MissionSite top unreached locations

Merino Castle Pines North Womelsdorf (Coaton SpRINGS, CO ains Lakewood Gunnison Mancos Oak Creek Stonegate Parker Palisade Multiplywa Blanca La Junta Salida Cortez CONGREGATIONAL MAIASSA Raymer Greenwood Village Coal ASSOCIATION: Pikes Peak own Black Forest New Castle Crowley Broomfield Nucla Severance Colorado City Aristocrat Ranchettes Red C Red Cli Intercultural Institute of Pagosa Springs ot for Contextual MinistryBeulah Valley Highlands Silverhorne Loghill Village Bonanza Dinosaur Holly Johnstown Westcreek Timnath Padroni ©Copyright 2012, Intercultural Institute for Contextual Ministry Victor

CENSUS TRACT: 08041005900 Ovid **REGION: Front Range Coal Creel** COUNTY:EI Pasos Collbran SITESCAPE: Cityscape ington **DENSITY PATTERN: Kncha Springs** Vilas **Foxfield** COLORADOBamenister

MissionSite (TM) Table of Contents

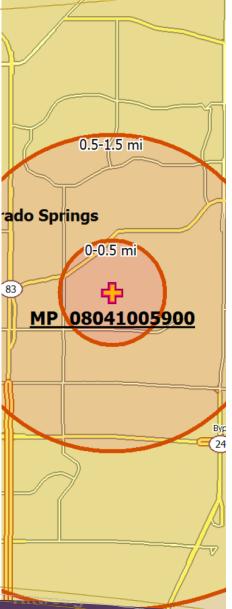
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Site Location Summary

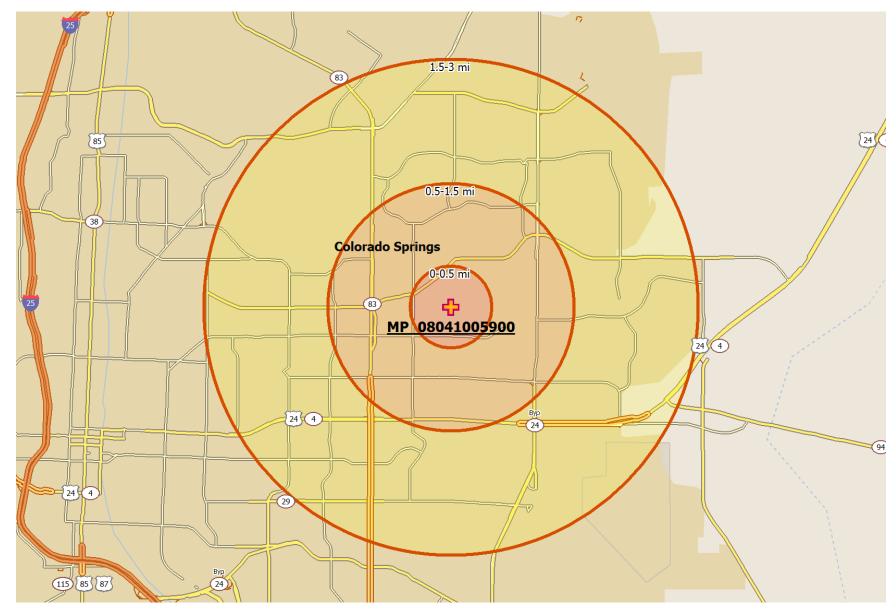
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has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

Location Typography	CODE	LOCATION
Region	08R01	Front Range
Association	08A09	Pikes Peak
County Location	08041	El Paso
Zipcode	80915	El Paso
Sitescape Category	4	Cityscape
Sitescape Group	4.1	Small Cities
Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
Sitescape Density Pattern	K	250000-1000000-250000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region08R01Association08A09County Location08041Zipcode80915Sitescape Category4Sitescape Group4.1Sitescape Subgroup4.16





Site Location Summary - Map of the Site Location



Leasant View Bethune Las Animas Arboles Colorado City Peetz Vona Monument La Salle Edgewater Centennial Northglenn Fort Lupton Flagler Snowmass Village Boulder <u>Intercultural Institute</u> Otis Hayden Louisville Castle Rock Aspen Ken Caryl Strasburg Sedge *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

City La Veta Pitkin Fraser Eldorado Springs Sedalia Federal Heights Rockvale Savpit Welby Ordwa Fowler Kersey Berkley Nunn The Pinery Ouray Cottonwood Berthor <u>Intercultural Institute</u> Mary's Rocky Edgewater Georgetown Hartman Redlands Walden Longmont Avon for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	3,867	23,848	85,401
2010 Households	1,444	9,626	32,955
2010 Group Quarters Population	0	39	1,213

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	76	68	48
Language Diversity National Index	56	54	51
Foreign Born Diversity National Index	55	69	69
Ancestry Diversity National Index	61	66	79
Racial Diversity National Index	54	51	41

Trose Julesburg Mottat Ward Welby Las Animas Walsenburg Crestone Silt Grand View Estates Frase Fleming Elizabeth Limon Gunbarrel Silverton Carbondale Frisco Frase OCopyright 2012, Intercultural Institute for Contextual Ministry OCopyright 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

Nucla Hartman Vilas Garden City Olney Springs Eagle-Vail Paonia Ophir Otis Alamosa Fountain A Monte Vista Cheyenne Wells Aspen Burlington Orchard Mesa Foundation Intercultural Institute Titkin Walden Longmont North Washington Westcliffe Blue River Fort Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Castle Pines North Kremmling Battlement Mesa

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	625	43.28%
Mainstay Communities	Established, Diverse Households	134	9.28%
Working Communities	Blue-collar, Working Families	548	37.95%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	138	9.56%

alt Creek Hillrose La Salie Fort Collins Carbondale Swink Haswell Tood Creek Rifle Wray Bayfield A Colloran Kremmling Iliff Holly Black Forest Sheridan Vail Telluride Intercultural Institute Montezuma Meridian Genesee Hot Sulphur Springs Cokedale Lone Tip 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.

Chevenne Wells Bonanza Crowley Empire Roxborough Park Eaton Telluride Otis Silverton Rye Two Buttes Boulder Firestone East Pleasant View Granada Crestone Intercultural Institute Nederland Fort Garland Larkspur Penrose De Beque Fruita Red Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Covers Sanford Num Woodmoor Durange Louviers

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?

Alamosa East Palmer Lake Meridian Ward Green Mountain Falls Ridgway Florence Hartman Strasburg Fort Morgan Golden Otis Empire Meeker Wellington Hugo Centennic Intercultural Institute Heights Penrose Deer Trail Pueblo West Cherry Hills Village Wray Fire for Contextual Ministry Colorado Spring Copyright 2012, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	153,759	986	0.64%
Unreached %	69.33%	68.26%	98.47
Religious But NOT Evangelical HH	34,786	233	0.67%
Religious But NOT Evangelical %	15.68%	16.16%	103.05
Spiritual But NOT Relig or Evang HH	25,866	155	0.6%
Spiritual But NOT Relig or Evang %	11.66%	10.75%	92.15
Not Evangelical, Not Interested HH	93,400	597	0.64%
Not Evangelical, Not Interested %	42.11%	41.35%	98.19



tone Denver Empire Avon Todd Creek Burlington Commerce City Carbondate East Pleasant View Clifte Crook Caï, ½on City Bow Mar Ponderosa Park Blue River Ken Caryl Intercultural Institute Red Cliff Fort Garland Aspen Saguache Tabernash Fairplay Color for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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	4,697	20.02%
Active Evangelical Percent	10.58%	10.67%	100.85
Inactive Evangelical Households	44,572	8,923	20.02%
Inactive Evangelical Percent	20.10%	20.27%	100.85
# New Churches Needed	111	22	19.85%





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.



