MissionSite top unreached locations

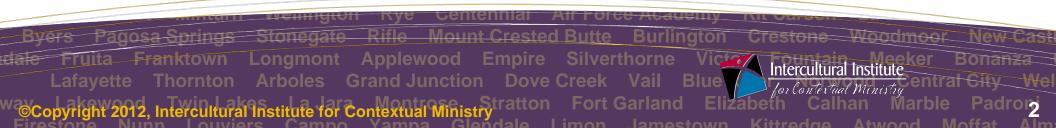
COLORADO SPRINGS, CO Stratmoor Fairplay Fort Garland

Ordway Duran

Merino Breckenridge Ponderosa Park Columbine ValCENSUS TRACT: 08041000600 Ver Mancos FMULTIPLY Brighton Federal Heights Womelsdo REGION: Front Range Carson Avon Yampa Willeming Conservational State of Carson Avon Yampa Willeming Conservation State of Carson Avon Yampa Wills Ned Greenwood Village Campo Winter Park Silver Cliff OrcharCOUNTY: El Paso Jebel Arvada Sheridan Lake I Laken partnership with the: Intercultural Institute unbarrel Evergreen Sterring Street COLORADO Ballet isternash Kim for Contextual Ministry at Springs Gleneagle According Westminster Coal Creek Burlington Firestone Crawford Parachut Aspen Park Fort Morgan Severance Glenwood S Byers Manzanola Aspen Buena Vis ©Copyright 2012, Intercultural Institute for Contextual MinistryLongmont Black Hawk Meridian Paoli Silver Plume App

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Site Location Summary

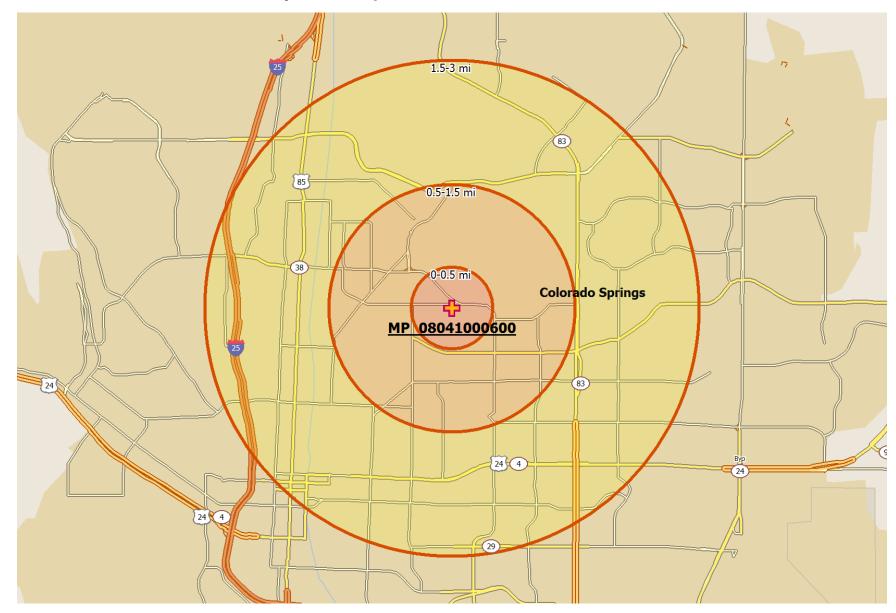
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has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

	Location Typography	CODE	LOCATION
1	Region	08R01	Front Range
2	Association	08A09	Pikes Peak
3	County Location	08041	El Paso
4	Zipcode	80909	El Paso
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
8	Sitescape Density Pattern	М	250000-1000000-100000
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro a



Oak Creek Crested Butte Salida Hillrose Leadville Leadville North Berkley Applewood Fagle-Vail Kinder Structure
December 1
December 2
December 2</

Site Location Summary - Map of the Site Location



twood Rocky Ford Welby Stonegate Sawpit Louisville Garden City Bethune Avondale Blue River Pith Otis Walsh Merino Delta Yampa Walden Edgewater Ordway Pager Intercultural Institute Lakeside Meeker La Jara Redlands San Luis Mead Sheridan Gypsur (ortested Ruter Ministry Concertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999
			population
5	NCES Urban Centric Locale	11	City: Large: Territory inside an urbanized area and inside a principal city with
	Codes		population of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Gypsum Creede Crawford Alamosa East Louisville Estes Park The Mostminster Norwood Contextual Institute The Cottonwood Loghill Village Berkley Boulder Ridgway Allenspark Correction Contextual Institute for Contextual Ministry Correction 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	3,637	23,119	77,790
2010 Households	1,510	9,882	32,287
2010 Group Quarters Population	0	818	3,400

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	74	71	39
Language Diversity National Index	51	54	54
Foreign Born Diversity National Index	57	71	66
Ancestry Diversity National Index	73	67	69
Racial Diversity National Index	47	49	48

Guannoor Gastie Pines Akron Grook Niwol Flattevine

Bow Mar Arriba Wiley Clifton Fairplay Bennett Castle Rock Palisade Morrison Atwood Sedgwick Hot Sulphur Springs Twin Lak Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

The Buildes Herce Hooper Call 2001 City Loginin Prinage Reads Golden Roxbord Basalt Elizabeth Kersey Lake City Leadville Sedalia Derby Hayden Intercultural Institute Vest Pleasant View Dolores Seibert Beulah Valley Yampa Iliff Paoli Crife Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual 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	393	26.03%
Mainstay Communities	Established, Diverse Households	12	0.79%
Working Communities	Blue-collar, Working Families	848	56.16%
Country Communities	Rural, Agri. & Mining Families	8	0.53%
Aspiring Communities	Young Singles / Aspiring-Multihousing	16	1.06%
Urban Communities	High Density, Inner-city Neighborhoods	236	15.63%

Lyons Crawford Winter Park Raymer Wiggins Mead Palmer Lake Telluride Alma Granada Lincoln Park Ken Caryl Victor Sawpit Craig Cherry Hills Village Cottonwood Two Provide Intercultural Institute Poncha Springs Edgewater Gunnison Ward Fraser Starkville Fort for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

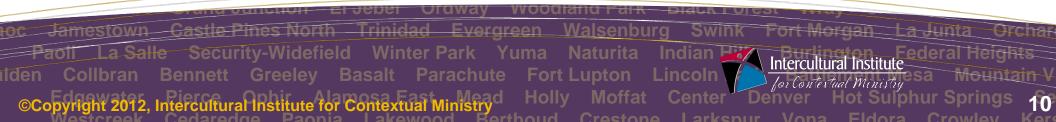
- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for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



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	153,759	1,036	0.67%
Unreached %	69.33%	68.6%	98.95
Religious But NOT Evangelical HH	34,786	268	0.77%
Religious But NOT Evangelical %	15.68%	17.76%	113.24
Spiritual But NOT Relig or Evang HH	25,866	154	0.6%
Spiritual But NOT Relig or Evang %	11.66%	10.22%	87.65
Not Evangelical, Not Interested HH	93,400	613	0.66%
Not Evangelical, Not Interested %	42.11%	40.61%	96.44





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	23,461	4,625	19.71%
Active Evangelical Percent	10.58%	10.59%	100.09
Inactive Evangelical Households	44,572	8,786	19.71%
Inactive Evangelical Percent	20.10%	20.12%	100.1
# New Churches Needed	111	22	19.69%





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.



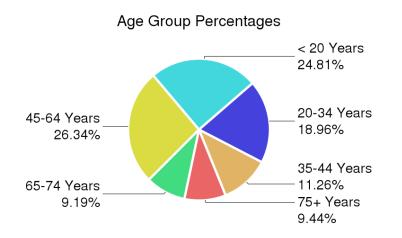
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMO	OSCAPE	COUNTY	BAND	% OF CO
1990 Population	397,014	3,719	0.94%	1990	Households	146,968	1,559	1.06%
2000 Population	516,929	3,914	0.76%	2000	Households	192,409	1,640	0.85%
2010 Population	614,050	3,637	0.59%	2010	Households	221,792	1,510	0.68%
			n this Missi		•	Location Typ	be	0-0.5mi Band
🔲 0-0.5mi Ban	a 🔲 0.5-1	.5mi Band	🗖 1.5-3mi	Band 📃 Coun	ity	Residential		1,651
300,000						Residential A	pt.	434
250,000						Residential N	on-Apt.	1,217
200,000						Business		30
150,000						Seasonal		0
100,000						USPS Reside	ential	1,495
50,000	ntial Apt. Residential Not	n-Apt. Busi	ness Seaso	nal USPS Residential USPS USPS	Business	USPS Busine	ess	28

Columbine Palisade Edwards Redlands Green Mountain Falls Boulder Williamsburg Columbine Valle The Washington Log Lane Village Highlands Ranch Towaoc Cortez Jaco Intercultural Institute Eckley Ad-De Beque Cherry Hills Village South Fork Raymer St. Mary's Colorad For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Context

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.

