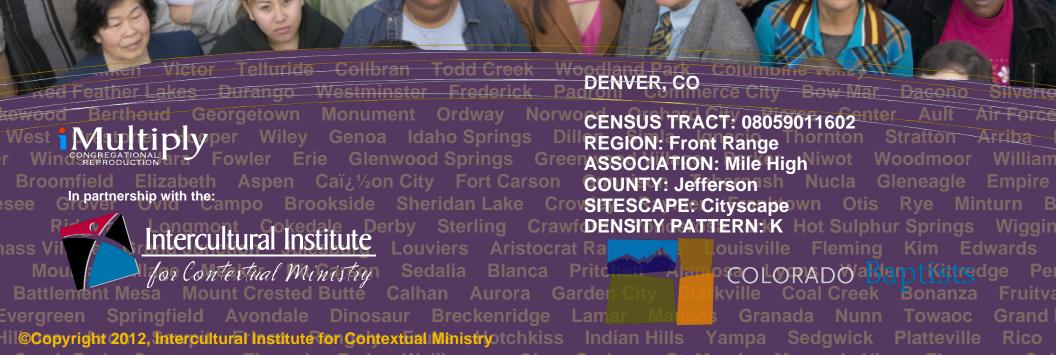
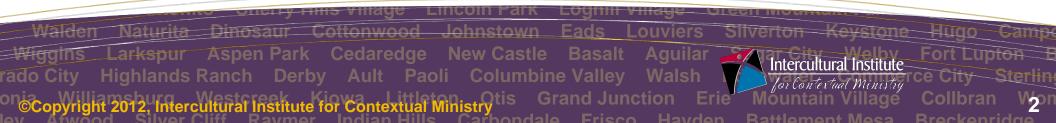
MissionSite top unreached locations



MissionSite (TM) Table of Contents

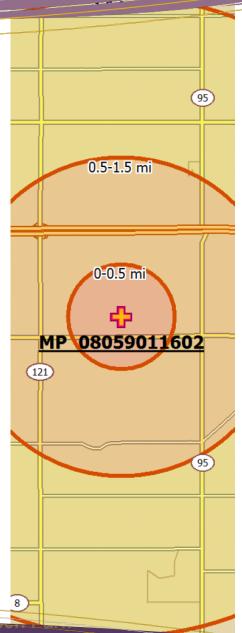
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Site Location Summary

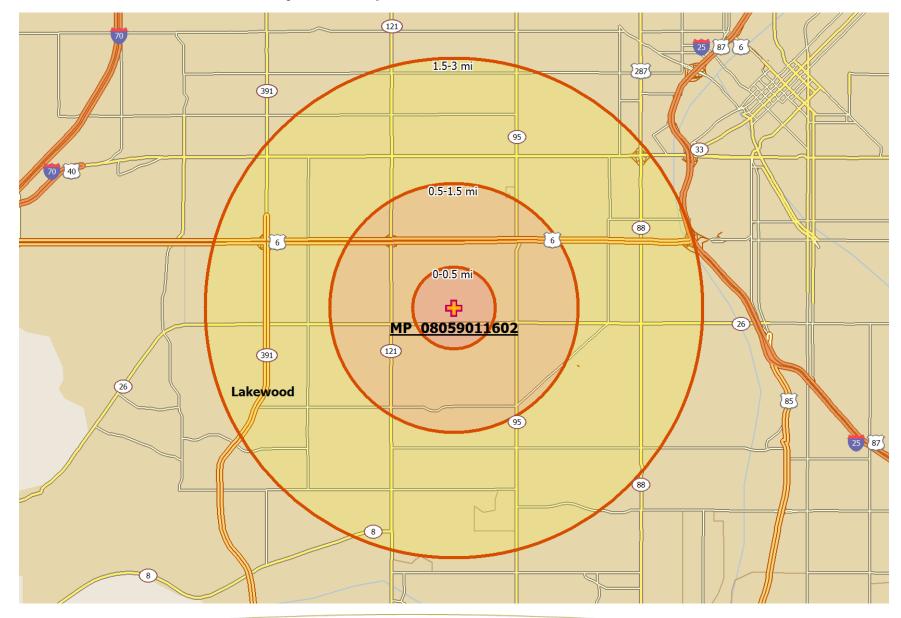
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has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

	Location Typography	CODE	LOCATION
1	Region	08R01	Front Range
2	Association	08A08	Mile High
3	County Location	08059	Jefferson
4	Zipcode	80226	Jefferson
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
8	Sitescape Density Pattern	K	250000-1000000-1000000



Ish Walden Stratmoor Coal Creek Franktown Crested Butte Craig Rifle Marble El Jebel Castle Pines P Highlands Ranch Firestone Frisco Victor Otis Arboles Cedaredge lerosa Park Monte Vista Laporte Fleming Leadville Cortez Elizabeth Jor Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Butter Pines Contextual Ministry

Site Location Summary - Map of the Site Location



Berkley Avendale Red Feather Lakes Montezuma Nederland Clifton Byers Longmont Hudson Mo Flagter Saguache Brighton Lochbuie Silverthorne Jamestown Sterling Intercultural Institute Holly Ovid Walsenburg Twin Lakes Caï; ½on City Westminster Aguil for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	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	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with
	Locale Codes		population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

no aprings Frisco Seibert Horyoke Longmont

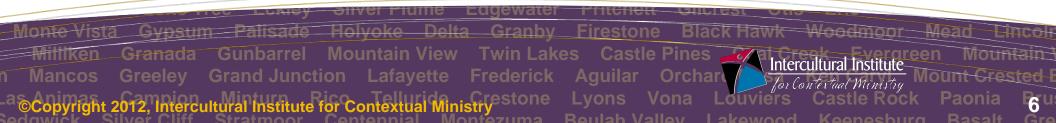
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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	3,832	36,017	116,971
2010 Households	1,502	13,533	41,438
2010 Group Quarters Population	187	279	2,451

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	84	83	81
Language Diversity National Index	79	66	62
Foreign Born Diversity National Index	9	19	37
Ancestry Diversity National Index	28	60	73
Racial Diversity National Index	77	60	54



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

La Veta Sedgwick Leadville Lincoln Park Hooper Snowmass Village De Beque Red Cliff Sugar Gity Creek Jamestown Mead Fairplay Leadville North Bethune Ponderosa Mintercultural Institute axtun Limon Hudson Lochbuie Castle Pines North Pagosa Springs Nov for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	111	7.39%
Mainstay Communities	Established, Diverse Households	288	19.17%
Working Communities	Blue-collar, Working Families	1,037	69.04%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	30	2%
Urban Communities	High Density, Inner-city Neighborhoods	36	2.4%

Parachute South Fork Longmont Kittredge Brush Thornton Rye Firestone Louviers Victor Cherry Hi Fentose Estes Park Denver Glenwood Springs Lincoln Park Evans Intercultural Institute reland Coal Creek Dolores Crowley Parker Windsor Green Mountain Face for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Kittredge Ordway Westminster Steamboat Springs Black Forest Sedgwick Keenesburg Buena Vista Exborough Park Lakewood Perry Park Keystone Collbran Highlands Raper Intercultural Institute by Greenwood Village Woodland Park Lyons Holyoke Paoli Cedaredge for Contextual Ministry Contextual Ministry Breckenridge Lone Tree Granada Derby Hot Sulphur 9 Copyright 2012, Intercultural Institute for Contextual Ministry Breckenridge Lone Tree Granada Derby Hot Sulphur 9

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?

ood Fort Garland Vail Lake City Flagler Indian Hills Jamestown Crook Starkville Fowler La Junta Fe agle Haswell Avondale Crested Butte Cripple Creek Lamar Firestone Intercultural Institute Yuma Blanca Aristocrat Ranchettes Calhan Red Feather Lakes Greenw Fiorence Cimarron Hills Br10 ©Copyright 2012, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-0.5 mile band that are in each category. The index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	154,237	1,053	0.68%
Unreached %	70.37%	70.12%	99.65
Religious But NOT Evangelical HH	34,846	259	0.74%
Religious But NOT Evangelical %	15.9%	17.23%	108.38
Spiritual But NOT Relig or Evang HH	25,782	153	0.59%
Spiritual But NOT Relig or Evang %	11.76%	10.18%	86.59
Not Evangelical, Not Interested HH	93,636	642	0.69%
Not Evangelical, Not Interested %	42.72%	42.77%	100.11



Loveland Marble Perry Park Dinosaur Gunbarrel Berkley Tabernash Walsenburg Kiowa Castle Pine Fort Collins Nucla Silverton Arboles Sawpit Fairplay Castle Pines Contextual Institute Ie Otis Dolores Georgetown Pitkin Las Animas Mancos Battlement Model Dacono Romeo Laporte Brench ©Copyright 2012, Intercultural Institute for Contextual Ministry Platteville Padroni Dacono Romeo Laporte Brench

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	4,373	26.84%
Active Evangelical Percent	7.43%	7.74%	104.18
Inactive Evangelical Households	48,667	13,063	26.84%
Inactive Evangelical Percent	22.20%	23.13%	104.18
# New Churches Needed	110	28	25.76%





Using the Spirituality Indicators

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

Issues for Your Consideration

- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
- 2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.