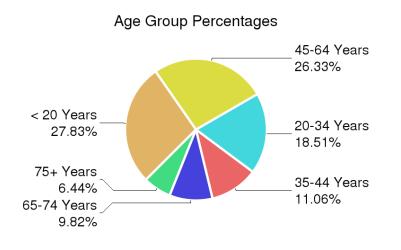
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the 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	3,613	0.91%	1990	Households	146,968	1,401	0.95%
2000 Population	516,929	3,980	0.77%	2000	Households	192,409	1,514	0.79%
2010 Population	614,050	3,867	0.63%	2010	Households	221,792	1,444	0.65%
			n this Missi			Location Ty	pe	0-0.5mi Band
🗖 0-0.5mi Bar	nd 🔲 0.5-1	.5mi Band	🗖 1.5-3mi	Band Coun	ity	Residential		1,489
300,000						Residential A	pt.	511
250,000						Residential N	lon-Apt.	978
200,000						Business		45
150,000						Seasonal		1
100,000						USPS Reside	ential	1,855
50,000						USPS Busine	ess	52
Residential Apt. Residential Non-Apt. Business Seasonal USPS Residential USPS Business								

odmoor Florence Superior Leadville Silverton Morrison Aristocrat Ranchettes Delta Dove Creek Dillon Hard Oak Creek Basalt Hillrose Severance Ouray Castle Pines Palis A Steamboat Springs Indian Hill Stratmoor Franktown Stonegate Empire Downieville-Lawson-Dumont for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Based Padroni Jamestown Granada Orchard Mesa Saw 4

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.

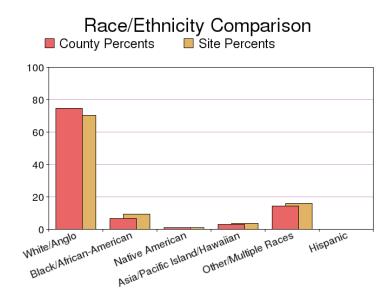


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.93%	5.92%	99.83
4-5 Years	2.9%	2.77%	95.52
6-8 Years	4.3%	4.06%	94.42
9-11 Years	4.23%	3.98%	94.09
12-13 Years	2.78%	2.84%	102.16
14-17 Years	5.66%	5.59%	98.76
18-19 Years	2.84%	2.69%	94.72
0-5 Years	8.83%	8.69%	98.41
6-12 Years	9.93%	9.46%	95.27
13-19 Years	9.89%	9.7%	98.08
< 20 Years	28.65%	27.85%	97.21
20-34 Years	21.36%	18.52%	86.7
35-44 Years	12.99%	11.07%	85.22
45-64 Years	26.33%	26.35%	100.08
65-74 Years	6.24%	9.83%	157.53
75+ Years	4.44%	6.44%	145.05
Median Age	35	44	125.54
Median Age (Male)	34	43	128.43
Median Age (Female)	36	45	122.7

ndale Fruita Julesburg Carbondale Breckenridge Branson Starkville Simia Haxtun Littleton The Piner ather Lakes Indian Hills Elizabeth Lakeside Cascade-Chipita Park Frederick Genesee Hugo Derby Golde ra Georgetown Fowler Burlington Roxborough Park Eagle Monte Vista Intercultural Institute of Contextual Ministry Sheridan Lake Bow Mar Bonanza Cripple Creek Securits Copyright 2012, Intercultural Institute for Contextual Ministry Sheridan Lake Bow Mar Bonanza Cripple Creek Securits

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%	70.29%	94.05
Black, African-American	6.66%	9.44%	141.77
Native American	1.12%	0.85%	76.02
Asian	2.84%	3.15%	111.25
Pacific Island, Hawaiian	0.28%	0.36%	127.4
Other/Multiple Races	14.37%	15.93%	110.86
Hispanic	0%	16.52%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	391,535	2,534	
Less than 9th Grade	2.7%	4.34%	62.14

Total Adults over age 25 years.	391,535	2,534	
Less than 9th Grade	2.7%	4.34%	62.14
No High School Diploma	4.52%	4.38%	103.18
High School Graduate	23.77%	30.82%	77.12
Some College, no degree	22.92%	20.52%	111.71
Associate Degree	10.07%	9.98%	100.83
College Degree	22.4%	20.01%	111.93
Graduate/Prof. degree	13.63%	9.94%	137.01

Rye Centennial La Jara Cokedale Ouray Caï, ½on City Loghill Village Fort Collins Bayfield Foundate Stonegate Mount Crested Butte Oak Creek Steamboat Springs Leadville Contextual Institute Tagler Leadville North Aspen Park South Fork Manassa Lakeside Wigg Contextual Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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%	9.21%	219.33
\$10,000 to \$19,999	8.21%	11.22%	136.71
\$20,000 to \$29,999	9.25%	12.12%	131
\$30,000 to \$49,999	19.6%	20.5%	104.57
\$50,000 to \$59,999	8.86%	7.06%	79.72
\$60,000 to \$69,999	9.31%	8.8%	94.46
\$70,000 to \$79,999	7.87%	6.93%	88.03
\$80,000 to \$89,999	5.94%	5.06%	85.13
\$90,000 to \$99,999	4.02%	3.25%	81.01
\$100,000 to \$124,999	8.86%	6.44%	72.7
\$125,000 to \$149,999	4.99%	6.3%	126.17
\$150,000 to \$199,999	4.26%	2.63%	61.75
\$200,000 to \$249,999	1.18%	0.14%	11.74
\$250,000 or more	2.21%	0.42%	18.82
Median Household	58,501	48,481	82.87
Average Household	75,267	76,486	101.62
Per Capita Household	28,468	28,561	100.33
Family/Non-Family Household			
Income			
Median Family Income	69,637	60,163	86.4
Average Family Income	90,063	86,829	96.41
Median Non-Family Income	37,461	29,892	79.79
Average Non-Family Income	45,571	46,718	102.52

Central City Fleming Georgetown Eckley Silver Plume Cheyenne Wells Wiggins Eldora Westminster Heoper Atwood Padroni Berthoud Vilas Red Cliff Norwood De Beque Intercultural Institute Crawford Evans Grover Fruitvale Todd Creek Aspen Swink Haswell Intercultural Institute Confectual Ministry Arvada Kittr Raccopyright 2012, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	66.74%	66.07%	98.98
Families with Children	34.81%	32.96%	94.68
Families without Children	31.93%	33.1%	103.67
Non-Family Households			
% Non-Family Households	33.26%	33.93%	102.04
Non-Families with Children	0.23	0.14	58.96
Non-Families without Children	33.02	33.8	102.34
Housing Units			Index
Total Housing Units	249,605	1,612	
Vacant percent	11.14%	10.42%	93.53
Owned percent	60.51%	53.97%	89.19%
Rented Percent	28.34%	35.61%	125.63
Households by Size			Index
Avg household size	2.69	2.68	99.63
Avg family hh size	3.44	3.44	100
Avg non-family hh size	1.21	1.20	99.17
Households By Count of Persons			Percent
One	62,513	415	0.66%
Two	58,167	398	0.68%
Three or Four	73,138	439	0.6%
Five+	27,974	192	0.69%

Basalt Laporte Stratton Roxborough Park Kittredge Swink Aristocrat Ranchettes Boone Lakewood Colorado Springs Salida Nederland Paoli Norwood St. Mary's Cimarre Hills Greenwood Village Heat Avondale Mount Crested Butte Mountain Village New Castle Fairplay for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

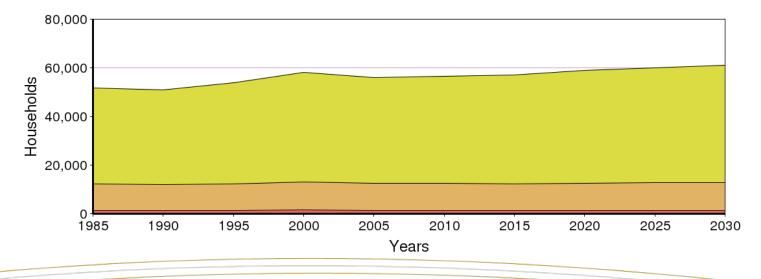
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	397,014	3,613	0.91%
2000 Population	516,929	3,980	0.77%
2010 Population	614,050	3,867	0.63%
2015 Population	661,580	3,954	0.6%

Household Change from 1985 to 2030

0-0.5mi Ring 0-1.5mi Ring

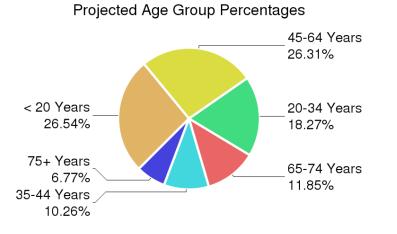
📃 0-3mi Ring



See Platteville Cripple Creek Cokedale Campo Bethune Monument Cottonwood Marcos Springfield Figlins Strasburg Peetz Kersey Salt Creek Walden Manitou Springs Allenspark Columbine Swink Idaho Springs Granada Leadville for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