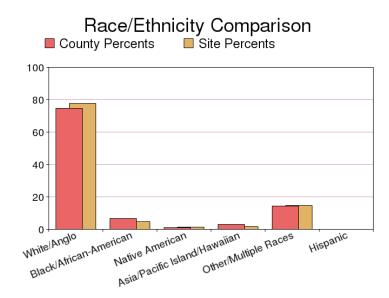


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.93%	5.28%	89.04
4-5 Years	2.9%	2.45%	84.48
6-8 Years	4.3%	3.35%	77.91
9-11 Years	4.23%	3.63%	85.82
12-13 Years	2.78%	2.56%	92.09
14-17 Years	5.66%	4.98%	87.99
18-19 Years	2.84%	2.53%	89.08
0-5 Years	8.83%	7.73%	87.54
6-12 Years	9.93%	8.25%	83.08
13-19 Years	9.89%	8.8%	88.98
< 20 Years	28.65%	24.78%	86.49
20-34 Years	21.36%	18.94%	88.67
35-44 Years	12.99%	11.25%	86.61
45-64 Years	26.33%	26.31%	99.92
65-74 Years	6.24%	9.18%	147.12
75+ Years	4.44%	9.43%	212.39
Median Age	35	41	116.74
Median Age (Male)	34	39	117.09
Median Age (Female)	36	43	117.69

wpit Brighton Las Animas Sanford Poncha Springs Stonegate Eckley Fairplay Rye Carbondale Mintur Hanzanola Silt Steamboat Springs Gypsum South Fork Kim Glenword Intercultural Institute Inds Ranch Winter Park Idaho Springs Granby Eagle Springfield Green For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	74.73%	77.51%	103.72
Black, African-American	6.66%	4.59%	68.97
Native American	1.12%	1.48%	132.27
Asian	2.84%	1.59%	56.23
Pacific Island, Hawaiian	0.28%	0.11%	38.7
Other/Multiple Races	14.37%	14.68%	102.18
Hispanic	0%	15.09%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	391,535	2,480	
Less than 9th Grade	2.7%	2.06%	131.16
No High School Diploma	4.52%	6.17%	73.26
High School Craduate	00 770/	27 620/	96.06

Total Adults over age 25 years.	391,535	2,480	
Less than 9th Grade	2.7%	2.06%	131.16
No High School Diploma	4.52%	6.17%	73.26
High School Graduate	23.77%	27.62%	86.06
Some College, no degree	22.92%	25%	91.7
Associate Degree	10.07%	6.98%	144.31
College Degree	22.4%	22.9%	97.78
Graduate/Prof. degree	13.63%	9.27%	146.92

Blanca La Veta Bayfield Swink Monument Leadville North Del Norte Caiz / on City Roxborough Park the Tampa Bonanza Grand Lake Mountain Village Palmer Lake Center Intercultural Institute Ault Akron Basalt Simla Woodland Park Kim Indian Hills Westcliffe for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.44%	8.68%	206.59
\$10,000 to \$19,999	8.21%	12.05%	146.87
\$20,000 to \$29,999	9.25%	13.84%	149.61
\$30,000 to \$49,999	19.6%	27.48%	140.2
\$50,000 to \$59,999	8.86%	6.95%	78.48
\$60,000 to \$69,999	9.31%	8.54%	91.76
\$70,000 to \$79,999	7.87%	5.63%	71.56
\$80,000 to \$89,999	5.94%	3.84%	64.68
\$90,000 to \$99,999	4.02%	2.65%	65.93
\$100,000 to \$124,999	8.86%	4.77%	53.82
\$125,000 to \$149,999	4.99%	2.05%	41.1
\$150,000 to \$199,999	4.26%	1.52%	35.74
\$200,000 to \$249,999	1.18%	0.26%	22.46
\$250,000 or more	2.21%	1.99%	89.98
Median Household	58,501	42,168	72.08
Average Household	75,267	59,714	79.34
Per Capita Household	28,468	24,792	87.09
Family/Non-Family Household			
Income			
Median Family Income	69,637	54,570	78.36
Average Family Income	90,063	75,781	84.14
Median Non-Family Income	37,461	28,204	75.29
Average Non-Family Income	45,571	32,333	70.95

Log Lane Village La Junta Lakewood Manzanola Wheat Ridge Campion Edwards Nederland Pierce Castle Pines Estes Park Arriba Williamsburg Yuma Basalt Vail Intercultural Institute Inter Mountain Village Telluride Two Buttes Security-Widefield Indian Hills Intercultural Institute Confectual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Bonanza Buena Vista Center Intercultural Institute for Contextual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Intercultural Institute for Contextual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Intercultural Institute for Contextual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Intercultural Institute for Contextual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Intercultural Institute for Contextual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Intercultural Institute for Contextual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Intercultural Institute for Contextual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Intercultural Institute for Contextual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Intercultural Institute for Contextual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Intercultural Institute for Contextual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Intercultural Institute for Contextual Ministry Bayfield Franktown Derby Bonanza Buena Vista Center Franktown Bay

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	66.74%	61.85%	92.67
Families with Children	34.81%	27.62%	79.32
Families without Children	31.93%	34.24%	107.23
Non-Family Households			
% Non-Family Households	33.26%	38.15%	114.7
Non-Families with Children	0.23	0.26	112.77
Non-Families without Children	33.02	37.88	114.72
Housing Units			Index
Total Housing Units	249,605	1,656	
Vacant percent	11.14%	8.82%	79.12
Owned percent	60.51%	57.49%	95%
Rented Percent	28.34%	33.7%	118.88
Households by Size			Index
Avg household size	2.69	2.41	89.59
Avg family hh size	3.44	3.14	91.28
Avg non-family hh size	1.21	1.23	101.65
Households By Count of Persons			Percent
One	62,513	500	0.8%
Two	58,167	448	0.77%
Three or Four	73,138	413	0.56%
Five+	27,974	150	0.54%

Granada Gunbarrel North Washington Eaton Brush Ken Caryl Indian Hills Akron Georgetown Cotton Brookside Jamestown Crestone Ordway Olney Springs Minturn Ophir Colorado City Columbine Valley Pritchett Salt Creek Greeley W Figure Contextual Ministry Contextual Ministry Parker Tim 18 Copyright 2012, Intercultural Institute for Contextual Ministry

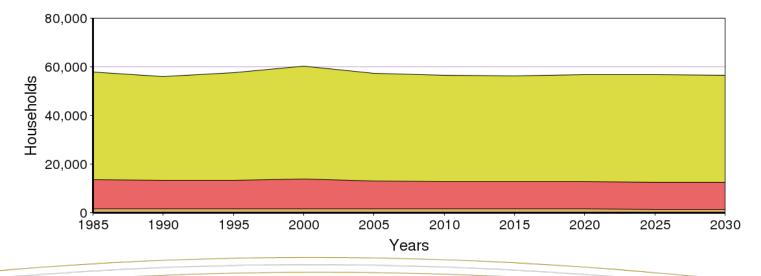
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 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	397,014	3,719	0.94%
2000 Population	516,929	3,914	0.76%
2010 Population	614,050	3,637	0.59%
2015 Population	661,580	3,674	0.56%

Household Change from 1985 to 2030

0-0.5mi Ring

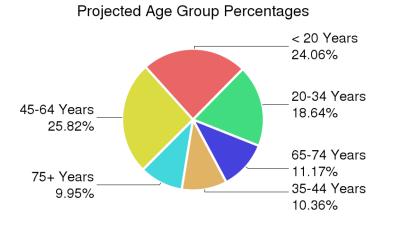
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A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

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.

