MissionSite top unreached locations



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Site Location Summary

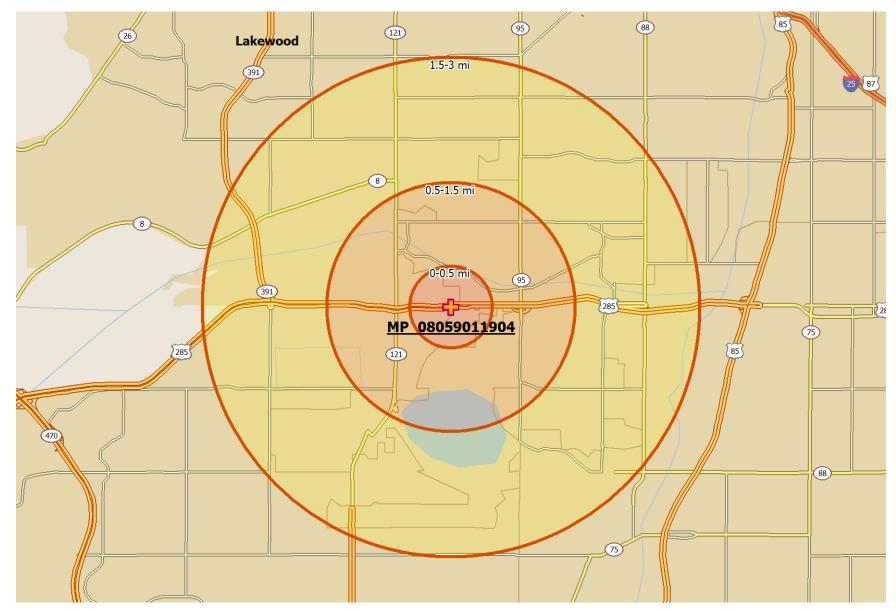
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has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

Location Typography	CODE	LOCATION
Region	08R01	Front Range
Association	08A08	Mile High
County Location	08059	Jefferson
Zipcode	80227	Jefferson
Sitescape Category	4	Cityscape
Sitescape Group	4.1	Small Cities
Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
Sitescape Density Pattern	K	250000-1000000-1000000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region08R01Association08A08County Location08059Zipcode80227Sitescape Category4Sitescape Group4.1Sitescape Subgroup4.16



Veta Otis Holyoke Stonegate Lone Tree Timnath Manzanola Dove Creek Blanca Nunn Durango Cent Colden Glendale Mancos Granby Twin Lakes Keystone Black Hawler Intercultural Institute Tranktown Fowler Towaoc Pueblo West Iliff Norwood El Jebel Kim Manzanola Confertual Ministry to Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fort Lunton Manassa Sedawick Security-Widefield

Site Location Summary - Map of the Site Location



Derby Pagosa Springs Ramah La Jara Hartman Rifle Yuma Holyoke Victor Castle Rock Naturita Ric Silver Cliff Mountain View Genoa Kim Otis Garden City Sheridan Laka Chevenne Wells Sedalia Gyps I Erie Fleming Pueblo Keystone Morrison Berthoud Grand Junction MicCopyright 2012, Intercultural Institute for Contextual Ministry Flagler Simla Crawford Laporte Nucla Green Mountain Facile Princhett Olney Springs Acres Green Nupp Granada Indian Hills Silverthorne Leadville Kitte

Site Location Summary - Urbanicity

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

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

Woodland Park Olney Springs Crestone Grover Basalt Englewood Pierce Monte Vista Garden City Feen Mountain Falls Wheat Ridge Gypsum Eldora Minturn Acres Green Intercultural Institute Berkley Larkspur Hugo Ken Caryl Fraser Durango Calhan Lamar Jos Contextual Ministry th Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	2,129	22,653	85,097
2010 Households	1,017	9,794	32,975
2010 Group Quarters Population	186	54	1,995

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	76	80	82
Language Diversity National Index	63	66	66
Foreign Born Diversity National Index	29	17	30
Ancestry Diversity National Index	58	64	70
Racial Diversity National Index	60	56	54

Grand Junction <u>Leadville North Boone Pueblo Wray Coal Creek Norwood Silver Cliff Deer Trail Limon</u> Edgwick Kit Carson Granada Fruitvale Centennial Swink Leadville Grave Intercultural Institute Genoa Seibert Crook Cheraw Bayfield Orchard Mesa Sawpit Nunn <u>For Contextual Ministry</u> East Ple Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	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

roni Kit Carson Lincoln Park Red Cliff Victor Keenesburg Arvada Roxborough Park Swink Lafayette Lake Ramah Beulah Valley Avondale Kim Walsh Elizabeth Fleming Intercultural Institute Englewood Meeker Arboles Antonito Boulder Cheraw Superior Confextual 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	126	12.39%
Mainstay Communities	Established, Diverse Households	567	55.75%
Working Communities	Blue-collar, Working Families	81	7.96%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	243	23.89%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Eaton Littleton Wheat Ridge Sheridan Lake Blue River Aspen Center Gunbarrel Lake City Carbonda Herelwood Padroni South Fork Cheyenne Wells Ridgway Empire Walser <u>Intercultural Institute</u> Alamosa Ease wick Williamsburg Vail Towaoc Coal Creek Orchard Mesa Hugo Larks (or *Contextual Ministry*) or *Contextual Ministry* ©Copyright 2012, Intercultural Institute for Contextual Ministry Gilcrest Jamestown Wo Buttes Dinosaur Thornto 8

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.

t Morgan Silverthorne Montrose Derby Kittredge Pueblo Sedgwick Superior Springfield Delta Lovelar Sector Idge Tabernash Mountain Village Rye Durango Castle Pines North Intercultural Institute Collins Nunn Crestone Norwood Fort Garland Rico Starkville Holly Jor Confectual Ministry Play St. Mary's Becopyright 2012, Intercultural Institute for Contextual Ministry Granada Sedalia Alamosa Salt Creek Pritchett Limong Fort

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-0.5 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	735	0.48%
Unreached %	70.37%	72.26%	102.7
Religious But NOT Evangelical HH	34,846	168	0.48%
Religious But NOT Evangelical %	15.9%	16.49%	103.75
Spiritual But NOT Relig or Evang HH	25,782	115	0.45%
Spiritual But NOT Relig or Evang %	11.76%	11.31%	96.17
Not Evangelical, Not Interested HH	93,636	457	0.49%
Not Evangelical, Not Interested %	42.72%	44.94%	105.2



wn Snowmass Village Hillrose Strasburg Green Mountain Falls Eads Dove Creek Benanza Walden Mill Fark Lincoln Park Manzanola La Jara Dolores Kit Carson Frisco Reference Park Colorado City Wa Fountain Avon Avondale Sanford Cedaredge Mancos Meridian In Contextual Institute Kle Copyright 2012, Intercultural Institute for Contextual Ministry Platteville Coal Creek Morrison Womelsdorf (Coalton)

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	3,244	19.91%
Active Evangelical Percent	7.43%	7.41%	99.69
Inactive Evangelical Households	48,667	9,692	19.91%
Inactive Evangelical Percent	22.20%	22.13%	99.69
# New Churches Needed	110	22	19.98%





Using the Spirituality Indicators

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

Issues for Your Consideration

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



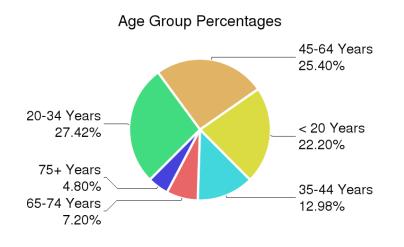
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE		COUNTY	BAND	% OF CO
1990 Population	437,133	1,705	0.39%	1990 Househo	olds	166,089	809	0.49%
2000 Population	525,330	2,593	0.49%	2000 Househo	olds	205,424	1,237	0.6%
2010 Population	541,182	2,129	0.39%	2010 Househo	olds	219,195	1,017	0.46%
		• •	n this Missi			Location Ty	ре	0-0.5mi Band
🗖 0-0.5mi Bar	nd 📃 0.5-1	.5mi Band	🗖 1.5-3mi	Band 🔲 County		Residential		1,023
250,000						Residential A	.pt.	760
200,000						Residential N	lon-Apt.	263
150,000						Business		243
130,000					;	Seasonal		0
100,000						USPS Reside	ential	975
50,000						USPS Busine	ess	286
Residential Apt. Business Seasonal USPS Residential Residential Non-Apt. Business USPS Residential USPS Business								

ence Grand View Estates Hooper Franktown Firestone Salida Nederland Ault Campion Frederick Rig Garden City Rangely Ponderosa Park Orchard City Fruitvale Fowler And Crock a Junta Red Feather Lakewood Johnstown Cokedale Westcliffe Olathe Downieville-Law for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry George Fight 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fight 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.