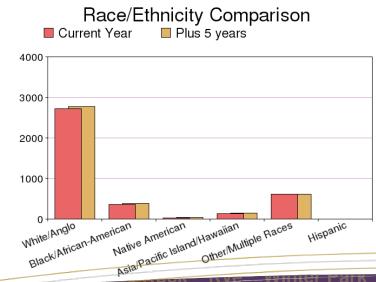


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.92%	5.82%	98.31
4-5 Years	2.77%	2.71%	97.83
6-8 Years	4.06%	3.95%	97.29
9-11 Years	3.98%	3.84%	96.48
12-13 Years	2.84%	2.71%	95.42
14-17 Years	5.59%	5.11%	91.41
18-19 Years	2.69%	2.43%	90.33
0-5 Years	8.69%	8.52%	98.04
6-12 Years	9.46%	9.16%	96.83
13-19 Years	9.7%	8.88%	91.55
< 20 Years	27.85%	26.56%	95.37
20-34 Years	18.52%	18.29%	98.76
35-44 Years	11.07%	10.27%	92.77
45-64 Years	26.35%	26.33%	99.92
65-74 Years	9.83%	11.86%	120.65
75+ Years	6.44%	6.78%	105.28
Median Age	35	46	130.71
Median Age (Male)	34	45	133.44
Median Age (Female)	36	47	128.24

nesee Glenwood Springs Eldorado Springs Hotchkiss Holyoke Ridgway Gilcrest Fort Morgan Green Mol Wiggins Swink Superior Cheyenne Wells Roxborough Park Lakewood Intercultural Institute Free North Washington Haxtun Franktown Parker Meridian Ordway Love Tox Confectual Ministry Tox Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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
I	Race/Ethnicity			
	White, Anglo	70.29%	70.18%	99.85
	Black, African-American	9.44%	9.71%	102.89
	Native American	0.85%	1.04%	121.51
	Asian	3.15%	3.34%	105.82
	Pacific Island, Hawaiian	0.36%	0.35%	97.8
	Other/Multiple Races	15.93%	15.38%	96.53
	Hispanic	0%	0%	0
l	Education of Adults (25 yrs+)			
	Total Adults over age 25 years.	2,534	2,669	
	Less than 9th Grade	4.34%	4.53%	104.44
	No High School Diploma	4.38%	3.63%	82.97
	High School Graduate	30.82%	31.17%	101.14
	Some College, no degree	20.52%	19%	92.57
	Associate Degree	9.98%	10.19%	102.07

20.01%

9.94%

20.98%

10.49%

104.87

105.49

de Hotchkiss Raymer Ward Monument Sawpit Basalt Edgewater Glenwood Springs El Jebel Berthon Brighton Nunn Oak Creek Woodland Park Castle Pines Palmer Lake Intercultural Institute Buena Vista Federal Heights Lakeside Florence Lochbuie Roxboroug Frie Snowmass Village Trinid 21 Socopyright 2012, Intercultural Institute for Contextual Ministry

College Degree

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.21%	8.95%	97.18
\$10,000 to \$19,999	11.22%	10.28%	91.63
\$20,000 to \$29,999	12.12%	11.33%	93.48
\$30,000 to \$49,999	20.5%	19.02%	92.79
\$50,000 to \$59,999	7.06%	6.57%	93.06
\$60,000 to \$69,999	8.8%	9.02%	102.57
\$70,000 to \$79,999	6.93%	6.92%	98.96
\$80,000 to \$89,999	5.06%	5.59%	106.51
\$90,000 to \$99,999	3.25%	3.36%	103.13
\$100,000 to \$249,999	6.44%	7.34%	114.01
\$125,000 to \$149,999	6.3%	7.69%	122.06
\$150,000 to \$199,999	2.63%	3.08%	116.92
\$200,000 to \$249,999	0.14%	0%	0
\$250,000 or more	0.42%	0.49%	117.81
Median Household	48,481	51,582	106.4
Average Household	76,486	82,208	107.48
Per Capita Household	28,561	29,731	104.1
Family/Non-Family Household			
Income			
Median Family Income	60,163	67,302	111.87
Average Family Income	86,829	94,120	108.4
Median Non-Family Income	29,892	34,500	115.42
Average Non-Family Income	46,718	49,763	106.52

Cokedale Center Haswell La Junta Rifle Loghill Village Olathe Perry Park Sall Creek De Beque Acres Green Niwot Laporte Platteville Flagler Westcliffe Kim Silver Intercultural Institute Stratmoor Pueblo West Deer Trail Castle Rock Otis Aguilar Eldorado Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Berthoud Est Copyright 2012, Intercultural Institute for Contextual Ministry Reconstruction Revised Land Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright Contextual Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright Contextual Contextual Ministry Copyright Contextual Contextual Ministry Copyright Contextual Contextual Contextual Ministry Copyright Contextual Contextual Ministry Copyright Contextual Contextual Contextual Ministry Copyright Contextual Contextual

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	66.07%	64.76%	98.02
Families with Children	32.96	31.4	95.25
Families without Children	33.1	31.47	95.06
Non-Family Households			
% Non-Family Households	33.93%	35.24%	103.86
Non-Families with Children	0.14	0.21	103.86
Non-Families without	33.8	35.03	103.67
Children			
Housing Units			
Total Housing Units	1,612	1,598	99.13%
Vacant percent	10.42%	10.51%	100.88
Owned percent	53.97%	53.44%	99.02
Rented Percent	35.61%	36.05%	101.23
Households by Size			
Avg household size	2.68	2.77	103.36%
Avg family hh size	3.44	3.65	106.1%
Avg non-family hh size	1.20	1.14	95%
Households By Count of			
Persons			
One	415	439	105.78%
Two	398	323	81.16%
Three or Four	439	448	102.05%
Five+	192	221	115.1%

Jebel Eaton Clifton Castle Pines Coal Creek Morrison La Jara Loveland Erie Breckenridge Oak Creek glenn Eldorado Springs La Junta Rifle Blue River Buena Vista Green Marin Falls, Fort Collins Pages getown Byers Brush Westcreek Hayden Lafayette Elizabeth Rockvale for Contextual Ministry raig Victor Keystone Sedalia Holly Two Buttes Ga23 Copyright 2012, Intercultural Institute for Contextual Ministry raig Victor Keystone Sedalia Holly Two Buttes Ga23

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	E	BORN IN:	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES			MILES	MILES	MILES
Foreign Born Pop	214	2,437	6,240	E	Eastern Africa	0	0	51
Northern Europe	21	183	322	Ν	Middle Africa	0	0	5
Western Europe	45	351	959	Ν	Northern Africa	0	6	28
Southern Europe	0	8	73	S	Southern Africa	0	0	6
Eastern Europe	9	131	281	V	Vestern Africa	0	4	54
Other Europe	0	0	0	C	Other Africa	0	0	0
Eastern Asia	29	276	1,010	C	Dceania	0	6	8
So. Central Asia	3	46	120	C	Caribbean	1	48	184
SE Asia	15	207	629	C	Central Amer.	74	1,075	2,090
Western Asia	0	11	40	S	South America	10	31	166
Other Asia	0	0	24	Ν	North America	7	54	190
				E	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	2,794	20,944	65,771	Other Indo-Euro	3	16	49
Spanish	235	2,007	5,915	Asian/PI languages	0	0	0
Other Indo-Euro	73	939	1,672	Chinese	0	19	102
language			·	Japanese	17	76	227
French (incl. Patois,	5	186	227	Korean	54	165	811
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	5	49	70	Miao, Hmong	0	0	0
Portuguese	3	4	22	Thai	0	10	58
German	53	456	949	Laotian	0	0	8
Yiddish	0	0	2	Vietnamese	4	161	195
Other West Germanic	0	19	18	Other Asian	0	0	46
A Scandinavian	0	32	27	Tagalog	2	74	274
Language				Other Pacific Is	0	0	49
Greek	0	0	7	Other languages	0	30	267
Russian	0	24	27	Navajo	0	4	13
Polish	2	40	19	Other Native N.	0	0	7
Serbo-Croatian	0	46	90	American			
Other Slavic Language	0	19	77	Hungarian	0	0	8
Armenian	0	0	0	Arabic	0	15	164
Persian	0	10	50	Hebrew	0	0	14
Gujarathi	2	38	3	African languages	0	0	56
Hindi	0	0	31	Other unspecified	0	11	5
Urdu	0	0	0				