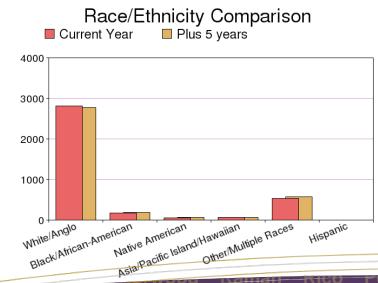


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.28%	5.31%	100.57
4-5 Years	2.45%	2.37%	96.73
6-8 Years	3.35%	3.35%	100
9-11 Years	3.63%	3.46%	95.32
12-13 Years	2.56%	2.37%	92.58
14-17 Years	4.98%	4.74%	95.18
18-19 Years	2.53%	2.5%	98.81
0-5 Years	7.73%	7.68%	99.35
6-12 Years	8.25%	7.97%	96.61
13-19 Years	8.8%	8.44%	95.91
< 20 Years	24.78%	24.09%	97.22
20-34 Years	18.94%	18.67%	98.57
35-44 Years	11.25%	10.37%	92.18
45-64 Years	26.31%	25.86%	98.29
65-74 Years	9.18%	11.19%	121.9
75+ Years	9.43%	9.96%	105.62
Median Age	35	44	124.94
Median Age (Male)	34	42	124.64
Median Age (Female)	36	45	124.6

Peetz Acres Green Cottonwood Campo Fort Carson Fort Morgan Fort Collins Ken Caryl Sedgwick tez Ramah Williamsburg Grand Junction Minturn Manzanola Lone Tree Intercultural Institute View Estates Leadville Fleming Foxfield Estes Park Perry Park Telluride View Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	77.51%	75.59%	97.52
Black, African-American	4.59%	5.01%	109.07
Native American	1.48%	1.71%	115.49
Asian	1.59%	1.82%	114.35
Pacific Island, Hawaiian	0.11%	0.14%	123.74
Other/Multiple Races	14.68%	15.73%	107.15
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,480	2,561	
Less than 9th Grade	2.06%	2.11%	102.53
No High School Diploma	6.17%	5.23%	84.81
High School Graduate	27.62%	28.19%	102.07
Some College, no degree	25%	23%	92
Associate Degree	6.98%	7.3%	104.67
College Degree	22.9%	24.09%	105.19
Graduate/Prof. degree	9.27%	10.07%	108.63

arson Northglenn Penrose Red Feather Lakes West Pleasant View Broomfield Dei Norte Walden Paracha en bute Sterling Montrose Lake City Akron Walsh Laporte Indian Hiller Intercultural Institute Georgetown Paonia Bayfield Pritchett Sherrelwood Meridian Fires (or Contextual Ministry) Contextual Ministry Georgetown Paonia Bayfield Pritchett Sherrelwood Meridian Fires (or Contextual Ministry) Contextual Ministry Georgetown Paonia Bayfield Pritchett Sherrelwood Meridian Fires (or Contextual Ministry) Contextual Ministry Georgetown Contextual Ministry (or Contextual Ministry) Contextual Ministry (or Contextual Ministry)

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 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	8.68%	8.73%	100.61
\$10,000 to \$19,999	12.05%	11.5%	95.43
\$20,000 to \$29,999	13.84%	12.65%	91.41
\$30,000 to \$49,999	27.48%	25.78%	93.79
\$50,000 to \$59,999	6.95%	6.56%	94.38
\$60,000 to \$69,999	8.54%	8.93%	104.54
\$70,000 to \$79,999	5.63%	6.02%	103.37
\$80,000 to \$89,999	3.84%	4.33%	107.45
\$90,000 to \$99,999	2.65%	3.04%	114.94
\$100,000 to \$249,999	4.77%	5.75%	120.61
\$125,000 to \$149,999	2.05%	2.71%	131.83
\$150,000 to \$199,999	1.52%	1.62%	106.61
\$200,000 to \$249,999	0.26%	0.27%	102.17
\$250,000 or more	1.99%	2.23%	112.38
Median Household	42,168	44,199	104.82
Average Household	59,714	65,087	109
Per Capita Household	24,792	26,184	105.61
Family/Non-Family Household			
Income			
Median Family Income	54,570	58,655	107.49
Average Family Income	75,781	84,110	110.99
Median Non-Family Income	28,204	29,720	105.38
Average Non-Family Income	32,333	34,180	105.71

Jamestown Cottomwood Meridian Fort Morgan Breckenridge Crawford Red Cliff Westchiffe Minturn Devid Leadville North Applewood Walsenburg Arboles Arvada Larkspur in Simla Longmont Finnat rora Trinidad Fort Lupton Castle Pines Cherry Hills Village Pueblo Cherry Gurertal Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	61.85%	60.62%	98.01
Families with Children	27.62	26.12	94.57
Families without Children	34.24	32.41	94.66
Non-Family Households			
% Non-Family Households	38.15%	39.38%	103.23
Non-Families with Children	0.26	0.2	103.23
Non-Families without	37.88	39.17	103.42
Children			
Housing Units			
Total Housing Units	1,656	1,620	97.83%
Vacant percent	8.82%	8.77%	99.42
Owned percent	57.49%	57.16%	99.43
Rented Percent	33.7%	34.07%	101.12
Households by Size			
Avg household size	2.41	2.49	103.32%
Avg family hh size	3.14	3.33	106.05%
Avg non-family hh size	1.23	1.18	95.93%
Households By Count of			
Persons			
One	500	522	104.4%
Тwo	448	357	79.69%
Three or Four	413	422	102.18%
Five+	150	177	118%

Crested Butte Romeo Kittredge Columbine Edwards Berkley Winter Park Montezuma Collbran Log E Stonegate Walsh Lake City Ophir La Jara Peetz Rangely Aspen Intercultural Institute Calhan Mead Manassa Raymer Crook Hugo Bayfield Iliff Downie Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-0.5	0.5-1.5	1.5-3		BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	129	973	6,347	I	Eastern Africa	Eastern Africa 1	Eastern Africa 1 5
Northern Europe	16	127	442	Mi	ddle Africa	ddle Africa 0	ddle Africa 0 0
Western Europe	17	177	860	North	nern Afric	nern Africa 0	nern Africa 0 0
Southern Europe	2	29	47	Southe	rn Afric	rn Africa 2	rn Africa 2 10
Eastern Europe	7	17	408	Western	Africa	Africa 0	Africa 0 0
Other Europe	0	0	4	Other Afric	a	ca O	ca 0 0
Eastern Asia	18	104	582	Oceania		0	0 19
So. Central Asia	0	16	385	Caribbean		5	5 21
SE Asia	28	61	422	Central Amer.		25	25 302
Western Asia	0	8	59	South America	а	3	3 32
Other Asia	0	0	20	North America	à	5	5 45
				Born at sea		0	0 0



Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILE
English only	3,933	20,408	66,991	Other Indo-Euro	0	12	33
Spanish	176	1,244	6,872	Asian/PI languages	0	0	0
Other Indo-Euro	66	615	2,342	Chinese	8	26	87
language				Japanese	5	46	124
French (incl. Patois,	7	139	347	Korean	0	27	311
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	14	65	87	Miao, Hmong	0	0	0
Portuguese	0	22	25	Thai	2	11	38
German	36	262	1,088	Laotian	0	1	16
Yiddish	0	0	4	Vietnamese	25	30	142
Other West Germanic	0	3	18	Other Asian	0	0	166
A Scandinavian	7	26	52	Tagalog	7	15	161
Language				Other Pacific Is	2	8	39
Greek	0	0	10	Other languages	5	98	190
Russian	0	7	122	Navajo	0	31	11
Polish	0	13	178	Other Native N.	0	14	24
Serbo-Croatian	0	35	87	American			
Other Slavic Language	2	9	57	Hungarian	0	0	7
Armenian	0	0	0	Arabic	0	0	93
Persian	0	7	61	Hebrew	0	45	2
Gujarathi	0	0	47	African languages	0	8	34
Hindi	0	7	73	Other unspecified	5	0	19
Urdu	0	0	0				

