MissionSite top unreached locations

Lamar Applewood COTOPAXI, CO Padroni Black Hawk

/ictor

Dinosaur

astle Kim Wray Dillon Monument Mead SherrelyCENSUS TRACT: 08043979000 nesee Multiply^k Hillrose Clifton Franktown Gilcre REGION: Front Range Coal Creek Eliz CONGREGATIONAL CONGREGATION Pitkin Olney Springs Wellington ASSOCIATION: Royal Gorge Iver Plume Tabernash Cedaredge Stonegate Perry Park Akron Cascade-ChCOUNTY: Fremontoine Valley Bayfield In partnership with the: Valley Ponderosa Park Fort Collins SITESCAPE: Countryscapeurita Vilas Hooper El Intercultural Institute Limon Deer Trail CotDENSITY PATTERN: E1 Fowler Montezuma Intercultural Institute oville North Indian Hills Silvert **Bvers** for Contextual Ministrynglewood Black Forest COLORADO Bampisets Gunnison Derby Sait Creek Pueblo Rockvale Dow Dolores ev@Copyright 2012 antercultural institute for Contextual Ministry or the Paonia De Beque Eldorado Springs Twin Lakes Bo

MissionSite (TM) Table of Contents

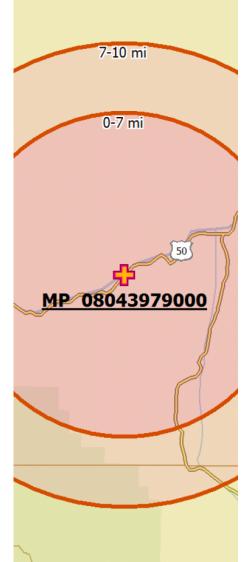
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Site Location Summary

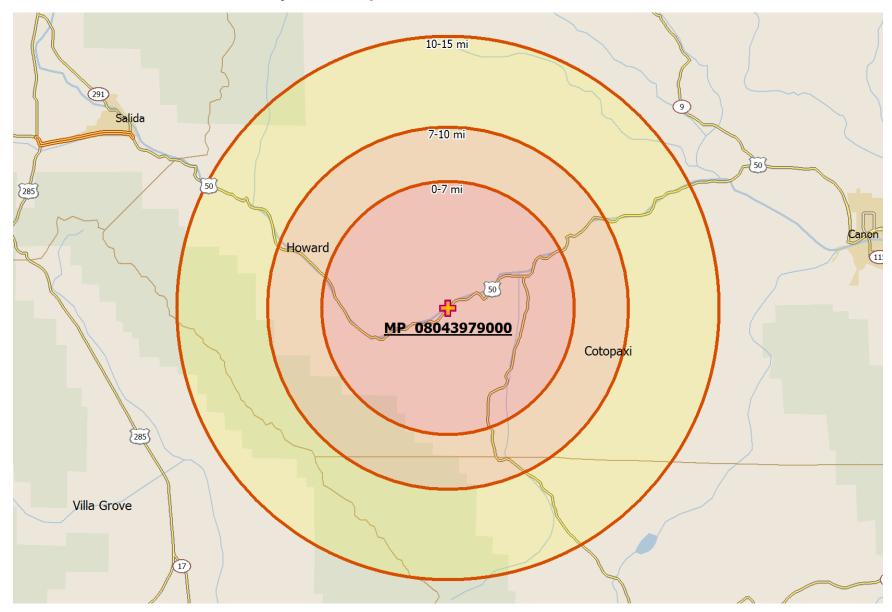
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	08R01	Front Range
2	Association	08A10	Royal Gorge
3	County Location	08043	Fremont
4	Zipcode	81223	Fremont
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.1	Remote Areas
7	Sitescape Subgroup	1.12	Remote area adjacent to settlements
8	Sitescape Density Pattern	E1	0-2500-2500



Columbine Valley Greenwood Village Red Feather Lakes Mancos Sterling Littleton Cheraw Coal Creek A From Hooper Stratton Vail Sheridan Avondale Gilcrest Vona Louviera <u>Intercultural Institute</u> Commerce City Walsenburg Las Animas Parker Strasburg Garden City To Contextual Ministry Eldorant 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Crowley Marble Cottonwood Pueblo Fort Garland The Pinery Seibert Edgewater Yuma Haxtun F Extend Saguache Haswell Firestone Pagosa Springs Silverthorne Crestor Intercultural Institute Rifle Manzanola Sheridan Louviers Denver Deer Trail Fraser Lin Got Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban	4	
	Continuum		
4	NCHS Rural Urban	5	Micropolitan - counties in a micropolitan statistical area
	Codes		
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values	7	Rural commuting: Secondary flow 10% to 30% to a small Urban Cluster
	Index		
7	ERS RUCA	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
	Commuting Value		
8	Percent Commuting to	16	Percent commuting from non metro to metro areas
	Metro		

Construction Contextual Ministry Willing Avondale Aspen Garden City Stratton Cedaredge Bennett Niwot A Carachute Vona Kit Carson Hot Sulphur Springs Padroni Silt Fairplay Intercultural Institute Moffat Westing Contextual Ministry Contextual Ministry Wheat Ridge Bethune Centennial Parker Grover 5 Contextual Ministry Flagler Monument Aquillar Rico Grand Junction Black

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	1,075	389	3,992
2010 Households	482	183	1,857
2010 Group Quarters Population	0	0	9

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	0	1	1
Language Diversity National Index	0	21	16
Foreign Born Diversity National Index	0	33	35
Ancestry Diversity National Index	0	73	73
Racial Diversity National Index	0	50	17

Hayden Eagle-Vail Evergreen Seibert Manassa Superior Minturn Woodland Park Kremmling Pitkin Fort Lupton Denver San Luis Beulah Valley Castle Rock Genesee The Pinery Del Norte Rico Kit Carson Eldora Westcliffe Haxtun Confectual Ministry Confectual Ministry Grand Lake Grand Lake Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

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Redlands Federal Heights Fort Lupton Arboles Eckley Northglenn Winter Park Pitkin Wheat Ridge Free Filme Granby Walsh Franktown Penrose Genoa Keenesburg Fort Garler <u>Intercultural Institute</u> Plume Jamestown Applewood Grover Eldorado Springs Silverton Stratt for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Recopyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	15	3.11%
Mainstay Communities	Established, Diverse Households	70	14.52%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	375	77.8%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	23	4.77%

Denver Campo Glendate Parker Federal Heights Gypsum Superior Fort Morgan Idaho Springs Winter Sourg La Junta Akron Orchard City Kittredge Pagosa Springs Columbi Intercultural Institute Confectual 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.

Grand Junction Ken Caryl Fort Carson Longmont Elizabeth Red Cliff Avondale Greetey Applewood Serior Blue River Lincoln Park Arriba Pueblo Basalt Sheridan Lake Circo Intercultural Institute ey Evergreen Rico Lafayette Gilcrest Mead Starkville Grand View Est Confectual Ministry City Fort Lupte Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Burlington Byers Naturita Marble Arboles Hooper

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?

Pitkin Mount Crested Butte Basalt Ault Rangely Beulah Valley Montezuma Silver Cliff Cimarron Hills P gate Parker Yuma San Luis Meridian Cheraw Genesee Lone Tree Laro the Cherry Hills Village Walsh New Castle Durango Silver Plume Towaoc Louisville Strasburg Fort Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Butter Thornton Hayden Alamosa Steamboat Springs Manassa Gran

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 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	11,256	318	2.83%
Unreached %	66.06%	66.02%	99.93
Religious But NOT Evangelical HH	2,216	46	2.07%
Religious But NOT Evangelical %	13.01%	9.5%	73.01
Spiritual But NOT Relig or Evang HH	2,269	89	3.93%
Spiritual But NOT Relig or Evang %	13.32%	18.49%	138.8
Not Evangelical, Not Interested HH	6,770	183	2.71%
Not Evangelical, Not Interested %	39.74%	38.04%	95.72



rt Aspen Park Nunn Kiowa Norwood Byers Evergreen Fort Carson Woodmoor Steamboal Springs Verseur Pierce Leadville North Campion Campo Oak Creek Wellington Intercultural Institute Commerce City Ovid Security-Widefield Greeley Eldora Loveland for Contextual Ministry Cook East Pleasant View Cascade-Chipita Park Durang 11

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	1,450	28	1.91%
Active Evangelical Percent	8.51%	8.58%	100.85
Inactive Evangelical Households	4,332	83	1.91%
Inactive Evangelical Percent	25.43%	25.67%	100.95
# New Churches Needed	9	0	1.89%





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.