Hotchkiss Penrose Meeker Cokedale Cripple Creek Monument Black Hawk Fruitvale El Jebel Bro Two Buttes Gold Hill Walden Coal Creek Atwood Westminster Campion Intercultural Institute Sedgwick Castle Rock Frisco Gleneagle Fort Lupton Windsor Hot for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-0.5	0.5-1.5	1.5-3	ANG
	MILES	MILES	MILES	
Reporting ancestry	2,680	21,134	68,034	Irish
Arab	8	51	141	Italia
Armenian	0	0	27	Lithu
Austrian	4	45	128	Nor
British	36	116	258	Poli
Canadian	5	18	144	Port
Croatian	2	26	81	Ron
Czech	12	84	310	Rus
Czechoslovak	0	57	204	Sca
Danish	32	153	364	Sco
Dutch	49	314	920	Sco
English	292	2,018	5,762	Slov
European	9	166	967	Sub
Finnish	4	28	88	
French (not	73	465	1,538	Swe
Basque)				Swis
French Canadian	37	197	568	Ukra
German	516	4,160	12,192	US//
Greek	2	21	102	Wel
Hungarian	7	44	190	Wes
Iranian	1	7	52	Yug
				Oth

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	240	1,959	5,878
Italian	92	823	2,548
Lithuanian	2	21	116
Norwegian	69	505	1,362
Polish	66	395	1,413
Portuguese	0	5	65
Romanian	0	16	50
Russian	11	78	164
Scandinavian	8	45	126
Scotch-Irish	58	419	1,038
Scottish	85	522	1,180
Slovak	4	34	62
Subsaharan African	9	72	720
Swedish	30	264	998
Swiss	2	41	257
Ukrainian	0	7	146
US/American	191	1,460	4,757
Welsh	13	114	443
West Indian	6	54	145
Yugoslavian	3	31	89
Other	702	6,298	22,439

en City Hot Sulphur Springs Federal Heights Starkville Blue River Highlands Ranch Applewood Fort Lupte Hellington Cheyenne Wells Snowmass Village Dillon Coal Creek Kiows Plack Forest Aspen Park Lea Blanca Johnstown Tabernash Sheridan Erie Cherry Hills Village Dacono for Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fort Carson Merino Ramah Eldora Dove Creek Fort 26

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

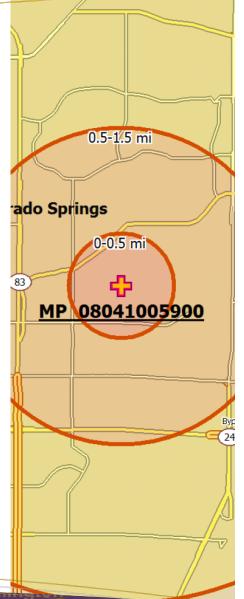
Issues for Your Consideration - continued

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

Lifton Womelsdorf (Coalton) Avon Sherrelwood Norwood Crowley Milliken Indian Hills Brighton Woodk Laporte Longmont Eagle Georgetown La Jara Silt Timnath Dove Contextual Institute Black Hawk Dacono Alamosa East Marble Poncha Springs Victor Para Jos Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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



Berkley Cripple Creek Empire Rifle Romeo Lakewood Nucla Cortez Franktown Foxfield Berthous Hotchkiss Campion Saguache Montrose Stratmoor Edwards Parker Intercultural Institute Hillrose Security-Widefield Orchard City Wiley Littleton Snowmass Villa ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Bed City Contextual City Firestone Indian H29

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	1,444	100%	986	100%
AFFLUENT SUBURBIA	19	1.32%	13	1.32%
America's Wealthiest	0	0%	0	0%
Dream Weavers	4	0.28%	3	0.3%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	15	1.04%	10	1.01%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	606	41.97%	410	41.58%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	562	38.92%	377	38.24%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	44	3.05%	33	3.35%
SM TWN SUCCESS	76	5.26%	51	5.17%
2nd City Homebodies	12	0.83%	9	0.91%
Prime Middle America	64	4.43%	42	4.26%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

ale Columbine Frisco Oraway Logium

Grand Junction Peetz Vest Pleasant View Louviers Wellington Cimarron Hills Georgeown Welby Victor Leadville Greeley Eagle-Vail Westcliffe Castle Pines Stratmoor Gree Intercultural Institute Log Lane Village Paonia Boulder Towaoc Gunnison La Jara Eckley Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Salt Creek Bifle Kim Commerce City Platteville Gy

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	1,444	100%	986	100%
BLUE COLLAR BACKBONE	40	2.77%	27	2.74%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	40	2.77%	27	2.74%
AMER. DIVERSITY	58	4.02%	37	3.75%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	58	4.02%	37	3.75%
Mature America	0	0%	0	0%
METRO FRINGE	508	35.18%	349	35.4%
Steadfast Conservative	496	34.35%	340	34.48%
Moderate Conventionalists	1	0.07%	1	0.1%
Southern Blues	11	0.76%	8	0.81%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Woodmoor Edgewater Cortez Johnstown Springfield Walsh Cheyenne Wells Cimarron Hills Cascade Green Grand Lake Severance Padroni Silver Plume Mountain Village Intercultural Institute Rockvale Hand Kittredge Calhan Iliff Loveland Starkville Fraser Golden Lamar For Contextual Ministry Paonia Mountain View Sec31

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 & Percer	nt	Unreached HH	& Percent
Total	1,444	100%	986	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Creenwood Village Poncha Springs Black Forest Steamboat Springs Creenwood Village Poncha Springs Black Forest Steamboat Springs Creenwood Village Poncha Springs Black Forest Steamboat Springs Creen Intercultural Institute For Parker G Eldora Sterling Fort Collins Ouray Mountain Village Vail Telluride Government Parker G Copyright 2012, Intercultural Institute for Contextual Ministry Durango Berkley Acres Green Mountain View La V32

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,444	100%	986	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	138	9.56%	99	10.04%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	138	9.56%	99	10.04%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Berthoud Castle Pines Silver Plume Columbine Foxfield Romeo Ward Lakeside Leadville North Education Cripple Creek Rockvale Holly Bayfield Security-Widefield Alamosary Intercultural Institute And Eckley Intercultural Institute Marble Vilas North Pritche Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Columbra North Pritche Commerce City Loghill Vill 33

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?

Paonia Ovid Orchard City Applewood Grover Gilcrest Loveland Manzanola Edgewater Windsor War Severance Englewood Allenspark Timnath Fruitvale Fruita Frisco Intercultural Institute Broomfield Estes Park Campion Hot Sulphur Springs Idaho Springs For Contextual Ministry Contextual Ministry Breckenri 34 Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

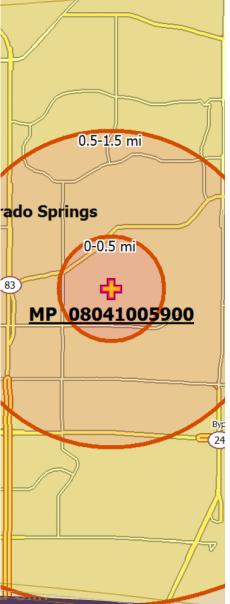
Potential Cultural Bridges

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

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

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

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



Crestone Womelsdorf (Coalton) Campo Lafayette Gunnison Beulah Valley Longmont Delta Collbran H Greenwood Village Sawpit Glenwood Springs Manzanola Walsh Dove Creston Intercultural Institute Wray Clifton Kremmling Eldorado Springs Erie Ouray Alamosa Eas Intercultural Institute for Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
PC-HH Own	79%	76%	77%
Use Comp. for Internet/E-mail	64%	61%	61%
Internet Use: E-Mail	51%	49%	51%
Use Comp. for Comp. Games	43%	40%	40%
Use Comp. for Word	41%	38%	40%
Processing			
Use Comp. for Shopping	37%	35%	37%
Use Comp. for Digital Camera	36%	33%	34%
Photo Editing			
Use Comp. for Banking	33%	32%	34%
Use Comp. for Education	32%	30%	33%
HH Owns DVD Player	29%	27%	28%



Purchase

Internet Use: Shopping: Made A 12%

10%

11%

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%	66%	66%
Dining Out (Not Fast Food)	60%	58%	57%
Reading Books	53%	53%	53%
Card Games	42%	40%	40%
Go To A Beach/Lake	38%	36%	36%
Gardening	37%	33%	32%
Cooking for Fun	35%	36%	35%
Board Games	33%	32%	33%
Going To	21%	22%	22%
Bars/Nightclubs/Dancing			
Visit Museum	20%	20%	20%

