%	33.51%
4:00pm-7:00pm	36.92%	37.2%	37.42%
11:00pm-1:00am	43.9%	43.89%	45.33%
AVG Prime time	4.79%	4.37%	4.06%
Mon-Sun			

Den Benanza Crestone Ophir Downieville-Lawson-Dumont Silver Plume Grand View Estates Bow Mar La J Salida Oak Creek Steamboat Springs Starkville Otis Montrose Centres Colorado Springs Keyston Collbran Grand Junction Pueblo West Wiggins Silt Blue River Simla For Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Grand Lake Fort Morgan Fort Collins Florence Willia 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	TV VIE	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				Weeke	Weekend	Weekend	Weekend
6-7am	21.52%	21.81%	22.42%	Sat: 7-	Sat: 7-10am	Sat: 7-10am 25.05%	Sat: 7-10am 25.05% 25.71%
7-9am	33.64%	32.66%	32.4%	Sat: 10	Sat: 10am-1pm	Sat: 10am-1pm 10.29%	Sat: 10am-1pm 10.29% 10.65%
9am-12noon	24.35%	24.21%	24.92%	Sat: 1-4	Sat: 1-4pm	Sat: 1-4pm 26.88%	Sat: 1-4pm 26.88% 27.21%
12noon-4pm	9.38%	8.74%	8.59%	Sat: 4-6	Sat: 4-6pm	Sat: 4-6pm 8.18%	Sat: 4-6pm 8.18% 8.22%
4-6pm	65.36%	66.15%	67.78%	Sat: 6-7	Sat: 6-7pm	Sat: 6-7pm 2.51%	Sat: 6-7pm 2.51% 2.73%
6-7pm	24.65%	22.98%	21.85%	Sat: 7-8	Sat: 7-8pm	Sat: 7-8pm 1.86%	Sat: 7-8pm 1.86% 1.96%
7-7:30pm	2.31%	2.01%	1.83%	Sat: 8-7	Sat: 8-11pm	Sat: 8-11pm 8.29%	Sat: 8-11pm 8.29% 8.68%
7:30-8pm	13.04%	11.85%	10.97%	Sat: 11	Sat: 11pm-1am	Sat: 11pm-1am 6.05%	Sat: 11pm-1am 6.05% 5.93%
8-11pm	11.83%	12.3%	13.41%	Sat: 1a	Sat: 1am-7pm	Sat: 1am-7pm 29.52%	Sat: 1am-7pm 29.52% 30.62%
11pm-12am	36.73%	36.95%	38.33%	Sun: 7-	Sun: 7-10am	Sun: 7-10am 1.7%	Sun: 7-10am 1.7% 1.61%
11pm-1am	43.9%	43.89%	45.33%	Sun: 10	Sun: 10am-1pm	Sun: 10am-1pm 6.44%	Sun: 10am-1pm 6.44% 6.85%
1-6am	42.08%	42.08%	42.24%	Sun: 1-	Sun: 1-4pm	Sun: 1-4pm 8.35%	Sun: 1-4pm 8.35% 8.17%
				Sun: 4-	Sun: 4-7pm	Sun: 4-7pm 14.85%	Sun: 4-7pm 14.85% 15.43%
				Sun: 7-	Sun: 7-11pm	Sun: 7-11pm 11.28%	Sun: 7-11pm 11.28% 11.59%
				Sun: 1	Sun: 11pm-1am	Sun: 11pm-1am 4.87%	Sun: 11pm-1am 4.87% 5%
				Sun: 1-	Sun: 1-7am	Sun: 1-7am 24.96%	Sun: 1-7am 24.96% 25.77%

Alma Loghill Village Branson Walsh Bow Mar Larkspur Grand Lake Sheridan Lake Englewood Ken Ge Byers Cai, ½on City Vilas Thornton Moffat Dacono Derby Kittredge Chest Ridge Springfield Fort Eads Timnath Ault Gleneagle Durango Rifle Aguilar Cascade-Chest Intercultural Institute Confextual Ministry Copyright 2014, 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.

Field Oak Creek Blue River Ridgway Ramah Westminster North Washington Dillon Winter Park Timnath San Luis Minturn Eagle Littleton Boone Lochbuie Columbine Sagura Intercultural Institute Manitou Springs Atwood Elizabeth Avondale Orchard Mesa Manass TorConfectual Ministry Collbran Pal59

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

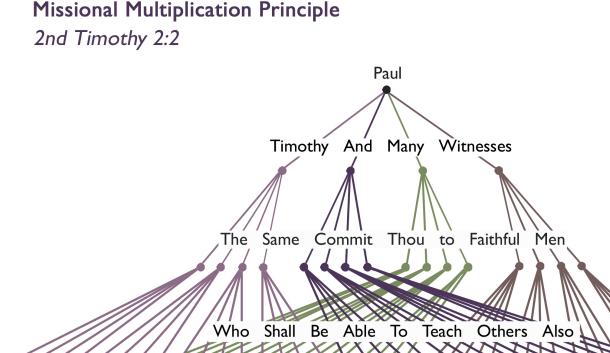
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Breckenridge Firestone Aspen Garden City Paonia Redlands Blanca Granby Dillon Nucla Gypsum Bethune Columbine Valley Hooper Nunn Mountain View Pritchett High Standale Fort Garland Ca nson Erie Grand Junction Acres Green Cheraw Milliken Ken Caryl Clontextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Gendale Arvada Green Mountain Falls Lyons Grand View Estates Avon Cimarron Hills Loveland Red Fea And Alamosa Ault Stratmoor Kersey Lamar Aspen Park Breckenridge Contextual Institute a South Fork Dillon Nunn Center Pueblo Brookside Cedaredge St. Mo for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Prover Long of Contextual Ministry Prover Long

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.



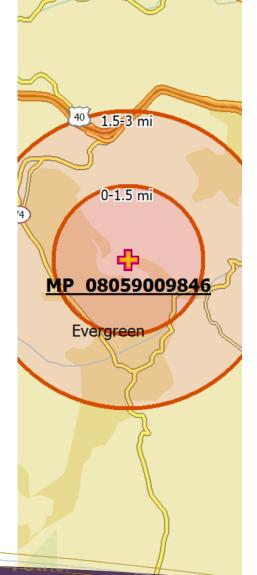


Your MissionSite and the Missional Suite

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



The Frederick Sedgwick Penrose Genoa Ramah Crested Butte Wellington Num Peetz Central City Benome Wells Sherrelwood Crestone Security-Wide Contextual Institute Frederial Heridan Lake Frederial Heridan Pueblo Basalt Colorado Springs Breckenridge West Pleas for Contextual Ministry Frederic Fr

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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