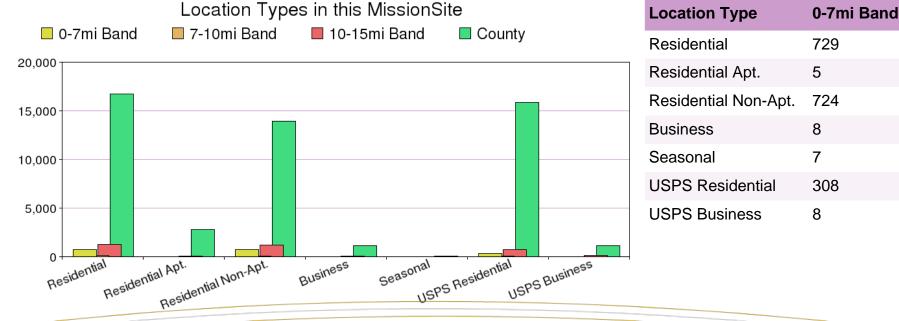
Issues for Your Consideration

- 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 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

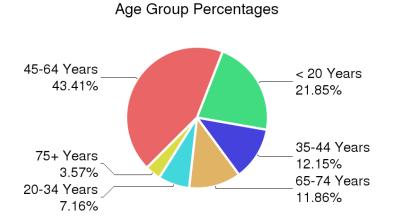
DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	32,273	274	0.85%
2000 Population	46,145	984	2.13%
2010 Population	48,052	1,075	2.24%



Indian Hills Welby Lyons Strasburg Oak Creek Rifle Walden Wray Florence East Pleasant View Mont Thornton Nucla Fort Lupton Log Lane Village Loveland El Jebel With Intercultural Institute Lamar Johnstown Jamestown Sterling Edwards Seibert Olney Spring for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

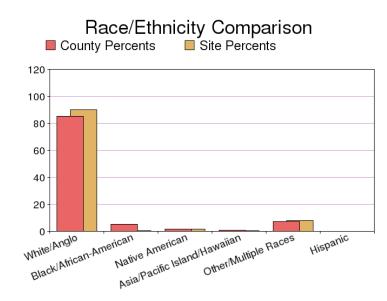


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	3.55%	2.14%	60.28
4-5 Years	1.81%	0.65%	35.91
6-8 Years	2.75%	2.88%	104.73
9-11 Years	2.82%	4.09%	145.04
12-13 Years	1.92%	3.07%	159.9
14-17 Years	4.04%	5.02%	124.26
18-19 Years	2.12%	3.72%	175.47
0-5 Years	5.36%	2.79%	52.05
6-12 Years	6.53%	8.28%	126.8
13-19 Years	7.12%	10.51%	147.61
< 20 Years	19.01%	21.58%	113.52
20-34 Years	19.16%	7.07%	36.9
35-44 Years	14.59%	12%	82.25
45-64 Years	28.89%	42.88%	148.43
65-74 Years	10.11%	11.72%	115.92
75+ Years	8.24%	3.53%	42.84
Median Age	43	48	110.48
Median Age (Male)	41	45	110.39
Median Age (Female)	47	45	94.48

Walsenburg Otis Woodmoor Meridian Grand View Estates Limon Sanford Salt Creek Cortez Marble Applewood Sherrelwood Bow Mar Woodland Park Alma Eads Milliker Intercultural Institute Slue River Monument Ophir Edwards Pierce Hayden Fort Morgan Plat for Contextual Ministry Cortextual Ministry Palmer Lake Air Force Academy Niwot Atwood Empi15

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



COUNTY	BAND	INDEX				
Race/Ethnicity						
85.22%	90.05%	105.66				
5.29%	0.28%	5.27				
1.56%	1.49%	95.49				
0.6%	0.37%	61.87				
0.06%	0%	0				
7.27%	7.81%	107.52				
0%	4.19%	0				
36,108	813					
	85.22% 5.29% 1.56% 0.6% 0.06% 7.27% 0%	85.22%90.05%5.29%0.28%1.56%1.49%0.6%0.37%0.06%0%7.27%7.81%0%4.19%				

Total Adults over age 25 years.	36,108	813	
Less than 9th Grade	4.46%	3.2%	139.51
No High School Diploma	13.16%	10.82%	121.56
High School Graduate	38.19%	32.35%	118.06
Some College, no degree	24.23%	32.84%	73.78
Associate Degree	5.7%	5.54%	102.97
College Degree	8.73%	10.95%	79.72
Graduate/Prof. degree	5.53%	4.31%	128.53

Bonanza Black Hawk Glenwood Springs Steamboat Springs Manassa Byers The Pinery Tabernash Alam Fipple Creek Basalt Crawford Hot Sulphur Springs Indian Hills Coal Creek Intercultural Institute Avondale Niwot Hayden Genesee Crestone Elizabeth Hudson Cen Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Binday Basalt Crawford Prince For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Inter

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	7.96%	9.54%	115.81
\$10,000 to \$19,999	12.82%	14.52%	113.3
\$20,000 to \$29,999	13.06%	12.03%	92.1
\$30,000 to \$49,999	22.78%	17.22%	75.58
\$50,000 to \$59,999	9.56%	10.79%	112.91
\$60,000 to \$69,999	7.67%	6.64%	86.55
\$70,000 to \$79,999	6.2%	3.32%	53.51
\$80,000 to \$89,999	5.26%	3.32%	63.12
\$90,000 to \$99,999	3.28%	3.73%	114.03
\$100,000 to \$124,999	6.11%	4.56%	74.7
\$125,000 to \$149,999	2.6%	5.6%	215.44
\$150,000 to \$199,999	1.78%	4.56%	256.66
\$200,000 to \$249,999	0.31%	0.83%	271.91
\$250,000 or more	0.61%	0.83%	135.96
Median Household	43,040	46,290	107.55
Average Household	52,846	58,910	111.47
Per Capita Household	26,521	26,414	99.6
Family/Non-Family Household			
Income			
Median Family Income	53,422	51,110	95.67
Average Family Income	62,428	55,948	89.62
Median Non-Family Income	25,228	32,223	127.73
Average Non-Family Income	32,257	27,731	85.97

Calhan Branson Salida Swink Blue River Silverton Cherry Hills Village Norwood Oak Greek Greede alden Fort Collins Berthoud Pueblo West Columbine Cottonwood Peeter Intercultural Institute Buena Vista Saguache Woodland Park Nucla Raymer Colorado City Jon Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry Copyright 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	68.24%	73.86%	108.23
Families with Children	30.97%	28.22%	91.12
Families without Children	37.28%	45.64%	122.45
Non-Family Households			
% Non-Family Households	31.76%	26.14%	82.31
Non-Families with Children	0.46	0.41	89.49
Non-Families without Children	31.29	25.73	82.21
Housing Units			Index
Total Housing Units	19,476	801	
Vacant percent	12.52%	39.83%	318.14
Owned percent	66.44%	57.05%	85.88%
Rented Percent	21.05%	3.12%	14.83
Households by Size			Index
Avg household size	2.26	2.23	98.67
Avg family hh size	2.78	2.54	91.37
Avg non-family hh size	1.16	1.34	115.52
Households By Count of Persons			Percent
One	4,750	105	2.21%
Тwo	7,074	255	3.6%
Three or Four	4,190	102	2.43%
Five+	1,024	21	2.05%

Irose Stratmoor <u>Gunbarrei</u> De Beque Arriba Kremmling <u>Genoa</u> Alamosa East Ouray Cripple Creek Din Hamsburg Central City Mountain Village Naturita Derby Fort Carson Person Intercultural Institute Security-Widefield Walden Evans Sheridan Genesee Haxtun Ridgway Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry for Bennett