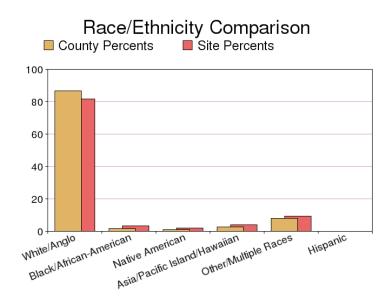


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.87%	5.12%	105.13
4-5 Years	2.39%	1.69%	70.71
6-8 Years	3.55%	2.68%	75.49
9-11 Years	3.62%	2.63%	72.65
12-13 Years	2.44%	1.78%	72.95
14-17 Years	5.04%	4.74%	94.05
18-19 Years	2.56%	3.52%	137.5
0-5 Years	7.26%	6.81%	93.8
6-12 Years	8.39%	6.25%	74.49
13-19 Years	8.82%	9.11%	103.29
< 20 Years	24.47%	22.17%	90.6
20-34 Years	18.54%	27.38%	147.68
35-44 Years	13.23%	12.96%	97.96
45-64 Years	30.4%	25.36%	83.42
65-74 Years	7.64%	7.19%	94.11
75+ Years	5.72%	4.79%	83.74
Median Age	40	37	90.27
Median Age (Male)	39	35	88.88
Median Age (Female)	42	37	89.4



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%	81.54%	94.04
Black, African-American	1.61%	3.24%	201.26
Native American	0.97%	2.16%	223.58
Asian	2.63%	3.76%	142.85
Pacific Island, Hawaiian	0.13%	0.09%	74.87
Other/Multiple Races	7.96%	9.21%	115.66
Hispanic	0%	20.67%	0

Total Adults over age 25 years. 375,072 1,464
Less than 9th Grade 1.95% 3.07% 63.38
No High School Diploma 5.51% 5.05% 108.92
High School Graduate 23.01% 24.32% 94.64
Some College, no degree 24.4% 24.32% 100.36
Associate Degree 7.66% 9.97% 76.85
College Degree24.95%23.16%107.74
Graduate/Prof. degree 12.52% 10.11% 123.82

Aceker Fort Garland Nederland Glenwood Springs Lamar Towaoc Silver Plume Montrose Craig Starkville Grand Junction Cheraw Pritchett Federal Heights Dacono Keystone Long Intercultural Institute Pines Littleton Franktown Cortez Lone Tree Creede Keenesburg Olati for Confectual Ministry @Copyright 2012, Intercultural Institute for Contextual Ministry

Education of Adulta (25 vra

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%	4.52%	115.66
\$10,000 to \$19,999	5.51%	8.26%	149.84
\$20,000 to \$29,999	7.01%	10.72%	152.93
\$30,000 to \$49,999	17.17%	26.65%	155.22
\$50,000 to \$59,999	8.44%	11.7%	138.58
\$60,000 to \$69,999	7.76%	6.39%	82.41
\$70,000 to \$79,999	8.23%	5.11%	62.16
\$80,000 to \$89,999	6.94%	3.83%	55.29
\$90,000 to \$99,999	5.33%	2.65%	49.82
\$100,000 to \$124,999	11.21%	6.88%	61.4
\$125,000 to \$149,999	7.22%	3.74%	51.77
\$150,000 to \$199,999	6.86%	2.75%	40.16
\$200,000 to \$249,999	1.86%	1.38%	73.97
\$250,000 or more	3.14%	5.31%	169.02
Median Household	70,937	50,173	70.73
Average Household	92,140	81,998	88.99
Per Capita Household	38,033	40,679	106.96
Family/Non-Family Household			
Income			
Median Family Income	83,419	60,851	72.95
Average Family Income	107,473	86,400	80.39
Median Non-Family Income	46,918	42,032	89.59
Average Non-Family Income	60,399	61,303	101.5

Kersey Woodmoor Leadville Penrose Fraser Paoli Gilcrest Erie Red Cim Lyons Genoa Haxtur Veta Saguache Rangely Antonito Timnath Indian Hills Minturn Kittre Intercultural Institute Amsburg Mancos Cortez Manitou Springs Strasburg Colorado Springs Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Royborourab Park, Fowler, Air Force Academy, Haswa

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%	47.3%	70.14
Families with Children	33.9%	22.62%	66.7
Families without Children	33.52%	24.68%	73.62
Non-Family Households			
% Non-Family Households	32.57%	52.7%	161.8
Non-Families with Children	0.3	0.49	163.53
Non-Families without Children	32.27	52.21	161.79
Housing Units			Index
Total Housing Units	229,542	1,067	
Vacant percent	4.51%	4.69%	103.96
Owned percent	69.24%	53.33%	77.02%
Rented Percent	26.26%	41.99%	159.92
Households by Size			Index
Avg household size	2.43	1.91	78.6
Avg family hh size	2.98	2.69	90.27
Avg non-family hh size	1.31	1.21	92.37
Households By Count of Persons			Percent
One	56,297	439	0.78%
Two	80,261	354	0.44%
Three or Four	66,379	193	0.29%
Five+	16,258	31	0.19%

Salt Creek Grand Lake Alienspark Erie Pritchett Coal Creek Genoa Acres Green Two Buttes Delta Win Wiley Ward Montrose Granada Towaoc South Fork Aspen Park Pitking Intercultural Institute tida Littleton Brookside Lafayette Black Hawk Meridian Bonanza Loch Goverance Grand Junction 18 ©Copyright 2012, Intercultural Institute for Contextual Ministry

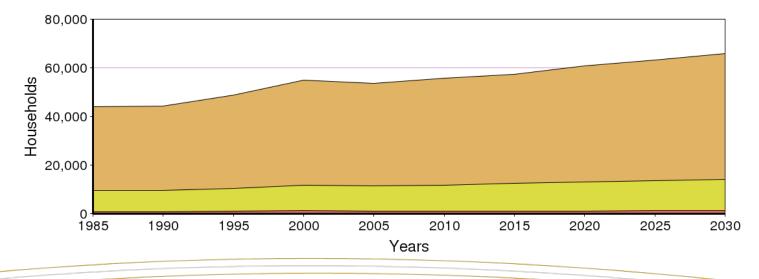
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	437,133	1,705	0.39%
2000 Population	525,330	2,593	0.49%
2010 Population	541,182	2,129	0.39%
2015 Population	562,475	2,390	0.42%

Household Change from 1985 to 2030

0-0.5mi Ring

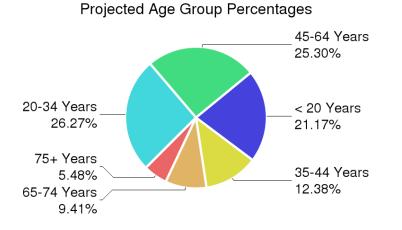
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Antonito Elizabeth Fountain Sherrelwood Byers Chevenne Wells Kim Eckley Idaho Springs Del Nor Arboles Delta Louviers Stratton Gunnison Monument Mountain View Intercultural Institute Fairplay Loghill Village Leadville North Campo Longmont South Fork Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextu

