MissionSite top unreached locations

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Intercultural Institute Atwood Eagle-Vail Vices of Marchaeler (for Contextual Ministry Ranch Otis Haswell COLORADO Banginstswink Gi Eldorado Springs Gunnison Haxtun Ignacio Downieville-Law s Green ©Copyright 2012; Intercultural Institute for Contextual Ministry ennial Clifton Eagle Palmer Lake Brush Eldora Blanc

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MissionSite (TM) Table of Contents

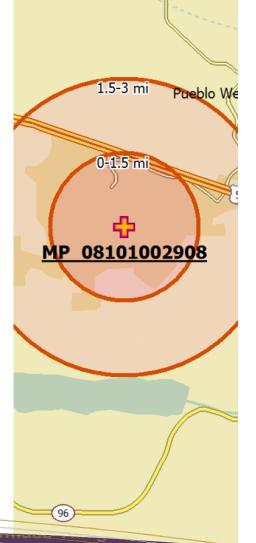
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Site Location Summary

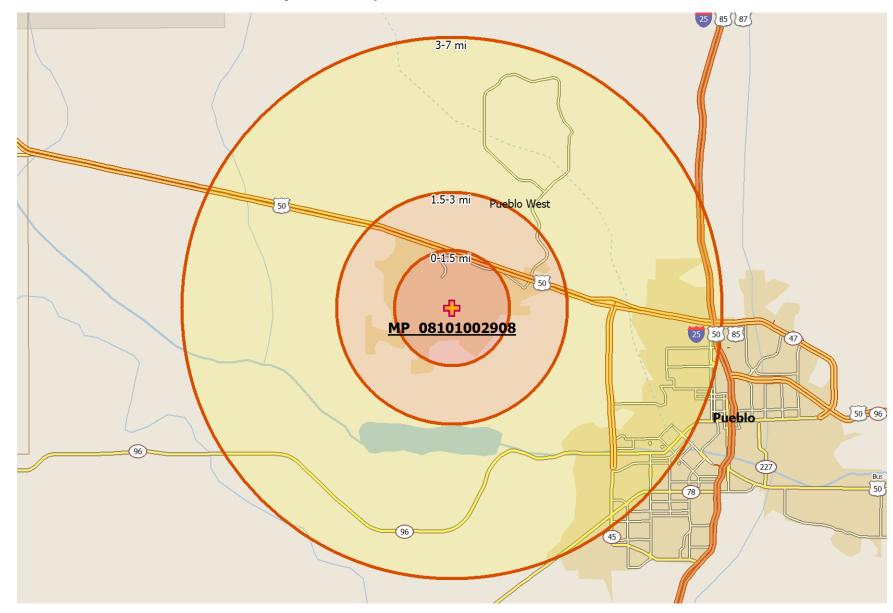
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	08101	Pueblo
4	Zipcode	81007	Pueblo
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.2	Medium Suburbs
7	Sitescape Subgroup	3.21	Medium suburbs nearby a large town
8	Sitescape Density Pattern	13	50000-50000-100000



ngely Federal Heights Hountain Village Palisade Gleneagle Colorado Springs Milliken Crawford Strasbur wood Wiggins Louviers Walden Boulder Sanford Nunn Poncha Springer Intercultural Institute barrel The Pinery Silverthorne Idaho Springs Keystone Holly Broomfield for Contextual Ministry Haccopyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Eldorado Springs Simla Stonegate Yuma Byers Westcliffe Parachute Aristocrat Ranchettes Fraser Lake Silt Westcreek Crested Butte Monument Blue River Parker Logic Intercultural Institute Alamosa Pierce Womelsdorf (Coalton) Ophir Durango Holly Lovelar For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Beulab Valley Colorado Springs Dillon Kit Carson Swi

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area with
	Locale Codes		population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Crawford Genesee Stonegate Ault Fort Garland Wheat Ridge Ophir Security-Widefield Huge Federal H Grand View Estates Akron Ponderosa Park Nucla Fruitvale Clifton Sales <u>Seibert Perry Park Manassa</u> odmoor Bow Mar Englewood Genoa Flagler Lamar Pueblo West Wals <u>Intercultural Institute</u> River Avon G for Contextual Ministry Breckenridge Romeo Frisco Peetz Vail Leadville Nor5

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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	9,562	8,606	60,489
2010 Households	3,554	3,119	24,111
2010 Group Quarters Population	92	19	2,165

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	28	33	42
Language Diversity National Index	41	52	69
Foreign Born Diversity National Index	76	53	9
Ancestry Diversity National Index	71	42	16
Racial Diversity National Index	47	55	69

r Merino Crook Minturn Pueblo Rifle Air Force Academy Monte Vista Creede Glendale Akron Mance Cottonwood Green Mountain Falls Iliff Saguache Red Cliff Dolores Intercultural Institute Westcreek Leadville North Clifton Lochbuie Hartman Black Forest Silver Gol Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

ta Ignacio Salt Creek Keenesburg Edwards Hot Sulphur Springs Opini Otoes Ward Olney Springs Fort Collins Dinosaur Hayden Fountain Cottonwood Louviers Calhan Intercultural Institute Iatteville Moffat Aristocrat Ranchettes Palmer Lake Allenspark Grand Viv Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,166	32.81%
Mainstay Communities	Established, Diverse Households	1,332	37.48%
Working Communities	Blue-collar, Working Families	767	21.58%
Country Communities	Rural, Agri. & Mining Families	175	4.92%
Aspiring Communities	Young Singles / Aspiring-Multihousing	101	2.84%
Urban Communities	High Density, Inner-city Neighborhoods	12	0.34%

Talida Paonia <u>Kittredge Silver Cliff Cheyenne Wells Hudson Sugar City</u> La Jara Manitou Springs Gunnis Fuma Gypsum Ignacio Pagosa Springs Bayfield Loveland Walden <u>Intercultural Institute</u> Ile La Junta Poncha Springs Salt Creek Womelsdorf (Coalton) Leadville <u>Intercultural Institute</u> Relativity Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Westereek Kit Carson Alamosa East Avondale Eagle Trinidad Central City Bennett Walsenburg Glene Eldorado Springs Cheraw Cascade-Chipita Park Keenesburg Cherry Hills Intercultural Institute Intercultural Institute for Contextual Ministry Olney Springs Bethune Avon Hayden Westcliffe Sola Copyright 2012, Intercultural Institute for Contextual Ministry

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?

Vergreen Ponderosa Park Lochbuie Erie Rangely La Junta Black Forest Crowley Stonegate Commerce Cascade-Chipita Park Federal Heights Hillrose Fruitvale Manitou Spring Intercultural Institute Redlands Westcliffe Steamboat Springs Ward Milliken Eldora Willia Vista Intercultural Institute Confectual Ministry Caryl Hooper Woodmoor Stratmoor Eagle-Vail Croo 10

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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	42,097	2,391	5.68%
Unreached %	67.57%	67.29%	99.58
Religious But NOT Evangelical HH	9,504	519	5.47%
Religious But NOT Evangelical %	15.26%	14.62%	95.81
Spiritual But NOT Relig or Evang HH	6,162	401	6.5%
Spiritual But NOT Relig or Evang %	9.89%	11.28%	114.03
Not Evangelical, Not Interested HH	26,437	1,471	5.56%
Not Evangelical, Not Interested %	42.44%	41.39%	97.54





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	4,433	473	10.67%
Active Evangelical Percent	7.12%	7.09%	99.59
Inactive Evangelical Households	15,768	1,682	10.67%
Inactive Evangelical Percent	25.31%	25.21%	99.6
# New Churches Needed	31	3	10.71%





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.