Vail Derby Columbine Valley Castle Pines North Lakeside La Jara Timnath Idaho Springs Paoli Burling Othey Springs Sedalia Dillon Crawford Poncha Springs Crook Ken Care Intercultural Institute Twin Lakes Granada Silverthorne Gunnison Holly Cherry Hills Village For Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

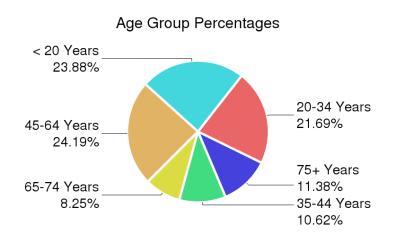
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO	
1990 Population	437,133	3,756	0.86%	1990 Household	ls 166,089	1,403	0.84%	
2000 Population	525,330	3,936	0.75%	2000 Household	s 205,424	1,492	0.73%	
2010 Population	541,182	3,832	0.71%	2010 Household	ls 219,195	1,502	0.69%	
			n this Missi		Location Typ	e	0-0.5mi Band	
🔲 0-0.5mi Bar	nd 🗌 0.5-1	.5mi Band	🗖 1.5-3mi	Band 📃 County	Residential		1,585	
250,000					Residential Ap	pt.	446	
200,000					Residential No	on-Apt.	1,139	
150,000					Business		135	
130,000					Seasonal		0	
100,000					USPS Reside	ntial	1,675	
50,000					USPS Busine	SS	132	
Residenna. Reside	Residential Apt. Business Seasonal USPS Residential Residential Non-Apt. Business USPS Residential USPS Business							

Sheridan Lake Akron Rocky Ford Commerce City Ovid Franktown Security-Widefield Otis Strasburg F emelsdorf (Coalton) Salt Creek Estes Park Columbine Olney Springs Aprophysic Ponyor Faton Lake City Kersey Blanca Moffat Cheraw Pueblo Rifle East Pleasant View Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

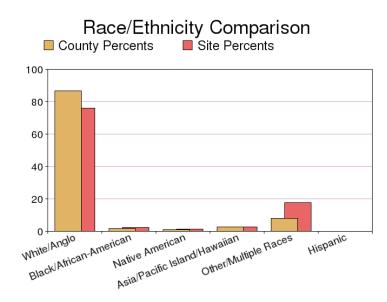


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.87%	5.74%	117.86
4-5 Years	2.39%	2.51%	105.02
6-8 Years	3.55%	3.63%	102.25
9-11 Years	3.62%	3.29%	90.88
12-13 Years	2.44%	2.09%	85.66
14-17 Years	5.04%	4.25%	84.33
18-19 Years	2.56%	2.37%	92.58
0-5 Years	7.26%	8.25%	113.64
6-12 Years	8.39%	7.93%	94.52
13-19 Years	8.82%	7.7%	87.3
< 20 Years	24.47%	23.88%	97.59
20-34 Years	18.54%	21.69%	116.99
35-44 Years	13.23%	10.62%	80.27
45-64 Years	30.4%	24.19%	79.57
65-74 Years	7.64%	8.25%	107.98
75+ Years	5.72%	11.38%	198.95
Median Age	40	39	96.94
Median Age (Male)	39	37	93.42
Median Age (Female)	42	41	97.19



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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.71%	76.04%	87.7
Black, African-American	1.61%	2.24%	139.36
Native American	0.97%	1.38%	143.12
Asian	2.63%	2.43%	92.26
Pacific Island, Hawaiian	0.13%	0.13%	104
Other/Multiple Races	7.96%	17.77%	223.26
Hispanic	0%	45.38%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	375,072	2,627	

Total Adults over age 25 years.	375,072	2,627	
Less than 9th Grade	1.95%	5.63%	34.58
No High School Diploma	5.51%	12.71%	43.3
High School Graduate	23.01%	33.57%	68.54
Some College, no degree	24.4%	23.37%	104.41
Associate Degree	7.66%	7.77%	98.7
College Degree	24.95%	11.69%	213.47
Graduate/Prof. degree	12.52%	5.25%	238.28

Applewood Federal Heights Lone Tree Pritchett Keystone Silver Plume Timnath Manassa Yampa Thom Broomfield La Jara Poncha Springs Padroni Wray Bayfield Glendal Crested Butte Lochbuie Erie Fort Collins Eckley Gilcrest Woodland Park Haxtur For Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	3.34%	6.92%	177.06
\$10,000 to \$19,999	5.51%	9.72%	176.34
\$20,000 to \$29,999	7.01%	14.11%	201.4
\$30,000 to \$49,999	17.17%	23.5%	136.9
\$50,000 to \$59,999	8.44%	9.52%	112.76
\$60,000 to \$69,999	7.76%	8.52%	109.89
\$70,000 to \$79,999	8.23%	6.79%	82.56
\$80,000 to \$89,999	6.94%	4.19%	60.48
\$90,000 to \$99,999	5.33%	3.33%	62.47
\$100,000 to \$124,999	11.21%	5.53%	49.29
\$125,000 to \$149,999	7.22%	4.39%	60.89
\$150,000 to \$199,999	6.86%	1.8%	26.22
\$200,000 to \$249,999	1.86%	0.4%	21.47
\$250,000 or more	3.14%	1.2%	38.15
Median Household	70,937	45,910	64.72
Average Household	92,140	63,856	69.3
Per Capita Household	38,033	25,820	67.89
Family/Non-Family Household			
Income			
Median Family Income	83,419	52,463	62.89
Average Family Income	107,473	72,973	67.9
Median Non-Family Income	46,918	36,570	77.94
Average Non-Family Income	60,399	49,870	82.57

rson Meeker Applewood Manassa Palisade De Beque Nunn Strasburg Black Forest Tabernash Ch rell Gleneagle Craig Hooper Hartman Grand Lake Ward Cortez Colume Alley Fads Twin Lakes Inktown Grover Eldora Seibert Colorado Springs Crestone Longmont Confectual Ministry Renework Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Perry Park Blanca Mountain Village Monument Fruita

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	67.43%	61.72%	91.53
Families with Children	33.9%	32.02%	94.45
Families without Children	33.52%	29.69%	88.58
Non-Family Households			
% Non-Family Households	32.57%	38.28%	117.53
Non-Families with Children	0.3	0.27	88.58
Non-Families without Children	32.27	38.02	117.8
Housing Units			Index
Total Housing Units	229,542	1,554	
Vacant percent	4.51%	3.28%	72.81
Owned percent	69.24%	50.64%	73.15%
Rented Percent	26.26%	46.01%	175.24
Households by Size			Index
Avg household size	2.43	2.43	100
Avg family hh size	2.98	3.06	102.68
Avg non-family hh size	1.31	1.41	107.63
Households By Count of Persons			Percent
One	56,297	482	0.86%
Two	80,261	461	0.57%
Three or Four	66,379	422	0.64%
Five+	16,258	138	0.85%

Atwood Jamestown Federal Heights Aspen Park Derby Paonia Rye Byers Cascade Chipita Park S Fritchett Lincoln Park Morrison Centennial Cheyenne Wells Highlands Intercultural Institute ride Walden Steamboat Springs Manzanola Two Buttes Dillon Georget Joi Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Borden Steamboat Springs Hartman Silverton Ault Westcliffe Genoa Garden City Nucla