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

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

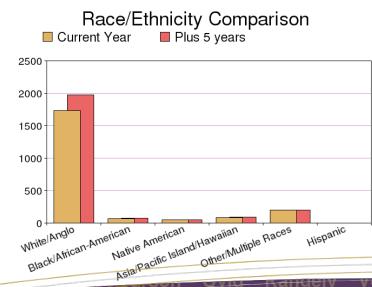


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.12%	5.48%	107.03
4-5 Years	1.69%	1.8%	106.51
6-8 Years	2.68%	2.59%	96.64
9-11 Years	2.63%	2.55%	96.96
12-13 Years	1.78%	1.72%	96.63
14-17 Years	4.74%	4.35%	91.77
18-19 Years	3.52%	2.68%	76.14
0-5 Years	6.81%	7.28%	106.9
6-12 Years	6.25%	6.03%	96.48
13-19 Years	9.11%	7.87%	86.39
< 20 Years	22.17%	21.18%	95.53
20-34 Years	27.38%	26.28%	95.98
35-44 Years	12.96%	12.38%	95.52
45-64 Years	25.36%	25.31%	99.8
65-74 Years	7.19%	9.41%	130.88
75+ Years	4.79%	5.48%	114.41
Median Age	40	38	93.87
Median Age (Male)	39	36	92.84
Median Age (Female)	42	39	94.17

Springs Breckenridge Empire Morrison Cascade-Chipita Park Platteville Marble La Jara Delores Leader Eldora Thornton Frederick Black Hawk Hudson Rocky Ford Ward Rev Intercultural Institute Paonia Red Feather Lakes Laporte Todd Creek Acres Green Kit Carso For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute

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	81.54%	82.59%	101.29
Black, African-American	3.24%	3.18%	98.12
Native American	2.16%	2.01%	92.95
Asian	3.76%	3.72%	99.1
Pacific Island, Hawaiian	0.09%	0.13%	133.62
Other/Multiple Races	9.21%	8.41%	91.35
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,464	1,674	
Less than 9th Grade	3.07%	2.93%	95.23
No High School Diploma	5.05%	4.54%	89.82
High School Graduate	24.32%	24.43%	100.48
Some College, no degree	24.32%	23.89%	98.26
Associate Degree	9.97%	10.27%	103.03
College Degree	23.16%	23.54%	101.64
Graduate/Prof. degree	10.11%	10.39%	102.82

ed Butte Firestone Boone Ophir Aristocrat Ranchettes Holly Wiley Northglenn Hoffat Lyons Castle P Eads La Veta Orchard City La Jara Creede Garden City Yampa Intercultural Institute Bennett Eldora Wray Penrose Winter Park Fort Garland Glenwood for Confertual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Confertual Confertual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 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	4.52%	3.97%	87.73
\$10,000 to \$19,999	8.26%	8.2%	99.29
\$20,000 to \$29,999	10.72%	9.79%	91.33
\$30,000 to \$49,999	26.65%	26.19%	98.29
\$50,000 to \$59,999	11.7%	11.29%	96.47
\$60,000 to \$69,999	6.39%	6.79%	106.24
\$70,000 to \$79,999	5.11%	4.85%	86.23
\$80,000 to \$89,999	3.83%	4.14%	96.58
\$90,000 to \$99,999	2.65%	2.56%	96.33
\$100,000 to \$249,999	6.88%	7.05%	102.49
\$125,000 to \$149,999	3.74%	3.88%	103.84
\$150,000 to \$199,999	2.75%	3.35%	121.71
\$200,000 to \$249,999	1.38%	1.68%	121.71
\$250,000 or more	5.31%	5.91%	111.27
Median Household	50,173	52,346	104.33
Average Household	81,998	91,539	111.64
Per Capita Household	40,679	44,733	109.97
Family/Non-Family Household			
Income			
Median Family Income	60,851	72,395	118.97
Average Family Income	86,400	101,319	117.27
Median Non-Family Income	42,032	43,231	102.85
Average Non-Family Income	61,303	58,733	95.81

er Trinidad Castle Pines Milliken Kit Carson Log Lane Village Peetz Hor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry

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

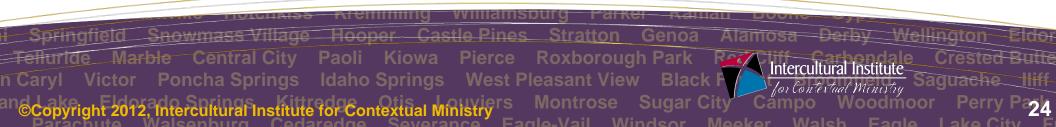
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	47.3%	46.47%	98.26
Families with Children	22.62	21.52	95.14
Families without Children	24.68	26.19	106.12
Non-Family Households			
% Non-Family Households	52.7%	53.53%	101.56
Non-Families with Children	0.49	0.35	101.56
Non-Families without	52.21	53.17	101.84
Children			
Housing Units			
Total Housing Units	1,067	1,190	111.53%
Vacant percent	4.69%	4.71%	100.42
Owned percent	53.33%	53.03%	99.43
Rented Percent	41.99%	42.18%	100.47
Households by Size			
Avg household size	1.91	1.95	102.09%
Avg family hh size	2.69	2.78	103.35%
Avg non-family hh size	1.21	1.23	101.65%
Households By Count of			
Persons			
One	439	506	115.26%
Two	354	364	102.82%
Three or Four	193	224	116.06%
Five+	31	38	122.58%

Crested Butte Loghill Village Otis La Jara Hotchkiss Castle Rock Greenwood Village Kim Louviers Ram Highlands Ranch Cheyenne Wells Basalt Poncha Springs Dillon North Intercultural Institute Kremmling Florence Montezuma Federal Heights Bennett Georgetown For Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-0.5	0.5-1.5	1.5-3	BORN IN:	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	20	1,376	6,551	Eastern Afr	rica 0	0	36
Northern Europe	0	78	186	Middle Afri	ca 0	0	14
Western Europe	3	72	411	Northern A	frica 0	4	6
Southern Europe	0	0	98	Southern A	frica 0	16	49
Eastern Europe	2	86	413	Western At	frica 0	0	0
Other Europe	0	0	17	Other Afric	a 0	0	0
Eastern Asia	3	173	488	Oceania	0	4	38
So. Central Asia	0	81	246	Caribbean	3	69	27
SE Asia	3	228	1,080	Central Am	ner. 3	339	2,916
Western Asia	0	88	59	South Ame	erica 3	72	185
Other Asia	0	0	15	North Ame	rica 0	66	267
				Born at sea	a 0	0	0



Language Summary

Rico

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	837	17,342	68,635	Other Indo-Euro	0	13	37
Spanish	43	1,522	7,099	Asian/PI languages	0	0	0
Other Indo-Euro	52	296	1,850	Chinese	0	44	380
language				Japanese	0	55	131
French (incl. Patois,	0	104	363	Korean	0	24	93
Cajun)				Mon-Khmer,	0	0	31
French Creole	0	0	8	Cambodian			
Italian	0	30	141	Miao, Hmong	0	0	0
Portuguese	0	0	51	Thai	0	0	38
German	16	61	490	Laotian	0	0	24
Yiddish	0	0	13	Vietnamese	0	308	947
Other West Germanic	0	8	36	Other Asian	0	83	66
A Scandinavian	0	4	35	Tagalog	0	14	168
Language				Other Pacific Is	0	17	30
Greek	25	0	43	Other languages	5	157	239
Russian	0	6	112	Navajo	5	14	61
Polish	11	34	190	Other Native N.	0	64	23
Serbo-Croatian	0	0	104	American			
Other Slavic Language	0	0	66	Hungarian	0	5	29
Armenian	0	0	0	Arabic	0	63	87
Persian	0	14	64	Hebrew	0	0	10
Gujarathi	0	8	0	African languages	0	9	25
Hindi	0	14	47	Other unspecified	0	2	4
Urdu	0	0	11				