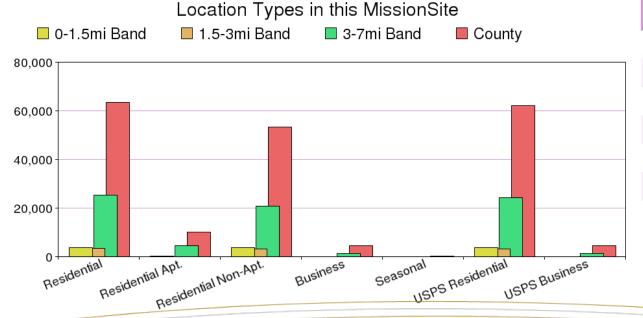
Issues for Your Consideration

- 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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF
1990 Population	123,051	2,374	1.93%	1990 Households	47,057	877	1.86%
2000 Population	141,472	7,423	5.25%	2000 Households	54,579	2,677	4.9%
2010 Population	158,662	9,562	6.03%	2010 Households	62,299	3,554	5.7%

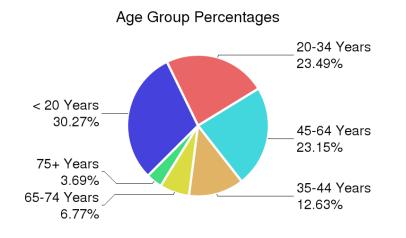


Location Type	0-1.5mi Band
Residential	3,862
Residential Apt.	204
Residential Non-Apt.	3,658
Business	100
Seasonal	0
USPS Residential	3,771
USPS Business	119

Castle Rock Glenwood Springs Monte Vista Berthoud Woodland Park Romeo Longmont Cokedale Fla intra City Crook Olathe Manzanola De Beque Lamar Florence Las Aport Intercultural Institute Del Norte Buena Vista Elizabeth Dinosaur Avon Ouray Idaho Spring Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

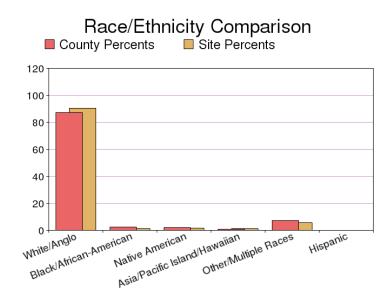


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.32%	7.5%	140.98
4-5 Years	2.71%	3.25%	119.93
6-8 Years	4.08%	4.85%	118.87
9-11 Years	4.05%	4.56%	112.59
12-13 Years	2.68%	2.98%	111.19
14-17 Years	5.44%	5%	91.91
18-19 Years	2.73%	2.13%	78.02
0-5 Years	8.03%	10.75%	133.87
6-12 Years	9.47%	10.91%	115.21
13-19 Years	9.5%	8.62%	90.74
< 20 Years	27%	30.28%	112.15
20-34 Years	18.9%	23.5%	124.34
35-44 Years	12.1%	12.63%	104.38
45-64 Years	26.32%	23.16%	87.99
65-74 Years	8.24%	6.77%	82.16
75+ Years	7.44%	3.69%	49.6
Median Age	38	35	90.21
Median Age (Male)	37	34	93.19
Median Age (Female)	40	35	88

I Butte Creede Indian Hills South Fork Granby Swink Kiowa Keystone Atwood Campion Fruita Nath Marble Wiley Hayden Genoa Oak Creek Paoli Cherry Hills Village Intercultural Institute Sow Mar Lochbuie Derby Grand Lake Colorado City Idaho Springs Eckly for Contextual Ministry Green Crowle Carocopyright 2012, Intercultural Institute for Contextual Ministry Campo Flagler Alamosa Deer Trail Eldora St. Mary's 15

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	87.34%	90.39%	103.49
Black, African-American	2.49%	1.39%	55.87
Native American	1.89%	1.54%	81.2
Asian	0.83%	1.08%	129.28
Pacific Island, Hawaiian	0.1%	0.13%	124.45
Other/Multiple Races	7.34%	5.48%	74.65
Hispanic	0%	25.93%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	105,597	6,070	
Less than 9th Grade	6.7%	3.72%	179.85
No High School Diploma	10.51%	7.59%	138.44
High School Graduate	31.81%	29.88%	106.44
Some College, no degree	23.39%	27.31%	85.65
Associate Degree	8.46%	12.32%	68.66
College Degree	12.39%	14.22%	87.12
Graduate/Prof. degree	6.74%	4.94%	136.33

Highlands Ranch Nunn Paonia Brookside Aguilar Olathe Ridgway Minturn Applewood Cheraw Sile The Pinery Cimarron Hills Byers Broomfield Ponderosa Park Cortez Intercultural Institute Hooper Calhan Hudson Fruita Bethune Idaho Springs Centennial (Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Blue River Dillon Fort Garland Crested Butte Stoperate

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX	
ESTIMATES				
Household Income				
< \$10,000	9.25%	3.88%	36.99	
\$10,000 to \$19,999	13.27%	9.88%	74.41	
\$20,000 to \$29,999	14%	11.68%	83.42	
\$30,000 to \$49,999	22.68%	23.13%	101.96	
\$50,000 to \$59,999	8.85%	13.82%	156.12	
\$60,000 to \$69,999	7.46%	8.95%	119.88	
\$70,000 to \$79,999	5.81%	6.36%	109.53	
\$80,000 to \$89,999	4.34%	4.42%	101.7	
\$90,000 to \$99,999	2.78%	3.24%	116.19	
\$100,000 to \$124,999	5.35%	7.4%	138.4	
\$125,000 to \$149,999	2.69%	4.05%	150.79	
\$150,000 to \$199,999	2.03%	1.86%	91.53	
\$200,000 to \$249,999	0.48%	0.39%	81.8	
\$250,000 or more	1%	0.87%	87.36	
Median Household	41,068	50,235	122.32	
Average Household	55,285	63,591	115.02	
Per Capita Household	22,633	23,836	105.32	
Family/Non-Family Household				
Income				
Median Family Income	50,142	55,242	110.17	
Average Family Income	65,235	70,505	108.08	
Median Non-Family Income	26,011	34,590	132.98	
Average Non-Family Income	34,433	39,981	116.11	

res Green Brookside North Washington Berthoud Flagler Lafayette Naturita Colorado City Fisco Branson Penrose Kiowa Paonia Eldora Arboles Mountain Viller Intercultura Institute Haxtun Sheridan Del Norte Boulder Antonito Arriba Montrose Pari for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Cover Mancos Pueblo Littleton Perry