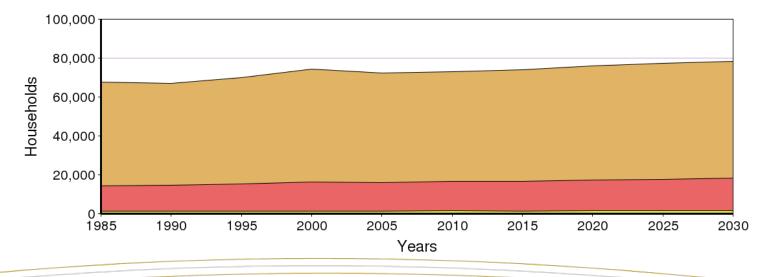
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	437,133	3,756	0.86%
2000 Population	525,330	3,936	0.75%
2010 Population	541,182	3,832	0.71%
2015 Population	562,475	3,839	0.68%

Household Change from 1985 to 2030

0-0.5mi Ring

📒 0-3mi Ring

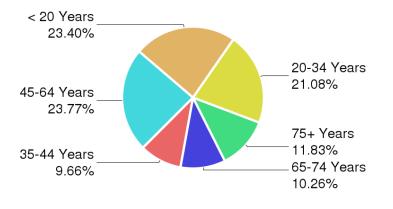


Con City Akron Telluride Frisco Downieville-Lawson-Dumont Campion Aspen Simla El Jebel Walden Coal Creek Highlands Ranch Sugar City Yampa East Pleasant View Crown Intercultural Institute Broomfield Springfield Towaoc Mount Crested Butte Ramah Georgetow (or Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Monument Deer Trail La Junta Buena Vista Hartman 19

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

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

Projected Age Group Percentages

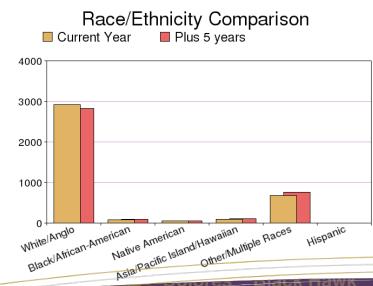


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.74%	5.83%	101.57
4-5 Years	2.51%	2.6%	103.59
6-8 Years	3.63%	3.39%	93.39
9-11 Years	3.29%	3.18%	96.66
12-13 Years	2.09%	2.11%	100.96
14-17 Years	4.25%	4.22%	99.29
18-19 Years	2.37%	2.06%	86.92
0-5 Years	8.25%	8.44%	102.3
6-12 Years	7.93%	7.66%	96.6
13-19 Years	7.7%	7.29%	94.68
< 20 Years	23.88%	23.39%	97.95
20-34 Years	21.69%	21.07%	97.14
35-44 Years	10.62%	9.66%	90.96
45-64 Years	24.19%	23.76%	98.22
65-74 Years	8.25%	10.26%	124.36
75+ Years	11.38%	11.83%	103.95
Median Age	40	40	100.02
Median Age (Male)	39	38	96.97
Median Age (Female)	42	42	100.46

Glenwood Springs Fewler Allenspark Stratton Hudson Fort Garland Hooper Wiggins Eagle Foxfield Cottonwood Eagle-Vail Keenesburg Central City Pierce Salt Creek Parachute Fruita Kim Avondale The Pinery Wellington Superior Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	76.04%	73.53%	96.7
Black, African-American	2.24%	2.47%	110.26
Native American	1.38%	1.33%	96.05
Asian	2.43%	2.6%	107.33
Pacific Island, Hawaiian	0.13%	0.16%	119.78
Other/Multiple Races	17.77%	19.9%	111.98
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,627	2,660	
Less than 9th Grade	5.63%	5.49%	97.42
No High School Diploma	12.71%	11.99%	94.32
High School Graduate	33.57%	33.76%	100.55
Some College, no degree	23.37%	23.05%	98.6
Associate Degree	7.77%	8.27%	106.51

11.69%

5.25%

12.11%

5.34%

103.58

101.62

Ail Westcreek Byers Loveland Rico Lone Tree Woodland Park Rockvale Eads Leadville Lafayette V Castle Rock Kremmling New Castle Glenwood Springs Sedgwick Firester Intercultural Institute View Estates Wiggins Boone Louviers La Jara Commerce City Romeo of Contextual Ministry Corfectual Ministry Eldorado Springs Moffat Bennett Aspen Park Womel 21

College Degree

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.92%	6.34%	91.56
\$10,000 to \$19,999	9.72%	9.34%	96.07
\$20,000 to \$29,999	14.11%	13.29%	94.18
\$30,000 to \$49,999	23.5%	21.81%	92.81
\$50,000 to \$59,999	9.52%	9.54%	100.24
\$60,000 to \$69,999	8.52%	8.59%	100.79
\$70,000 to \$79,999	6.79%	6.54%	92.35
\$80,000 to \$89,999	4.19%	4.57%	100.76
\$90,000 to \$99,999	3.33%	3.41%	102.39
\$100,000 to \$249,999	5.53%	6.48%	117.19
\$125,000 to \$149,999	4.39%	4.91%	111.69
\$150,000 to \$199,999	1.8%	2.25%	125.14
\$200,000 to \$249,999	0.4%	0.55%	136.51
\$250,000 or more	1.2%	1.91%	159.27
Median Household	45,910	49,097	106.94
Average Household	63,856	70,802	110.88
Per Capita Household	25,820	27,823	107.76
Family/Non-Family Household			
Income			
Median Family Income	52,463	55,223	105.26
Average Family Income	72,973	81,253	111.35
Median Non-Family Income	36,570	38,574	105.48
Average Non-Family Income	49,870	54,901	110.09

Brush Evergreen Woodmoor Crested Butte Coal Creek Eads Kremming Mountain View Aspen Gree Buttes Monument Wellington Manitou Springs Edwards Firestone Shew Intercultural Institute Derby Keenesburg Silver Cliff Frederick Aguilar Olathe Pitkin Pritchet For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	61.72%	61.62%	99.85
Families with Children	32.02	31.49	98.34
Families without Children	29.69	28.83	97.11
Non-Family Households			
% Non-Family Households	38.28%	38.38%	100.25
Non-Families with Children	0.27	0.27	100.25
Non-Families without	38.02	38.1	100.23
Children			
Housing Units			
Total Housing Units	1,554	1,513	97.36%
Vacant percent	3.28%	3.04%	92.64
Owned percent	50.64%	50.76%	100.23
Rented Percent	46.01%	46.2%	100.41
Households by Size			
Avg household size	2.43	2.49	102.47%
Avg family hh size	3.06	3.17	103.59%
Avg non-family hh size	1.41	1.41	100%
Households By Count of			
Persons			
One	482	472	97.93%
Two	461	412	89.37%
Three or Four	422	425	100.71%
Five+	138	158	114.49%

Jamestown Derby Elderado Springs Akron Eagle Montezuma Arriba Wiley Downieville-Lawson-Dumont Heoper Georgetown Morrison Hot Sulphur Springs Walden Severance Intercultural Institute Impire Tabernash Pueblo Gold Hill Haxtun Denver Estes Park The Pin and Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-0.5	0.5-1.5	1.5-3	BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	231	6,686	24,062	Eastern Africa	Eastern Africa 0	Eastern Africa 0 24
Northern Europe	8	70	189	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	4	113	517	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	25	115	Southern Africa	Southern Africa 0	Southern Africa 0 7
Eastern Europe	0	239	662	Western Africa	Western Africa 0	Western Africa 0 13
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 23
Eastern Asia	24	207	507	Oceania	Oceania 3	Oceania 3 18
So. Central Asia	0	108	82	Caribbean	Caribbean 0	Caribbean 0 11
SE Asia	22	357	2,148	Central Amer.	Central Amer. 156	Central Amer. 156 5,326
Western Asia	6	23	145	South America	South America 3	South America 3 66
Other Asia	0	0	15	North America	North America 5	North America 5 56
				Born at sea	Born at sea 0	Born at sea 0 0

Lincoln Park nstitute Havden 24

Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
English only	1,039	22,268	78,172	Other Indo-Euro	0	5	80
Spanish	311	8,658	30,771	Asian/PI languages	0	0	0
Other Indo-Euro	33	760	2,127	Chinese	0	85	306
language			,	Japanese	0	58	98
French (incl. Patois,	0	147	273	Korean	0	79	114
Cajun)				Mon-Khmer,	0	83	178
French Creole	0	0	30	Cambodian			
Italian	0	38	170	Miao, Hmong	0	77	81
Portuguese	0	27	64	Thai	0	19	49
German	28	251	651	Laotian	0	23	24
Yiddish	0	12	37	Vietnamese	0	189	1,977
Other West Germanic	0	14	21	Other Asian	0	61	76
A Scandinavian	0	3	31	Tagalog	0	54	75
Language				Other Pacific Is	0	0	59
Greek	0	0	17	Other languages	0	92	499
Russian	5	47	115	Navajo	0	11	60
Polish	0	28	207	Other Native N.	0	6	152
Serbo-Croatian	0	55	272	American			
Other Slavic Language	0	68	89	Hungarian	0	0	55
Armenian	0	0	0	Arabic	0	46	49
Persian	0	6	32	Hebrew	0	8	40
Gujarathi	0	24	0	African languages	0	15	77
Hindi	0	24	0	Other unspecified	0	6	66
Urdu	0	0	0				