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
67%	67%	65%
42%	40%	40%
30%	29%	28%
22%	21%	20%
21%	21%	20%
21%	20%	21%
19%	19%	18%
18%	18%	17%
16%	15%	14%
14%	14%	13%
	MILES 67% 42% 30% 22% 21% 19% 18% 16%	MILES MILES 67% 67% 42% 40% 30% 29% 22% 21% 21% 21% 21% 20% 19% 19% 18% 18% 16% 15%

A Hartman Loveland Fruitvale Ken Caryl Flagler La Jara East Pleasant View Ridgway Woodmoor Cliff Pueblo Winter Park Creede Alamosa East Peetz Merino Gilcrest Kery Intercultural Institute leasant View Edgewater Cokedale Limon Estes Park Coal Creek Crester for Confectual Ministry Occopyright 2012, Intercultural Institute for Contextual Ministry Piperv Paopia

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	29.03%	28.76%	28.18%
Live Theater	21.22%	20.72%	19.74%
Live Theater Most Often	17.94%	17.69%	16.47%
Rock/Pop Concerts Most	16.29%	16.18%	15.89%
Often			
Comedy Club	10.07%	9.56%	10.2%
Dance Performance	8.75%	8.37%	8.59%
Movies: Comedy	39.09%	36.85%	37.83%
Movies: Action/Adventure	37.76%	36.72%	37.89%
Movies: Romantic Comedy	19.71%	18.97%	18.73%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Fam.	18.72%	17.84%	18.91%
Movies: Drama	18.58%	18.38%	18.85%
Movies: Mystery	15.99%	16.07%	15.87%
MLB Baseball Reg.	8.53%	7.81%	8.17%
Season			
NFL Football Reg.	7.18%	6.28%	6.81%
Season			
College Football Reg.	6.04%	5.51%	5.66%
Season			
NHL Hockey Reg.	3.52%	3.16%	3.43%
Season			
Auto Racing Events	3.49%	3.08%	3.32%
College Basketball Reg. Season	3.47%	3.22%	3.34%

Cortez Swink Eckley Rangely Silt Windsor Pagosa Springs Dillon Crowley Rockvale Pierce He Hand Ophir Kim Edwards Sedgwick Coal Creek Log Lane Village Gilcrey Intercultural Institute Olathe Naturita Longmont Grand View Estates Sawpit Two Buttes Confectual Ministry Confectual Ministry Decopyright 2012, Intercultural Institute for Contextual Ministry Superior Red Cliff Grover Institute for Contextual Ministry Superior Red Cliff Grover 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	42.38%	41.19%	40.79%	Backpacking/Hiking	Backpacking/Hiking 10.88%	Backpacking/Hiking 10.88% 10.8%
Swimming	34.9%	33.76%	33.57%	Aerobics	Aerobics 10.2%	Aerobics 10.2% 9.89%
Bowling	21.91%	21.53%	21.92%	Target Shooting	Target Shooting 10.14%	Target Shooting 10.14% 9.62%
Billiards/Pool	19.88%	20.48%	20.23%	Power Boating	Power Boating 9.72%	Power Boating 9.72% 9.22%
Camping Trips	17.07%	15.98%	16.15%	Football	Football 9.67%	Football 9.67% 10.76%
Freshwater Fishing	16.88%	16.2%	15.84%	Volleyball	Volleyball 9.55%	Volleyball 9.55% 9.24%
Weight Training	16.44%	15.79%	16.35%	Hunting	Hunting 9.4%	Hunting 9.4% 9.23%
Golf	15.59%	15.12%	13.84%	Softball	Softball 8.58%	Softball 8.58% 8.33%
Using Cardio	14.99%	14.52%	14.94%	Canoeing/Kayaking	Canoeing/Kayaking 8.39%	Canoeing/Kayaking 8.39% 7.87%
Machine				Saltwater Fishing	Saltwater Fishing 7.44%	Saltwater Fishing 7.44% 6.98%
Basketball	14.78%	15.57%	15.33%	Soccer	Soccer 7.35%	Soccer 7.35% 8.05%
Jogging/Running	14.64%	14.89%	15.08%	Tennis	Tennis 7.29%	Tennis 7.29% 7.51%
Mountain/Road	14.02%	14.22%	13.78%	Yoga	Yoga 7.13%	Yoga 7.13% 7.66%
Biking				Motorcycling	Motorcycling 7.03%	Motorcycling 7.03% 6.44%
Stationary Cycling	13.45%	13.3%	12.87%			
Baseball	12.26%	12.37%	12.03%			

st Wray Basalt Commerce City Dillon Coal Creek Hooper Springfield Boone La Vota Broomfield De Sedalia Sugar City Victor Tabernash Frisco Crowley Superior Star Black Forest Rocky Ford Fort Carson Evans Vilas Antonito Manitou Springs Security-Widefield for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-0.5	0.5-1.5	1.5-3		BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Roller Skating	5.77%	6.02%	5.89%		Snowmobiling	Snowmobiling 4.59%	Snowmobiling 4.59% 4.32%
Horseback Riding	5.77%	5.68%	5.4%	F	Racquetball	Racquetball 4.54%	Racquetball 4.54% 4.55%
Snorkeling	5.67%	5.49%	5.02%	Hc	ockey	ockey 4.45%	ockey 4.45% 4.35%
Jet Skiing	5.42%	5.21%	4.83%	Sn	nowboarding	nowboarding 4.2%	nowboarding 4.2% 4.46%
Ice Skating	5.38%	5.61%	5.51%	Μ	artial Arts	artial Arts 4.1%	artial Arts 4.1% 4.25%
Archery	5.3%	5.22%	4.87%	F	Auto Racing	Auto Racing 3.98%	Auto Racing 3.98% 4.09%
Water Skiing	5.07%	4.95%	4.79%	Sa	ailing	ailing 3.66%	ailing 3.66% 3.78%
Downhill & X-Country	5.05%	5.11%	4.87%	Rov	wing	wing 3.28%	wing 3.28% 3.2%
Skiing				S	kateboarding	kateboarding 3.25%	kateboarding 3.25% 3.27%
Rock Climbing	4.63%	4.76%	4.41%	ę	Surfing &	Surfing & 3.17%	Surfing & 3.17% 3.33%
Fly Fishing	4.6%	4.61%	4.29%		Windsurfing	Windsurfing	Windsurfing

ilt Nunn Stonegate Hooper Blue River Franktown Federal Heights Orchard City Ignacio Garden City Hooper Blue River Franktown Federal Heights Orchard City Ignacio Garden City Hooper Blue River Franktown Eldorado Springs Larks of Burlington Ken Caryl Paracio Sheridan Lake Sheridan Carbondale Boulder Oak Creek Cheyenne Wells For Contextual Ministry Springs Hartn Copyright 2012, Intercultural Institute for Contextual Ministry Crested Butte Woodland Park Walsenburg Pierce

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.

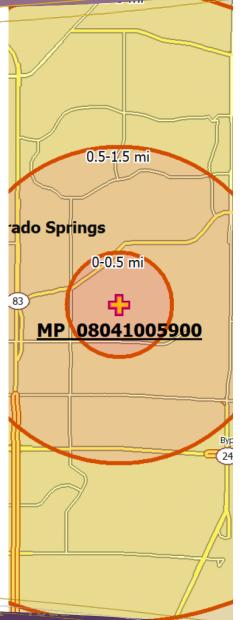
BIBLICAL BARRIERS

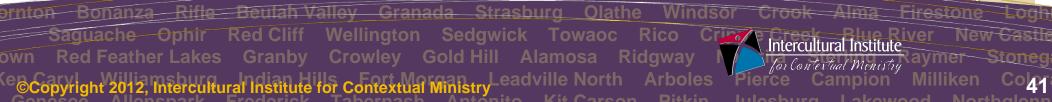
The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, 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.





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.

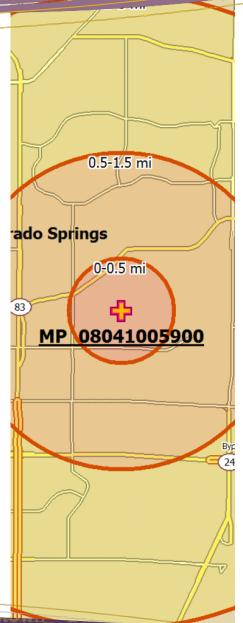
CULTURAL BARRIERS OF ACCEPTANCE

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.