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	67.7%	74.45%	109.98
Families with Children	33.75%	41.28%	122.31
Families without Children	33.95%	33.17%	97.72
Non-Family Households			
% Non-Family Households	32.3%	25.55%	79.09
Non-Families with Children	0.32	0.56	173.56
Non-Families without Children	31.98	24.99	78.13
Housing Units			Index
Total Housing Units	68,305	3,868	
Vacant percent	8.79%	8.12%	92.32
Owned percent	64.26%	70.32%	109.43%
Rented Percent	26.94%	21.56%	80.02
Households by Size			Index
Avg household size	2.48	2.66	107.26
Avg family hh size	3.06	3.09	100.98
Avg non-family hh size	1.28	1.43	111.72
Households By Count of Persons			Percent
One	17,192	707	4.11%
Two	20,945	1,268	6.05%
Three or Four	18,286	1,215	6.64%
Five+	5,876	364	6.19%

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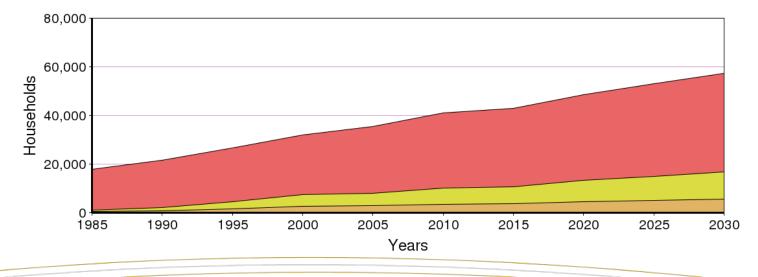
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	123,051	2,374	1.93%
2000 Population	141,472	7,423	5.25%
2010 Population	158,662	9,562	6.03%
2015 Population	165,844	10,127	6.11%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 👘 🔲 0-3mi Ring

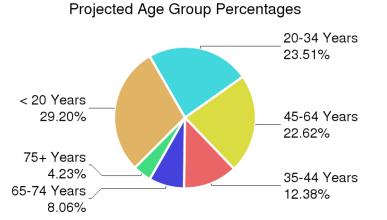
📕 0-7mi Ring



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

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

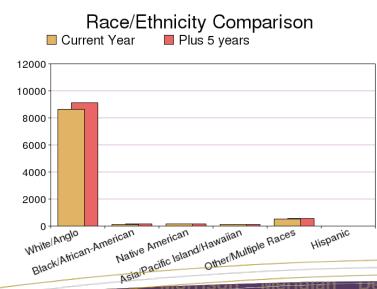


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.5%	7.21%	96.13
4-5 Years	3.25%	3.02%	92.92
6-8 Years	4.85%	4.57%	94.23
9-11 Years	4.56%	4.43%	97.15
12-13 Years	2.98%	3.05%	102.35
14-17 Years	5%	4.84%	96.8
18-19 Years	2.13%	2.08%	97.65
0-5 Years	10.75%	10.23%	95.16
6-12 Years	10.91%	10.53%	96.52
13-19 Years	8.62%	8.45%	98.03
< 20 Years	30.28%	29.21%	96.47
20-34 Years	23.5%	23.52%	100.09
35-44 Years	12.63%	12.38%	98.02
45-64 Years	23.16%	22.63%	97.71
65-74 Years	6.77%	8.06%	119.05
75+ Years	3.69%	4.23%	114.63
Median Age	38	35	92.32
Median Age (Male)	37	35	94.39
Median Age (Female)	40	36	89.9

Wheat Ridge Las Animas Pierce Wray Larkspur Woodland Park Haxtun Gleneagle Collbran Lakes tew Castle Creede Keystone Sedgwick Paoli Pritchett Holly Pueblo Intercultural Institute of Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT	PLUS 5 YRS	INDEX
90.39%	90%	99.57
1.39%	1.59%	114.3
1.54%	1.59%	103.41
1.08%	1.21%	112.76
0.13%	0.15%	118.03
5.48%	5.46%	99.65
0%	0%	0
6,070	6,510	
3.72%	3.7%	99.43
7.59%	7.37%	97.08
29.88%	30.05%	100.54
27.31%	26.67%	97.63
12.32%	12.58%	102.09
14.22%	14.52%	102.1
4.94%	5.12%	103.5
	90.39% 1.39% 1.54% 1.08% 0.13% 5.48% 0% 6,070 3.72% 7.59% 29.88% 27.31% 12.32% 14.22%	90.39% 90% 1.39% 1.59% 1.54% 1.59% 1.08% 1.21% 0.13% 0.15% 5.48% 5.46% 0% 0% 6,070 6,510 3.72% 3.7% 7.59% 7.37% 29.88% 30.05% 12.32% 12.58% 14.22% 14.52%

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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 0-1.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	3.88%	3.43%	88.21
\$10,000 to \$19,999	9.88%	9.03%	91.48
\$20,000 to \$29,999	11.68%	10.98%	94
\$30,000 to \$49,999	23.13%	22.17%	95.85
\$50,000 to \$59,999	13.82%	13.11%	94.87
\$60,000 to \$69,999	8.95%	8.93%	99.77
\$70,000 to \$79,999	6.36%	6.58%	97.54
\$80,000 to \$89,999	4.42%	4.77%	101.34
\$90,000 to \$99,999	3.24%	3.16%	97.51
\$100,000 to \$249,999	7.4%	8.44%	114.07
\$125,000 to \$149,999	4.05%	5.26%	129.79
\$150,000 to \$199,999	1.86%	2.21%	119.08
\$200,000 to \$249,999	0.39%	0.49%	123.23
\$250,000 or more	0.87%	1.11%	126.77
Median Household	50,235	53,429	106.36
Average Household	63,591	68,426	107.6
Per Capita Household	23,836	25,260	105.97
Family/Non-Family Household			
Income			
Median Family Income	55,242	58,112	105.2
Average Family Income	70,505	75,469	107.04
Median Non-Family Income	34,590	38,514	111.34
Average Non-Family Income	39,981	44,816	112.09

Milliken Grand-View Estates Meridian Centennial Todd Creek Ovid Merino Greenwood Village Lamar Meeker Alamosa East Ouray Stratmoor Johnstown Ponderosa Park Intercultural Institute deral Heights Stonegate Foxfield Eaton Penrose Crowley Del Norte Lever for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Brookside Mon

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 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX		
Family Households					
% Family Households	74.45%	74.16%	99.61		
Families with Children	41.28	40.72	98.66		
Families without Children	33.17	34.6	104.3		
Non-Family Households					
% Non-Family Households	25.55%	25.84%	101.12		
Non-Families with Children	0.56	0.38	101.12		
Non-Families without	24.99	25.46	101.89		
Children					
Housing Units					
Total Housing Units	3,868	4,037	104.37%		
Vacant percent	8.12%	8.15%	100.39		
Owned percent	70.32%	69.88%	99.37		
Rented Percent	21.56%	22%	102.02		
Households by Size					
Avg household size	2.66	2.71	101.88%		
Avg family hh size	3.09	3.17	102.59%		
Avg non-family hh size	1.43	1.39	97.2%		
Households By Count of					
Persons					
One	707	765	108.2%		
Two	1,268	1,227	96.77%		
Three or Four	1,215	1,283	105.6%		
Five+	364	433	118.96%		