Ault Longmont Frisco Branson New Castle Crawford Winter Park Red Cliff Mour an Walsh Dinosaur Antonito Vona Mount Crested Butte Strature Intercultural Institute Blanca Parachute Dacono Timnath Tabernash Lamar Black For Contextual Ministry and Antoni

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Ancestry Summary

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

ANCESTRY	0-0.5	0.5-1.5	1.5-3	ANCESTRY	ANCESTRY 0-0.5	ANCESTRY 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	844	17,900	72,259	Irish	Irish 105	Irish 105 1,801
Arab	0	81	171	Italian	Italian 43	Italian 43 860
Armenian	0	9	60	Lithuanian	Lithuanian 0	Lithuanian 0 19
Austrian	0	67	153	Norwegian	Norwegian 20	Norwegian 20 442
British	0	159	277	Polish	Polish 14	Polish 14 368
Canadian	0	36	127	Portuguese	Portuguese 0	Portuguese 0 8
Croatian	0	0	84	Romanian	Romanian 0	Romanian 0 5
Czech	0	61	319	Russian	Russian 3	Russian 3 96
Czechoslovak	2	54	241	Scandinavian	Scandinavian 0	Scandinavian 0 38
Danish	2	157	549	Scotch-Irish	Scotch-Irish 31	Scotch-Irish 31 347
Dutch	6	208	1,172	Scottish	Scottish 14	Scottish 14 302
English	133	1,871	6,586	Slovak	Slovak 0	Slovak 0 7
European	18	187	907	Subsaharan African	Subsaharan African 0	Subsaharan African 0 23
Finnish	0	13	112			
French (not	21	345	1,594	Swedish	Swedish 19	Swedish 19 395
Basque)				Swiss	Swiss 3	Swiss 3 47
French Canadian	0	72	430	Ukrainian	Ukrainian 0	Ukrainian 0 41
German	153	3,483	13,398	US/American	US/American 44	US/American 44 1,312
Greek	16	48	299	Welsh	Welsh 0	Welsh 0 67
Hungarian	5	23	292	West Indian	West Indian 10	West Indian 10 11
Iranian	0	6	79	Yugoslavian	Yugoslavian 0	Yugoslavian 0 14
				Other	Other 182	Other 182 4,817

Vona Castle Pines Florence Log Lane Village Sterling Denver Salt Creek Bayfield Rye Holly Kim Roxborough Park Rifle Crook Womelsdorf (Coalton) Pierce Starkviller Viller Viller Ford Orchard C Ovid Seibert Meeker Golden Grand Lake Stonegate Lone Tree Government Intercultural Institute for Contextual Ministry Branson Leadville Silverthorne Raman Dinosaur Dinosaur

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Using the Demographic Indicators

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

Issues for Your Consideration

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

ve Creek Calhan Elizabeth Louisville Ophir Cherry Hills Village Olathe Brighton Manzanola Battlement Las Animas Applewood Gypsum Ovid Columbine Fort Carson Pueber Ridoway Indian Hills Ke rte Yuma South Fork Castle Rock Trinidad Antonito Sedalia Avondal 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?



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.



Concha Springs Stratton Walsenburg Olney Springs Avon Calhan Williamsburg Walsh Blue River Otis Fat Ranchettes North Washington Alma Fountain Roxborough Park Grand <u>Intercultural Institute</u> Onderosa Park Inplay Rockvale Gypsum Eagle-Vail Eldorado Springs Rye Hillrose Sil (a) 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	1,017	100%	736	100%
AFFLUENT SUBURBIA	11	1.08%	9	1.22%
America's Wealthiest	7	0.69%	6	0.82%
Dream Weavers	4	0.39%	3	0.41%
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	115	11.31%	80	10.87%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	72	7.08%	48	6.52%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	43	4.23%	32	4.35%
SM TWN SUCCESS	1	0.1%	1	0.14%
2nd City Homebodies	1	0.1%	1	0.14%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Lone Tree Georgetown Wiley Walsenburg Dove Creek Downieville-Lawson-Dumont Collbran Allenspar Sterling Frisco Simla Ignacio Fleming Meeker Palmer Lake Glen Intercultural Institute For Stratmoor Centennial Hugo Fraser Paonia Boone Hooper Hu for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,017	100%	736	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	566	55.65%	400	54.35%
Ethnic Urban Mix	285	28.02%	201	27.31%
Urban Blues	0	0%	0	0%
Professional Urbanites	116	11.41%	84	11.41%
Urban Advancement	142	13.96%	96	13.04%
Amer. Great Outdoors	0	0%	0	0%
Mature America	23	2.26%	19	2.58%
METRO FRINGE	81	7.96%	56	7.61%
Steadfast Conservative	81	7.96%	56	7.61%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

ocrat Ranchettes La Salle Windsor Sawpit El Jebel Pitkin Jamestown Hotchkiss Log Lane Village Holly a Jara Walsh Grand Lake Bayfield Keystone Coal Creek Berthoud Village Intercultural Institute Black Hawk Colorado City Dillon Kersey Hayden Louviers Greeley Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,017	100%	736	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	243	23.89%	190	25.82%
Young Cosmopolitans	242	23.8%	189	25.68%
Minority Metro Communities	0	0%	0	0%
Stable Careers	1	0.1%	1	0.14%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Marble nstitute

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	1,017	100%	736	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Platteville East Pleasant View Log Lane Village Hudson Frisco Peetz La Salle Pierce Atwood Foxiel Pueblo Greeley Walden Simla Romeo St. Mary's Loghill Village Case Intercultural Institute ance Indian Hills Ward Ken Caryl Erie Williamsburg Cottonwood She for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Compyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Fowler

Intercultural Institute for Contextual Ministry

Parker

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

Issues for Your Consideration

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

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Potential Cultural Bridges

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

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

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

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



Nucla Haswell Mecker Bennett Walsenburg Hayden Towaoc Caï, // 20n City Commerce City Lamar Se Penrose Sawpit Lone Tree Morrison Orchard City Antonito Olathe <u>Intercultural Institute</u> Norwood Di Lakeside Sherrelwood San Luis Sheridan Lake Hugo Thornton Para (ontextual Ministry ry Park Arvada ©Copyright 2012, Intercultural Institute for Contextual Ministry Pitkin Avon Holly Steamboat Springs Lafayette 35

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	BR	RIDGES		0-0.5	0-0.5 0.5-1.5
	MILES	MILES	MILES				MILES	MILES MILES
PC-HH Own	73%	79%	81%	Inte	ernet Use: Banl	king	king 28%	king 28% 30%
Use Comp. for Internet/E-mail	59%	65%	67%	HH	l Owns DVD Play	er	er 26%	er 26% 30%
Internet Use: E-Mail	51%	56%	57%	Use	e Comp. for News/	Info./Data	Info./Data 20%	Info./Data 20% 26%
Use Comp. for Word	41%	43%	46%	Ser	rvice			
Processing				PC	-Network-HH Has Or	ne	ne 16%	ne 16% 20%
Use Comp. for Comp. Games	32%	39%	41%	Use	e Comp. for Personal		15%	15% 16%
Use Comp. for Banking	32%	36%	37%	Fin	nancial Mngmnt			
Use Comp. for Digital Camera	32%	35%	37%	Inte	ernet Use: Shopping:		15%	15% 16%
Photo Editing				Ga	thered Info. for Shoppin	g	g	g
Use Comp. for Shopping	31%	39%	40%	Inte	ernet Use: Shopping: Ma	ade A	ade A 14%	ade A 14% 15%
Internet Use: News/ Weather	31%	32%	33%	Pur	rchase			
Use Comp. for Education	28%	34%	35%	Inte	ernet Use: Read Magazin	nes/	ies/ 13%	nes/ 13% 13%
				Ne	wspapers			

d El Jebel Crook Kiewa Silver Plume Padroni Lamar Vona Breckenridge North Washington New Cas Gedale Towaoc La Salle Garden City Westcreek Vilas Atwood Hooper The Springs Haswell Johnston Thornton Colorado City Ovid Green Mountain Falls Dolores Coal Cree To Contextual Ministry Hecopyright 2012, Intercultural Institute for Contextual Ministry