City Aspen Park Bethtine Castle Pines Cheyenne Wells Alamosa Yuma Atwood Manzanela Penrose JuleSburg Sedalia New Castle Castle Rock Denver Roxborough Park Intercultural Institute wood Romeo Grover Cascade-Chipita Park Louisville Kiowa Akron For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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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	0-
	MILES	MILES	MILES		Μ
Reporting ancestry	3,770	19,068	67,552	Irish	29
Arab	0	6	247	Italian	1:
Armenian	0	3	18	Lithuanian	24
Austrian	4	30	203	Norwegian	1(
British	14	78	329	Polish	48
Canadian	9	68	110	Portuguese	0
Croatian	0	14	97	Romanian	0
Czech	76	87	323	Russian	1
Czechoslovak	32	50	104	Scandinavian	6
Danish	5	112	490	Scotch-Irish	9
Dutch	31	255	894	Scottish	7
English	646	2,359	6,195	Slovak	1
European	59	362	837	Subsaharan African	0
Finnish	8	34	90		
French (not	47	472	1,622	Swedish	8
Basque)				Swiss	3
French Canadian	16	125	502	Ukrainian	6
German	555	3,921	11,916	US/American	4
Greek	2	24	144	Welsh	6
Hungarian	11	51	173	West Indian	6
Iranian	0	1	63	Yugoslavian	4
				Other	8

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	291	1,851	6,403
Italian	139	848	2,592
Lithuanian	24	51	61
Norwegian	102	452	1,430
Polish	48	323	1,446
Portuguese	0	9	67
Romanian	0	3	67
Russian	11	47	327
Scandinavian	6	18	138
Scotch-Irish	96	425	1,454
Scottish	74	502	1,646
Slovak	19	20	93
Subsaharan African	0	21	376
Swedish	89	339	1,067
Swiss	30	64	197
Ukrainian	6	35	73
US/American	415	1,299	4,443
Welsh	67	115	322
West Indian	6	19	106
Yugoslavian	4	9	73
Other	828	4,568	20,812

go Walsh Frederick Brookside Cedaredge Pueblo West Grand Lake Johnstown Romeo Olney Springs Veta Pierce Greeley Twin Lakes Roxborough Park Castle Pines North Brook Intercultural Institute Carson Bow Mar Florence Westcreek Cimarron Hills Columbine Hayde for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

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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?

pen Park Timnath Campo Dolores Aurora Walsh Garden City Granby Sheridan Cokedale Downieville Westcliffe Towaoc Florence Littleton Carbondale Walden Ridgway Intercultural Institute Pritchett Winter Park Brush Ken Caryl Boulder Mountain Village Lin Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

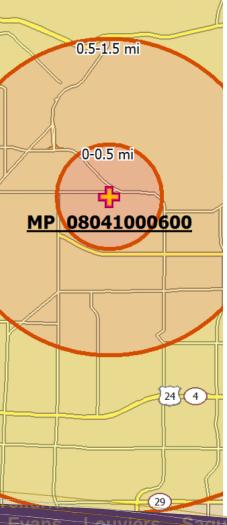
Issues for Your Consideration - continued

- 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?

Centennial Bethune Evergreen Basalt El Jebel Colorado City Aristocrat Ranchettes Fort Morgan Yu St. Mary's Englewood Fort Collins Firestone Cortez Pierce Pueblo Filos Eston Frisco Womelsdorf ood Village Cripple Creek Minturn Windsor Florence Keystone Dillon for Contextual Ministry ridge Avon B Geopyright 2012, Intercultural Institute for Contextual Ministry Manatou Springs Woodland Park Bayfield Eag 28

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.



Kiowa Collbran Penrese Campion Genesee Woodland Park Perry Park Yuma Evans Louviers Sagua Granada Fruitvale Avon Battlement Mesa Dacono Olney Springs Coal Creek Log Lane Village Eldorado Springs Holly Raymer Springfield for Contextual Ministry a Copyright 2012, Intercultural Institute for Contextual Ministry Eagle-Vail Cai : Von City Del Norte New Castle Burling

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	1,510	100%	1,036	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	393	26.03%	264	25.48%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	393	26.03%	264	25.48%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	4	0.26%	3	0.29%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	4	0.26%	3	0.29%

Creek Two Buttes Grand View Estates Towaog Limon Johnstown Louviers Raymer Marble Battlement A Tha La Salle Gleneagle Red Feather Lakes Paoli Highlands Ranch Buer Intercultural Institute Ta Arvada Avondale Idaho Springs Federal Heights Seibert Wellington Intercultural Institute Estes Park Two Copyright 2012, Intercultural Institute for Contextual Ministry Akron Eagle Brookside Durango Crawford Aristocra 30

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	1,510	100%	1,036	100%
BLUE COLLAR BACKBONE	18	1.19%	11	1.06%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	14	0.93%	8	0.77%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	4	0.26%	3	0.29%
AMER. DIVERSITY	8	0.53%	6	0.58%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	8	0.53%	6	0.58%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	830	54.97%	566	54.63%
Steadfast Conservative	660	43.71%	452	43.63%
Moderate Conventionalists	170	11.26%	114	11%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Colorado Springs Pagosa Springs Gunnison Strasburg Nucla Walsh Todd Creek Edwards Mead Hette Basalt Jamestown Rye Carbondale Central City Kremmling Creek Edwards Ponderosa Park kron Fraser Sawpit Hillrose Aguilar Yampa Naturita San Luis New Confertual Ministry Confertual Ministry Confertual Institute for Contextual Ministry Compyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,510	100%	1,036	100%
REMOTE AMERICA	8	0.53%	5	0.48%
Hardy Rural Fam.	8	0.53%	5	0.48%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Louisville Burlington Vall Naturita San Luis Avon Columbine Arvada Lafayette Orchard City Ster trai City Bayfield Edwards Lake City Cedaredge Lincoln Park Cheyenned Line Long Lane Village Blanca Wood Hudson Hugo El Jebel Fraser Mountain Village Mount Crested for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Pe	ercent
Total	1,510	100%	1,036	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	236	15.63%	169	16.31%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	48	3.18%	34	3.28%
Urban Diversity	188	12.45%	135	13.03%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	16	1.06%	12	1.16%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	16	1.06%	12	1.16%

Akron Bow Mar Raman Rifle Mancos Todd Creek Orchard Mesa Red Cliff La Salle Mountain View Per Leadville Coal Creek Edwards Burlington Littleton Sedgwick Montree Intercultural Institute rookside Cascade-Chipita Park Louviers Perry Park Georgetown Caï; ½ Contextual Ministry Village Windso Copyright 2012, Intercultural Institute for Contextual Ministry pplewood Winter Park Crook Nucla Granby Fairpla Sales Fadle-Vail Contextual Ministry Park Georgetown Caï; 1/2 Contextual Ministry Polewood Winter Park Crook Nucla Granby Fairpla Sales Fadle-Vail Contextual Ministry For Contextual Ministry Contextual Ministry Polewood Winter Park Crook Nucla Granby Fairpla Contextual Factor Fadle-Vail Contextual Ministry Polewood Winter Park

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

en Mountain Falls Granada Arboles Commerce City Raymer Towaoc Walsh Boone Lakeside Acres Gre Cimarron Hills Trinidad Womelsdorf (Coalton) Calhan Elizabeth Woodmore Intercultural Institute Penrose Mount Crested Butte Lyons Derby Avon Centennial Bert for Contextual Ministry Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

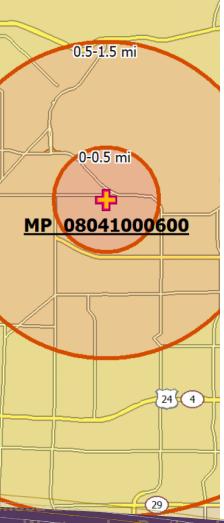
Potential Cultural Bridges

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

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

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

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



ulesburg Silver Plume Nunn Johnstown Brookside Leadville Hot Sulphur Springs Westcreek Berthoud Grand View Estates Cripple Creek Towaoc Twin Lakes Westcliffe Column Halley Lakeside Kit Carson Simla Aguilar Boulder Castle Rock Basalt Derby Applewood Arrib Confectual Ministry Rocky Ford Calhan Dac 35 Copyright 2012, Intercultural Institute for Contextual Ministry Nederland Rye Fairplay Rocky Ford Calhan Dac 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		BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
PC-HH Own	76%	77%	75%		Internet Use: News/ Weather	Internet Use: News/ Weather 26%	Internet Use: News/ Weather 26% 27%
Use Comp. for Internet/E-mail	60%	60%	59%		Use Comp. for News/Info./Data	Use Comp. for News/Info./Data 24%	Use Comp. for News/Info./Data 24% 24%
Internet Use: E-Mail	49%	49%	49%		Service	Service	Service
Jse Comp. for Comp. Games	39%	40%	38%		Internet Use: Banking	Internet Use: Banking 24%	Internet Use: Banking 24% 24%
Use Comp. for Word	39%	39%	38%		PC-Network-HH Has One	PC-Network-HH Has One 19%	PC-Network-HH Has One 19% 17%
Processing					Internet Use: Research/	Internet Use: Research/ 14%	Internet Use: Research/ 14% 12%
Use Comp. for Shopping	35%	35%	34%		Education	Education	Education
Use Comp. for Banking	31%	32%	32%		Internet Use: Shopping:	Internet Use: Shopping: 13%	Internet Use: Shopping: 13% 13%
Use Comp. for Digital Camera	31%	32%	31%		Gathered Info. for Shopping	Gathered Info. for Shopping	Gathered Info. for Shopping
Photo Editing					Use Comp. for Personal	Use Comp. for Personal 13%	Use Comp. for Personal 13% 13%
Use Comp. for Education	30%	32%	31%		Financial Mngmnt	Financial Mngmnt	Financial Mngmnt
HH Owns DVD Player	27%	28%	28%		HH Owns Video/Webcam	HH Owns Video/Webcam 12%	HH Owns Video/Webcam 12% 11%
					Internet Use: Play/ Download	Internet Use: Play/ Download 11%	Internet Use: Play/ Download 11% 10%