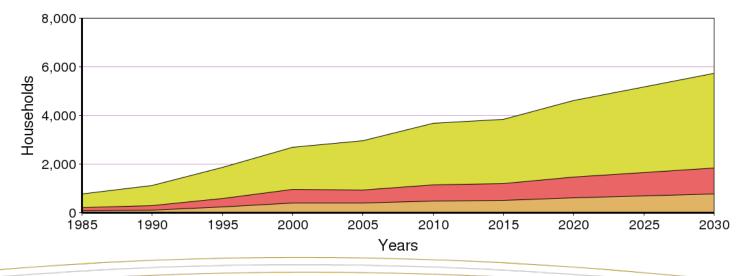
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO	DEMOSCAPE	DEMOSCAPE COUNTY	DEMOSCAPE COUNTY RING
1990 Population	32,273	274	0.85%	1990 Households	1990 Households 11,716	1990 Households 11,716 113
2000 Population	46,145	984	2.13%	2000 Households	2000 Households 15,232	2000 Households 15,232 404
2010 Population	48,052	1,075	2.24%	2010 Households	2010 Households 17,038	2010 Households 17,038 482
2015 Population	49,237	1,100	2.23%	2015 Households	2015 Households 17,368	2015 Households 17,368 500

Household Change from 1985 to 2030

🔲 0-7mi Ring 🛛 📕 0-10mi Ring

📃 0-15mi Ring

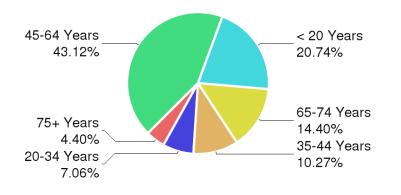


enter Padroni Hooper Monte Vista Morrison La Junta Fort Garland Very His Limen Fruitvale o Manitou Springs Pitkin Telluride Eads Sheridan Lake Granada Individual Institute is Idaho Spring Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual 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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

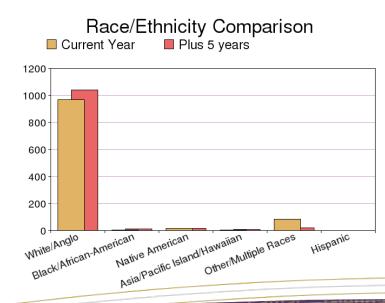


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	2.14%	2.45%	114.49
4-5 Years	0.65%	0.45%	69.23
6-8 Years	2.88%	1.91%	66.32
9-11 Years	4.09%	4.45%	108.8
12-13 Years	3.07%	3%	97.72
14-17 Years	5.02%	5.18%	103.19
18-19 Years	3.72%	3.09%	83.06
0-5 Years	2.79%	2.91%	104.3
6-12 Years	8.28%	7.55%	91.18
13-19 Years	10.51%	10.09%	96
< 20 Years	21.58%	20.55%	95.23
20-34 Years	7.07%	7%	99.01
35-44 Years	12%	10.18%	84.83
45-64 Years	42.88%	42.73%	99.65
65-74 Years	11.72%	14.27%	121.76
75+ Years	3.53%	4.36%	123.51
Median Age	43	49	114.69
Median Age (Male)	41	45	110.17
Median Age (Female)	47	47	98.95

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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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	90.05%	94.55%	105
Black, African-American	0.28%	1.09%	390.91
Native American	1.49%	1.64%	109.94
Asian	0.37%	0.64%	171.02
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	7.81%	2%	25.6
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	813	848	
Less than 9th Grade	3.2%	3.66%	114.31
No High School Diploma	10.82%	10.02%	92.6
High School Graduate	32.35%	32.9%	101.71
Some College, no degree	32.84%	32.19%	98.03
Associate Degree	5.54%	5.9%	106.53
College Degree	10.95%	11.32%	103.41
Graduate/Prof. degree	4.31%	4.01%	93.13

Central City Gunnison Battlement Mesa Orchard Mesa Holyoke Edgewater Ophir Nunn Byers Wheat Delta North Washington Mount Crested Butte Vona Hillrose Empire Intercultural Institute ngo Wellington Foxfield Jamestown Sedgwick Rye Edwards Romeo Jor Confectual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry afaverte Porton Castle Rock Berthoud Akron Frie

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 0-7 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 0-7 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 0-7 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	9.54%	9.2%	96.4
\$10,000 to \$19,999	14.52%	14.8%	101.91
\$20,000 to \$29,999	12.03%	12.4%	103.05
\$30,000 to \$49,999	17.22%	15%	87.11
\$50,000 to \$59,999	10.79%	9.6%	88.98
\$60,000 to \$69,999	6.64%	5%	75.31
\$70,000 to \$79,999	3.32%	3.6%	108.45
\$80,000 to \$89,999	3.32%	4.6%	120.5
\$90,000 to \$99,999	3.73%	3.2%	85.69
\$100,000 to \$249,999	4.56%	4.8%	105.16
\$125,000 to \$149,999	5.6%	7.4%	132.1
\$150,000 to \$199,999	4.56%	5.6%	122.69
\$200,000 to \$249,999	0.83%	1.2%	144.6
\$250,000 or more	0.83%	1%	120.5
Median Household	46,290	48,007	103.71
Average Household	58,910	64,841	110.07
Per Capita Household	26,414	29,473	111.58
Family/Non-Family Household			
Income			
Median Family Income	51,110	61,954	121.22
Average Family Income	55,948	62,540	111.78
Median Non-Family Income	32,223	35,164	109.13
Average Non-Family Income	27,731	30,164	108.77

Land Dinosaur Dillon Twin Lakes Bonanza Hudson Englewood Colorado Springs Manassa Julesburg Blanca Dolores Castle Rock Orchard City Silt Acres Green Sheridar an Fairplay Center Alma Cheraw Hooper Minturn Woodmoor Granby Highlands Ranch City for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Crested Butte Arriba Gicrest Wray Broomfield Cher22

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 0-7 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 0-7 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 0-7 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	73.86%	73%	98.84
Families with Children	28.22	28.2	99.94
Families without Children	45.64	45.8	100.34
Non-Family Households			
% Non-Family Households	26.14%	27%	103.29
Non-Families with Children	0.41	0.2	103.29
Non-Families without	25.73	26.8	104.17
Children			
Housing Units			
Total Housing Units	801	819	102.25%
Vacant percent	39.83%	38.95%	97.8
Owned percent	57.05%	57.75%	101.23
Rented Percent	3.12%	3.3%	105.63
Households by Size			
Avg household size	2.23	2.20	98.65%
Avg family hh size	2.54	2.55	100.39%
Avg non-family hh size	1.34	1.26	94.03%
Households By Count of			
Persons			
One	105	115	109.52%
Тwo	255	256	100.39%
Three or Four	102	107	104.9%
Five+	21	23	109.52%

Las Animas Ovid Romeo Frisco Pueblo Kersey Caï; ½on City Moffat Dolores Silverthorne Grover Exicit Montezuma Lafayette Marble Mountain View Poncha Springs Morfat Dolores Silverthorne Grover do Springs Crawford Castle Pines Ophir Cimarron Hills Castle Rock Black Contextual Ministry le Copyright 2012, Intercultural Institute for Contextual Ministry Gilcrest Lamar Cherry Hills Village Grand View Esta 23 in Contextual Ministry Contextual Ministry Calcest Lamar Cherry Hills Village Grand View Esta 23

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:	0-7	7-10	10-15	BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	9	0	66	Eastern Africa	0	0	0
Northern Europe	2	0	10	Middle Africa	0	0	0
Western Europe	3	0	21	Northern Afric	a 0	0	0
Southern Europe	1	0	2	Southern Afric	a 0	0	0
Eastern Europe	0	0	3	Western Africa	a 0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	1	0	2	Oceania	0	0	2
So. Central Asia	0	0	0	Caribbean	0	0	0
SE Asia	0	0	11	Central Amer.	0	0	0
Western Asia	0	0	0	South America	a 0	0	2
Other Asia	0	0	0	North America	a 2	0	13
				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	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	889	0	3,448	Other Indo-Euro	0	0	2
Spanish	28	0	81	Asian/PI languages	0	0	0
Other Indo-Euro	8	0	36	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	1	0	8	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	2	0	6	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	11
German	5	0	20	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	6
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	5
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	1
Urdu	0	0	0				