Springheid Woodland Park Gastleir

Minturn Black Hawk Collbran Strasburg Caï; ½on City Downievilleaonia Sedalia Roxborough Park Monument Simla Thornton Allenspark (ontextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTOV	0.0.5	0 5 4 5	4 5 2			ANCESTOV		
ANCESTRY	0-0.5	0.5-1.5	1.5-3			ANCESTRY		
	MILES	MILES	MILES	l			MILES	MILES MILES
Reporting ancestry	1,250	29,758	105,368			Irish	Irish 108	Irish 108 1,999
Arab	6	28	144			Italian	Italian 35	Italian 35 1,109
Armenian	0	3	15			Lithuanian	Lithuanian 0	Lithuanian 0 32
Austrian	3	81	201			Norwegian	Norwegian 14	Norwegian 14 455
British	2	65	251			Polish	Polish 10	Polish 10 355
Canadian	0	28	123			Portuguese	Portuguese 0	Portuguese 0 15
Croatian	3	38	80			Romanian	Romanian 0	Romanian 0 3
Czech	0	84	125			Russian	Russian 6	Russian 6 131
Czechoslovak	0	50	233			Scandinavian	Scandinavian 0	Scandinavian 0 50
Danish	3	152	448		:	Scotch-Irish	Scotch-Irish 27	Scotch-Irish 27 437
Dutch	9	248	814			Scottish	Scottish 24	Scottish 24 276
English	103	2,008	6,540		:	Slovak	Slovak 0	Slovak 0 23
European	17	231	956			Subsaharan African	Subsaharan African 0	Subsaharan African 0 67
Finnish	5	45	125					
French (not	26	502	1,506			Swedish	Swedish 33	Swedish 33 509
Basque)					ł	Swiss	Swiss 0	Swiss 0 36
French Canadian	0	69	377	ι	U	Ikrainian	Ikrainian 0	Ikrainian 0 27
German	230	3,779	12,836	ι	ι	JS/American	JS/American 73	JS/American 73 1,354
Greek	0	75	244		•	Welsh	Welsh 7	Welsh 7 66
Hungarian	3	42	224		1	West Indian	West Indian 0	West Indian 0 38
Iranian	0	6	29		•	Yugoslavian	Yugoslavian 0	Yugoslavian 0 94
				(C	Other	Other 503	Other 503 15,148

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Security Widerland Kramming Grand Lake Twin Lakes Olathe Eagle-Vall Penrose Heerer Ward Breck Evergreen Williamsburg West Pleasant View Lakewood Cortez Cimarrow Intercultural Institute rthglenn Garden City Central City Berthoud Grover Welby Marble Edv (or Centextual Ministry for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Franktown Englewood Ridoway Sterling Perry Park

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?

Evergreen Ward Mead El Jebel Loghill Village Silt Acres Green Erie Colloran Allenspark Windsor A by Lake City Atwood Superior Red Feather Lakes Eldorado Springs Marching Richtway Ouray Kim E columbine Idaho Springs Campo Kersey Walsh Sugar City Battlement I for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

Issues for Your Consideration - continued

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

nnison Mead Ault Superior Limon Mancos Applewood Minturn Grand View Estates Ramah Snowmas en City Frisco Eagle Silverton Genesee Northglenn Lyons Crested But Intercultural Institute Craig Cherave or Mountain Village Campion Dillon Empire Bayfield Derby Swink Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Part Lindow Confectual Ministry Confec

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.



Sawolt Dacone Romeo Manassa Cripple Creek Evans Red Feather Lakes Wheat Ridge Loght Village Julesburg Montezuma Crowley Woodmoor Firestone Alamosa Sedgwird Intercultural Institute ggins Windsor Deer Trail Lone Tree Leadville North Gold Hill Salt Creek for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,502	100%	1,053	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	111	7.39%	75	7.12%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	110	7.32%	74	7.03%
Solid Suburban Mix	1	0.07%	1	0.09%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	79	5.26%	54	5.13%
2nd City Homebodies	43	2.86%	31	2.94%
Prime Middle America	16	1.07%	10	0.95%
Urban Optimists	12	0.8%	8	0.76%
Family Convenience	8	0.53%	5	0.47%
Mid-Market Enterprise	0	0%	0	0%



The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,502	100%	1,053	100%
BLUE COLLAR BACKBONE	180	11.98%	125	11.87%
Nuevo Hispanic Fam.	168	11.19%	118	11.21%
Working Rural Suburbia	12	0.8%	7	0.66%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	209	13.91%	163	15.48%
Ethnic Urban Mix	58	3.86%	41	3.89%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	151	10.05%	122	11.59%
METRO FRINGE	857	57.06%	589	55.94%
Steadfast Conservative	758	50.47%	519	49.29%
Moderate Conventionalists	43	2.86%	29	2.75%
Southern Blues	32	2.13%	23	2.18%
Urban Grit	24	1.6%	18	1.71%
Grass-Roots Living	0	0%	0	0%

n Woodland Park Manassa Allenspark Silverthorne Fort Morgan Arvada Louviers La Veta Atwood Edited Centennial Rediands Federal Heights Genoa Penrose Erie Boulder Vine Red Feather Lakes Dolo alhan Aspen Littleton Haswell Berkley Williamsburg Downieville-Laws for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Biddiway wit Carson Littleton Montextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,502	100%	1,053	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	30	2%	22	2.09%
Young Cosmopolitans	1	0.07%	1	0.09%
Minority Metro Communities	0	0%	0	0%
Stable Careers	28	1.86%	20	1.9%
Aspiring Hispania	1	0.07%	1	0.09%
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%

Columbine Valley Eads Trinidad Cheraw Hillrose Fountain Greeley Thornton Hiff Las Animas Woodk Springs Campo Bethune Julesburg Steamboat Springs Aspen Todd Contextual Institute Manzanola San Luis Aguilar Avon Starkville Lyons Federal Heights Contextual Ministry Clifton Ponderosa Park Arvada Larkspur Rye Hot 32

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,502	100%	1,053	100%
STRUGGLING SOCIETIES	16	1.07%	11	1.04%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	16	1.07%	11	1.04%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	20	1.33%	14	1.33%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	20	1.33%	14	1.33%
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%

St. Mary's South Fork Ovid Indian Hills Louisville Rockvale Gunnison Palisade Leadville North Avon Branson Ouray Blanca Parachute Iliff Naturita Gleneagle Brooming Intercultural Institute Sherrelwood Arvada Silt Ridgway Milliken Meridian Pitkin Bennett for Contestual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-0.5 mile, 0.5-1.5 mile and 1.5-3 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

Iliff Trinidad Simla Grand View Estates Creede Caï, ½on City Federal Heights Security-Widefield Bo Fagosa Springs Pitkin Avondale Meeker Grover Center Florence Intercultural Institute Johnstown Montrose Victor Merino Woodland Park Del Norte Edge Jon Confectual Ministry Confectual Ministry S Two Buttes Woodmoor Salt Creek Dacono Coal 34

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).