Tholes Evans Firestone Swink Sedalia Stratton Victor Northglenn Avon Walsenburg Crestone Jame Geod Village Cedaredge Lincoln Park Sugar City Fort Morgan Acres Green Intercultural Institute River Mancos Bayfield Lamar Pueblo West Seibert Eads Greeley Vi Confertual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Cheyenne Wells Paonia Hudson Eldorado Springs Ca23 Confertual Ministry

Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7		BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	135	118	1,134	1	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	14	4	124		Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	18	17	81		Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	7	64		Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	1	14	42		Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0		Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	16	9	62		Oceania	Oceania 7	Oceania 7 3
So. Central Asia	0	0	26		Caribbean	Caribbean 0	Caribbean 0 0
SE Asia	11	13	32		Central Amer.	Central Amer. 55	Central Amer. 55 11
Western Asia	2	20	9		South America	South America 7	South America 7 3
Other Asia	0	0	0		North America	North America 4	North America 4 17
					Born at sea	Born at sea 0	Born at sea 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	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	1.5-3	
	MILES	MILES	MILES		MILES	MILES	
English only	6,369	4,189	41,669	Other Indo-Euro	0	3	
Spanish	411	281	5,313	Asian/PI languages	0	0	C
Other Indo-Euro	76	144	653	Chinese	24	0	3
language				Japanese	9	10	4
French (incl. Patois,	12	28	82	Korean	0	0	1
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	12	Cambodian			
Italian	0	0	185	Miao, Hmong	0	0	0
Portuguese	0	0	7	Thai	0	0	1
German	36	63	151	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	1
Other West Germanic	1	3	18	Other Asian	0	0	4
A Scandinavian	2	9	4	Tagalog	0	14	2
Language				Other Pacific Is	0	0	0
Greek	0	0	8	Other languages	0	22	9
Russian	1	7	37	Navajo	0	0	5
Polish	19	25	12	Other Native N.	0	0	5
Serbo-Croatian	0	0	27	American			
Other Slavic Language	5	6	49	Hungarian	0	0	1
Armenian	0	0	0	Arabic	0	22	2
Persian	0	0	7	Hebrew	0	0	0
Gujarathi	0	0	16	African languages	0	0	0
Hindi	0	0	21	Other unspecified	0	0	0
Urdu	0	0	0				

es Orchard City Idano Springs

Gunbarrel Ordway Herdian Aristocrat Ranchettes Silver Plume Genesee Hilliose Harble Muliken Per-Hot Sulphur Springs Silt Cascade-Chipita Park Arboles Golden Fort intercultural Institute kin Arvada Alamosa East Julesburg Leadville North Green Mountain Fall of Contextual Ministry for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Sacuache Nunn Glendale Ramah Rocky Ford Byers

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	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	6,220	4,065	39,953	Irish	Irish 717	Irish 717 403
Arab	0	0	108	Italian	Italian 597	Italian 597 447
Armenian	0	0	0	Lithuanian	Lithuanian 26	Lithuanian 26 21
Austrian	45	16	197	Norwegian	Norwegian 145	Norwegian 145 112
British	11	0	43	Polish	Polish 125	Polish 125 91
Canadian	7	5	6	Portuguese	Portuguese 4	Portuguese 4 3
Croatian	0	0	66	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	62	Russian	Russian 4	Russian 4 13
Czechoslovak	15	14	44	Scandinavian	Scandinavian 4	Scandinavian 4 10
Danish	17	18	127	Scotch-Irish	Scotch-Irish 132	Scotch-Irish 132 45
Dutch	67	27	342	Scottish	Scottish 133	Scottish 133 79
English	561	416	2,881	Slovak	Slovak 29	Slovak 29 16
European	47	51	193	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	2	4	60	Swedish	Swedish 90	Swedish 90 62
French (not Basque)	147	101	604	Swiss	Swiss 2	Swiss 2 3
French Canadian	19	6	146	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	1,004	644	4,840	US/American	US/American 386	US/American 386 307
Greek	0	0	49	Welsh	Welsh 22	Welsh 22 17
Hungarian	23	3	97	West Indian	West Indian 0	West Indian 0 0
Iranian	8	0	19	Yugoslavian	Yugoslavian 67	Yugoslavian 67 30
				Other	Other 1,764	Other 1,764 1,102

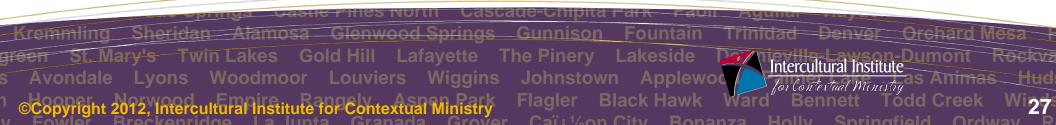
Saguache North Washington Kersey Nucla Wray Garden City Dinosaur Bayfield Dacono Aspen Park Commerce City Superior Orchard Mesa Pueblo West Granada Walser Intercultural Institute Juray Rye Cherry Hills Village Las Animas La Junta Silver Cliff Westcrey Love Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fads Greenwood Village Two Buttes Chevenne Wells

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

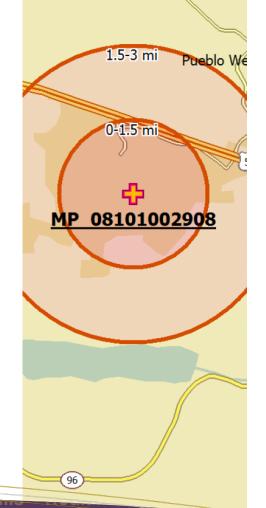
Issues for Your Consideration - continued

- 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?