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ge Dinosaur Hetchkiss Golden Security-Widefield Morrison Hillrose Dacono Superior Palmer Lake Se derick Orchard City Ignacio Colorado Springs Blanca Aspen Grand June Intercultural Institute lighlands Ranch Mountain View Holyoke Clifton Woodmoor Victor Crip Se ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Del Norte Gypsum Milliken Florence Yuma Parachu 25 Contextual Ministry Del Norte Gypsum Milliken Florence Yuma Parachu 25 Contextual Ministry Del Norte Gypsum Milliken Florence Yuma Parachu 25 Contextual Ministry Del Norte Gypsum Milliken Florence Yuma Parachu 25 Contextual Ministry Del Norte Gypsum Milliken Florence Yuma Parachu 25 Contextual Ministry Del Norte Gypsum Milliken Florence Yuma Parachu 25 Contextual Ministry Del Norte Gypsum Milliken Florence Yuma Parachu 25 Contextual Ministry Del Norte Gypsum Milliken Florence Yuma Parachu 25 Contextual Ministry Del Norte Gypsum Milliken Florence Yuma Parachu 25 Contextual Ministry Del Norte Gypsum Milliken Florence Yuma Parachu 25 Contextual Ministry Del Norte Charles Contextual Ministry Del Norte Contextual Ministry Del Norte

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	0-7	7-10	10-15	ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	660	0	2,699	Irish	Irish 90	Irish 90 0
Arab	1	0	1	Italian	Italian 20	Italian 20 0
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	3	0	10	Norwegian	Norwegian 15	Norwegian 15 0
British	4	0	32	Polish	Polish 6	Polish 6 0
Canadian	1	0	3	Portuguese	Portuguese 1	Portuguese 1 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	7	0	19	Russian	Russian 5	Russian 5 0
Czechoslovak	0	0	2	Scandinavian	Scandinavian 1	Scandinavian 1 0
Danish	4	0	13	Scotch-Irish	Scotch-Irish 16	Scotch-Irish 16 0
Dutch	11	0	64	Scottish	Scottish 17	Scottish 17 0
English	119	0	427	Slovak	Slovak 2	Slovak 2 0
European	13	0	34	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	0	0	5	Swedish	Swedish 6	Swedish 6 0
French (not Basque)	13	0	77	Swiss	Swiss 1	Swiss 1 0
French Canadian	5	0	13	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	169	0	730	US/American	US/American 43	US/American 43 0
Greek	1	0	3	Welsh	Welsh 2	Welsh 2 0
Hungarian	3	0	8	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 2	Yugoslavian 2 0
				Other	Other 80	Other 80 0

Avondate Ponderosa Park Silverton Westcreek Gold Hill Fairplay Brighton Coal Creek Penrose Loc Rangely Niwot Foxfield Avon Fort Lupton Ault Walden Montezuma Intercultural Institute Limon Evergreen Northglenn Moffat Cheraw Loveland Strasburg Nave Intercultural Institute Velby Yampa ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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



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?

Westcreek <u>Air Force Academy Dacono Eagle-Vail Crowley Log Lane Village Gunnison Evergreen Eg</u> Cottonwood Idaho Springs Yuma Minturn Todd Creek Battlement Messon Intercultural Institute Bennett Fruitvale Swink Poncha Springs Windsor Erie Breckenridg for Contextual Ministry Colorado City Eads Calhan Akron Perry Park Meri 28 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.



rplay Cripple Creek Pueblo West Peetz Cherry Hills Village Frisco Roxborough Park Coal Greek Crook Sectation Indian-Hills Estes Park Blanca Elizabeth Limon Ridgway Genoar Intercultural Institute Intercultural Institute for Contextual Ministry Arboles Rangely Lakeside Bayfield Romeo Mintu 29 Copyright 2012, Intercultural Institute for Contextual Ministry North Washington Parker Eldorado Springs College

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	482	100%	318	100%
AFFLUENT SUBURBIA	2	0.41%	1	0.31%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	2	0.41%	1	0.31%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	13	2.7%	9	2.83%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	13	2.7%	9	2.83%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

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The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	482	100%	318	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	70	14.52%	47	14.78%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	3	0.62%	2	0.63%
Professional Urbanites	23	4.77%	17	5.35%
Urban Advancement	3	0.62%	2	0.63%
Amer. Great Outdoors	41	8.51%	26	8.18%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

raser Berkley Grand View Estates Johnstown Sedalia Evans Keystone Carbondale Pueblo Springfield Stone Montrose Fruita Manitou Springs Brighton Perry Park New Caster Intercultural Institute lead Ken Caryl Bethune Walsenburg Swink Aristocrat Ranchettes Gold For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	482	100%	318	100%
REMOTE AMERICA	100	20.75%	61	19.18%
Hardy Rural Fam.	100	20.75%	61	19.18%
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	275	57.05%	187	58.81%
Industrious Country Living	275	57.05%	187	58.81%
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%

Vilas Mountain View Georgetown Saguache Buena Vista Black Hawk Spring alls Greenwood Village Colorado City Coal Creek Manzanola Provintercultural Inst

Cono Roxborough Park El Jebel Holyoke Gunbarrel Wiggins South For Contextual Ministry La Jara Ser Copyright 2012, Intercultural Institute for Contextual Ministry Fort Collins, Steamboat Springs, Del Norte, Ridgway

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	482	100%	318	100%
STRUGGLING SOCIETIES	23	4.77%	13	4.09%
Rugged Southern Style	23	4.77%	13	4.09%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Silverton Grever Eagle Fleming Walsh Pitkin Red Cliff Fowler Naturita Bayfield Gypsum Greeley Plane Crawford Boulder Highlands Ranch Brush Lakewood Campion Intercultural Institute ton Kersey Grand View Estates Eckley Severance Dinosaur Rockvale for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Intercultural Institute for Contextual Ministry

Within the 0-7 mile, 7-10 mile and 10-15 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

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

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Potential Cultural Bridges

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

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

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

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



ken Raymer Silver Plume Commerce City Idaho Springs Louviers Colorado Springs Estes Park Beulah Hamosa East Dove Creek Hayden Arriba Cokedale Center Creede Montan Village Stratmoor El Jebe Telluride Otis Pueblo Stratton Steamboat Springs Fruita Eaton Kit for Contextual Ministry Crested Butte 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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	70%	70%	73%	Internet Use: News/ Weather	24%	25%	27%
Use Comp. for Internet/E-mail	56%	57%	60%	Use Comp. for News/Info./Data	22%	22%	25%
Internet Use: E-Mail	45%	46%	50%	Service			
Use Comp. for Comp. Games	44%	42%	42%	Internet Use: Banking	22%	22%	24%
Use Comp. for Word	41%	41%	45%	PC-Network-HH Has One	18%	17%	19%
Processing				Use Comp. for Personal	16%	16%	18%
Use Comp. for Digital Camera	39%	37%	38%	Financial Mngmnt			
Photo Editing				Use Comp. for Accounting	15%	15%	17%
Use Comp. for Shopping	35%	34%	37%	Use Comp. for Filing/DB	14%	14%	16%
HH Owns DVD Player	32%	31%	32%	Mngmnt			
Use Comp. for Education	31%	30%	32%	HH Owns Video/Webcam	13%	12%	11%
Use Comp. for Banking	29%	29%	32%	Internet Use: Shopping: Made	11%	12%	12%
				A Purchase			
				Internet Use: Instant	11%	10%	9%
				Messaging (Im)			

Steamboal Springs Fleming Lyons Littleton Louisville Granada Cai, /2on City Fruitvale Campo Mark City Selbert Mead Denver Raymer Bonanza Gleneagle New Castle Intercultural Institute Mesa Green He La Junta Thornton Air Force Academy Arvada Ovid Nunn Walsh Confectual Ministry Hooper Boulder West Pleasant View Wray Palmer Lak 36 Copyright 2012, Intercultural Institute for Contextual Ministry Hooper Boulder West Pleasant View Wray Palmer Lak 36 Fraser Planet Contextual Ministry Hooper Boulder West Pleasant View Wray Palmer Lak 36 Contextual Contextual Ministry Hooper Boulder West Pleasant View Wray Palmer Lak 36 Contextual Contextual Ministry Hooper Boulder West Pleasant View Wray Palmer Lak 36 Contextual Contextual Ministry Hooper Boulder West Pleasant View Wray Palmer Lak 36 Contextual Contextual Ministry Hooper Boulder West Pleasant View Wray Palmer Lak 36 Contextual Contextual Ministry Hooper Boulder West Pleasant View Wray Palmer Lak 36 Contextual Contextual Ministry Hooper Boulder West Pleasant View Wray Palmer Lak 36 Contextual Contextual Ministry Hooper Boulder West Pleasant View Wray Palmer Lak 36 Contextual Contextual Ministry Hooper Boulder West Pleasant View Wray Palmer Lak 36 Contextual Contextual Ministry Hooper Boulder Blizabeth Rye Acquilar Pagosa Springs Red

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 - 0-7 miles, 7-10 miles, 10-15 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.