Internet Use: Research/

Use Comp. for Filing/DB Mngmnt 12%

Education

12%

14%

12%

15%

13%

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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	68%	69%	69%
Reading Books	59%	58%	57%
Dining Out (Not Fast Food)	59%	62%	62%
Card Games	38%	39%	40%
Go To A Beach/Lake	37%	40%	41%
Cooking for Fun	36%	38%	38%
Gardening	27%	31%	34%
Board Games	25%	31%	32%
Visit Museum	25%	25%	25%
Going To	21%	24%	24%
Bars/Nightclubs/Dancing			

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	67%	66%	66%
Gen./Fam. Practitioner	40%	41%	40%
Dentist	35%	32%	32%
Eye Dr.	24%	22%	22%
None Of These	22%	22%	22%
Backache	19%	20%	20%
Hypertension/High Blood	19%	18%	17%
Pressure			
High Cholesterol	18%	18%	18%
Any Arthritis	16%	14%	14%
Acid Reflux Disease	13%	13%	13%
(GERD)			
(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.

1.5-3

MILES

21.73%

17.93%

10.77%

8.3%

6.94%

19%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	34.26%	32.75%	32.81%
_ive Theater	26.47%	24.9%	24.76%
_ive Theater Most Often	21.32%	20.38%	20.48%
Rock/Pop Concerts Most	18.55%	18.49%	18.66%
Often			
Dance Performance	13.27%	10.52%	10.52%
lassical Concerts Most	9.84%	8.28%	7.87%
Often			
Movies: Action/Adventure	39.25%	39.58%	40.62%
Novies: Comedy	38.75%	41.81%	41.76%
Movies: Drama	24.93%	23.02%	22.65%

: Comedy	38.75%	41.81%	41.76%	Season				
: Drama	24.93%	23.02%	22.65%	College Basketball Reg.	4.43%	4.26%	4.66%	
				Season				
				NHL Hockey Reg.	3.95%	4.22%	4.43%	
				Season				
				NBA Basketball Reg.	3.81%	4.61%	4.79%	
				Season				
	neuchall	u Ampa	втескептаде	e Olney oprings i g	macio o	01001111300		
ottins Simta	Black H	awk Edw	ards Welling		ripple Cre	ek Boone	<u>Moffat</u>	Merino
				Ind View Estates Ag	Ju Int	ercultural Instit	lage Pierc	e Keys
				Frand Lake Penrose		Contextual Mini		Hillro
nt 2012, Intercu	Itural Institu	ite for Conte	ktuai wiinistry	Antonito Trinidad	Broomfi	eld Holyo		J0
wood Wals	onhura N	lount Cree	ted Rutte [•] Fir	estone Nucla Milli	ikon Akr	on Fade	Rva Par	<u>rkar</u> Ta

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	BRI	IDGES		0-0.5	0-0.5 0.5-1.5
	MILES	MILES	MILES				MILES	MILES MILES
Walking for Exercise	43.17%	43.69%	44.1%	Yog	ja		10.05%	10.05% 8.99%
Swimming	32.09%	35.13%	35.5%	Can	mping Trips		9.91%	9.91% 13.88%
Billiards/Pool	18.65%	18.97%	19.98%	Ten	nnis		9.02%	9.02% 8.86%
Bowling	18.63%	20.45%	21.45%	Soc	ccer		8.57%	8.57% 8.53%
Weight Training	16.82%	18.14%	19.01%	Bac	kpacking/Hiking		8.31%	8.31% 11.89%
Using Cardio	15.62%	16.99%	17.61%	Soft	tball	,	8.11%	8.11% 7.49%
Machine				Voll	leyball	7	7.91%	7.91% 7.6%
Jogging/Running	15.32%	16.55%	17.54%	Foo	otball	7	7.45%	7.45% 7.85%
Stationary Cycling	14.37%	13.47%	14.11%	Salt	twater Fishing	7	7.29%	7.29% 6.73%
Basketball	13.7%	13.25%	14.39%	Pow	wer Boating	6	6.29%	5.29% 7.42%
Mountain/Road	12.44%	13.67%	14.23%	Can	noeing/Kayaking	5.	93%	93% 7.14%
Biking				Sno	orkeling	5.4	7%	5.33%
Freshwater Fishing	12.09%	13.5%	14.33%	Hun	nting	5.2	%	% 6.41%
Golf	11.95%	14.11%	15.44%	Ice	Skating	4.9	99%	99% 4.97%
Aerobics	11.17%	11.26%	11.39%					
Baseball	10.79%	9.57%	10.72%					

ir Force Academy Meeker Brookside Estes Park Parker Gypsum Severance Dolores Padroni Salida J Ignacio Stratmoor Haswell Norwood Kremmling Stratton Caï; ½on City Intercultural Institute Im Frederick Columbine Campo Crook Aspen Park Haxtun Alma Bi Goi Contextual Ministry Hayden Montr Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Battlement Mesa Niwot West Pleasant View Cascade Chinita Pa

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
Target Shooting	4.97%	7.02%	7.81%		Fly Fishing	Fly Fishing 3.26%	Fly Fishing 3.26% 3.49%
Roller Skating	4.65%	5.05%	5.46%	I	Martial Arts	Martial Arts 3.12%	Martial Arts 3.12% 4.24%
Horseback Riding	4.54%	5.53%	5.47%	S	nowboarding	nowboarding 3.01%	nowboarding 3.01% 3.7%
Downhill & X-Country	4.54%	5.31%	5.55%	R	ock Climbing	ock Climbing 2.92%	ock Climbing 2.92% 4.07%
Skiing				A	Archery	Archery 2.67%	Archery 2.67% 3.43%
Racquetball	4.31%	3.67%	4.07%	F	Rowing	Rowing 2.55%	Rowing 2.55% 2.78%
Jet Skiing	4.25%	4.59%	4.97%	S	Snowmobiling	Snowmobiling 2.27%	Snowmobiling 2.27% 3.13%
Hockey	4.16%	3.94%	3.89%	Su	urfing &	urfing & 2.15%	urfing & 2.15% 2.58%
Sailing	3.88%	3.3%	3.55%	V	Vindsurfing	lindsurfing	/indsurfing
Motorcycling	3.78%	5.5%	5.79%	S	Skateboarding	Skateboarding 1.88%	Skateboarding 1.88% 2.7%
Water Skiing	3.68%	4.28%	4.64%		Auto Racing	Auto Racing 1.87%	Auto Racing 1.87% 2.44%

Veta Swink Akron Cortez Poetz Fort Collins Paoli Gunbarrel Marble Wheat Ridge St Mary's Craig Ordway Aristocrat Ranchettes Brighton Winter Park Evans Steamboar Intercultural Institute stown Woodmoor Perry Park East Pleasant View Yampa Dolores Frisco for Confectual Ministry Coopyright 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.