Conderosa Park Eaton Avondale Pueblo Two Buttes Red Cliff Moffat Vona Arvada Haxtun Stratton Hest Veta Sherrelwood Kiowa Del Norte San Luis Penrose Crawford Blue Rich Intercultural Institute Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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



Cliff Orchard City Longmont Security-Widefield Manzanola La Junta Cokedale Mountain Village Silver City Liamsburg Alma Boone Fairplay Orchard Mesa Monument Walden Read intercultural Institute Calhan Commerce City Frederick Victor Campo Blue River Olney Spring Confertual Ministry Cocopyright 2012, Intercultural Institute for Contextual Ministry Cocopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Cocopyright 2012, Intercultural Institute for Contextual Ministry Contextu

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	3,554	100%	2,391	100%
AFFLUENT SUBURBIA	207	5.82%	142	5.94%
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	142	4%	98	4.1%
New Suburbia Fam.	65	1.83%	44	1.84%
UPSCALE AMERICA	959	26.98%	683	28.57%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	386	10.86%	259	10.83%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	525	14.77%	388	16.23%
Successful Urban Sprawl	48	1.35%	36	1.51%
SM TWN SUCCESS	1,284	36.13%	832	34.8%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	842	23.69%	548	22.92%
Urban Optimists	19	0.53%	13	0.54%
Family Convenience	402	11.31%	256	10.71%
Mid-Market Enterprise	21	0.59%	15	0.63%

ke Ophir Bayfield Louviers Wheat Ridge Walsenburg Arriba Springfield Ponderosa Park Silver Cliff W Intercultural Institute Crested Butte La Jara Greeley Byers Rocky Ford Genesee Superior Evergreen Louvison Saguache Edwards Allenspa30 ©Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	3,554	100%	2,391	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	48	1.35%	32	1.34%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	43	1.21%	28	1.17%
Professional Urbanites	5	0.14%	4	0.17%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	767	21.58%	524	21.92%
Steadfast Conservative	591	16.63%	405	16.94%
Moderate Conventionalists	151	4.25%	101	4.22%
Southern Blues	0	0%	0	0%
Urban Grit	25	0.7%	18	0.75%
Grass-Roots Living	0	0%	0	0%

myton Loveland Lincoln Park Castle ROCK

tarkville Englewood Lamar Brush Trinidad Acres Green Parker Bonanza Keystone Commerce City En Evergreen Stratton Walsh Atwood Padroni Columbine Allenspark (Coalton) Eric State Walden Platteville Eckley Ophir Colorado Springs Fort Lupton Moffat Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual Ministry Confectual Ministry Confectual Ministry Confectual Ministry Comparing Confectual Confectual Ministry Confectual Confectual Confectual Ministry Confectual Confectual Confectual Confectual Ministry Confectual Confect

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	3,554	100%	2,391	100%
REMOTE AMERICA	175	4.92%	103	4.31%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	175	4.92%	103	4.31%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	101	2.84%	68	2.84%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	101	2.84%	68	2.84%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

von Simla Granada South Fork Louviers Walsenburg La Veta Sedalia Gunnison Holvoke Marble Sa Salle Idaho Springs Welby Roxborough Park Florence Towaoc Sheridar Intercultural Institute vards Red Cliff Fraser Redlands Wiggins Akron Brighton Manassa for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	3,554	100%	2,391	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	12	0.34%	7	0.29%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	12	0.34%	7	0.29%
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%

Celorado Springs Grand Lake Georgetown Cokedale Granada Woodland Park Rye Lafayette Crested Sterling Springfield Manzanola Todd Creek Yampa Olney Springs Are Intercultural Institute Haswell Iliff Pagosa Springs Sawpit Breckenridge Fort Morgan Air For Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

Louisville Clenwood Springs Greeley Marble Saguache La Junta Downleville Lawson Dumont Avondale Hinturn Arvada Eckley Sedgwick Crawford Yampa Loghill Village Victor Intercultural Institute Calhan Bonanza Larkspur Creede Black Forest Paonia Brush Pon Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Starkville Allenspark Silver Cliff Sheridan Evergreen

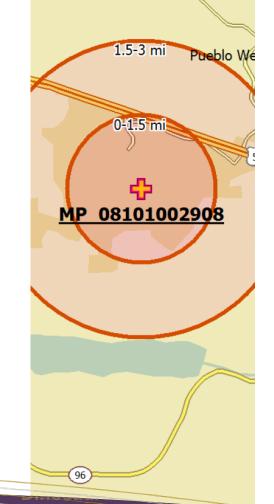
Potential Cultural Bridges

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).



Alhan Ramah Orchard Hiesa Moeker Rocky Ford Nederland Hot Sulphur Springs Crock Salt Creek Mon Manassa Clifton Hayden Eckley Northglenn Vona Dolores Cherary Intercultural Institute Brush East Pleasant View Sedalia Fowler Stonegate Starkville Padron Intercultural Institute Fraser Laporte Two Buttes Ignacio Womelsdorf (Coal 35 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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	1.5-3	3-
	MILES	MILES	MILES		MILES	MILES	М
PC-HH Own	83%	85%	80%	Internet Use: Banking	31%	33%	27
Use Comp. for Internet/E-mail	68%	72%	64%	HH Owns DVD Player	30%	34%	30
Internet Use: E-Mail	56%	60%	51%	Use Comp. for News/Info./Data	27%	30%	25
Use Comp. for Word	45%	50%	42%	Service			
Processing				PC-Network-HH Has One	21%	24%	20
Use Comp. for Comp. Games	42%	45%	41%	Use Comp. for Accounting	16%	18%	15
Use Comp. for Shopping	41%	45%	38%	Use Comp. for Personal Financial	16%	18%	15
Use Comp. for Digital Camera	39%	42%	35%	Mngmnt			
Photo Editing				Internet Use: Shopping: Gathered	15%	17%	14
Use Comp. for Banking	38%	42%	35%	Info. for Shopping			
Use Comp. for Education	37%	40%	35%	Use Comp. for Filing/DB Mngmnt	14%	16%	13
Internet Use: News/ Weather	31%	33%	29%	Internet Use: Read Magazines/	12%	14%	12
				Newspapers			



Purchase

Internet Use: Shopping: Made A

12%

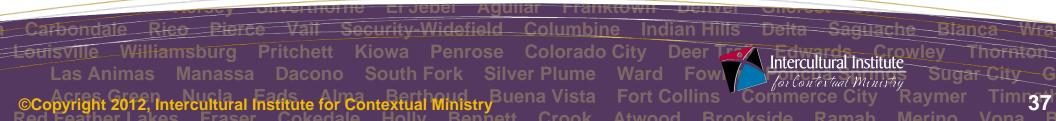
13%

11%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	68%	70%	68%
Dining Out (Not Fast Food)	60%	63%	59%
Reading Books	51%	54%	53%
Card Games	42%	44%	42%
Go To A Beach/Lake	39%	43%	37%
Cooking for Fun	36%	37%	35%
Gardening	35%	37%	35%
Board Games	35%	36%	33%
Visit Zoo	22%	23%	20%
Going To	22%	23%	21%
Bars/Nightclubs/Dancing			

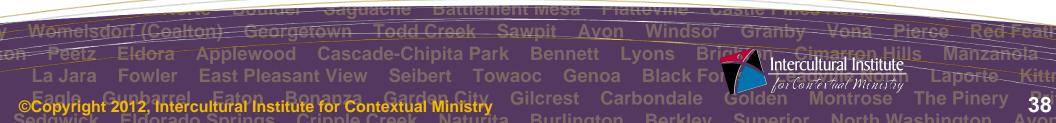
0-1.5	1.5-3	3-7
MILES	MILES	MILES
66%	67%	67%
43%	43%	42%
28%	30%	30%
22%	21%	21%
21%	22%	21%
19%	20%	21%
17%	17%	19%
17%	17%	18%
14%	13%	13%
14%	13%	13%
	MILES 66% 43% 28% 21% 19% 17% 14%	MILES 66% 67% 43% 43% 28% 30% 22% 21% 21% 22% 19% 20% 17% 17% 14% 13%