MILESMILESMILESListening To Music66%65%66%Dining Out (Not Fast60%60%63%Food)55%57%60%Reading Books54%55%57%Gardening49%47%45%Card Games47%46%46%Cooking for Fun40%39%38%Go To A Beach/Lake40%39%33%Board Games34%33%33%Photography23%21%19%
Dining Out (Not Fast Food)60%63%Good)60%63%Reading Books54%55%57%Gardening49%47%45%Card Games47%46%46%Cooking for Fun40%39%38%Goor O A Beach/Lake40%39%41%Board Games34%33%33%Photography23%22%22%
Food) Reading Books 54% 55% 57% Gardening 49% 47% 45% Card Games 47% 46% 46% Cooking for Fun 40% 39% 38% Go To A Beach/Lake 40% 39% 41% Board Games 34% 33% 33% Photography 23% 22% 22%
Reading Books 54% 55% 57% Gardening 49% 47% 45% Card Games 47% 46% 46% Cooking for Fun 40% 39% 38% Go To A Beach/Lake 40% 39% 41% Board Games 34% 33% 33% Photography 23% 22% 22%
Gardening 49% 47% 45% Card Games 47% 46% 46% Cooking for Fun 40% 39% 38% Go To A Beach/Lake 40% 39% 41% Board Games 34% 33% 33% Photography 23% 22% 22%
Card Games 47% 46% 46% Cooking for Fun 40% 39% 38% Go To A Beach/Lake 40% 39% 41% Board Games 34% 33% 33% Photography 23% 22% 22%
Cooking for Fun 40% 39% 38% Go To A Beach/Lake 40% 39% 41% Board Games 34% 33% 33% Photography 23% 22% 22%
Go To A Beach/Lake40%39%41%Board Games34%33%33%Photography23%22%22%
Board Games 34% 33% 33% Photography 23% 22% 22%
Photography 23% 22% 22%
Bird Watching 23% 21% 10%

Littleton Foxfield Fairplay Genesee Hugo Crook Brighton Rye Gold Hill De Beque Arriba Craig at the North Eagle Raymer Cascade-Chipita Park Ophir Orchard City Spectrum Monument Stratton The ood Mount Crested Butte Erie Paonia Yampa Monte Vista Downieville-Copyright 2012, Intercultural Institute for Contextual Ministry Superior Simla Del Norte Bayfield Glendale Swin 37 Stratton The

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Concert	21.02%	22.38%	26.05%
Live Theater	18.98%	20.29%	23.35%
Live Theater Most Often	17.18%	18.07%	20.18%
Rock/Pop Concerts Most	8.77%	9.02%	11.18%
Often			
Country Concerts Most	7.63%	7.38%	6.9%
Often			
Comedy Club	7.23%	7.09%	7.27%
Movies: Action/Adventure	36.76%	36.35%	37.53%
Movies: Comedy	31.55%	31.82%	33.72%
Movies: Fam.	18.88%	18.57%	19.29%

ritchett Basalt Winter Park Walsenburg La Veta Louisville Garden City Lafayette Grover Mancos The Grand Junction Lakeside Lake City Mountain View Avon De Beque Intercultural Institute Walden Kit Carson South Fork Orchard City Green Mountain Falls Eliza Confectual Ministry Columbine Meeker Gold Hill Greeley Granby Todd Cr38

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands -0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	41.86%	42.77%	44.57%	Weight Training	Weight Training 13.1%	Weight Training 13.1% 13.02%
Swimming	36.27%	35.71%	36.49%	Canoeing/Kayaking	Canoeing/Kayaking 12.96%	Canoeing/Kayaking 12.96% 12.33%
Freshwater Fishing	26.65%	25.36%	22.93%	Softball	Softball 12.69%	Softball 12.69% 11.59%
Camping Trips	22.45%	21.2%	19.79%	Stationary Cycling	Stationary Cycling 12.59%	Stationary Cycling 12.59% 12.64%
Hunting	21.75%	19.76%	16.52%	Using Cardio	Using Cardio 10.74%	Using Cardio 10.74% 11.13%
Bowling	21.24%	20.85%	20.95%	Machine	Machine	Machine
Mountain/Road Biking	18.16%	17.49%	17.28%	Baseball	Baseball 10.44%	Baseball 10.44% 9.92%
Target Shooting	17.55%	15.84%	13.65%	Horseback Riding	Horseback Riding 10.14%	Horseback Riding 10.14% 9.34%
Power Boating	15.03%	14.78%	14.18%	Saltwater Fishing	Saltwater Fishing 8.91%	Saltwater Fishing 8.91% 8.62%
Billiards/Pool	14.55%	14.49%	15.2%	Volleyball	Volleyball 8.7%	Volleyball 8.7% 8.07%
Golf	14.43%	14.93%	15.93%	Archery	Archery 8.64%	Archery 8.64% 7.82%
Jogging/Running	14.37%	14.11%	14.37%	Water Skiing	Water Skiing 8.42%	Water Skiing 8.42% 7.8%
Basketball	14.32%	13.65%	12.99%	Snowmobiling	Snowmobiling 8.22%	Snowmobiling 8.22% 7.44%
Backpacking/Hiking	13.25%	12.47%	11.69%	Motorcycling	Motorcycling 8.15%	Motorcycling 8.15% 7.6%
				Football	Football 8.12%	Football 8.12% 7.64%



The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Ice Skating	8.09%	7.45%	6.71%
Soccer	7.73%	7.23%	6.77%
Auto Racing	7.61%	6.65%	5.63%
Yoga	7.39%	7.18%	7.37%
Aerobics	7.24%	7.68%	8.61%
Downhill & X-Country Skiing	6.16%	5.97%	5.85%
Roller Skating	5.88%	5.62%	5.42%
Fly Fishing	5.68%	5.58%	5.36%
Skateboarding	5.49%	4.92%	4.14%
Snorkeling	5.36%	5.07%	5.04%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Sailing	4.9%	4.91%	4.9%
Jet Skiing	4.83%	4.61%	4.76%
Rowing	4.48%	4.16%	3.75%
Tennis	4.46%	4.67%	5.43%
Rock Climbing	4.02%	3.72%	3.5%
Snowboarding	3.69%	3.46%	3.23%
Racquetball	3.66%	3.43%	3.13%
Hockey	3.52%	3.33%	2.97%
Martial Arts	3.48%	3.19%	2.96%
Surfing & Windsurfing	3.04%	2.82%	2.54%

Estes Park Crestone Brush Bethune Manzanola Edwards Paoli Walden Lakeside Salida Hillrose Grover Towaoc Brookside Woodland Park Woodmoor Eckley Wray Intercultural Institute Durango Westcreek Salt Creek Loghill Village Loveland Arboles Anton For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



stle Pines Clifton Las Animas Eagle Nucla Aspen Springfield Columbine Olathe Evergreen Littleton Fowler Arvada Lakewood Glendale Blue River Englewood Hayden Intercultural Institute egate Sterling Bonanza Fort Lupton Kersey Meeker Del Norte Fort Gar (ortextual Ministry for Contextual Ministry Parachute Leadville Lincoln Park Cai; /2on City Dillon41

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.