Carson Lochbuie Paimer Lake Frisco Loveland Wray Franktown Fruitvale Durange Fort Collins Para France Leadville North Hillrose Woodmoor Dove Creek Battlement Mesa <u>Intercultural Institute</u> Rocky Ford Empire Broomfield Padroni La Veta Meridian Garden City <u>Intercultural Institute</u> Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
PC-HH Own	75%	74%	73%
Use Comp. for Internet/E-mail	57%	56%	56%
Internet Use: E-Mail	45%	46%	46%
Use Comp. for Comp. Games	37%	34%	35%
Use Comp. for Word	35%	34%	34%
Processing			
Use Comp. for Shopping	32%	32%	31%
Use Comp. for Education	31%	32%	32%
Use Comp. for Digital Camera	29%	28%	28%
Photo Editing			
Use Comp. for Banking	29%	29%	29%
Internet Use: News/ Weather	27%	27%	27%



Use Comp. for Accounting HH Owns Video/Webcam

11%

10%

11%

10%

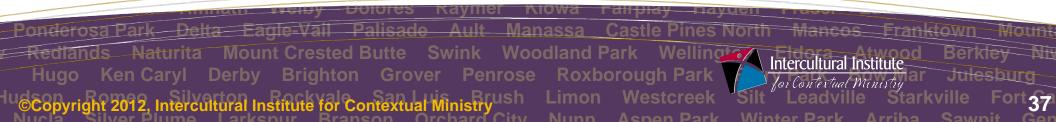
11%

10%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
66%	65%	65%
54%	52%	51%
53%	50%	49%
39%	36%	36%
34%	34%	34%
33%	33%	33%
32%	29%	30%
30%	28%	28%
19%	20%	20%
19%	19%	19%
	MILES 66% 54% 53% 39% 34% 33% 32% 30% 19%	MILES MILES 66% 65% 54% 52% 53% 50% 39% 36% 34% 34% 33% 33% 32% 29% 30% 28% 19% 20%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	67%	63%	63%
Gen./Fam. Practitioner	40%	36%	36%
Dentist	28%	27%	27%
Eye Dr.	22%	20%	19%
None Of These	21%	22%	22%
Backache	21%	19%	20%
Hypertension/High Blood	20%	17%	17%
Pressure			
High Cholesterol	19%	17%	16%
Any Arthritis	17%	14%	14%
Acid Reflux Disease	14%	12%	12%
(GERD)			



The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	26.79%	26.97%	27.44%
Live Theater	19.27%	18.53%	18.52%
Live Theater Most Often	15.67%	15.06%	14.99%
Rock/Pop Concerts Most	15.11%	15.42%	15.74%
Often			
Comedy Club	9.91%	9.94%	10.08%
Dance Performance	9.82%	9.59%	9.58%
Movies: Comedy	36.51%	37.81%	37.77%
Movies: Action/Adventure	35.98%	37.26%	37.71%
Movies: Fam.	19.26%	18.77%	19.02%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Drama	18.95%	19.52%	19.08%
Movies: Romantic	18.86%	19%	19.07%
Comedy			
Movies: Mystery	15.57%	16.52%	16.31%
MLB Baseball Reg.	6.96%	7.26%	7.28%
Season			
NFL Football Reg.	5.5%	5.92%	5.84%
Season			
College Football Reg.	4.44%	4.22%	4.55%
Season			
NBA Basketball Reg.	3.05%	3.4%	3.31%
Season			
NHL Hockey Reg.	2.95%	2.91%	3.04%
Season			
College Basketball Reg.	2.93%	2.72%	2.96%
Season			

Crook Silverton Branson Battlement Mesa Orchard City Sanford Silver Cliff Blue River Sedalia Ke Last Pleasant View Frisco Denver Ramah Las Animas Gunnison Shering Intercultural Institute Le Elizabeth Olney Springs Firestone Tabernash San Luis New Castle Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	39.5%	38.66%	38.95%	Volleyball	Volleyball 10.44%	Volleyball 10.44% 9.85%
Swimming	30.48%	29.55%	29.52%	Aerobics	Aerobics 9.7%	Aerobics 9.7% 10.09%
Bowling	19.79%	19.47%	19.97%	Backpacking/Hiking	Backpacking/Hiking 9.61%	Backpacking/Hiking 9.61% 9.97%
Billiards/Pool	18.51%	19.4%	20.45%	Football	Football 9.41%	Football 9.41% 9.99%
Freshwater Fishing	15.6%	13.65%	13.77%	Target Shooting	Target Shooting 8.93%	Target Shooting 8.93% 7.63%
Camping Trips	15.35%	13.85%	14.23%	Soccer	Soccer 8.93%	Soccer 8.93% 11.22%
Basketball	14.3%	15.63%	16.21%	Softball	Softball 8.52%	Softball 8.52% 8.15%
Weight Training	14.24%	14.79%	15.11%	Hunting	Hunting 8.46%	Hunting 8.46% 7.14%
Jogging/Running	14.05%	16.16%	16.38%	Power Boating	Power Boating 7.69%	Power Boating 7.69% 6.4%
Using Cardio	13.76%	14.06%	14.24%	Yoga	Yoga 7.53%	Yoga 7.53% 7.96%
Machine				Tennis	Tennis 7.38%	Tennis 7.38% 7.76%
Golf	12.58%	11.42%	12.31%	Canoeing/Kayaking	Canoeing/Kayaking 7.25%	Canoeing/Kayaking 7.25% 6.44%
Mountain/Road	12.2%	11.52%	11.52%	Saltwater Fishing	Saltwater Fishing 6.92%	Saltwater Fishing 6.92% 6.89%
Biking				Motorcycling	Motorcycling 6.57%	Motorcycling 6.57% 5.76%
Stationary Cycling	12.19%	11.94%	12.36%			
Baseball	12.06%	12.42%	13.25%			

Creede Hudson Wheat Ridge Milliken Flagler Williamsburg Deer Trail Snowmass Village Niwot Cimal Watsenburg Two Buttes Swink Ouray Manzanola Manitou Springs Creek Intercultural Institute den City Boone Fountain Dinosaur Grand View Estates Gleneagle Sector for Contextual Ministry Free Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Aurora Englewood Wiley Moffat Log Lane Village Carb

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3		BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Ice Skating	5.92%	5.34%	5.52%	-	Snowmobiling	Snowmobiling 4.36%	Snowmobiling 4.36% 3.49%
Roller Skating	5.9%	5.32%	5.54%		Fly Fishing	Fly Fishing 4.22%	Fly Fishing 4.22% 3.89%
Horseback Riding	5.77%	5.82%	5.86%		Snowboarding	Snowboarding 3.99%	Snowboarding 3.99% 3.81%
Hockey	5.14%	4.55%	4.74%		Rock Climbing	Rock Climbing 3.95%	Rock Climbing 3.95% 4.21%
Downhill & X-Country	5.11%	4.69%	4.67%		Skateboarding	Skateboarding 3.72%	Skateboarding 3.72% 3.58%
Skiing					Martial Arts	Martial Arts 3.71%	Martial Arts 3.71% 4.35%
Racquetball	4.95%	4.43%	4.79%		Auto Racing	Auto Racing 3.33%	Auto Racing 3.33% 3.2%
Water Skiing	4.82%	4.17%	4.65%		Rowing	Rowing 3.24%	Rowing 3.24% 2.95%
Archery	4.77%	4.14%	4.35%		Sailing	Sailing 3.13%	Sailing 3.13% 2.9%
Jet Skiing	4.53%	4.01%	4.48%		Surfing &	Surfing & 2.98%	Surfing & 2.98% 2.85%
Snorkeling	4.51%	4.51%	4.56%		Windsurfing	Windsurfing	Windsurfing

a Collbran Perry Park Lakeside Springfield Castle Pines Boulder Laporte Pitkin Air Force Academy K Franktown Minturn Mountain Village Keenesburg Manassa Central City Contential Institute Inta Pueblo Evans Simla Cokedale Crested Butte Cascade-Chipita Park For Contential Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, 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.



Dillon Derby Lone Free Aurora Salt Creck El Jebel Pritchett Grand Lake Merino Allenspark Sherida Edgewater De Beque Kersey Calhan Ovid Minturn Empire Grand Fistotes Idaho Springs Hot ver Eaton New Castle Colorado City Haxtun Genoa Aristocrat Ranchett Fistotes Vilas Contextual Ministry Contextual Ministry Oak Creek Castle Pines North Eagle-Vail Flagler 41

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.



Delta Haxtun Garden City Gypsum Otis Aurora Erie Winter Park Walsh Rocky Ford Ponderosa Park Contexuma Franktown Brookside Stonegate Black Forest Camera Intercultural Institute Wellington Dove Creek Orchard Mesa Atwood Cokedale Fruitvale Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	48%	49%	49%	Like To Pursue Challenge/Novelty/Change	22%	24%	24%
Prefer To Have Few Possessions As Possible	40%	38%	39%	Marijuana Should Be Legalized	20%	22%	22%
Speak My Mind Even If It Upsets People	35%	34%	34%	Like to Stand Out In A Crowd I Am A Workaholic	19% 16%	19% 20%	20% 21%
Like Control Over People And Resources	35%	36%	36%	Rarely Sit Down to a Meal Together At Home	16%	15%	15%
Woman's Place Is In The Home	35%	36%	35%	Only Work Current Job for The Money	15%	17%	16%
Find It Difficult To Say No To My Kids	34%	34%	34%	We Should Strive for Equality for All	13%	16%	15%
Friends More Important Than My Fam.	30%	30%	30%	Happy With My Standard Of Living	13%	14%	14%
Like To Do Unconventional Things	30%	27%	27%	On Whole People Get What They Deserve	11%	11%	11%
Don't Judge People/Way They Live Life	27%	29%	29%	Indulge My Kids With The Little Extras	11%	13%	13%
If Won Lottery Would Never Work Again	26%	27%	27%	Little I Can Do To Change My Life	8%	7%	7%
Money Is Best Measure Of Success	26%	26%	26%	I Am A Perfectionist	7%	9%	9%
Too Much Sponsorship In Arts/Sports	24%	26%	27%				

Campo Ordway Thernton Columbine Montrose Branson Minturn Lamar Sterling Fleming Burlingte Wheat Ridge Kittredge Cascade-Chipita Park Arriba Loghill Village Intercultural Institute Parachute Ignacio Colorado Springs Fountain Fairplay Timnath Aspon Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

nartina

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.