Online Games Use Comp. for Accounting 11% 12% 11%

Wante Starkville Centennia Intercultura nstitute Cottonwood Craid Todd 36

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	66%	67%	66%
Dining Out (Not Fast Food)	57%	58%	57%
Reading Books	53%	54%	54%
Card Games	41%	42%	40%
Go To A Beach/Lake	36%	36%	35%
Cooking for Fun	35%	36%	36%
Gardening	34%	36%	32%
Board Games	33%	33%	32%
Going To	22%	21%	21%
Bars/Nightclubs/Dancing			
Photography	18%	19%	18%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	67%	68%	67%
Gen./Fam. Practitioner	43%	43%	41%
Dentist	29%	30%	29%
Eye Dr.	22%	22%	21%
Backache	21%	22%	21%
None Of These	21%	20%	21%
Hypertension/High Blood	20%	21%	19%
Pressure			
High Cholesterol	19%	19%	18%
Any Arthritis	17%	17%	16%
Acid Reflux Disease	14%	15%	14%
(GERD)			



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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	27.53%	27.99%	28.12%
Live Theater	18.89%	19.81%	19.94%
Rock/Pop Concerts Most	16.05%	15.97%	15.75%
Often			
Live Theater Most Often	15.66%	16.43%	16.47%
Comedy Club	9.99%	9.55%	9.82%
Dance Performance	8.13%	8.49%	8.6%
Movies: Action/Adventure	36.35%	36.92%	36.51%
Movies: Comedy	36.01%	37.05%	36.86%
Movies: Drama	18.42%	18.68%	18.45%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Romantic	18.41%	18.3%	18.25%
Comedy			
Movies: Fam.	18%	18.46%	18.27%
Movies: Mystery	15.13%	15.83%	15.57%
MLB Baseball Reg.	8.16%	7.89%	7.73%
Season			
NFL Football Reg.	6.56%	6.54%	6.34%
Season			
College Football Reg.	5.85%	5.92%	5.6%
Season			
NBA Basketball Reg.	3.55%	3.4%	3.24%
Season			
NHL Hockey Reg.	3.3%	3.08%	3.21%
Season			
Auto Racing Events	3.04%	3.08%	3.01%

Genoa Grand Junction Lakeside Tabernash Thornton Twin Lakes Indian Hills Salt Creek Black Haw Fort Lupton Boulder Todd Creek Coal Creek Winter Park Crook Yampa Sugar City Dolores Kin eraw Fort Morgan St. Mary's Poncha Springs Atwood Minturn Saguach For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	40.52%	41.08%	40.38%	Backpacking/Hiking	Backpacking/Hiking 9.91%	Backpacking/Hiking 9.91% 10.72%
Swimming	32.07%	32.98%	32.85%	Hunting	Hunting 9.67%	Hunting 9.67% 9.58%
Bowling	20.91%	21.06%	20.72%	Target Shooting	Target Shooting 9.6%	Target Shooting 9.6% 9.79%
Billiards/Pool	19.52%	19.38%	19.74%	Football	Football 9.19%	Football 9.19% 8.96%
Camping Trips	18.15%	17.61%	16%	Volleyball	Volleyball 8.92%	Volleyball 8.92% 9.09%
Freshwater Fishing	17.98%	17.35%	15.66%	Aerobics	Aerobics 8.9%	Aerobics 8.9% 9.6%
Weight Training	14.97%	15.75%	15.88%	Power Boating	Power Boating 8.49%	Power Boating 8.49% 8.71%
Basketball	13.98%	13.38%	14.21%	Canoeing/Kayaking	Canoeing/Kayaking 8.15%	Canoeing/Kayaking 8.15% 8.25%
Using Cardio	13.69%	14.33%	14.32%	Softball	Softball 7.85%	Softball 7.85% 7.78%
Machine				Yoga	Yoga 7.06%	Yoga 7.06% 7.3%
Jogging/Running	13.5%	14.05%	14.18%	Saltwater Fishing	Saltwater Fishing 6.73%	Saltwater Fishing 6.73% 7.03%
Mountain/Road	13.07%	13.09%	12.8%	Motorcycling	Motorcycling 6.48%	Motorcycling 6.48% 6.49%
Biking				Soccer	Soccer 6.44%	Soccer 6.44% 6.79%
Stationary Cycling	12.96%	13.14%	12.81%	Tennis	Tennis 6.04%	Tennis 6.04% 6.69%
Golf	12.71%	13.98%	13.4%			
Baseball	12.32%	11.54%	11.94%			

al City Haxtun <u>Dinosaur</u> Downleville-Lawson-Dumont Wiggins El Jebel Rico Walden Sedalia Todd Cree Easait Wray Stratton Silverton Atwood Pagosa Springs Ault Westmin <u>Intercultural Institute</u> Julesburg Late Kiowa Arriba Lyons Ramah Olathe Hillrose Loghill Village Brigh *Joi Confectual Ministry* Gunbarrel Sa ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-0.5	0.5-1.5	1.5-3		BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Roller Skating	5.96%	5.92%	5.9%		Auto Racing	Auto Racing 4%	Auto Racing 4% 3.76%
Archery	5.34%	5.22%	4.89%		Hockey	Hockey 3.98%	Hockey 3.98% 4.19%
Downhill & X-Country	5.16%	5.25%	5.12%	S	nowboarding	nowboarding 3.95%	nowboarding 3.95% 3.98%
Skiing				R	acquetball	acquetball 3.92%	acquetball 3.92% 4.12%
Horseback Riding	5.08%	5.4%	5.38%	S	Snowmobiling	Snowmobiling 3.89%	Snowmobiling 3.89% 3.92%
Ice Skating	4.81%	5.27%	5.26%	Ν	Iartial Arts	Aartial Arts 3.38%	Martial Arts 3.38% 3.76%
Fly Fishing	4.67%	4.84%	4.45%	Ska	ateboarding	ateboarding 3.05%	ateboarding 3.05% 3.23%
Water Skiing	4.63%	4.61%	4.61%	Sur	rfing &	rfing & 3.04%	rfing & 3.04% 3.14%
Snorkeling	4.49%	4.7%	5.09%	W	/indsurfing	indsurfing	indsurfing
Jet Skiing	4.39%	4.85%	4.69%	S	Sailing	Sailing 2.95%	Sailing 2.95% 3.24%
Rock Climbing	4.24%	4.19%	4.4%		Rowing	Rowing 2.9%	Rowing 2.9% 2.97%

Genesee Campion Rangely Sheridan Welby Naturita Black Hawk Silver Cliff Rexberough Park Dove G Hotchkiss Kittredge Salt Creek Dolores Woodland Park Denver Twin Lakes Limon Air Force Academy Brush Las Animas Haswell ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

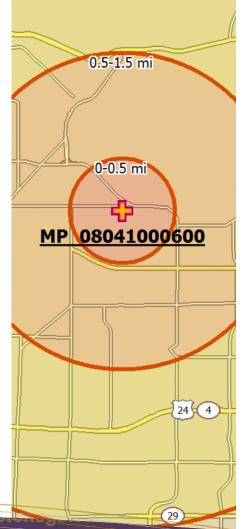
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