Sugar City Dacono Lafayette Meridian Swink Poncha Springs Evans Dinosaur Bothune Dillon Victoria Fort Collins Red Cliff Coal Creek Eckley Fort Garland Boulder Later Intercultural Institute Las Animas Red Vilas Walsh Morrison Brookside Severance Fountain Wiley Eagle Contextual Ministry West Pleasant View Hillros 42 Contextual Ministry Welley Coatle Piece Pueble West Pleasant View Hillros 42

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-1 MILE
Important Continue Learning New Things	52%	51%	51%	Rarely Sit Down to a Meal Together At Home	20%	20%	19%
Find It Difficult To Say No To My Kids	38%	38%	38%	Like To Pursue Challenge/Novelty/Change	19%	19%	17%
Woman's Place Is In The Home Money Is Best Measure Of	38% 35%	37% 34%	36% 31%	Too Much Sponsorship In Arts/Sports	19%	18%	17%
Success	0.40/	0.40/	0.40/	I Am A Workaholic	17%	16%	15%
Speak My Mind Even If It Upsets People	34%	34%	34%	Only Work Current Job for The Money	17%	17%	16%
Prefer To Have Few Possessions As Possible	31%	33%	35%	Marijuana Should Be Legalized On Whole People Get What	15% 13%	16% 12%	17% 11%
Like Control Over People And Resources	31%	31%	31%	They Deserve We Should Strive for Equality for	11%	11%	11%
Don't Judge People/Way They Live Life	30%	30%	29%	All Happy With My Standard Of	11%	11%	12%
Like To Do Unconventional Things	30%	30%	30%	Living Indulge My Kids With The Little	9%	9%	8%
If Won Lottery Would Never	26%	27%	29%	Extras	3 /0		
Work Again	050/	050/	00%	Little I Can Do To Change My	7%	7%	7%
Friends More Important Than My Fam.	25%	25%	26%	Life Willing To Give Up Time With	6%	6%	5%
Like to Stand Out In A Crowd	23%	22%	20%	Fam. To Advance	070	070	070

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Hinrose Vona Caster Fines Mountain Village Silverthorne Haswell Crested Butte Elderade Springs New Februarie Central City Acres Green Leadville North Deer Trail Olathe First Intercultural Institute Orchard City Campo Bennett Crawford Flagler Centennial Pitkin Arist Intercultural Institute en wood Village Copyright 2012, Intercultural Institute for Contextual Ministry 43

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.

7-10 mi 0-7 mi MP 08043979000

Edgevater Halden Lafayette El Jebel Genoa Poncha Springs Mountain View Padroni Fort Carson Commerce City North Washington Frederick Roxborough Park Clifton Intercultural Institute Strasburg Blanca Fowler Fruitvale Manassa Loghill Village Monte Vision Intercultural Institute Intercultural Institute for Contextual Ministry Fairplay Campo Central City Eads Derby Creede 44

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-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs	61%	61%	63%	Real Men Don't Cry	16%	16%	15%
And Beliefs				Is An Important Part Of Who I Am	15%	15%	14%
You Should Seize Opportunities In Life	56%	57%	57%	Worried About Pollution Caused By Cars	14%	14%	15%
Important Feel Respected By My Peers	36%	36%	35%	Looking for New Ideas To Improve Home	13%	13%	13%
Prefer Work Part Of Team Than Alone	35%	34%	34%	Try Not To Worry About The Future	13%	13%	13%
Important To Juggle Various Tasks	32%	31%	30%	Enjoy Spending Time With My Fam.	10%	10%	10%
Like To Understand About Nature	32%	33%	35%	Provide My Kids With The Little Extras	8%	8%	7%
Prefer To Have Few	31%	33%	35%	Decor Particular Interest To Me	6%	6%	5%
Possessions As Possible				Feel Very Alone In The World	6%	6%	5%
Good At Fixing Things	29%	28%	27%	Like Spending Most Time With	5%	5%	5%
Have Keen Sense Of Adventure	28%	28%	28%	Fam.			
People Have To Take Me As They Find Me	25%	24%	24%	Children Should Be Allowed To Express Themselves	4%	4%	4%
Like To Just Enjoy Life	24%	24%	24%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	17%	17%	17%	Business			

Morrison Crested Butte Elizabeth Romeo Grand Junction Wheat Ridge Fairplay Dinosaur Akron Louvier Twin Lakes Fort Garland La Jara Salt Creek Highlands Ranch Columbra Litter Empire Calhan Stark puntain View Denver Fort Collins Collbran Castle Pines North Broomfield for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Fort Lunton Cali 1/con City Womelsdorf (Coalton) Silvert

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.

Yuma Edgewater Durango Crawford Akron Federal Heights Westminster Cottonwood St. Mary's Salt La Veta Colorado City Julesburg Leadville Norwood Hotchkiss Caster Intercultural Institute Fairplay Welder almer Lake Stratmoor Meeker Hot Sulphur Springs Milliken Highlands R. Lo Confectual Ministry of South Fork Copyright 2012, Intercultural Institute for Contextual Ministry

7-10 mi

0-7 mi

MP 08043979000

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		PLACE
	MILES	MILES	MILES		
Fast Food/Drive-In	86.79%	85.64%	84.54%	1	Cracker E
Restaurant-Visit Any					Olive Gar
Fam. Restaurants/Steak	84.93%	84.47%	84.76%		Red Lobs
Houses-Visit Any					Sonic
McDonald's	58.59%	57.64%	56.83%		Outback S
Burger King	37.02%	36.01%	34.63%		Golden C
Subway	31.76%	31.27%	31.28%		Denny's
Wendy's	29.33%	28.79%	28.89%		Hardee's
Kentucky Fried Chicken (KFC)	29.06%	27.08%	25.07%		Dunkin' D
Taco Bell	26.8%	25.86%	25.11%		Chili's Gri
Arby's	25.5%	24.42%	23.43%		Ruby Tue
Applebee's	25.2%	25.51%	27.08%		Quiznos S
Pizza Hut	20.56%	19.7%	19.43%		
Dairy Queen	19.53%	19.23%	18.72%		

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Cracker Barrel	18.29%	17.74%	17.42%
Olive Garden	16.72%	17.57%	19.43%
Red Lobster	15.92%	15.96%	15.76%
Sonic	12.96%	12.45%	12.24%
Outback Steakhouse	12.22%	12.84%	14.09%
Golden Corral	11.41%	10.25%	9.05%
Denny's	10.88%	10.81%	10.41%
Hardee's	10.8%	10.12%	9.17%
Dunkin' Donuts	10.45%	10.17%	9.81%
Chili's Grill and Bar	10.38%	10.3%	11.66%
Ruby Tuesday	10.26%	9.93%	9.81%
Quiznos Sub	10.26%	10%	10.89%

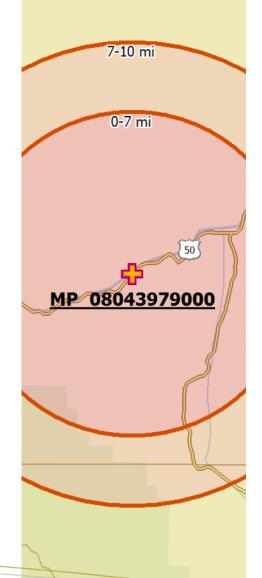
Cone Welby Wray Breckenridge Cai, / An City Mount Crested Butte Aspen Park Baytield Dinosaur Port Ai Force Academy Battlement Mesa San Luis Meeker Swink East Pleaser Intercultural Institute Brookside Gypsum Merino Manassa Rye Towaoc Peetz Hooper for Contextual Ministry ^a©Copyright 2012, Intercultural 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!



thoud Severance Gleneagle Evans Cimarron Hills Central City Columbine Valley Meridian Avondale Fe Cat: ½on City Gypsum Pueblo West Colorado City Battlement Mesa Intercultural Institute Winter Park Nunn Georgetown Commerce City Foxfield Sheridan Saturation Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Monument Strasburg Leadville Beulah Valley Cate 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-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	46.46%	47.25%	49.5%
Recycled products	34.46%	35.48%	38.68%
Worked as volunteer (non political)	18.23%	18.44%	19.54%
Engaged in fund raising	10.35%	10.48%	11.33%
Religious club member	7.91%	7.95%	8.03%
Union member	7.26%	6.98%	6.77%

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Wrote to editor of mag or newspaper	6.2%	6.21%	6.61%
Wrote to elected offcl about publ bus	6.03%	6.23%	6.76%
Church Board	5.92%	5.86%	5.62%
Fraternal order member	5.48%	5.48%	5.36%
Addressed a public meeting	5.41%	5.47%	5.84%
Took active part in local civic issue	5.38%	5.47%	5.57%

East Pleasant View Eckley Cottonwood Alamosa Walsenburg Williamsburg Westchiffe Limon Manassa Red Cliff Mountain View Vilas Nederland Kittredge Granada Kim Auto Intercultural Institute rker Crook Ouray Cedaredge Leadville North Hotchkiss Naturita Rifle for Contextual Ministry ah Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

Communication Media Content

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

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



s Eldora La Veta Center Snowmass Village Eaton Eagle-Vail Lafayette South Fork Montezuma Gold H Losaur Hillrose Aguilar Littleton Palisade Telluride Cedaredge Arriba Intercultural Institute nnett Ovid St. Mary's Bethune La Jara Ignacio Severance Iliff Ponch for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Blanca Montezuma Butte For Contextual Ministry Blanca Montezuma South Ford Avondale Silver Plume Padroni Salid