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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	27.73%	30.97%	28.63%
Live Theater	19.76%	22.43%	20.55%
Live Theater Most Often	16.55%	18.67%	17.18%
Rock/Pop Concerts Most	15.08%	17.47%	16.03%
Often			
Comedy Club	10.97%	11%	9.83%
Comedy Club Most Often	8.23%	8.12%	7.16%
Movies: Comedy	41.18%	42.71%	39.4%
Movies: Action/Adventure	41%	42.69%	38.92%
Movies: Fam.	21.1%	22.51%	19.97%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	19.98%	21.67%	19.42%
Movies: Drama	18.71%	19.99%	18.59%
Movies: Mystery	15.81%	16.06%	16.29%
MLB Baseball Reg.	10.29%	11.37%	8.32%
Season			
NFL Football Reg. Season	8.26%	9.08%	6.86%
College Football Reg.	6.56%	7.85%	6.01%
Season			
NBA Basketball Reg.	4.4%	5.43%	3.78%
Season			
Auto Racing Events	4.29%	4.43%	3.43%
College Basketball Reg. Season	4.23%	5.1%	4.12%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	41.49%	43.62%	42.06%	Backpacking/Hiking	Backpacking/Hiking 10.81%	Backpacking/Hiking 10.81% 11.51%
Swimming	36.45%	38.74%	34.92%	Hunting	Hunting 10.61%	Hunting 10.61% 10.28%
Bowling	23.48%	24.34%	22.54%	Football	Football 10.06%	Football 10.06% 9.75%
Billiards/Pool	21.53%	21.82%	20.24%	Target Shooting	Target Shooting 9.93%	Target Shooting 9.93% 10.14%
Freshwater Fishing	19.93%	19.15%	17.55%	Saltwater Fishing	Saltwater Fishing 9.16%	Saltwater Fishing 9.16% 9.13%
Weight Training	18.59%	20.47%	17.28%	Aerobics	Aerobics 9.15%	Aerobics 9.15% 9.72%
Camping Trips	18.49%	18.69%	17.13%	Volleyball	Volleyball 9.11%	Volleyball 9.11% 8.85%
Using Cardio Machine	15.8%	17.32%	15.5%	Softball	Softball 8.45%	Softball 8.45% 8.36%
Basketball	15.63%	15.88%	15%	Power Boating	Power Boating 8.14%	Power Boating 8.14% 9.31%
Jogging/Running	15.04%	16.48%	15.34%	Soccer	Soccer 7.71%	Soccer 7.71% 7.81%
Golf	14.63%	16.49%	15.09%	Tennis	Tennis 7.41%	Tennis 7.41% 7.93%
Mountain/Road Biking	13.69%	15.19%	13.64%	Motorcycling	Motorcycling 7.26%	Motorcycling 7.26% 7.36%
Stationary Cycling	11.99%	13.23%	12.69%	Yoga	Yoga 7.03%	Yoga 7.03% 7.78%
Baseball	11.92%	11.78%	11.56%	Canoeing/Kayaking	Canoeing/Kayaking 6.76%	Canoeing/Kayaking 6.76% 7.47%

ntennial Stratton Arboles Waldon Woodland Park De Beque Air Force Academy Ignacio Estes Park Pae Ford Black Hawk Hudson Holyoke Superior Hartman Silver Plume Black De La Jara Allensnark Avon Gran nar Boone La Jara Pueblo West Wheat Ridge Gunnison Telluride El Josef Allenson Ministry Confectual Ministry Branson Save Park Pae Branson Save Force Contextual Ministry Branson Save Force Factor Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Horseback Riding	6.15%	5.87%	6%
Roller Skating	5.38%	5.82%	5.83%
Archery	5.21%	4.93%	4.87%
Ice Skating	5.15%	5.34%	5.59%
Snorkeling	5.13%	5.81%	5.5%
Jet Skiing	4.61%	5.61%	5.26%
Fly Fishing	4.5%	4.66%	4.73%
Downhill & X-Country	4.48%	5.31%	5.13%
Skiing			
Water Skiing	4.18%	4.76%	4.82%
Racquetball	4.04%	3.93%	4.37%

0-1.5	1.5-3	3-7
MILES	MILES	MILES
3.73%	3.92%	4.01%
3.67%	3.66%	3.92%
3.53%	3.92%	4.08%
3.38%	3.6%	4.02%
3.3%	3.32%	3.4%
3.15%	3.04%	4.06%
3.1%	3.44%	3.78%
2.96%	3.15%	3.12%
2.95%	3.13%	3.13%
2.73%	3.39%	3.51%
	MILES 3.73% 3.67% 3.53% 3.38% 3.3% 3.15% 3.1% 2.96% 2.95%	MILES3.73%3.92%3.67%3.66%3.53%3.92%3.38%3.6%3.3%3.32%3.15%3.04%2.96%3.15%2.95%3.13%

n Mountain Falls Holly Alamosa East Aspen Park Eckley St. Mary's De Beque Fairplay Louisville Timna Minturn Strasburg Aurora Wiggins Westcliffe Fort Garland Mancos Intercultural Institute Creek Ignacio Mead Castle Pines North Genesee Snowmass Village Aln 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.

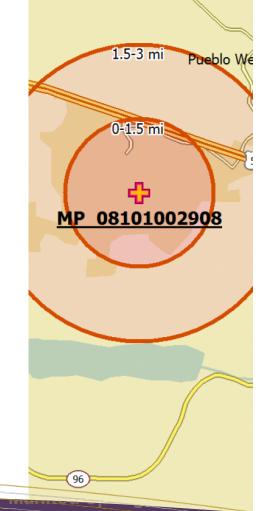
BIBLICAL BARRIERS

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.



Prings Sawpit <u>Cail Wen City</u> Granada Glenwood Springs <u>Arvada</u> Kit Carson Aurora Carbondale Brecker Hugo Fort-Garland Arriba Akron Firestone Downieville-Lawson-Dumon <u>Intercultural Institute</u> Preasant View Seorgetown Antonito Woodmoor Stonegate Iliff Kremmling Nunn Bow *Intercultural Institute* Pleasant View for Contextual Ministry Pleasant View Copyright 2012, Intercultural Institute for Contextual Ministry West Cottonwood Kiewa Woodland Park, Fruita Pierce P41

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.

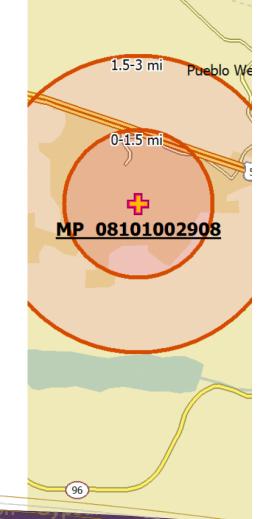
CULTURAL BARRIERS OF ACCEPTANCE

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.



Cedaredge Stenegate Limon Longmont Downleville-Lawson-Dumont Boulder Allenspark Sheridan Lake Buttes Orchard City Red Feather Lakes Wray Parker Fort Morgan Eagler Intercultural Institute Sa Salt Creek Cherry Hills Village Fort Garland Pagosa Springs Gunnis Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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.