Jewood Fairplay Mecker Platteville South Fork Castle Rock Gleneagle Cortez Columbine Simla Bright For Blue River Lamar Silverthorne Estes Park Westcliffe Littleton Ferrer Intercultural Institute Brush Kremmling Brookside Eckley Paoli San Luis Log Lane Village for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
You Should Seize Opportunities In Life	57%	57%	56%	Worried About Pollution Caused By Cars	17%	19%	19%
Important To Respect Customs And Beliefs	56%	56%	56%	Real Men Don't Cry Is An Important Part Of Who I	17% 17%	19% 17%	19% 17%
Prefer To Have Few	40%	38%	39%	Am			
Possessions As Possible Like To Understand About	37%	39%	39%	Looking for New Ideas To Improve Home	17%	18%	18%
Nature				Try Not To Worry About The	15%	16%	16%
mportant Feel Respected By My Peers	34%	35%	34%	Future Enjoy Spending Time With My	13%	13%	14%
Prefer Work Part Of Team	33%	31%	31%	Fam.	4.20/	100/	400/
Than Alone mportant To Juggle Various	32%	33%	33%	Provide My Kids With The Little Extras	13%	13%	13%
Tasks	200/	200/	200/	Children Should Be Allowed To	7%	8%	7%
Good At Fixing Things Have Keen Sense Of	29% 27%	30% 26%	29% 26%	Express Themselves Feel Very Alone In The World	7%	7%	7%
Adventure	260/	250/	250/	Like Spending Most Time With	6%	7%	7%
_ike To Just Enjoy Life People Have To Take Me As	26% 21%	25% 24%	25% 23%	Fam. Decor Particular Interest To Me	4%	5%	5%
They Find Me	000/	040/	000/	Would Like To Set Up Own	4%	5%	5%
Consider Myself Interested In The Arts	20%	21%	20%	Business			

ward Rico Hooper Foundant

Coal Creek Bethune Norwood Iliff Sterling Dillon Lake City Willing Intercultural Institute Eagle-Vail Ken Caryl Olathe Two Buttes Wellington Aristocrat Rance Intercultural Institute Confectual Ministry Copyright 2012, 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.



Num Salida Fountain Fort Collins Womelsdorf (Coalton) Peetz Sterling Gypsum Lake City Kim He Fort Morgan Englewood Silverton Arboles Stratmoor Fort Carson References Eldora Stratton Glendale Edwards Creede Arvada Wiley Denver Berkley Westmin for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fast Food/Drive-In Restaurant-Visit Any	83.63%	83%	83.43%
Fam. Restaurants/Steak Houses-Visit Any	79.71%	77.46%	77.88%
McDonald's	53.94%	53.11%	53.26%
Burger King	38.85%	38.54%	38.79%
Taco Bell	29%	28.9%	29.14%
Subway	27.88%	27.54%	27.32%
Wendy's	27.63%	25.71%	26.14%
Applebee's	27.28%	25.57%	26.14%
Kentucky Fried Chicken (KFC)	25.5%	25.33%	25.8%
Pizza Hut	21.79%	21.79%	22.24%
Arby's	19.85%	17.57%	17.63%
Olive Garden	19.56%	18.2%	18.17%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Dairy Queen	16.87%	14.97%	15.08%
Red Lobster	15.85%	14.81%	15.2%
Denny's	15.05%	16.36%	16.42%
Domino's Pizza	14.57%	16.72%	17.11%
IHOP (International House	13.79%	14.53%	14.41%
Of Pancakes)			
Outback Steakhouse	12.63%	12.65%	12.66%
Cracker Barrel	12.08%	10.06%	10.49%
Sonic	11.25%	10.93%	10.78%
Starbucks	11.14%	12.74%	13.36%
Dunkin' Donuts	10.81%	11.95%	12.61%
Chili's Grill and Bar	10.55%	11.84%	12.26%
TGI Friday's	10.42%	11.11%	11.54%

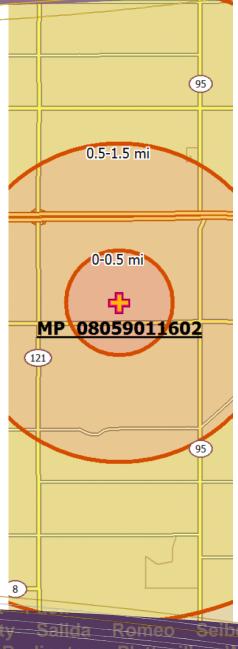
Park Downleville Lawson-Dumont Deer Trail Indian Hills Boone Castle Rock Berthoud Olney Springs Sa Tederick Sheridan Federal Heights Fort Collins Avon Campion Brooksic Intercultural Institute for ado Springs Ouray Ramah Wiley Marble St. Mary's Sedgwick Vona for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



ay Eaton Fountain Lincoln Park Crowley Byers Creede Gunnison Garden City Salida Romeo Seiber Freek Roxborough Park Red Cliff West Pleasant View Holly Glendale reek Pitkin Pagosa Springs Poncha Springs Commerce City Wiley Shortextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	47.8%	41.67%	41.66%
Recycled products	36.65%	34.73%	34.84%
Worked as volunteer (non political)	16.05%	14.86%	15.01%
Engaged in fund raising	10.22%	9.41%	9.52%
Religious club member	6.62%	6.56%	6.69%
Wrote to editor of mag or newspaper	5.83%	5.73%	5.79%

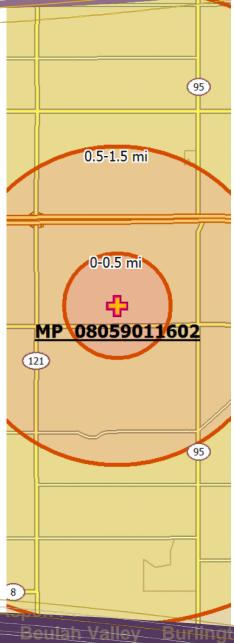
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.69%	5.19%	5.08%
Charitable Organization	5.48%	4.86%	4.81%
Took active part in local civic issue	5.12%	4.63%	4.76%
Fraternal order member	4.94%	3.97%	4.05%
Union member	4.9%	4.4%	4.51%
Addressed a public meeting	4.04%	3.82%	3.78%

Arvada Romeo Collbran Kiowa Minturn Allenspark Yuma Calhan Westcliffe Orchard City Springfictor Recky Ford Las Animas Johnstown Bennett Sugar City Otis Crested Antiper Stack Forest Berthoud Lea prings San Luis Rye Pagosa Springs Green Mountain Falls Peetz Fort for Contestual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to begin shaping targeted messages to your intended audience.



mbine Valley Mount Crested Butte Sterling Ignacio Lincoln Park Akron Lochbuie Beutah Valley Burlingto Minturn Parachute Fleming Federal Heights Ordway Rico Towaoc Intercultural Institute Glendale Dacono Fort Collins Red Feather Lakes Kiowa Ward Silt Jup For Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Sawpit Blanca Holly Wray Boulder Alma North 50