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	16.88%	17.42%	18.98%
Children's Books	12.22%	12.51%	13.49%
Mystery	11.34%	11.91%	13.02%
Cookbooks	10.32%	10.52%	11.05%
Religious (not Bibles)	8.11%	8.1%	8.4%
Romance	7.92%	7.77%	7.8%
History	6.7%	7.01%	7.87%
Personal/Business	6.17%	6.39%	7.13%
Self-help			
Biography	6.06%	6.29%	6.91%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	63.09%	63.72%	66.43%
Gen. Editorial	45.15%	45.34%	46.48%
Womens	37.15%	37.26%	38.42%
Service	36.98%	37.09%	38.17%
Fishing/Hunting	19.06%	18.09%	16.26%
Mature Market	14.95%	15.25%	15.29%
Mens	14.53%	14.79%	15.59%
Automotive	14.18%	13.82%	13.31%
Business/Finance	12.63%	13.86%	16.85%

esburg Superior Estes Park Ordway Williamsburg Severance Kim Bethune Lochbule Berkley Rangel Win Lakes Aspen Park Ridgway Mancos Allenspark Del Norte Idaho Spring Intercultural Institute Ie-Chipita Park Cimarron Hills Delta Blue River Atwood Englewood Star (or Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Park Parachute Byers Victor Westminster Bed Cliff Fruita Berthoud Padroni Acres Green Avondale

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	58.83%	59.05%	59.75%
Classified	39.99%	38.43%	35.94%
Editorial Page	34.71%	34.63%	34.83%
Sport	31.38%	32.03%	33.32%
Comics	29.17%	29.4%	29.48%
Business/Finance	27.15%	28.48%	31.47%
Food/Cooking	25.63%	26.05%	26.8%
TV/Radio Listings	23.17%	23.65%	24.4%
Movie Listings & Reviews	21.32%	21.98%	24.04%
Home/Gardening	20.37%	20.83%	22.2%
Travel	17.05%	17.94%	20.25%
Science/Technology	16.94%	17.61%	19.25%
Fashion	9.61%	10.54%	12.12%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	34.28%	32.52%	29.06%
Adult Contemporary	19.08%	19.22%	20.02%
CHR Contemp Hit Radio	15.63%	15.5%	15.84%
Classic Rock	13.56%	13.11%	13.25%
Rock	11.6%	11.49%	12.1%
Oldies	11.11%	11.24%	11.7%
News/Talk	10.61%	11.11%	13.02%
Alternative	6.83%	7.35%	8.6%
Religious	6.48%	6.59%	6.82%
Variety	6.35%	6.55%	6.94%
All Talk	3.28%	4%	5.31%
Urban Contemporary	3.17%	3.64%	4.39%
Soft Contemporary	3.13%	3.41%	4.58%
Adult Standards	2.83%	3.21%	3.64%
Classic Hits	2.75%	2.76%	3.21%
Classical	2.71%	2.95%	3.61%
Sports	2.68%	2.94%	3.77%
Public	2.28%	2.45%	3.06%

Gendale Stratton Mountain Village Otis Blanca Rangely Elagler Nunn Fort Carson Limon Evans Fire Simla Sheridan Fountain Vail Columbine Victor Monte Vista gewater Dinosaur Oak Creek Eldora Kit Carson Pitkin Dacono Commo for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Cokedale Boone Wheat Ridge Vilas Berthoud Hillro 52 Copyright 2012, Intercultural Institute for Contextual Ministry

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	MULTIMEDIA: TV	0-7	7-10	
	MILES	MILES	MILES		MILES	MILES	
Fox News Channel	73.17%	71.9%	71.16%	BET (Black Entertainment	29.49%	28.85%	
Satellite Dish	59.32%	57.47%	57.67%	TV)			
Soapnet	52.37%	52.07%	52.73%	USA Network	28.93%	28.69%	
Other Video-On-Demand	45.29%	45.05%	43.73%	TCM (Turner Classic	27.85%	27.49%	
Sci-Fi Channel	42.82%	41.75%	41.02%	Movies)			
Adult Pay Per View TV	40.21%	40.11%	39.71%	Adult Swim	27.6%	27.99%	
MSNBC	39.58%	38.34%	37.76%	TV Info From Monthly Cable	26.33%	25.61%	
Nickelodeon	34.4%	32.96%	31.83%	Guide			
TV Info From Sunday TV	32.69%	32.14%	32.21%	Subscribe Digital Cable	25.6%	25.98%	
Magazine				Hallmark Channel	24.15%	24.28%	
Comedy Central	32.37%	33.92%	36.92%	The Golf Channel	22.77%	23.46%	
Nick At Nite	31.61%	30.27%	29.18%	ESPN Classic	22.65%	23.68%	
TV Info From Newspapers	29.73%	28.85%	28.52%	The Science Channel	22.54%	20.45%	
				ESPN2	22.08%	22.96%	

uit Sheridan Cimarron Hills

Lifetime

21.56%

21.14%

21.58%

Weington Genoa Pitkin Roxborough Park Coal Creek Ponderosa Park Gunnison Demett Thornton Derby Rangely San Luis Eagle-Vail Red Feather Lakes Calhan Intercultural Institute Creek Carbondale Arriba Lincoln Park Yuma Grand Lake Atwood Rov for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for 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.



Marble Dolores Central City Vona Mountain Village Mount Crested Butte Plateville Grand Lake Fruit Indian Hills Vail IIIff Ponderosa Park Superior Franktown Olathe Area Intercultural Institute Kiowa Foxfield Red Feather Lakes Olney Springs Collbran Todd Cree For Contextual Ministry For Contextual Ministry Lane Village Manassa Valsenburg Morrison Salida 54

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	20.43%	20.72%	22.12%
Medium Users (4-6)	9.96%	10.25%	11.19%
Light Users (1-3)	18.63%	18.9%	19.49%
Quintiles (20%)			
Newspaper I (Heavy)	2.26%	1.95%	1.54%
Newspaper II	0.66%	0.69%	0.83%
Newspaper III	3.06%	2.89%	2.65%
Newspaper IV	0.58%	0.51%	0.44%
Newspaper V (Light)	0.86%	0.85%	0.91%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.51%	19.52%	18.66%
Magazines II	9.18%	8.51%	7.84%
Magazines III	12.88%	11.88%	10.67%
Magazines IV	8.71%	8.66%	9.11%
Magazines V (Light)	0.03%	0.06%	0.16%
Outdoor I (Heavy)	3.89%	4.38%	4.71%
Outdoor II	1.8%	1.77%	1.89%
Outdoor III	1.85%	1.93%	2.01%
Outdoor IV	18.67%	18.12%	17.06%
Outdoor V (Light)	25.95%	26.58%	27.08%
Yellow Pages I	12.34%	12.54%	12.66%
(Heavy)			
Yellow Pages II	3.24%	3.79%	4.35%
Yellow Pages III	4.25%	4.03%	3.85%
Yellow Pages IV	25.01%	23.96%	21.99%
Yellow Pages V (Light)	1.44%	1.54%	1.58%

Valsenburg Columbine Berkley Eads Lakeside Basalt Larkspur Lone Tree Limon Ridgway Center G Campo Louviers Raymer Moffat Yuma Sawpit Lyons Vail Fleming <u>Intercultural Institute</u> Orchard City Dove Otis Caï; ¹/₂on City Akron Firestone Redlands Downieville-Lawson-Dum *Contextual Ministry* Vilas Federal H ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Burlington Kittredge Silver Plume Laporte Latavette