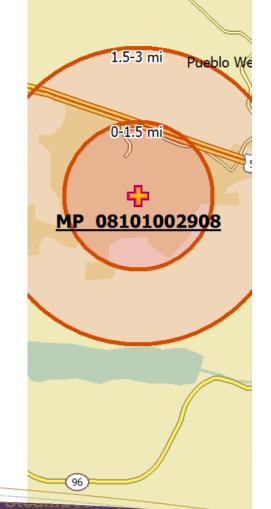
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning	49%	49%	49%	Marijuana Should Be Legalized	20%	21%	20%
New Things				Like to Stand Out In A Crowd	20%	20%	20%
Find It Difficult To Say No To	40%	41%	37%	I Am A Workaholic	19%	18%	17%
My Kids				Like To Pursue	17%	16%	19%
Woman's Place Is In The Home	36%	36%	35%	Challenge/Novelty/Change			
Prefer To Have Few Possessions As Possible	35%	36%	37%	Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Speak My Mind Even If It Upsets People	34%	34%	35%	Only Work Current Job for The Money	14%	13%	14%
Like Control Over People And Resources	31%	30%	32%	We Should Strive for Equality for All	13%	12%	13%
Like To Do Unconventional Things	29%	29%	29%	Happy With My Standard Of Living	11%	11%	12%
If Won Lottery Would Never Work Again	28%	30%	28%	On Whole People Get What They Deserve	9%	9%	10%
Don't Judge People/Way They Live Life	28%	27%	28%	Indulge My Kids With The Little Extras	9%	9%	9%
Friends More Important Than My Fam.	26%	26%	27%	Little I Can Do To Change My Life	8%	8%	8%
Money Is Best Measure Of Success	25%	25%	26%	I Am A Perfectionist	6%	6%	6%
Too Much Sponsorship In Arts/Sports	22%	21%	23%				

Tette Olathe Sheridan Campo Bayfield Sherrelwood Starkville Victor Cheyenne Wells Foxfield Lone H Heifat Fowler Brookside Westcliffe Eldorado Springs Colorado Springs Intercultural Institute Genesee Littleton Thornton Genoa Glendale Kittredge Trinidad Englev for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Platteville Branson Evence Pueblo Silt Kim Bonanza Milliken Aspen Park, Ken Carv, Golden Ela

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.



Tabernash Meeker Snowmass Village Bennett Severance Wiggins Morrison Boone Brush Cokedale New Castle Aurora Eckley Delta Pitkin Fountain Padroni Manitou Filagler Buena Vista Coll Raymer Westcliffe Cripple Creek Coal Creek Cedaredge Lincoln Park Governation Intercultural Institute To Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	THEM	IES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES			MILES	MILES	MILES
Important To Respect Customs And Beliefs	67%	70%	62%	Consid Arts	der Myself Interested In The	18%	17%	19%
You Should Seize Opportunities	56%	56%	57%	Real M	Ven Don't Cry	16%	16%	16%
In Life				Lookir	ng for New Ideas To Improve	16%	15%	16%
Like To Understand About	36%	37%	37%	Home				
Nature					Important Part Of Who I Am	16%	15%	15%
Prefer To Have Few Possessions As Possible	35%	36%	37%	Try No Future	ot To Worry About The e	13%	13%	14%
Prefer Work Part Of Team Than Alone	32%	32%	33%	Enjoy Fam.	Spending Time With My	13%	13%	12%
Important Feel Respected By My Peers	32%	31%	33%	Provid Extras	de My Kids With The Little	10%	9%	11%
Important To Juggle Various Tasks	28%	27%	30%		en Should Be Allowed To ss Themselves	6%	5%	6%
Good At Fixing Things	27%	26%	27%	Like S	pending Most Time With	6%	5%	5%
Have Keen Sense Of Adventure	25%	26%	27%	Fam.				
People Have To Take Me As	24%	25%	23%	Feel V	/ery Alone In The World	5%	4%	6%
They Find Me				Decor	Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	22%	22%	23%	Would	Like To Set Up Own	4%	3%	3%
Worried About Pollution Caused By Cars	20%	21%	18%	Busine	ess			

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Applewood Wellington Iliff Gleneagle Franktown Allenspark Rocky Ford Pueblo West Aurora Rangely Stra Applewood Wellington Iliff Gleneagle Federal Heights Palisade Linco for Contextual Ministry Na Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Sitt Romeo Red Cliff Glendale Fairplay Gilcrest

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.

Creek Ignacie Allenspark Julesburg Wiley Crested Butte Monte Vista Cottonwood Mead Silver Cliff Happings Nerwood Silt Fort Garland Hotchkiss Salida Hugo Flagler Intercultural Institute Keenesburg Loveland Welby West Pleasant View Otis Brookside For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fast Food/Drive-In	87.38%	87.35%	86.32%
Restaurant-Visit Any			
Fam. Restaurants/Steak	85.27%	86.46%	83.75%
Houses-Visit Any			
McDonald's	58.56%	58.57%	56.51%
Burger King	37.4%	36.7%	37.2%
Taco Bell	33.13%	32.06%	30.67%
Subway	33.12%	34.25%	30.69%
Applebee's	32.79%	33.89%	30.61%
Wendy's	30.87%	31.76%	29.3%
Kentucky Fried Chicken (KFC)	27.02%	26.92%	27.11%
Arby's	24.6%	25.01%	22.64%
Pizza Hut	22.46%	22.02%	21.61%
Olive Garden	22.33%	23.43%	21.11%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Dairy Queen	17.71%	17.86%	18.18%
Red Lobster	16.4%	16.21%	16.35%
Chili's Grill and Bar	16.21%	17.45%	13.72%
Outback Steakhouse	16.19%	17.47%	14.88%
Chick-Fil-A	15.53%	16.31%	12.6%
Cracker Barrel	15.36%	16.04%	14.32%
IHOP (International House Of	14.83%	14.72%	13.56%
Pancakes)			
Sonic	14.61%	14.86%	13.34%
Domino's Pizza	13.82%	13.66%	14.53%
Starbucks	13.56%	15.85%	12.3%
Denny's	13.23%	12.39%	13.37%
TGI Friday's	12.68%	13.84%	12.02%

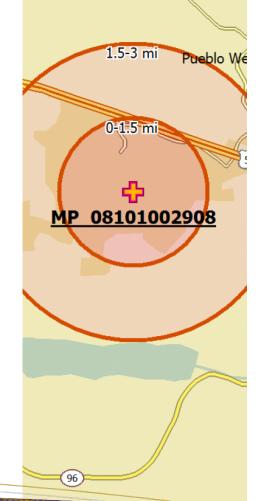
Foxfield Timnath Sheridan Calhan Leadville Gleneagle Antonito Eldorado Springs Redlands Craig Arvada Twin Lakes Ovid Cheraw Pierce Pritchett Longmont Centernal Trinidad Littleton East E Vilas Larkspur Ordway Westcliffe Julesburg Berthoud Applewood for Contextual Ministry Scopyright 2012, Intercultural Institute for Contextual Ministry Vergreen 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!