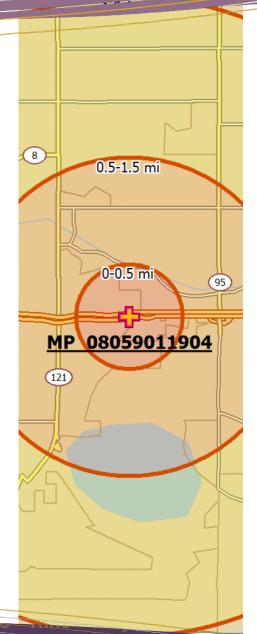
BIBLICAL BARRIERS

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.



ort Morgan Wiley East Pleasant View Alamosa East Applewood Cherry Hills Village Eldera Brush Kremin He Basalt Colorado Springs Lyons Campion Eagle Walsenburg Avon Frei Johnstown East E Red Cliff Georgetown Aurora Montezuma Monument Dove Creek Sher for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



abeth Kremmling Denver Woodmoor Crestone Gypsum Kittredge Coal Creek East Pleasant View Black Alma Eagle Monte Vista Blanca Avon Durango Dove Creek Hay of Black Forest Deer Trail Wals s Parker Foxfield Red Cliff Grover Orchard Mesa Nucla Beulah Valley for Contextual Ministry Contextual Ministry Stratton Johnstown Twin Lakes Carbondale Paonia 42

Potential Cultural Barriers:

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

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	47%	49%	48%	Marijuana Should Be Legalized	21%	21%	21%
Prefer To Have Few Possessions As Possible	44%	42%	43%	Too Much Sponsorship In Arts/Sports	19%	20%	21%
Speak My Mind Even If It Upsets People	36%	35%	34%	Like to Stand Out In A Crowd Happy With My Standard Of	18% 16%	19% 17%	19% 16%
Find It Difficult To Say No To My Kids	36%	38%	37%	Living I Am A Workaholic	16%	17%	17%
Like Control Over People And Resources	33%	33%	32%	We Should Strive for Equality for All	14%	15%	14%
Friends More Important Than My Fam.	33%	31%	31%	Only Work Current Job for The Money	14%	14%	13%
If Won Lottery Would Never Work Again	30%	31%	31%	Rarely Sit Down to a Meal Together At Home	14%	15%	16%
Woman's Place Is In The Home	30%	33%	33%	On Whole People Get What They Deserve	11%	11%	11%
Don't Judge People/Way They Live Life	29%	29%	28%	Indulge My Kids With The Little Extras	9%	9%	9%
Money Is Best Measure Of Success	28%	27%	26%	I Am A Perfectionist Little I Can Do To Change My	8% 8%	8% 7%	7% 7%
Like To Do Unconventional Things	25%	26%	26%	Life			
Like To Pursue Challenge/Novelty/Change	23%	22%	21%				

Highlands Ranch Rye Romeo Center Stratton Holly Wiley Yuma Aguilar Allenspark Boulder Stea Perry Park Colorado Springs Frederick Palmer Lake Lafayette Deer Intercultural Institute Irora Ault Montezuma Peetz Ponderosa Park Lincoln Park Meridian Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Hillrose Hooper Poncha Springs Julesburg Manzanola

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.



a Rico Gunbarrel Salida Kersey Durango Campion Golden Fort Carson Redlands Cokedale Grawfor alife Two Buttes Denver Highlands Ranch Mount Crested Butte Padroni Intercultural Institute in Village Kremmling Leadville North Fort Lupton Firestone Otis Feder for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

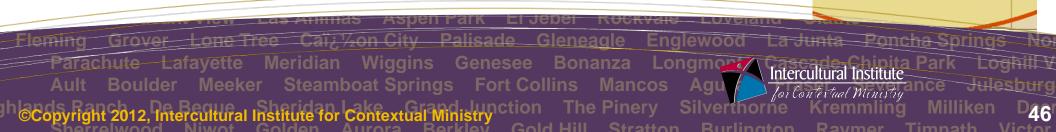
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed 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 MILE
Important To Respect Customs And Beliefs	61%	64%	65%	Real Men Don't Cry Consider Myself Interested In	18% 17%	17% 19%	17% 18%
You Should Seize Opportunities In Life	59%	58%	57%	The Arts Is An Important Part Of Who I	17%	17%	17%
Prefer To Have Few	44%	42%	43%	Am	11 /0	11 /0	,0
Possessions As Possible Like To Understand About	38%	39%	38%	Try Not To Worry About The Future	14%	15%	14%
Nature				Looking for New Ideas To	13%	14%	15%
mportant Feel Respected By My Peers	34%	35%	34%	Improve Home Enjoy Spending Time With My	11%	12%	12%
mportant To Juggle Various	30%	30%	29%	Fam. Provide My Kids With The Little	8%	10%	9%
Prefer Work Part Of Team	28%	31%	30%	Extras	0,0	1070	070
Than Alone				Feel Very Alone In The World	5%	6%	5%
Have Keen Sense Of Adventure	28%	27%	27%	Children Should Be Allowed To Express Themselves	5%	6%	6%
ike To Just Enjoy Life	27%	27%	26%	Like Spending Most Time With	4%	5%	5%
Good At Fixing Things	26%	27%	27%	Fam.			
People Have To Take Me As They Find Me	25%	26%	25%	Would Like To Set Up Own Business	3%	4%	4%
Norried About Pollution Caused By Cars	20%	22%	22%	Decor Particular Interest To Me	3%	4%	4%

Hartman Timnath Julesburg Perry Park Commerce City Frederick Holyoke Broomfield Brighton K eld La Junta Womelsdorf (Coalton) Franktown Hugo Marble Cokedale Avendale Yuma La Ja Black Hawk Delta Walsh Byers Pitkin La Salle Grand Lake Penrose Jor Confectual Ministry Leasant View B Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry 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.



8

121

0.5-1.5 mi

0-0.5 mi

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Potential Shared Places:

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

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fam. Restaurants/Steak	78.74%	81.57%	82.62%
Houses-Visit Any			
Fast Food/Drive-In	78.44%	82.54%	83.4%
Restaurant-Visit Any			
McDonald's	51.17%	53.67%	53.91%
Burger King	31.81%	36.01%	35.94%
Wendy's	27.47%	28.06%	28.71%
Applebee's	26.19%	28.53%	29.14%
Subway	24.87%	28.49%	28.81%
Taco Bell	21.86%	27.89%	28.7%
Kentucky Fried Chicken	21.37%	23.67%	24.5%
(KFC)			
Olive Garden	20.35%	21.54%	21.7%
Pizza Hut	15.9%	18.77%	19.45%
Outback Steakhouse	15.75%	16.67%	16.76%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Arby's	15.1%	19.94%	20.31%
IHOP (International House	14.48%	14.57%	14.28%
Of Pancakes)			
Red Lobster	14.46%	15.44%	15.69%
Starbucks	13.63%	13.98%	15.55%
TGI Friday's	13.3%	13.47%	13.77%
Dunkin' Donuts	12.68%	12.05%	12.5%
Cracker Barrel	11.61%	12.44%	12.94%
Domino's Pizza	11.1%	13.15%	13.67%
Chili's Grill and Bar	10.85%	13.46%	14.43%
Quiznos Sub	9.88%	11.78%	12.25%
Dairy Queen	9.8%	14.19%	14.93%
Denny's	9.78%	13.27%	13.64%

South Fork Hayden Rocky Ford Larkspur Raymer Thornton Avon Lakeside La Salle Ramah Marbin Homelsdorf (Coalton) Hotchkiss Derby Wiggins Springfield Franktown Morrison Paoli Strasburg Li Fraser Bow Mar Boulder Air Force Academy Rico Granby Ken Caryl For Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry 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!