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		MEDIUM	MEDIUM 0-7	MEDIUM 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Radio Drive Time Quntiles (fifths / 20%)					TV Prime Time Quntiles (fifths / 20%)	Υ.	,
Drive Time I & II (Heavy)	4.24%	4.17%	3.76%		Prime Time I & II (Heavy)	,	,
Drive Time III (Medium)	0.7%	0.72%	0.66%		Prime Time III (Medium)	Prime Time III (Medium) 2.5%	Prime Time III (Medium) 2.5% 2.51%
Radio IV & V (Light)	1.32%	1.37%	1.61%		Prime Time IV & V (Light)	Prime Time IV & V (Light) 8.98%	Prime Time IV & V (Light) 8.98% 7.67%
Radio Media Quntiles (fifths /					TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)					(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy)	9.28%	8.58%	8.17%		Fringe I & II (Heavy)	Fringe I & II (Heavy) 44.56%	Fringe I & II (Heavy) 44.56% 44.37%
Radio III (Medium)	6.91%	6.38%	5.96%		Fringe III (Medium)	Fringe III (Medium) 56.6%	Fringe III (Medium) 56.6% 55.82%
Radio IV & V (Light)	3.55%	3.36%	3.19%		Fringe IV (Light)	Fringe IV (Light) 59.87%	Fringe IV (Light) 59.87% 58.3%
Cable TV Quntiles (fifths /					TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)					20%)	20%)	20%)
Cable I & II (Heavy)	12.54%	12.07%	13.01%		All Day I & II (Heavy)	All Day I & II (Heavy) 11.09%	All Day I & II (Heavy) 11.09% 11.38%
Cable III (Medium)	2.8%	2.74%	3.13%		All Day III (Medium)	All Day III (Medium) 25.6%	All Day III (Medium) 25.6% 25.03%
Cable IV & V (Light)	35.92%	36.06%	35.26%		All Day IV (Light)	All Day IV (Light) 7.29%	All Day IV (Light) 7.29% 8.13%



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	15.42%	15.23%	14.66%
6:00am - 10:00am	16.5%	16.99%	18.1%
10:00am - 3:00pm	7.12%	6.94%	6.59%
3:00pm - 7:00pm	15.67%	15.3%	14.61%
7:00pm - Midnight	15.17%	15.65%	16.08%
Midnight - 6:00am	6.13%	6.44%	6.57%
Weekend Radio			
Listeners			
Dayparts [summary]	18.75%	17.52%	16.25%
6:00am - 10:00am	3.46%	3.69%	4.02%
10:00am-3:00pm	6.47%	6.46%	6.52%
3:00pm - 7:00pm	7.01%	6.98%	7.06%
7:00pm - Midnight	5.97%	6.42%	7.49%
Midnight - 6:00am	13.41%	13.27%	13%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.75%	7.63%	8.48%
Saturday:	9.38%	9.01%	9.06%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.6%	9.33%	9.61%
9:00am-1:00pm	31.61%	30.27%	29.18%
9:00am-4:00pm	35.82%	34.41%	33.3%
4:00pm-7:00pm	29.15%	29.3%	31.05%
11:00pm-1:00am	47.83%	46.37%	45.66%
AVG Prime time	2.63%	2.51%	2.51%
Mon-Sun			

Brighton Cypsum Grover Ault Kersey Larkspur Orchard City Fruita Deer Trail Lakeside Cherry Hill Eagle Morrison Paonia Silt Meridian Seibert Wiley Allenspark uma Castle Pines East Pleasant View Florence Granada Nucla Fowler Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	15.66%	16.02%	17.2%		Sat: 7-10am	Sat: 7-10am 16.15%	Sat: 7-10am 16.15% 16.6%
7-9am	22.08%	22.96%	24.08%		Sat: 10am-1pm	Sat: 10am-1pm 8.01%	Sat: 10am-1pm 8.01% 7.83%
9am-12noon	26.03%	25.18%	24.54%		Sat: 1-4pm	Sat: 1-4pm 22.81%	Sat: 1-4pm 22.81% 22.75%
12noon-4pm	9.78%	9.23%	8.76%		Sat: 4-6pm	Sat: 4-6pm 8.71%	Sat: 4-6pm 8.71% 8.28%
4-6pm	45.07%	45.41%	49.18%		Sat: 6-7pm	Sat: 6-7pm 1.84%	Sat: 6-7pm 1.84% 1.91%
6-7pm	24.32%	23.2%	22.21%		Sat: 7-8pm	Sat: 7-8pm 1.63%	Sat: 7-8pm 1.63% 1.49%
7-7:30pm	2.1%	2.03%	1.95%		Sat: 8-11pm	Sat: 8-11pm 9.38%	Sat: 8-11pm 9.38% 9.01%
7:30-8pm	13.65%	12.65%	11.62%		Sat: 11pm-1am	Sat: 11pm-1am 4.21%	Sat: 11pm-1am 4.21% 4.3%
8-11pm	7.75%	7.63%	8.48%		Sat: 1am-7pm	Sat: 1am-7pm 28.93%	Sat: 1am-7pm 28.93% 28.69%
11pm-12am	39.58%	38.34%	37.76%		Sun: 7-10am	Sun: 7-10am 1.73%	Sun: 7-10am 1.73% 1.68%
11pm-1am	47.83%	46.37%	45.66%		Sun: 10am-1pm	Sun: 10am-1pm 5.23%	Sun: 10am-1pm 5.23% 5.31%
1-6am	34.82%	34.97%	36.17%		Sun: 1-4pm	Sun: 1-4pm 6.78%	Sun: 1-4pm 6.78% 6.36%
					Sun: 4-7pm	Sun: 4-7pm 11.93%	Sun: 4-7pm 11.93% 11.53%
					Sun: 7-11pm	Sun: 7-11pm 9.6%	Sun: 7-11pm 9.6% 9.33%
					Sun: 11pm-1am	Sun: 11pm-1am 2.9%	Sun: 11pm-1am 2.9% 2.91%
					Sun: 1-7am	Sun: 1-7am 18.23%	Sun: 1-7am 18.23% 17.94%

Parker Wiley Sugar City Mountain View Westcliffe Dolores Campo Berkley Leadville North Acres Ferior Dillon Fowler Akron Mountain Village Otis Avon Twin Lakes Intercultural Institute Manassa Strasburg Bow Mar Branson Gilcrest Hayden Franktown Starktown Starkville Grove Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Int

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.

Mead Glendale <u>Glenwood Springs Evergreen</u> Fort Morgan Keystone Berkley Gold Hill Basalt Granad Hence Manzanola Cottonwood Broomfield Cherry Hills Village Rye Pages <u>Intercultural Institute</u> Florence Aurora Kremmling Monument Loghill Village La Salle Fort Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fort Carland Fort Lupton Telluride Woodland Park

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

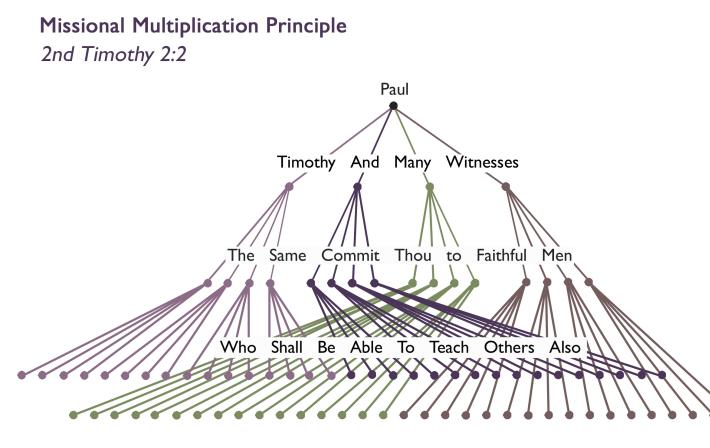
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

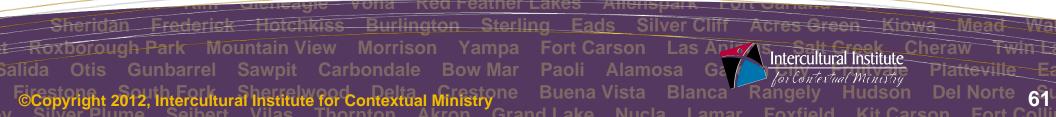
El Jebel Lochbuie Hotchkiss Manassa Larkspur Green Mountain Falls Cottonwood Delta Grand Lake Bayfield Loveland Meridian Sedgwick Towaoc Dinosaur Twin Lakes Frighton Bennett Parachute Rifle Seibert Starkville Nunn Julesburg Bow Mar Ward Salida For Intercultural Institute Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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





Establishing Redemptive Relationships

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

Communication Steps

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





Your MissionSite and the Missional Suite

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

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

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



West Pleasant View Burlington Twin Lakes Center Todd Creek Fleming Sedgwick Ophir Arvada Fruita The Gypsum Oak Creek Louisville Fowler Manassa Central City La Manassa Woodmoor Victor Campo Golden Frederick Basalt Windsor South Fork Glenwood South Fork Glenwood South Figure 10 Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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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