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	16.03%	16.31%	16.07%
Mystery	11.86%	11.23%	10.93%
Children's Books	11.22%	11.79%	11.93%
Cookbooks	10.45%	10.25%	9.93%
Religious (not Bibles)	7.77%	7.26%	7.26%
History	7.67%	7.53%	7.28%
Biography	6.63%	6.69%	6.64%
Romance	6.27%	5.86%	5.92%
Personal/Business Self-help	6.11%	6.53%	6.6%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	69.22%	63.08%	62.39%
Gen. Editorial	45.79%	44%	43.29%
Womens	39.2%	38.89%	38.57%
Service	32.17%	30.26%	30.34%
Mens	19.43%	19.65%	19.1%
Sports	15.36%	14.97%	14.78%
Automotive	15.05%	14.66%	14.61%
Business/Finance	14.37%	14.63%	14.48%
Mature Market	13.7%	10.38%	10.23%

ve Creek Woodmoor Kiewa Kit Carson Hotchkiss Lone Tree Beulah Valley Perry Park Salt Creek Red C burg Fraser Calhan Genesee Fruita Louisville Nederland Keystone Intercultural Institute Cheridan Lake Franktown Wiley Kersey New Castle Fountain Burlington Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Confectual Confectual Ministry Confectual Confectual Confectual Ministry Confectual Confectual Confectual Confectual Ministry Confectual Confectual Confectual Ministry Confectual Confectual Confectual Confectual Ministry Confectual Confectual Confectual Confectual Ministry Confectual Confectual Confectual Confectual Confectual Ministry Confectual Confectuation Confectual Confectual Confectuation C

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-0.5	0.5-1.5	1.5-3	
	MILES	MILES	MILES	
Gen. News	55.58%	50.32%	50.22%	
Sport	32.95%	29.84%	29.47%	
Classified	32.68%	30.25%	30.25%	
Editorial Page	30.48%	25.43%	25.23%	
Business/Finance	28.57%	25.97%	25.64%	
Comics	28.19%	25.47%	25.33%	
Movie Listings &	26.13%	24.3%	24.05%	
Reviews				
TV/Radio Listings	25.37%	21.38%	20.96%	
Food/Cooking	25.32%	22.51%	22.66%	
Home/Gardening	21%	18.48%	18.54%	
Travel	19.96%	17.5%	17.49%	
Science/Technology	16.76%	15.29%	15.44%	
Fashion	12.85%	12.66%	12.55%	

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
CHR Contemp Hit Radio	20.85%	23%	22.89%
Country	20.12%	16.25%	16.1%
Adult Contemporary	17.14%	16.88%	16.44%
Rock	13.14%	12.29%	12.13%
Oldies	11.53%	11.74%	11.87%
News/Talk	11.44%	10.52%	10.63%
Urban Contemporary	10.43%	12.78%	12.56%
Classic Rock	9.51%	9.11%	9.07%
Alternative	9.36%	9.44%	9.45%
Variety	9.14%	11.73%	12.3%
Hispanic	8.56%	14.17%	15.33%
Religious	5.75%	6.14%	6.23%
Soft Contemporary	5.28%	5.46%	5.36%
All News	4.57%	5.17%	4.96%
Classic Hits	4.34%	3.78%	3.7%
Jazz	3.73%	3.95%	3.87%
All Talk	3.65%	4.1%	3.82%
Classical	3.59%	3.54%	3.41%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3		N	IULTIMEDIA: TV	IULTIMEDIA: TV 0-0.5	IULTIMEDIA: TV 0-0.5 0.5-1.5
	MILES	MILES	MILES				MILES	MILES MILES
Fox News Channel	62.37%	61.48%	62.38%	-	ABC Fam.		24.99%	24.99% 27.61%
Satellite Dish	53.65%	53.07%	55.47%		TV Info From I	Newspapers	Newspapers 24.51%	Newspapers 24.51% 24.63%
Soapnet	49.75%	49.78%	49.97%		BET (Black Ente	rtainment	rtainment 24.49%	rtainment 24.49% 23.72%
Other Video-On-Demand	42.8%	44.04%	44.55%		TV)			
Sci-Fi Channel	35.19%	35.66%	36.23%		USA Network		24.13%	24.13% 22.68%
Adult Pay Per View TV	33.03%	32.65%	35.01%		TCM (Turner Classic		24.07%	24.07% 23.75%
MSNBC	31.88%	32.61%	33.02%		Movies)			
Comedy Central	30.1%	29.06%	29.04%		Hallmark Channel		23.57%	23.57% 24.53%
Subscribe Digital Cable	28.73%	29.14%	30.51%		Nick At Nite		23.28%	23.28% 24.54%
TV Info From Sunday TV	28.44%	29.31%	29.39%		The Golf Channel		22.31%	22.31% 22.01%
Magazine					TV Info From Monthly		21.58%	21.58% 21.9%
Nickelodeon	27%	27.53%	27.7%		Cable Guide			
Adult Swim	26.7%	25.1%	26.53%		ESPN2		21.11%	21.11% 20.72%
					Lifetime		19.96%	19.96% 20.35%

uma Greenwood Village La Junta Stratmoor Sheridan Breckenridge South Fork Saguache Westchiffe M Pierce Rockvale Orchard Mesa Thornton Bayfield Cottonwood Pueble Intercultural Institute Caï; ½on City Wiggins Cedaredge Indian Hills Mancos Applewood De Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Video-On-Demand Movies 19.34%

22.04%

23.45%

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.



Walsh Paonia <u>Del Norte Avondale Denver Parachute Rocky Ford</u> Garden City Battlement Mesa Frisco Platteville Greenwood Village Haswell Mountain View Sheridan Priton <u>Intercultural Institute</u> Ouray Snowmass Village Iliff El Jebel Castle Pines Coal Creek Kit Car <u>for Confectual Ministry</u> Copyright 2012, Intercultural Institute for Confectual Ministry Copyright 2012, Intercultural Institute for Confectual Ministry Reve Stratton Las Animas Morrison Fleming Edwards Alma Center Lyons Fountain Strasburg Larks

Potential Print Media Usage:

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

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.32%	18.44%	18.34%
Medium Users (4-6)	10.5%	10.79%	10.6%
Light Users (1-3)	21.76%	20.72%	20.67%
Quintiles (20%)			
Newspaper I	1.65%	1.97%	1.59%
(Heavy)			
Newspaper II	1.95%	1.66%	1.47%
Newspaper III	1.78%	1.54%	1.62%
Newspaper IV	0.99%	0.83%	0.74%
Newspaper V	1.16%	0.88%	0.97%
(Light)			

MEDIUM	0-0.5	0.5-1.5	1.5-3	
	MILES	MILES	MILES	
Quintiles (20%)				
Magazines I (Heavy)	18.76%	19.12%	19.05%	
Magazines II	8.5%	8.63%	8.39%	
Magazines III	9.31%	9.66%	9.87%	
Magazines IV	11.58%	11.36%	11.37%	
Magazines V (Light)	0.44%	0.68%	0.72%	
Outdoor I (Heavy)	8.56%	10.62%	10.38%	
Outdoor II	3.88%	4.27%	4.72%	
Outdoor III	4.56%	4.92%	4.95%	
Outdoor IV	17.81%	17.92%	17.6%	
Outdoor V (Light)	26.51%	23.97%	23.64%	
Yellow Pages I	16.21%	16.53%	16.38%	
(Heavy)				
Yellow Pages II	6.25%	7.72%	7.69%	
Yellow Pages III	6.1%	7.48%	7.41%	
Yellow Pages IV	22.62%	23.97%	23.53%	
Yellow Pages V	4.61%	5.37%	5.48%	
(Light)				

tola Evans Arvada North Washington Sawpit Hillrose Moffat Yampa Eaton Silver Cliff Rifle Victor Wray Arriba Boone Milliken Rangely Pueblo Franktown Laporte Intercultural Institute fimla Platteville De Beque Ward Applewood Acres Green Hot Sulphur Son Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Ada Carter Nucla Havden Pitkin Haxtun Morrison

Potential Multimedia Usage

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5
	MILES	MILES	MILES		MILES	MILES	MI
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	าร		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	3.73%	3.1%	3.07%	Prime Time I & II (Heavy)	3.8%	3.83%	3.5
Drive Time III (Medium)	0.81%	0.79%	0.72%	Prime Time III (Medium)	2.09%	1.71%	1.8
Radio IV & V (Light)	2.95%	2.59%	2.54%	Prime Time IV & V (Light)	7.16%	9.47%	9.1
Radio Media Quntiles (fifths	s /			TV Early/Late Fringe Quntile	s		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.46%	8.96%	9.4%	Fringe I & II (Heavy)	38.01%	36.63%	36
Radio III (Medium)	4.62%	4.81%	4.63%	Fringe III (Medium)	53.03%	52.16%	52
Radio IV & V (Light)	2.97%	3.56%	3.38%	Fringe IV (Light)	54.49%	53.48%	52
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.41%	13.71%	14.42%	All Day I & II (Heavy)	15.15%	15.61%	16
Cable III (Medium)	4.11%	4.51%	4.37%	All Day III (Medium)	24.64%	24.76%	24
Cable IV & V (Light)	32.89%	33.43%	33.01%	All Day IV (Light)	13.87%	15.6%	16