Severance <u>Gunbarrei Keenesburg Sterling Fraser Walsh</u> Genesee Minturn Buena Vista Cokedale Salt Creek Monte Vista Gypsum Penrose Silver Plume Flagler Wigglich <u>Intercultural Institute</u> Deer Trail Ramah Lincoln Park Center La Veta Longmont Niwot Acres [o: Confectual Ministry] Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	47%	47%	47%	Marijuana Should Be Legalized	20%	20%	20%
Prefer To Have Few Possessions As Possible	39%	38%	36%	Like to Stand Out In A Crowd Like To Pursue	19% 19%	19% 20%	19% 20%
Find It Difficult To Say No To My Kids	36%	35%	35%	Challenge/Novelty/Change Rarely Sit Down to a Meal	16%	15%	16%
Speak My Mind Even If It Upsets People	34%	34%	34%	Together At Home I Am A Workaholic	15%	16%	17%
Woman's Place Is In The Home	33%	32%	33%	Only Work Current Job for The Money	13%	14%	14%
Like Control Over People And Resources	32%	33%	33%	Happy With My Standard Of Living	12%	14%	14%
Like To Do Unconventional Things	29%	27%	27%	We Should Strive for Equality for All	12%	13%	13%
If Won Lottery Would Never Work Again	28%	28%	27%	On Whole People Get What They Deserve	10%	11%	11%
Friends More Important Than My Fam.	28%	28%	27%	Indulge My Kids With The Little Extras	9%	10%	10%
Don't Judge People/Way They Live Life	27%	28%	28%	Little I Can Do To Change My Life	7%	7%	7%
Money Is Best Measure Of Success	26%	26%	25%	I Am A Perfectionist	6%	7%	8%
Too Much Sponsorship In Arts/Sports	22%	22%	23%				

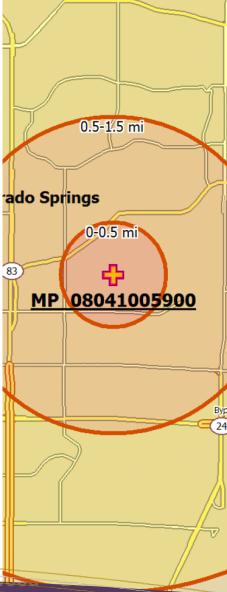
Todd Creek Eldora Black Hawk Nederland Pueblo Meridian Roxborough Park Saguache Woodmoor Sheridan Rangely Erie Centennial Red Cliff Parachute Dacono Crawford Twin Lakes Fleming Wray Calhan Montrose Louisville (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Lakes

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.



Stratton Granada Gastle Pines Monument Johnstown Sedgwick La Veta Hugo Crested Butte Long Hountain Village Westcliffe De Beque Mancos Silverthorne Englewoor Intercultural Institute mass Village Allenspark Foxfield Bonanza Penrose Aspen Park Locho for Confextual 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	60%	58%	60%	Consider Myself Interested In The Arts	17%	17%	18%
You Should Seize Opportunities In Life	56%	55%	56%	Is An Important Part Of Who I Am	17%	16%	16%
Prefer To Have Few Possessions As Possible	39%	38%	36%	Looking for New Ideas To Improve Home	16%	16%	16%
Like To Understand About Nature	36%	37%	37%	Real Men Don't Cry Try Not To Worry About The	15% 14%	15% 14%	16% 14%
Important Feel Respected By My Peers	34%	34%	34%	Future Enjoy Spending Time With My	12%	12%	12%
Prefer Work Part Of Team Than Alone	32%	32%	32%	Fam. Provide My Kids With The Little	11%	12%	12%
Important To Juggle Various Tasks	29%	30%	30%	Extras Children Should Be Allowed To	6%	7%	7%
Good At Fixing Things	27%	28%	28%	Express Themselves			
Have Keen Sense Of Adventure	26%	27%	26%	Feel Very Alone In The World Like Spending Most Time With	5% 5%	5% 5%	5% 6%
Like To Just Enjoy Life	24%	24%	24%	Fam.			
People Have To Take Me As They Find Me	22%	21%	22%	Decor Particular Interest To Me Would Like To Set Up Own	4% 4%	4% 4%	4% 4%
Worried About Pollution Caused By Cars	17%	18%	19%	Business			

Superior Gleneagle Aspen Black Hawk Colorado City Golden Ramah Eckley Woodland Park Air Force Naturita Arvada Cortez Kersey Thornton Grover Montrose Central Intercultural Institute Branson Hillrose Sugar City Cottonwood Welby Crowley Aristocry for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Jaison

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.



Perry Park Reckvale Mountain Village Sheridan Lake Eldora Highlands Ranch Stonegate Silt Buena Y and Cheyenne Wells Loveland Fruita Coal Creek Kittredge Collbran Washington Platteville Ward Dolores Vail Pueblo West Mancos Para for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Ocopyright 2012, Intercultural Institute for Contextual Ministry Victor Centennial Blue Biver Grand View Estates Oak

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	85.76%	84.85%	85.17%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.07%	82.02%	81.49%
Houses-Visit Any			
McDonald's	55.12%	53.91%	54.61%
Burger King	38.58%	37.53%	38.16%
Applebee's	31.11%	30.07%	29.81%
Taco Bell	30.99%	29.39%	30.14%
Wendy's	30.46%	28.5%	28.67%
Subway	30.46%	29.45%	29.98%
Kentucky Fried Chicken	27.48%	27.08%	27%
(KFC)			
Arby's	23.06%	20.79%	21.3%
Olive Garden	21.64%	19.96%	20.38%
Pizza Hut	20.92%	20.09%	21.34%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Dairy Queen	18.13%	17.28%	16.89%
Red Lobster	16.94%	16.37%	16.21%
Outback Steakhouse	16.13%	15.21%	14.82%
Cracker Barrel	15.68%	14.57%	13.83%
Domino's Pizza	13.88%	14.7%	14.99%
Denny's	13.65%	13.99%	14.28%
IHOP (International House	13.57%	13.85%	14.55%
Of Pancakes)			
Chili's Grill and Bar	13%	12.43%	13.7%
Dunkin' Donuts	12.57%	12.86%	11.52%
TGI Friday's	12.2%	11.92%	12.14%
Sonic	12.16%	11.79%	12.79%
Chick-Fil-A	11.69%	10.55%	11.95%

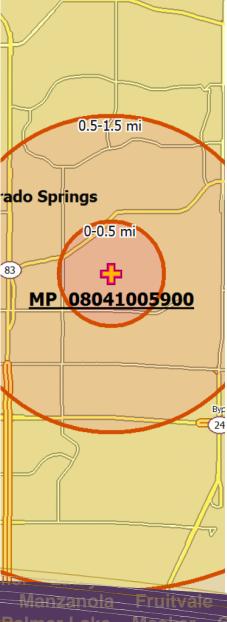
ountain Gilcrest Eagle Lakewood Wray Fort Collins Walden Pagosa Springs St. Mary's Kersey Allens The Hiesa Loghill Village Hooper Rifle Norwood Lochbuie Cokedale Rich Intercultural Institute Durango Parker Stratton Clifton Hillrose Westminster Genesee Springer Contextual Ministry er Copyright 2012, Intercultural Institute for Contextual Ministry er Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



Security-widefield Care/on City Carbondale Wheat Ridge Alma Ridgway Kersey Manzanola Fruitvale angely Littleton Ignacio Blue River Fort Garland Aspen Park Florence Intercultural Institute Meeker Co stcreek Arvada Steamboat Springs New Castle Byers Crawford Genoa (onfertual Ministry) Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	51.76%	47.94%	46.57%
Recycled products	39.79%	37%	36.92%
Worked as volunteer (non political)	19.12%	17.92%	17.1%
Engaged in fund raising	11.72%	11.23%	10.74%
Religious club member	7.42%	7.2%	7.11%
Wrote to elected offcl about publ bus	6.65%	6.08%	5.9%

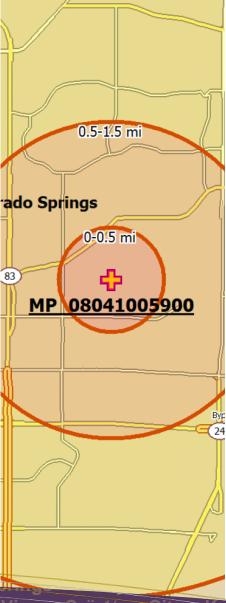
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to editor of mag or	6.31%	6.13%	6.06%
newspaper			
Union member	5.89%	5.4%	5.3%
Took active part in local	5.81%	5.52%	5.18%
civic issue			
Fraternal order member	5.8%	5.47%	4.87%
Charitable Organization	5.42%	5.21%	5.08%
Addressed a public meeting	4.8%	4.71%	4.55%

Ordway Johnstown Aristocrat Ranchettes Gilcrest Salt Creek Brookside Minturn Englewood Lakewood Aspen Park Aguilar Ovid Fort Lupton Estes Park Roxborough Park Parker Keenesburg Olney Springs Greeley Gold Hill Leadville North Intercultural Institute Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Castle Rock Del Norte Lincoln Park

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.