getown Granada Castle Rock Louviers Hillrose Lake City Sedgwick Bennett Saguache Elizabeth Meri Jamestown Blue River Wellington Lafayette Acres Green Olney Springs Intercultural Institute Te Penrose Littleton Ovid Fairplay Las Animas Alamosa Ouray Arrib Louvertual Ministry Coopyright 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	48.35%	49.52%	50.52%
Recycled products	40.88%	40.57%	41.64%
Worked as volunteer (non political)	17.61%	18.85%	19.68%
Engaged in fund raising	10.32%	11.35%	11.78%
Religious club member	7.3%	7.36%	7.55%
Wrote to elected offcl about publ bus	6.66%	6.97%	7.1%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to editor of mag or	6.61%	6.47%	6.54%
newspaper			
Charitable Organization	6.38%	6%	6.1%
Union member	5.63%	5.45%	5.65%
Took active part in local	5.35%	5.68%	5.87%
civic issue			
Fraternal order member	4.62%	4.84%	4.94%
Addressed a public meeting	4.42%	4.86%	5.19%

le La Junta Granada Arboles Caï, /2on City Garden City Bayfield Pagosa Springs Air Force Academy B Ettey Black Forest Englewood Grand View Estates West Pleasant View Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry ^{tt} ©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.



le Palmer Lake Bonanza Brighton Black Hawk Roxborough Park North Washington Battlement Mesa Win City Derby Golden Edwards Applewood Starkville Broomfield Stratton Intercultural Institute Gunnison Stonegate Silver Cliff Victor Tabernash Wiggins Snown for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	20.93%	20.4%	20.59%
Mystery	13.88%	13.74%	13.77%
Children's Books	13.87%	13.47%	13.96%
Cookbooks	11.8%	12.35%	12.19%
History	9.71%	8.44%	8.51%
Personal/Business	8.69%	8.24%	8.38%
Self-help			
Biography	8.44%	8.2%	8.38%
Religious (not Bibles)	7.86%	8.08%	8.32%
Romance	7.26%	6.45%	6.65%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	68.94%	71.25%	71.2%
Gen. Editorial	47.64%	47.91%	47.65%
Womens	41.81%	41.53%	41.67%
Service	32.83%	35.06%	36.21%
Business/Finance	19.58%	20.08%	20.63%
Mens	19.46%	20.76%	20.09%
Sports	15.59%	17.1%	16.98%
Health	13.56%	13.36%	13.28%
Mature Market	12.66%	12.84%	12.8%

Franktown Gunnison Longmont Fruita Montrose Kittredge Fruitvale Swink Louviers Bow Mar La Rocky Ford Timnath Walsenburg Deer Trail Jamestown Olney Springer Intercultural Institute Sulphur Springs Beulah Valley East Pleasant View Wray Kremmling Gardy Jon Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Sedal a provide Burger Burger Burger Burger Burger Burger Burger State Rock Glenwood Springs Sh 51

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	59.8%	57.28%	57.69%
Sport	33.5%	33.29%	33.58%
Business/Finance	33.44%	32.74%	33.43%
Editorial Page	32.58%	31.04%	31.36%
Classified	30.08%	30.45%	30.59%
Comics	27.78%	27.82%	28.02%
Food/Cooking	27.73%	26.38%	27.09%
Movie Listings &	27.02%	28.25%	28.62%
Reviews			
TV/Radio Listings	25.38%	24.6%	24.28%
Travel	23.69%	22.01%	22.59%
Home/Gardening	22.87%	22.18%	23%
Science/Technology	20.33%	19.82%	20.41%
Fashion	16.22%	15.1%	15.03%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
CHR Contemp Hit Radio	21.97%	20.92%	19.83%
Adult Contemporary	17.69%	20.31%	20.12%
News/Talk	13.36%	15.21%	15.93%
Country	13%	16.56%	17.3%
Alternative	12.55%	13.08%	13.42%
Variety	11.84%	9.95%	9.93%
Oldies	11.48%	12%	12.58%
Urban Contemporary	11.35%	11.3%	10.19%
Rock	11.15%	13.91%	13.94%
Classic Rock	9.81%	11.31%	11.42%
All News	9.21%	7.6%	7.36%
Soft Contemporary	7.72%	7.11%	7.53%
Jazz	5.91%	5.11%	5.07%
Classical	5.45%	5.34%	5.2%
Religious	4.93%	6.22%	6.51%
All Talk	4.86%	5.46%	5.3%
Sports	4.64%	5.27%	5.46%
Public	4.29%	3.79%	3.75%



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
	MILES	MILES	MILES
Fox News Channel	64.34%	63.95%	65.45%
Soapnet	53.6%	52.43%	52.04%
Satellite Dish	46.5%	48.46%	53.33%
Other Video-On-Demand	41.92%	39.55%	40.77%
Comedy Central	41.76%	39.05%	38.79%
Sci-Fi Channel	33.74%	36.15%	37.31%
ABC Fam.	31.15%	30.02%	30.84%
Adult Pay Per View TV	31.03%	30.27%	33.34%
MSNBC	30.93%	32.21%	33.59%
ESPN Classic	30.19%	28.1%	27.88%
TV Info From Sunday TV	28.46%	29.89%	30.07%
Magazine			
ESPN2	28.37%	26.11%	26.75%
	20.0770	20.1170	20.7070

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Adult Swim	27.5%	27.14%	28.77%
Hallmark Channel	27.42%	26.51%	27.29%
USA Network	27.29%	26.12%	25.53%
TCM (Turner Classic	26.12%	26.34%	26.47%
Movies)			
The Golf Channel	26.02%	25.73%	26.12%
BET (Black Entertainment	25.92%	25.7%	26.8%
TV)			
Nickelodeon	25.88%	27.91%	28.49%
Subscribe Digital Cable	25.51%	27.27%	28.92%
TV Info From Newspapers	25.37%	25.76%	26.11%
ESPN News	25.05%	23%	22.68%
Discovery Health Channel	23.25%	21.34%	20.62%
TV Info From Monthly	22.85%	22.94%	23.71%
Cable Guide			

awford Granby Lyons Vilas Evans Hayden Fort Collins Bennett Yuma Stonegate Commerce City Gra Beque Sheridan Lake Bonanza Williamsburg Cheraw Longmont Fruita Multington Kit Carson n Caryl Oak Creek Ramah Palmer Lake Fleming Nunn Beulah Valley Lyon Contextual Ministry It Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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.



Ovid Strasburg Boulder Lakeside Edwards Boone Red Cliff Welby Alamosa Elderado Springs Salids To Dove Creek Hudson Mancos Brush Stratton Greeley Dacono Fountain Ault Lincoln Park Highlands Ranch Pierce Grand Lake How for Contextual Ministry Copyright 2012, Intercultural Institute for Con

Potential Print Media Usage:

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM
	MILES	MILES	MILES	
Book Readers	_			Quintiles
leavy Users (7+)	23.13%	22.8%	23.09%	Magazin
ledium Users (4-6)	12%	12.08%	12.26%	Magazin
ght Users (1-3)	21.5%	21.16%	21.26%	Magazin
uintiles (20%)				Magazin
ewspaper I	0.89%	1.96%	1.56%	Magazin
leavy)				Outdoor
ewspaper II	1.58%	1.69%	1.42%	Outdoor
ewspaper III	1.89%	1.91%	2.09%	Outdoor
ewspaper IV	1.34%	0.67%	0.51%	Outdoor
ewspaper V	0.6%	0.83%	1.07%	Outdoor
ight)				Yellow P
				(Heavy)
				Yellow P

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	16.56%	17.84%	18.07%
Magazines II	6.96%	8.36%	8.25%
Magazines III	7.87%	8.49%	8.84%
Magazines IV	9.52%	9.89%	10.22%
Magazines V (Light)	0.36%	0.56%	0.59%
Outdoor I (Heavy)	8.86%	8.95%	8.31%
Outdoor II	3.01%	2.31%	2.72%
Outdoor III	3.14%	3.45%	3.45%
Outdoor IV	16.12%	16.62%	16.21%
Outdoor V (Light)	26.69%	25.09%	24.38%
Yellow Pages I	14.1%	14.97%	14.67%
(Heavy)			
Yellow Pages II	7.94%	7.34%	6.61%
Yellow Pages III	5.71%	6.4%	5.74%
Yellow Pages IV	21.21%	22.59%	21.46%
Yellow Pages V	3.94%	3.86%	3.65%
(Light)			