Crook Manitou Springs Coal Creek Fort Lupton Fort Morgan Crestone Snowmass Village Burlington Mount Crested Butte Dillon Keystone La Veta Federal Heights Berk Antonito Edwards Pagosa Springs Green Mountain Falls Grand View Estates Cedaredge for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Black Hawk Fountain Northglenn Montezuma Vail Crested Butte Alamo

Potential Audio & Prime Time TV Media Usage:

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

1.5-3

MILES

7.74%

8.33%

8.96% 25.51%

29.31%

30.51% 41.9%

3.76%

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE	0-0.5	0.5-1.
	MILES	MILES	MILES		MILES	MILES
Day-time Radio				Prime Time TV		
Listeners				Viewers		
Dayparts [summary]	11.73%	10.67%	10.85%	8:00-11:00pm	7.21%	7.36%
6:00am - 10:00am	14.12%	14.31%	14.6%	Saturday:	7.92%	8.37%
10:00am - 3:00pm	6.26%	6.67%	7.23%	8:00-11:00pm		
3:00pm - 7:00pm	14.08%	14.61%	14.95%	Sunday: 7:00-11:00p	m 9.03%	8.55%
7:00pm - Midnight	12.33%	12.83%	13.04%	9:00am-1:00pm	23.28%	24.54%
Midnight - 6:00am	5.96%	5.92%	6.05%	9:00am-4:00pm	26.81%	28.29%
Weekend Radio				4:00pm-7:00pm	28.7%	29.52%
Listeners				11:00pm-1:00am	40.14%	41.14%
Dayparts [summary]	14.4%	14.88%	15.57%	AVG Prime time	2.88%	3.39%
6:00am - 10:00am	3.45%	3.77%	3.72%	Mon-Sun		
10:00am-3:00pm	5.83%	5.88%	5.94%			
3:00pm - 7:00pm	6.96%	6.42%	6.92%			
7:00pm - Midnight	8.55%	8.46%	8.87%			
Midnight - 6:00am	9.97%	9.56%	10.09%			

Keenesburg nstitute Intercultura **Cascade-Chipita Park** Woodmoor Ministry 57

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	17.29%	18.42%	19.33%		Sat: 7-10am	Sat: 7-10am 18.54%	Sat: 7-10am 18.54% 18.61%
7-9am	21.11%	20.72%	21.42%		Sat: 10am-1pm	Sat: 10am-1pm 6.69%	Sat: 10am-1pm 6.69% 7.67%
9am-12noon	18.66%	19.69%	20.27%		Sat: 1-4pm	Sat: 1-4pm 24.58%	Sat: 1-4pm 24.58% 24.26%
12noon-4pm	8.15%	8.6%	9.04%		Sat: 4-6pm	Sat: 4-6pm 6.18%	Sat: 4-6pm 6.18% 6.7%
4-6pm	45.97%	47.31%	48.21%		Sat: 6-7pm	Sat: 6-7pm 2.08%	Sat: 6-7pm 2.08% 1.86%
6-7pm	18.35%	17.88%	18.48%		Sat: 7-8pm	Sat: 7-8pm 0.68%	Sat: 7-8pm 0.68% 0.99%
7-7:30pm	1.98%	2.31%	2.41%		Sat: 8-11pm	Sat: 8-11pm 7.92%	Sat: 8-11pm 7.92% 8.37%
7:30-8pm	10.6%	11.02%	11.34%		Sat: 11pm-1am	Sat: 11pm-1am 4.75%	Sat: 11pm-1am 4.75% 5.2%
8-11pm	7.21%	7.36%	7.74%		Sat: 1am-7pm	Sat: 1am-7pm 24.13%	Sat: 1am-7pm 24.13% 22.68%
11pm-12am	31.88%	32.61%	33.02%		Sun: 7-10am	Sun: 7-10am 2.27%	Sun: 7-10am 2.27% 2.41%
11pm-1am	40.14%	41.14%	41.9%		Sun: 10am-1pm	Sun: 10am-1pm 6.14%	Sun: 10am-1pm 6.14% 5.51%
1-6am	31.41%	32.12%	33.03%		Sun: 1-4pm	Sun: 1-4pm 5.45%	Sun: 1-4pm 5.45% 5.54%
					Sun: 4-7pm	Sun: 4-7pm 12.01%	Sun: 4-7pm 12.01% 11.55%
					Sun: 7-11pm	Sun: 7-11pm 9.03%	Sun: 7-11pm 9.03% 8.55%
					Sun: 11pm-1am	Sun: 11pm-1am 4.8%	Sun: 11pm-1am 4.8% 4.48%
					Sun: 1-7am	Sun: 1-7am 20.01%	Sun: 1-7am 20.01% 19.35%

Sawpit Loghill Village Gleneagle Westcliffe Parachute Lincoln Park Campion Saguache Poncha Springs ergetown Keenesburg Edgewater Lamar Springfield Woodland Park al Gold Hill Centennial Montrose Calhan Windsor Branson Naturita Contextual Ministry Mountain Village Marble Stratton Alamosa East Alma 58 Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

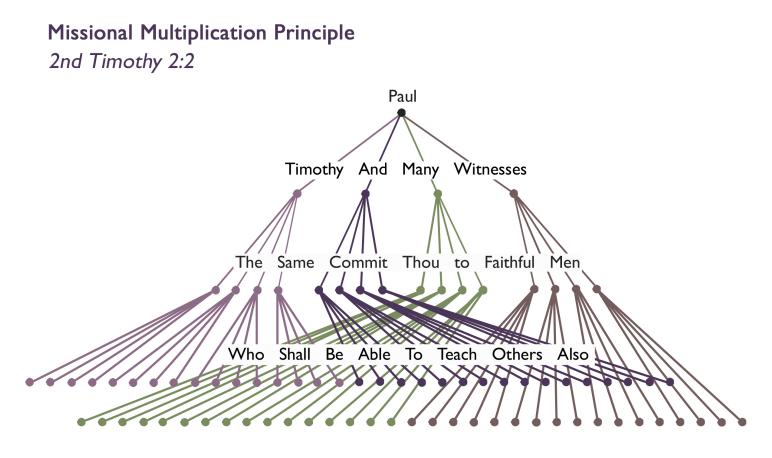
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Castle Pines Severance Palmer Lake Lincoln Park Towaoc South Fork Central City Cimarron Hills Hiff Food La Junta Collbran Frederick Orchard Mesa Ken Caryl Alamosa For Berthoud Granby Calhan G Aurora Ault El Jebel Ignacio Gleneagle Mount Crested Butte New Confectual Ministry Confectual Ministry Brookside For Copyright 2012, Intercultural Institute for Contextual Ministry Springs Fairplay Foxfield Grand Lake Montrose Von 60 Prest Lamar Genoa Delta Las Animas Acres Green Rangely Telluride Fagle Seibert Arriba Silverton

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.



town Ponderosa Park Penrose Idaho Springs Monument Antonito Arboles San Luis Commerce City Fe Wheat Ridge Genoa Pagosa Springs Ouray Timnath Colorado Springs Intercultural Institute Craig Montezuma La Veta Fort Garland Loveland Granada Twin Lakes Intercultural Institute (or Contextual Ministry) Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry C

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.



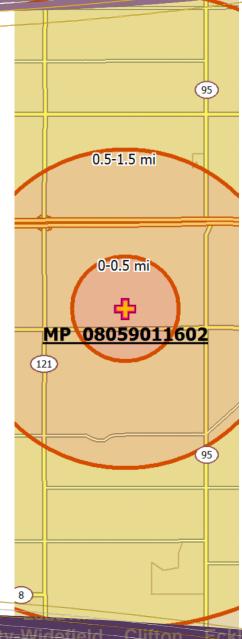
Commerce City Northgienn Deer Trail Aguilar Haswell Buena Vista Akron Sawpit Walden La Jara Heten Winter Park Campo Georgetown Berthoud Cimarron Hills Berkley Camby Kim Mancos New Ca st Pleasant View Crestone Palmer Lake Grand Junction Alma Fairplay Confertual Ministry Wecopyright 2012, Intercultural Institute for Contextual Ministry Conte

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



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Notes and Sources

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





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