Colorado City Lamar Peetz Welby Cottonwood Berthoud Timnath East Pleasant View Caiz / on City Ken Hotchkiss Elizabeth Branson Penrose Milliken Snowmass Village Intercultural Institute Kit Carson Rockvale Glenwood Springs Nunn Arriba Morrison Tabern For Contextual Ministry Contextual 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	18.39%	17.95%	17.87%
Children's Books	13.19%	12.76%	12.74%
Mystery	12.87%	12.58%	12.39%
Cookbooks	11.91%	11.42%	11.01%
Religious (not Bibles)	8.71%	8.48%	8.4%
Biography	7.66%	7.45%	7.21%
History	7.41%	7.12%	7.51%
Personal/Business	7.15%	6.83%	6.88%
Self-help			
Romance	6.69%	6.69%	6.55%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	72.98%	70.55%	69.25%
Gen. Editorial	46.37%	46.13%	45.92%
Womens	40.63%	40.69%	41.13%
Service	36.73%	35.08%	34.81%
Mens	19.29%	19.44%	20.09%
Business/Finance	18.05%	17.52%	17.07%
Sports	16.61%	16.48%	16.47%
Automotive	14.6%	14.39%	14.66%
Mature Market	14.09%	12.92%	11.86%

Bayfield Black Forest Dolores Crested Butte Rye Ridgway Atwood Blanca Hartman Eagle Indian Hill oghill Village Lincoln Park Silver Plume Dove Creek Foxfield Lyons Gener Intercultural Institute Iuride Wiley Seibert Greeley Calhan Estes Park Poncha Springs Gran for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Wellington Twin Lakes Aspen Park, Denver, Broomtin

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	58.73%	56.53%	55.31%
Classified	33.62%	33.54%	33.35%
Sport	33.37%	32.15%	32.23%
Editorial Page	32.99%	31.04%	29.77%
Business/Finance	31.88%	30.05%	29.27%
Comics	29.72%	28.83%	28.01%
Movie Listings &	28.34%	27.54%	27.11%
Reviews			
Food/Cooking	27.75%	26.24%	25.24%
TV/Radio Listings	25.41%	23.97%	23.43%
Home/Gardening	23.28%	21.41%	20.96%
Travel	21.08%	19.73%	19.47%
Science/Technology	20.11%	18.63%	17.89%
Fashion	14.14%	13.74%	13.58%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Country	20.9%	19.53%	20.15%
Adult Contemporary	19.36%	18.46%	19.28%
CHR Contemp Hit Radio	18.1%	18.86%	20.29%
News/Talk	15.43%	13.9%	12.86%
Rock	15.22%	14.37%	14.24%
Oldies	13.08%	12.29%	11.9%
Alternative	12.85%	11.73%	11.47%
Classic Rock	11.81%	11.58%	11.16%
Urban Contemporary	8.93%	10.97%	11.59%
Variety	8.26%	8.61%	8.64%
Soft Contemporary	7.05%	6.71%	6.77%
Religious	6.63%	6.19%	6.18%
All News	5.38%	5.13%	5.08%
Classic Hits	5.08%	4.58%	4.75%
Sports	4.36%	4.09%	4.15%
Classical	4.29%	4.05%	3.71%
All Talk	4.21%	4.01%	4.26%
Jazz	3.82%	3.89%	3.92%



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
	MILES	MILES	MILES	
Fox News Channel	64.07%	62.62%	62.73%	ABC Fam.
Satellite Dish	53.65%	49.85%	51.68%	BET (Black Entertainment
Soapnet	50.33%	49.4%	49.94%	TV)
Other Video-On-Demand	40.04%	39.04%	39.6%	TV Info From Newspapers
Sci-Fi Channel	36.43%	34.93%	35.97%	TCM (Turner Classic
Adult Pay Per View TV	35.09%	32.82%	31.54%	Movies)
Comedy Central	33.25%	32.97%	31.82%	Nick At Nite
MSNBC	32.75%	32.44%	33.06%	USA Network
Adult Swim	29.11%	28.65%	27.86%	ESPN2
Subscribe Digital Cable	28.26%	26.59%	26.6%	The Golf Channel
Nickelodeon	28.1%	26.81%	28.04%	Hallmark Channel
TV Info From Sunday TV	27.62%	26.64%	27.75%	TV Info From Monthly
Magazine				Cable Guide
				ESPN Classic

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
ABC Fam.	25.93%	26.29%	26.51%
BET (Black Entertainment	25.64%	25.6%	24.83%
TV)			
TV Info From Newspapers	25.55%	24.46%	24.92%
TCM (Turner Classic	25%	23.93%	24.5%
Movies)			
Nick At Nite	24.55%	24.35%	25.18%
USA Network	24.33%	22.9%	22.78%
ESPN2	23.98%	23.59%	22.74%
The Golf Channel	23.82%	22.66%	22.46%
Hallmark Channel	23.59%	22.2%	23.17%
TV Info From Monthly	23.18%	22.49%	22.82%
Cable Guide			
ESPN Classic	21.18%	21.56%	20.96%
Lifetime	21.15%	20.23%	20.67%

Centennial Berkley Cadaredge Cherry Hills Village Kim Oak Creek Poncha Springs Sawpit Laporte Cher Rocky Ford Colorado Springs Burlington Niwot Aspen Gunbarrel Intercultural Institute Trail Frederick Flagler La Jara Woodmoor Salt Creek Dacono Walsen for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 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.



South Fork Clenwood Springs Manassa Louisville Fruita Springfield Cripple Creek Ramah Lakeside G Stonegate Antonito Fairplay Golden Padroni Fowler Hugo Silver Intercultural Institute filliken Coal Creek Black Forest Cascade-Chipita Park Mancos Garden Confectual Ministry Palisade Hartman 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	0-
	MILES	MILES	MILES		٨
Book Readers	_			Quintiles (20%)	
Heavy Users (7+)	21.15%	20.61%	20.45%	Magazines I (Heavy)	1
Medium Users (4-6)	11.42%	11.19%	11.45%	Magazines II	8
₋ight Users (1-3)	21.61%	21.48%	21.18%	Magazines III	8
Quintiles (20%)				Magazines IV	
Newspaper I	1.7%	1.86%	2.06%	Magazines V (Light)	(
(Heavy)				Outdoor I (Heavy)	6
Newspaper II	1.44%	1.36%	1.54%	Outdoor II	
Newspaper III	1.94%	2.05%	2.06%	Outdoor III	
Newspaper IV	0.44%	0.33%	0.59%	Outdoor IV	
Newspaper V	1.11%	1.11%	1.14%	Outdoor V (Light)	
(Light)				Yellow Pages I	
				(Heavy)	
				Yellow Pages II	
				Yellow Pages III	
				Valley, Dawas IV	~

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.44%	18.33%	19.56%
Magazines II	8.3%	8.4%	9.01%
Magazines III	8.51%	9.38%	9.97%
Magazines IV	10.38%	10.7%	11.49%
Magazines V (Light)	0.45%	0.44%	0.46%
Outdoor I (Heavy)	6.86%	7.19%	7.68%
Outdoor II	2.43%	2.8%	2.97%
Outdoor III	3.33%	3.37%	3.65%
Outdoor IV	15.2%	15.17%	15.47%
Outdoor V (Light)	24.69%	23.36%	23.51%
Yellow Pages I	14.82%	14.94%	15.03%
(Heavy)			
Yellow Pages II	5.2%	5.56%	6.08%
Yellow Pages III	4.72%	5.68%	5.84%
Yellow Pages IV	21.38%	22.45%	22.38%
Yellow Pages V	3.39%	3.66%	3.81%
(Light)			

Kittredae Rve Campion New Castle Intercultura Rangelv Crestone Creel or Contextual Ministr 55