Milliken Berkley Byers Manassa Pueblo Englewood Palmer Lake Wheat Ridge Responded Park West Acres Green Kremmling Beulah Valley Sterling Welby Colorado Springs And Downieville-Lawson E wo Buttes Victor Boulder Salt Creek Avondale Silt Security-Widefield for Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Forfield Genesee Fort Garland Hartman Swink Lamar

Potential Multimedia Usage

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fift	hs		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	2.43%	2.79%	2.77%	Prime Time I & II (Heavy)	2.99%	3.97%	3.66%
Drive Time III (Medium)	1.31%	0.63%	0.52%	Prime Time III (Medium)	1.94%	1.93%	2%
Radio IV & V (Light)	1.85%	2.25%	2.39%	Prime Time IV & V (Light)	6.08%	8.01%	7.73%
Radio Media Quntiles (fifths	/			TV Early/Late Fringe Quntile	es		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	6.56%	7.21%	7.96%	Fringe I & II (Heavy)	41.57%	41.29%	40.51%
Radio III (Medium)	4.76%	4.9%	4.84%	Fringe III (Medium)	52.19%	52.23%	51.2%
Radio IV & V (Light)	2.34%	2.93%	3.04%	Fringe IV (Light)	52.19%	54.82%	54.22%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	14.04%	14.35%	15.88%	All Day I & II (Heavy)	13.42%	12.54%	12.61%
Cable III (Medium)	2.69%	4.18%	3.98%	All Day III (Medium)	22.93%	23.99%	23.5%
Cable IV & V (Light)	36.72%	33.49%	32.63%	All Day IV (Light)	14.95%	13.91%	13.739



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	14.11%	13.32%	13.14%
6:00am - 10:00am	22.52%	19.23%	19.86%
10:00am - 3:00pm	8.43%	6.88%	7.16%
3:00pm - 7:00pm	15.36%	13.35%	13.5%
7:00pm - Midnight	15.75%	15.69%	15.95%
Midnight - 6:00am	8.19%	6.24%	6.3%
Weekend Radio			
Listeners			
Dayparts [summary]	13.43%	14.2%	14.79%
6:00am - 10:00am	4.54%	5.78%	5.57%
10:00am-3:00pm	7.67%	6.92%	7.28%
3:00pm - 7:00pm	6.93%	6.44%	6.75%
7:00pm - Midnight	8.14%	9.01%	9.09%
Midnight - 6:00am	11.83%	11.13%	11.36%

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	8.15%	8.66%	9.38%
Saturday:	7.96%	8.16%	7.98%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.84%	9.79%	10.23%
9:00am-1:00pm	22.18%	23.99%	25.44%
9:00am-4:00pm	26.12%	27.62%	29.25%
4:00pm-7:00pm	32.31%	29.94%	30.89%
11:00pm-1:00am	39.21%	39.22%	40.89%
AVG Prime time	2.59%	2.52%	3.17%
Mon-Sun			

Otis Manzanola Allenspark Buena Vista Rockvale Cheraw Lamar Laporte Centennial Arboles Or A Valley Pritchett Pueblo West Black Hawk Kittredge Vona Louviers Intercultural Institute rland Montrose Garden City Moffat Dillon Basalt Empire Westminster for Confertual Ministry Cocopyright 2012, Intercultural Institute for Contextual Ministry Cocopyright 2012, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	19.05%	19.1%	19.85%		Sat: 7-10am	Sat: 7-10am 22.36%	Sat: 7-10am 22.36% 21.25%
7-9am	28.37%	26.11%	26.75%		Sat: 10am-1pm	Sat: 10am-1pm 8.12%	Sat: 10am-1pm 8.12% 7.72%
9am-12noon	17.6%	20.22%	21.41%		Sat: 1-4pm	Sat: 1-4pm 26.2%	Sat: 1-4pm 26.2% 26.09%
12noon-4pm	8.52%	7.4%	7.84%		Sat: 4-6pm	Sat: 4-6pm 7.62%	Sat: 4-6pm 7.62% 7.4%
4-6pm	55.74%	51.3%	52.22%		Sat: 6-7pm	Sat: 6-7pm 2.45%	Sat: 6-7pm 2.45% 2.45%
6-7pm	18.25%	17.41%	18.81%		Sat: 7-8pm	Sat: 7-8pm 0.71%	Sat: 7-8pm 0.71% 1.02%
7-7:30pm	2.28%	1.71%	1.95%		Sat: 8-11pm	Sat: 8-11pm 7.96%	Sat: 8-11pm 7.96% 8.16%
7:30-8pm	11.11%	9.79%	10.82%		Sat: 11pm-1am	Sat: 11pm-1am 5.96%	Sat: 11pm-1am 5.96% 5.35%
8-11pm	8.15%	8.66%	9.38%		Sat: 1am-7pm	Sat: 1am-7pm 27.29%	Sat: 1am-7pm 27.29% 26.12%
11pm-12am	30.93%	32.21%	33.59%		Sun: 7-10am	Sun: 7-10am 1.64%	Sun: 7-10am 1.64% 2.17%
11pm-1am	39.21%	39.22%	40.89%		Sun: 10am-1pm	Sun: 10am-1pm 3.81%	Sun: 10am-1pm 3.81% 5.95%
1-6am	35.65%	32.91%	34.34%		Sun: 1-4pm	Sun: 1-4pm 5.63%	Sun: 1-4pm 5.63% 6.74%
					Sun: 4-7pm	Sun: 4-7pm 9.7%	Sun: 4-7pm 9.7% 12.18%
					Sun: 7-11pm	Sun: 7-11pm 8.84%	Sun: 7-11pm 8.84% 9.79%
					Sun: 11pm-1am	Sun: 11pm-1am 4.93%	Sun: 11pm-1am 4.93% 4.46%
					Sun: 1-7am	Sun: 1-7am 18.38%	Sun: 1-7am 18.38% 21.09%

ictor Orchard Mesa Ridgway Manitou Springs Cokedale Gypsum Grand Lake Stratmoor Carbondale W Hountain Falls Westcreek Castle Pines Manzanola Ken Caryl Gilcrest Akron Alamosa Yampa Derby Castle Rock Sedgwick Wray Fort Intercultural Institute Ion Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

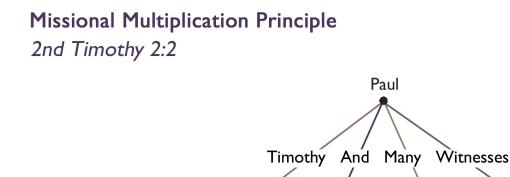
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

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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.



The Same

Who Shall Be Able To Teach Others Also

Commit Thou to Faithful Men

Kremmling Holly Red Cliff Woodland Park Clifton Lincoln Park Laporte Silverthorne Firestone Meck Castle Pines North Salida Williamsburg Dove Creek Pueblo Ordway (<u>Intercultural Institute</u> Larkspur Grand View Estates South Fork Swink Two Buttes Ramah Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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





Your MissionSite and the Missional Suite

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

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

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



Welby Hartman Saguache Boone Eldorado Springs Sedgwick North Washington Eads San Luis Lafays Nunn Silver Cliff Bayfield Williamsburg Yuma Littleton Larkspur Na Palmer Lake Castle Pines Granada Dinosaur Pueblo West Walden Copyright 2012, Intercultural Institute for Contextual Ministry Vona Center Lakeside Haxtun Tabernash Brush S63

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.

Vray La Jara <u>Crowley Breckenridge Aspen De Beque</u> Sugar City Twin Lakes Craig Sheridan Lake Ker Battlement Mesa Woodland Park South Fork Todd Creek Campo Contextual Institute Meridian Crawford Ward Norwood Empire Loghill Village Columbined for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry



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