V-Widefield Silver Cliff Marble Ouray Log Lane Village Louisville Peetz Louviers Otis Walsh South For Stratmoor Las Animas Timnath Olathe Raymer Holyoke Mountain Intercultural Institute Journain Castle Pines North Womelsdorf (Coalton) Golden Manzanola Ba Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Eldorado Springs Fleming Manzanola Lafayette Hudson Columbine Broomfield Central City Pueblo W ta Womelsdorf (Coalton) Lakewood Frederick Alamosa Castle Pines Intercultural Institute Kremmling Eaton Aguilar Downieville-Lawson-Dumont Highlands Rance Field Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

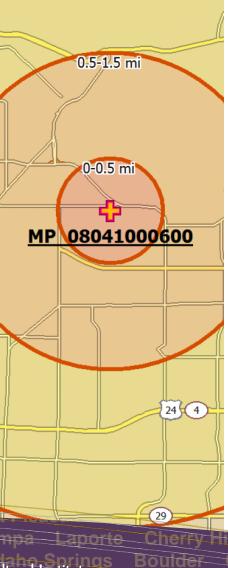
BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	47%	48%	48%	Like to Stand Out In A Crowd Marijuana Should Be	19% 19%	20% 19%	19% 19%
Prefer To Have Few Possessions As Possible	36%	38%	36%	Legalized Like To Pursue	19%	19%	20%
Speak My Mind Even If It Upsets People	35%	35%	35%	Challenge/Novelty/Change Rarely Sit Down to a Meal	16%	17%	16%
Woman's Place Is In The Home	34%	33%	33%	Together At Home Only Work Current Job for The		14%	14%
Find It Difficult To Say No To My Kids	34%	35%	34%	Money I Am A Workaholic	14%	14%	16%
Like Control Over People And Resources	33%	32%	32%	Happy With My Standard Of Living	13%	13%	14%
Like To Do Unconventional Things	28%	29%	27%	We Should Strive for Equality for All	12%	12%	13%
Friends More Important Than My Fam.	28%	28%	28%	On Whole People Get What They Deserve	10%	10%	11%
Don't Judge People/Way They Live Life	28%	28%	28%	Indulge My Kids With The Little Extras	9%	9%	10%
If Won Lottery Would Never Work Again	27%	27%	27%	Little I Can Do To Change My Life	8%	8%	7%
Money Is Best Measure Of Success	25%	26%	26%		7%	6%	7%
Too Much Sponsorship In Arts/Sports	23%	22%	22%				

by Red Feather Lakes Morrison Downieville-Lawson-Dumont Frederick Meeker Yung Fort Morgan Eckle Lechbule Elizabeth Walden Hooper Manzanola Silverton Penrose Hard Arrada Grand Lake Castle La Veta Williamsburg Windsor Ken Caryl Seibert Crestone Aspen (a) Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Columbine Akron Springfield Acres Green Kersey F43

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.



Grand Junction Berkley Colloran El Jobel Lincoln Park Fruita Silver Plume rampa Laporte Cherry Hill tanitou Springs Grover Caï, ½on City Burlington Montezuma Eaton Se<u>in Intercultural Institute</u> Orchard City Strasburg Denver Evergreen Stratmoor Mancos Wiggins To Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

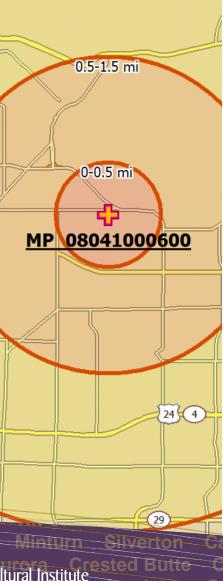
THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important To Respect Customs And Beliefs	58%	59%	58%	Is An Important Part Of Who I Am	17%	17%	16%
You Should Seize Opportunities In Life	55%	57%	56%	Worried About Pollution Caused By Cars	17%	17%	18%
Prefer To Have Few Possessions As Possible	36%	38%	36%	Looking for New Ideas To Improve Home	16%	16%	16%
Like To Understand About	36%	37%	37%	Real Men Don't Cry	16%	15%	16%
Nature				Try Not To Worry About The	13%	14%	14%
Important Feel Respected By	34%	34%	34%	Future			
My Peers	0.40/	000/	000/	Enjoy Spending Time With My	12%	12%	12%
Prefer Work Part Of Team Than Alone	31%	32%	32%	Fam. Provide My Kids With The Little	12%	11%	12%
Important To Juggle Various	29%	30%	31%	Extras	12/0	1170	1270
Tasks	2070	00,0	01/0	Children Should Be Allowed To	6%	6%	7%
Good At Fixing Things	29%	28%	28%	Express Themselves			
Have Keen Sense Of Adventure	26%	27%	27%	Like Spending Most Time With Fam.	6%	6%	5%
Like To Just Enjoy Life	25%	25%	24%	Feel Very Alone In The World	5%	6%	6%
People Have To Take Me As They Find Me	20%	22%	21%	Would Like To Set Up Own Business	4%	4%	4%
Consider Myself Interested In The Arts	18%	19%	19%	Decor Particular Interest To Me	4%	4%	4%

Vashington Cortez Craig Iliff Ignacio Edgewater Crook Commerce City Limon Fountain Louviers Sa Kit Carson Crowley Wellington Walden Cimarron Hills Air Force Academy Highlands Ranch Salida Der gler Ouray Hot Sulphur Springs Clifton Boulder Hillrose Tabernash Fountain Intercultural Institute [or Contextual Ministry Contextual Ministry Severance Holly Johnstown Greeley Castle Rock 45 [or Contextual Ministry Fidorado Springs Silverthorne Timpath Keenesburg

ran

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.



Kiowa Lamar Ridgway The Pinery Fort Lupton Breckenridge Lone Tree Rangely Minturn Silverton Car Heights Kittredge Bennett Paoli Ovid Deer Trail Red Feather Lakes in Colorado City Manzanola Meeker Trinidad Boone Fairplay Eaton Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fast Food/Drive-In	85.79%	85.79%	84.69%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.55%	82.79%	81.24%
Houses-Visit Any			
McDonald's	54.1%	55.37%	54.18%
Burger King	39.63%	39.98%	38.54%
Subway	29.82%	29.99%	29.15%
Wendy's	29.42%	29.89%	28.55%
Applebee's	29.33%	30.32%	29.41%
Taco Bell	29.2%	30.57%	29.76%
Kentucky Fried Chicken	26.61%	27.35%	27.09%
(KFC)			
Arby's	22.25%	22.74%	21.25%
Pizza Hut	21.55%	21.5%	20.98%
Olive Garden	20.21%	20.99%	19.79%

Crestone Garden City Aspen Park Grand Lake Allenspark Hot Sulphur Springs West Pleasant View Pueble Butte Sanford Edwards Woodland Park Williamsburg Platteville Genoart Cliff Ponderosa Park Ches Manitou Springs Louviers Idaho Springs Gleneagle Alma Fairplay B. Foi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Ordway Flagder Wray Fort Wordan Bennett Cliffon Arboles Marble Englewood Acres Green Brighton

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!



Cenoa Ward Boulder Craig Williamsburg Ponderosa Park Sedgwick Bonanza Brush Hooper North Evans Haxtun Trinidad Crestone East Pleasant View Englewood Niver Intercultural Institute Peetz Winter Park Castle Rock Security-Widefield Colorado Springs Long Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	49.8%	50.13%	47.2%
Recycled products	37.69%	37.67%	36.56%
Worked as volunteer (non political)	17.29%	17.66%	17%
Engaged in fund raising	11.33%	11.23%	10.78%
Religious club member	6.92%	7%	6.99%
Wrote to elected offcl about publ bus	6.11%	6.22%	5.91%

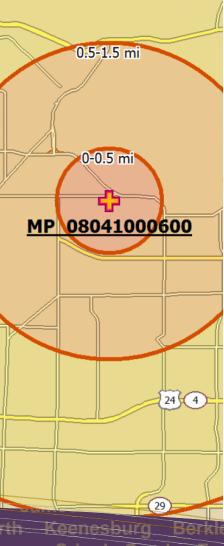
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to editor of mag or	6.08%	6.05%	6.04%
newspaper			
Union member	5.79%	5.69%	5.27%
Fraternal order member	5.51%	5.45%	5.15%
Took active part in local	5.42%	5.43%	5.26%
civic issue			
Charitable Organization	5.25%	5.41%	5.21%
Addressed a public meeting	4.46%	4.6%	4.41%