Potential Multimedia Usage

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fi	fths		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	2.76%	3.65%	3.63%	Prime Time I & II (Heavy)	3.51%	4.46%	3.87%
Drive Time III (Medium)	0.58%	0.65%	0.66%	Prime Time III (Medium)	2.2%	2.15%	2.26%
Radio IV & V (Light)	2.64%	2.91%	2.97%	Prime Time IV & V (Light)	7.4%	8.19%	9.32%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.97%	7.98%	8.82%	Fringe I & II (Heavy)	38.41%	37.91%	37.43%
Radio III (Medium)	4.45%	4.34%	4.97%	Fringe III (Medium)	53.01%	52.69%	51.91%
Radio IV & V (Light)	3.14%	3.35%	3.59%	Fringe IV (Light)	54.88%	54.24%	53.92%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths	/		
20%)				20%)			
Cable I & II (Heavy)	12.91%	12.34%	13.29%	All Day I & II (Heavy)	12.09%	11.92%	12.82%
Cable III (Medium)	3.56%	3.98%	4.14%	All Day III (Medium)	22.13%	21.81%	22.52%
Cable IV & V (Light)	31.32%	31.3%	31.55%	All Day IV (Light)	12.31%	13.65%	13.61%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE
	MILES	MILES	MILES	
Day-time Radio				Prime Time TV
Listeners				Viewers
Dayparts [summary]	13%	12.26%	11.6%	8:00-11:00pm
6:00am - 10:00am	15.66%	15.84%	15.58%	Saturday:
10:00am - 3:00pm	6.81%	8.03%	7.27%	8:00-11:00pm
3:00pm - 7:00pm	14.55%	14.76%	14.61%	Sunday: 7:00-11
7:00pm - Midnight	13.51%	12.8%	12.31%	9:00am-1:00pm
Midnight - 6:00am	5.92%	6.14%	5.71%	9:00am-4:00pm
Weekend Radio				4:00pm-7:00pm
Listeners				11:00pm-1:00am
Dayparts [summary]	15.42%	15.1%	15.15%	AVG Prime time
6:00am - 10:00am	5.01%	4.85%	4.32%	Mon-Sun
10:00am-3:00pm	5.6%	6.29%	6.07%	
3:00pm - 7:00pm	6.95%	6.46%	6.6%	
7:00pm - Midnight	8.74%	8.69%	8.62%	
Midnight - 6:00am	10.83%	10.78%	10.41%	

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	8.83%	8.52%	8.36%
Saturday:	6.9%	6.96%	7.15%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.39%	10.04%	9.79%
9:00am-1:00pm	24.55%	24.35%	25.18%
9:00am-4:00pm	28.06%	27.83%	28.68%
4:00pm-7:00pm	29.23%	28.33%	28.55%
11:00pm-1:00am	39.58%	39.55%	40.56%
AVG Prime time	2.59%	2.6%	2.76%
Mon-Sun			

Orchard Mesa Centennial Cortez Norwood Monument Northglenn Starkville Meeker Manzanola Sh El Jebel Sedgwick Aspen Park Trinidad Gypsum Grand Lake Littles Morrison Granby Kim Win Golden De Beque Rico Eads Keenesburg Stonegate Jamestown Jor Contextual Ministry I Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	18.35%	18.18%	18.09%		Sat: 7-10am	Sat: 7-10am 18.17%	Sat: 7-10am 18.17% 17.31%
7-9am	23.98%	23.59%	22.74%		Sat: 10am-1pm	Sat: 10am-1pm 7.37%	Sat: 10am-1pm 7.37% 7.44%
9am-12noon	21%	20.55%	21.24%		Sat: 1-4pm	Sat: 1-4pm 24.41%	Sat: 1-4pm 24.41% 22.88%
12noon-4pm	7.06%	7.28%	7.44%		Sat: 4-6pm	Sat: 4-6pm 6.21%	Sat: 4-6pm 6.21% 6.09%
4-6pm	45.98%	43.55%	44.85%		Sat: 6-7pm	Sat: 6-7pm 2.8%	Sat: 6-7pm 2.8% 2.45%
6-7pm	18.48%	17.99%	18.46%		Sat: 7-8pm	Sat: 7-8pm 1.09%	Sat: 7-8pm 1.09% 1.3%
7-7:30pm	1.46%	1.65%	1.74%		Sat: 8-11pm	Sat: 8-11pm 6.9%	Sat: 8-11pm 6.9% 6.96%
7:30-8pm	10.28%	10.58%	10.71%		Sat: 11pm-1am	Sat: 11pm-1am 4.68%	Sat: 11pm-1am 4.68% 4.8%
8-11pm	8.83%	8.52%	8.36%		Sat: 1am-7pm	Sat: 1am-7pm 24.33%	Sat: 1am-7pm 24.33% 22.9%
11pm-12am	32.75%	32.44%	33.06%		Sun: 7-10am	Sun: 7-10am 2.53%	Sun: 7-10am 2.53% 2.65%
11pm-1am	39.58%	39.55%	40.56%		Sun: 10am-1pm	Sun: 10am-1pm 7.11%	Sun: 10am-1pm 7.11% 6.62%
1-6am	32.49%	32.32%	32.41%		Sun: 1-4pm	Sun: 1-4pm 6.26%	Sun: 1-4pm 6.26% 5.68%
					Sun: 4-7pm	Sun: 4-7pm 13.05%	Sun: 4-7pm 13.05% 12.69%
					Sun: 7-11pm	Sun: 7-11pm 10.39%	Sun: 7-11pm 10.39% 10.04%
					Sun: 11pm-1am	Sun: 11pm-1am 4.78%	Sun: 11pm-1am 4.78% 4.79%
					Sun: 1-7am	Sun: 1-7am 21.4%	Sun: 1-7am 21.4% 20.4%

Fort Collins Ken Caryl Cokedale Lamar Ovid Central City Crook Wheat Ridge Greenwood Village Beth on Fleming Gypsum Englewood Akron Berthoud Cortez Oak Creek Intercultural Institute ort Carson Sedalia Elizabeth Cheyenne Wells Colorado City Eckley Pit Confertual Ministry Pierce St. Mar Coopyright 2012, Intercultural Institute for Contextual Ministry Kersey Hartman Rangely Westcliffe Frisco Seibert 58

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

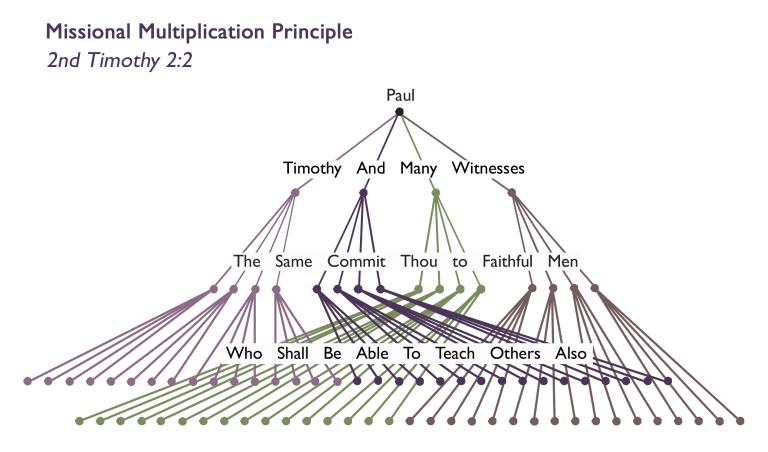
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

tain View Genesee Superior Timnath Cherry Hills Village Denver Severance Orchard Mesa Eldorado Spri Frigheld Pritchett Woodmoor Las Animas Victor Romeo Garden City Intercultural Institute Columbine Evans Sherrelwood Louisville Snowmass Village Iliff (or Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Compared Strasburg Appleter Contextual Ministry

Biblical Missional Multiplication

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

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



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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.
- 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.



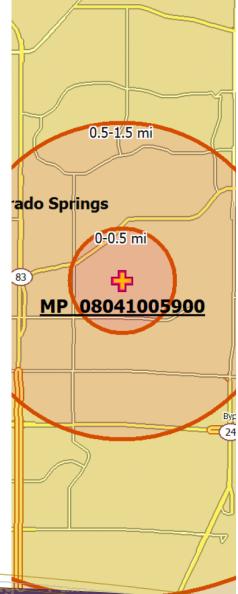


Your MissionSite and the Missional Suite

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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