Fort Collins Garden City Loghill Village Edgewater Orchard Mesa The Pinery Louviers Castle Rock Para Wellington Central City Manassa Gleneagle Dinosaur Gilcrest Ciner Intercultural Institute Idaho Springs Genoa Penrose Lochbuie Lakewood Fruita Strasburg for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



io Woodmoor Frederick Elizabeth Silt Avondale Roxborough Park Leadville North Keenesburg Berkley Fin Lyons Louisville Otis Dillon Ovid Telluride Walsenburg Welling Intercultural Institute ent Foxfield Red Cliff Milliken Clifton Hillrose Perry Park Genesee To for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 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	17.26%	17.09%	17.54%
Children's Books	12.53%	12.28%	12.26%
Mystery	12.1%	12.25%	12.19%
Cookbooks	11.31%	11.2%	11.01%
Religious (not Bibles)	8.63%	8.54%	8.4%
History	7.39%	7.26%	7.3%
Biography	7.21%	7.11%	7.1%
Personal/Business	6.71%	6.63%	6.64%
Self-help			
Romance	6.41%	6.33%	6.32%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	72.26%	72.11%	69.75%
Gen. Editorial	46.86%	46.47%	46.16%
Womens	40.99%	40.33%	40.7%
Service	35.72%	35.57%	34.49%
Mens	19.73%	19.41%	19.95%
Business/Finance	16.89%	16.39%	16.69%
Sports	16.36%	16.26%	16.37%
Automotive	15.16%	15.29%	14.66%
Health	13.51%	13.15%	13.11%

Coal Creek Alma San Luis Bennett Raymer Eckley Eldora Yampa Sherrelwood Wellington Estes Pa Tood Creek Poncha Springs Morrison Yuma Jamestown Golden Intercultural Institute Branson Gold Hill Crestone Stonegate Kersey Lincoln Park Red Contestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Gen. News	57.3%	57.17%	55.69%
Classified	34.8%	34.23%	33.68%
Sport	33.41%	33.6%	32.32%
Editorial Page	31.87%	32.45%	30.74%
Business/Finance	30.07%	30.06%	29.06%
Comics	29.66%	29.65%	28.65%
Movie Listings &	28.25%	27.63%	27.05%
Reviews			
Food/Cooking	26.78%	26.63%	25.49%
TV/Radio Listings	25.34%	25.45%	24.06%
Home/Gardening	22.69%	22.55%	20.97%
Travel	19.97%	19.98%	19.31%
Science/Technology	18.87%	18.71%	18.02%
Fashion	13.9%	13.77%	13.36%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Country	20.83%	21.6%	20.12%
Adult Contemporary	19.17%	19.3%	18.71%
CHR Contemp Hit Radio	18.98%	19.22%	19.95%
Rock	14.79%	15.09%	14.37%
News/Talk	13.93%	13.6%	12.85%
Oldies	12.62%	12.55%	11.91%
Alternative	11.89%	11.29%	11.15%
Classic Rock	11.15%	11.26%	11.17%
Urban Contemporary	11.15%	9.96%	11.3%
Variety	8.32%	7.93%	8.61%
Soft Contemporary	6.39%	6.18%	6.1%
Religious	6.22%	6.03%	5.93%
Classic Hits	5.06%	4.95%	4.64%
All News	5.02%	4.84%	4.9%
All Talk	3.93%	4.06%	4.01%
Classical	3.88%	3.73%	3.87%
Sports	3.85%	3.88%	3.82%
Jazz	3.47%	3.45%	3.73%



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	MULTIMEDIA: TV		0-0.5	0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	62.47%	63.38%	62.39%	Subscribe Digital Cable		26.18%	26.18% 26.28%
Satellite Dish	52.07%	52.41%	49.46%	TCM (Turner Classic		25.07%	25.07% 24.94%
Soapnet	49.03%	49.95%	50.11%	Movies)			
Other Video-On-Demand	38.24%	39.45%	38.04%	ABC Fam.		24.65%	24.65% 24.69%
Sci-Fi Channel	35.81%	36.19%	35.46%	TV Info From Newspapers		24.49%	24.49% 25.51%
MSNBC	33.09%	33.01%	32.14%	Nick At Nite		23.84%	23.84% 24.5%
Adult Pay Per View TV	32.53%	33.63%	30.74%	ESPN2		23.77%	23.77% 23.33%
Comedy Central	31.47%	32.8%	32.08%	USA Network		22.75%	22.75% 23.87%
Adult Swim	27.89%	28.27%	27.01%	TV Info From Monthly	2	22.67%	22.67% 22.91%
Nickelodeon	27.81%	28.04%	27.23%	Cable Guide			
TV Info From Sunday TV	26.52%	27.34%	27.05%	Hallmark Channel	22	.6%	.6% 23.73%
Magazine				The Golf Channel	22	.45%	.45% 23.48%
BET (Black Entertainment	26.44%	26.18%	24.96%	Lifetime	20	0.41%	0.41% 20.44%
TV)				ESPN Classic	20.	18%	18% 21.5%

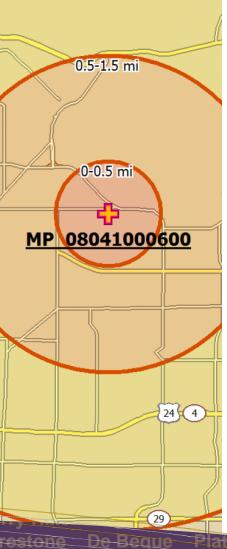
Vilas Bow Mar Fort Carson Milliken Aristocrat Ranchettes Estes Park Berkley Dai Norte Manitou Sp Intercultural Antonito Aspen Breckenridge Stonegate Fruitvale <u>Intercultural Institute</u> Battlement Mesa Invada Lafayette Hillrose Bonanza West Pleasant View Coal Creek Gyp for Contextual Ministry Copyright 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.



Bayfield Aristocrat Ranchettes Campion Berthoud Commerce City Center Crestone De Beque Platte Way Kiowa Carbondale Edgewater Loveland Oak Creek Monument Nett Padroni Ault Crowley El Jebel Ordway Akron Towaoc Caï; ½on Joi Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM
	MILES	MILES	MILES	
Book Readers	_			Quintiles (20%)
Heavy Users (7+)	19.79%	19.75%	20.12%	Magazines I (Heavy
Medium Users (4-6)	11.01%	11.06%	10.98%	Magazines II
Light Users (1-3)	21.58%	21.35%	21.2%	Magazines III
Quintiles (20%)				Magazines IV
Newspaper I	2.53%	2.14%	2.12%	Magazines V (Light
(Heavy)				Outdoor I (Heavy)
Newspaper II	1.71%	1.59%	1.6%	Outdoor II
Newspaper III	1.75%	2.22%	2.15%	Outdoor III
Newspaper IV	0.51%	0.58%	0.51%	Outdoor IV
Newspaper V	1.34%	1.3%	1.23%	Outdoor V (Light)
(Light)				Yellow Pages I
				(Heavy)
				Yellow Pages II

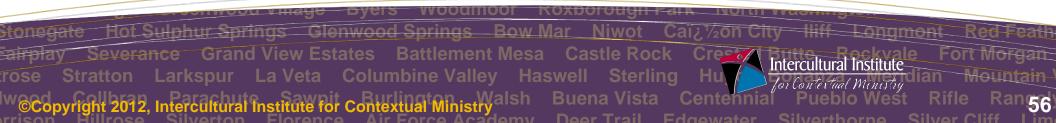
MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.26%	18.42%	18.87%
Magazines II	9.12%	8.91%	9.03%
Magazines III	9.04%	9.14%	9.57%
Magazines IV	11.61%	11.67%	11.53%
Magazines V (Light)	0.36%	0.33%	0.43%
Outdoor I (Heavy)	7.65%	7.36%	7.69%
Outdoor II	3.33%	3.08%	3.09%
Outdoor III	3.73%	3.6%	3.63%
Outdoor IV	15.6%	15.91%	15.62%
Outdoor V (Light)	25.05%	25.69%	23.92%
Yellow Pages I	15.93%	15.63%	15.04%
(Heavy)			
Yellow Pages II	6.52%	6%	6.16%
Yellow Pages III	5.74%	5.33%	5.77%
Yellow Pages IV	21.86%	22.22%	22.71%
Yellow Pages V (Light)	4.09%	3.75%	3.79%

Collbran Cedaredge Alamosa Log Lane Village Eldora Eagle-Vail Oak Creek Haydon Commerce City We to Supplur Springs Evergreen Flagler Campo Stratton Hugo Granada Intercultural Institute Fort Morgan Timnath Cimarron Hills Loghill Village Fowler Eldorado Spring Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

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	
	MILES	MILES	MILES		MILES	MILES	N
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	IS		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	3.83%	3.62%	3.46%	Prime Time I & II (Heavy)	3.32%	3.44%	3.
Drive Time III (Medium)	0.87%	0.64%	0.75%	Prime Time III (Medium)	1.96%	2.2%	2.
Radio IV & V (Light)	3.84%	3.53%	3.16%	Prime Time IV & V (Light)	6.79%	7.44%	8.
Radio Media Quntiles (fifthe	s /			TV Early/Late Fringe Quntile	S		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.83%	7.72%	8.46%	Fringe I & II (Heavy)	38.37%	38.79%	38
Radio III (Medium)	4.57%	5%	4.92%	Fringe III (Medium)	53.12%	53.67%	52
Radio IV & V (Light)	3.99%	3.48%	3.52%	Fringe IV (Light)	53.94%	55.46%	54
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.46%	13%	12.85%	All Day I & II (Heavy)	13.29%	13.16%	12
Cable III (Medium)	3.64%	3.78%	3.96%	All Day III (Medium)	23.46%	23.49%	22
Cable IV & V (Light)	31.2%	31.68%	31.52%	All Day IV (Light)	13.73%	12.62%	1:



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE	0-0.5
	MILES	MILES	MILES		MILES
Day-time Radio				Prime Time TV	
Listeners				Viewers	
Dayparts [summary]	12.35%	12.35%	11.67%	8:00-11:00pm	7.57%
6:00am - 10:00am	15.53%	15.65%	15.77%	Saturday:	7.69%
10:00am - 3:00pm	6.7%	6.53%	7.07%	8:00-11:00pm	
3:00pm - 7:00pm	14.42%	13.68%	14.54%	Sunday: 7:00-11:00pr	n 9.17%
7:00pm - Midnight	13.1%	13.08%	12.29%	9:00am-1:00pm	23.849
Vidnight - 6:00am	6.17%	5.76%	5.81%	9:00am-4:00pm	27.6%
Neekend Radio				4:00pm-7:00pm	28.139
_isteners				11:00pm-1:00am	40.339
Dayparts [summary]	15.19%	14.86%	14.9%	AVG Prime time	2.93%
5:00am - 10:00am	4.09%	4.04%	4.26%	Mon-Sun	
10:00am-3:00pm	5.93%	5.62%	5.96%		
3:00pm - 7:00pm	6.52%	6.5%	6.39%		
7:00pm - Midnight	8.79%	8.53%	8.59%		
Midnight - 6:00am	11.21%	10.91%	11.01%		

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	7.57%	7.49%	7.67%
Saturday:	7.69%	7.63%	7.49%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.17%	9.51%	9.29%
9:00am-1:00pm	23.84%	24.5%	24.17%
9:00am-4:00pm	27.6%	28.28%	27.74%
4:00pm-7:00pm	28.13%	28.74%	28.48%
11:00pm-1:00am	40.33%	40.55%	39.79%
AVG Prime time	2.93%	2.55%	2.6%
Mon-Sun			

ck Acres Green Saguache Swink Manitou Springs Kittredge Lake City Westcreek Haswell Florence Bi Eldora Hooper Coal Creek Louisville Gold Hill Pueblo West Collbran agle-Vail Sawpit Eagle Durango Dillon Cedaredge Romeo Larkspur Confertual Ministry Steamborg Steamborg Copyright 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 V	TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				Wee	Weekend	Weekend	Weekend
6-7am	17.99%	17.29%	17.67%	Sat:	Sat: 7-10am	Sat: 7-10am 17.45%	Sat: 7-10am 17.45% 18.04%
7-9am	23.77%	23.33%	22.47%	Sat:	Sat: 10am-1pm	Sat: 10am-1pm 6.62%	Sat: 10am-1pm 6.62% 6.48%
9am-12noon	19.78%	20.17%	20.14%	Sat:	Sat: 1-4pm	Sat: 1-4pm 23.99%	Sat: 1-4pm 23.99% 24.5%
12noon-4pm	7.82%	8.11%	7.6%	Sat:	Sat: 4-6pm	Sat: 4-6pm 5.71%	Sat: 4-6pm 5.71% 6.14%
4-6pm	44.58%	46.2%	44.4%	Sat:	Sat: 6-7pm	Sat: 6-7pm 2.6%	Sat: 6-7pm 2.6% 2.33%
6-7pm	19.17%	19.64%	18.61%	Sat:	Sat: 7-8pm	Sat: 7-8pm 1.42%	Sat: 7-8pm 1.42% 1.04%
7-7:30pm	2.64%	2.13%	1.82%	Sat:	Sat: 8-11pm	Sat: 8-11pm 7.69%	Sat: 8-11pm 7.69% 7.63%
7:30-8pm	9.71%	10.28%	10.28%	Sat:	Sat: 11pm-1am	Sat: 11pm-1am 5.04%	Sat: 11pm-1am 5.04% 4.9%
8-11pm	7.57%	7.49%	7.67%	Sat:	Sat: 1am-7pm	Sat: 1am-7pm 22.75%	Sat: 1am-7pm 22.75% 23.87%
11pm-12am	33.09%	33.01%	32.14%	Sun	Sun: 7-10am	Sun: 7-10am 3.02%	Sun: 7-10am 3.02% 2.69%
11pm-1am	40.33%	40.55%	39.79%	Sun	Sun: 10am-1pm	Sun: 10am-1pm 7.52%	Sun: 10am-1pm 7.52% 7.5%
1-6am	32.72%	32.45%	32.33%	Sun	Sun: 1-4pm	Sun: 1-4pm 5.4%	Sun: 1-4pm 5.4% 5.62%
				Sun	Sun: 4-7pm	Sun: 4-7pm 12.91%	Sun: 4-7pm 12.91% 12.95%
				Sun	Sun: 7-11pm	Sun: 7-11pm 9.17%	Sun: 7-11pm 9.17% 9.51%
				Sun	Sun: 11pm-1am	Sun: 11pm-1am 4.88%	Sun: 11pm-1am 4.88% 4.73%
				Sun	Sun: 1-7am	Sun: 1-7am 20.16%	Sun: 1-7am 20.16% 20.46%

Ponderosa Park Louisville Fairplay Creede Pueblo West Ophir Hooper Red Feather Lakes Williamsburg Edwards Manitou Springs Fort Garland The Pinery Louviers Strasb Ford Ford Ford Intercultural Institute Ington Cheve Copyright 2012, Intercultural Institute for Contextual Ministry Saguache Kim Silverton Vestcliffe Idaho Springs C

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

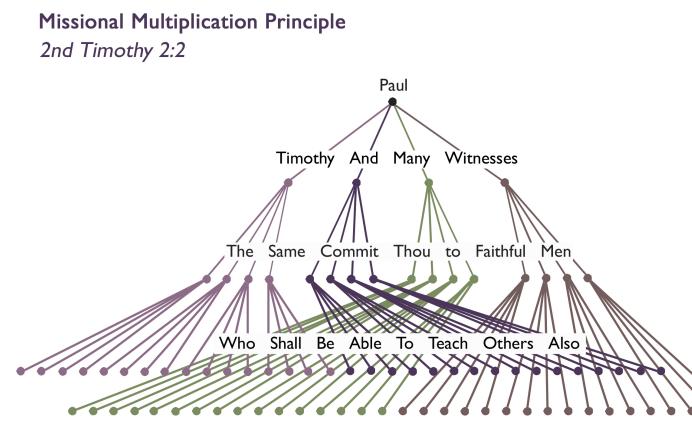
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



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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.



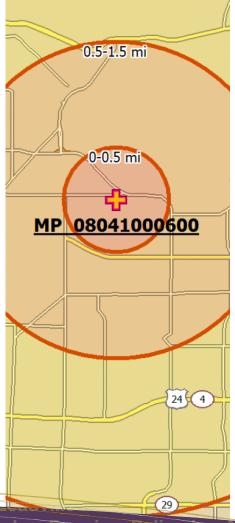


Your MissionSite and the Missional Suite

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



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Notes and Sources

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





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