 Inds
 Idaho Springs
 Greede
 Boulder
 Ramah
 New Castle
 Womelsdorf (Coalton)
 Gubbarred
 Grever
 Olathe

 Intercultural Institute
 For Contextual Ministry
 Grever
 Olathe
 Better
 Better

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	48.1%	50.51%	48.53%
Recycled products	38.1%	40.91%	37.37%
Worked as volunteer (non political)	17.7%	19.73%	18%
Engaged in fund raising	10.7%	12.01%	11%
Religious club member	7.96%	8.26%	7.48%
Wrote to elected offcl about publ bus	6.86%	7.39%	6.45%

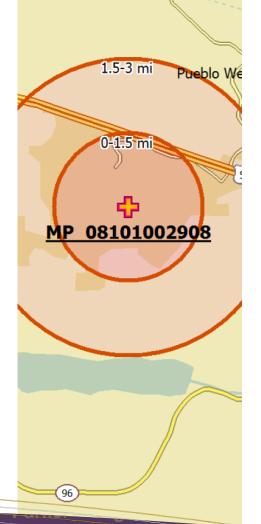
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to editor of mag or	6.15%	6.7%	6.02%
newspaper			
Union member	5.77%	5.95%	5.48%
Charitable Organization	5.32%	5.7%	5.36%
Took active part in local civic	5.22%	5.42%	5.29%
issue			
Addressed a public meeting	4.91%	5.65%	4.9%
Wrote to editor of mag or	4.53%	4.83%	3.83%
newspaper			

Swink Eaton Holly Ordway Atwood Pritchett Aurora Black Hawk Arboies Evergreen Creede Gree Simia Ignacio Eagle-Vail Cokedale Pueblo Alamosa East Fort Garland And Castle Edwards Silverton Wheat Ridge Granby Log Lane Village Denver Grand View Estates Casca (Confectual Ministry O Copyright 2012, Intercultural Institute for Contextual Ministry O Copyright 2012, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



gle-Vail Brookside Snewmass Village Kim West Pleasant View Eldorado Springs Campion Fort Carson A Holyoke Crestone Aurora Sedgwick Deer Trail Avondale Lamar Oper Intercultural Institute w Castle Coal Creek Glenwood Springs Empire Walsh Black Hawk Palm for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	18.22%	19.95%	17.7%
Children's Books	13.71%	14.88%	13.19%
Mystery	12.63%	13.59%	12.46%
Cookbooks	10.69%	11.37%	10.96%
Religious (not Bibles)	9.16%	9.43%	8.67%
History	7.79%	8.33%	7.47%
Romance	7.19%	7.77%	6.73%
Personal/Business	7.04%	8.01%	7%
Self-help			
Biography	6.94%	7.4%	7.13%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	68.45%	70.43%	69.64%
Gen. Editorial	43.86%	45.05%	45.01%
Womens	41.34%	42.12%	40.41%
Service	37.6%	38.81%	35.89%
Mens	18.99%	18.93%	18.82%
Business/Finance	16.59%	19.02%	16.83%
Sports	14.89%	15.89%	15.7%
Parenthood	14.7%	14.8%	13.78%
Automotive	14.29%	13.45%	14.18%

Lunn Foxfield <u>Kin Brush Sanford Dolores Sherrelwood Arboles Manassa Seibert Vilas Alamosa Easternet Eldorado Springs</u> Evergreen Loghill Village Ophir Leadville Ward <u>Intercultural Institute</u> Raymer Lapo Tery Cimarron Hills Coal Creek South Fork Ordway Fort Carson Green (Contextual Ministry) Copyright 2012, Intercultural Institute for Contextual Ministry Colorado City Salida Wheat Ridge Erie Westcreek 051

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	56.46%	58.11%	56.44%
Classified	34.12%	33.37%	33.03%
Sport	32.98%	33.92%	32.77%
Editorial Page	31%	32.22%	31.39%
Business/Finance	30.11%	32.81%	30.3%
Comics	28.34%	28.57%	28.31%
Movie Listings & Reviews	26.12%	27.47%	26.69%
Food/Cooking	25.58%	26.38%	25.67%
TV/Radio Listings	23.64%	23.83%	24.2%
Home/Gardening	22.05%	23.34%	22.18%
Travel	19.93%	21.95%	20.12%
Science/Technology	17.91%	19.72%	18.65%
Fashion	13.8%	14.54%	13.92%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Country	25.46%	24.3%	22.06%
Adult Contemporary	20.71%	21.14%	19.12%
CHR Contemp Hit Radio	19.58%	18.89%	19.32%
Rock	15.07%	15.37%	14.16%
News/Talk	12.54%	15.08%	13.48%
Oldies	12.17%	12.49%	12.21%
Alternative	10.98%	11.85%	10.68%
Classic Rock	10.92%	12.24%	11.22%
Urban Contemporary	9.08%	8.47%	9.87%
Soft Contemporary	8.19%	8.93%	6.96%
Variety	8.16%	8.4%	8.42%
Religious	6.86%	7.18%	6.45%
Classic Hits	5.8%	5.94%	4.82%
All News	5.12%	5.39%	5.15%
All Talk	4.63%	5.18%	4.3%
Sports	4.24%	4.98%	4.41%
Hispanic	4.03%	3.36%	5.3%
Jazz	3.94%	4.21%	4.01%



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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	MULTIMEDIA: TV
	MILES	MILES	MILES	
Fox News Channel	66.08%	68.07%	64.25%	Subscribe Digital Cable
Satellite Dish	58.15%	61.14%	56.22%	Hallmark Channel
Soapnet	51.24%	52.48%	51.17%	TV Info From Newspaper
Other Video-On-Demand	42.91%	42.03%	41.84%	Video-On-Demand Movie
Sci-Fi Channel	38.74%	40.08%	37.13%	ABC Fam.
Adult Pay Per View TV	36.96%	37.18%	35.83%	TCM (Turner Classic
MSNBC	35.56%	37.23%	33.92%	Movies)
Nickelodeon	32.46%	33.2%	28.88%	TV Info From Monthly Ca
Adult Swim	31.31%	32.55%	28.54%	Guide
Comedy Central	30.88%	34.62%	32.18%	BET (Black Entertainmer
TV Info From Sunday TV	30.56%	31.02%	29.22%	TV)
Vlagazine				The Golf Channel
Nick At Nite	28.9%	29.75%	26.05%	USA Network
				Lifetime

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Subscribe Digital Cable	28.24%	28.75%	28.2%
Hallmark Channel	27.57%	29.82%	25.79%
TV Info From Newspapers	27.39%	28.64%	26.33%
Video-On-Demand Movies	26.88%	29.56%	23.05%
ABC Fam.	26.49%	28.21%	25.73%
TCM (Turner Classic	25.48%	26.67%	24.9%
Movies)			
TV Info From Monthly Cable	25.42%	26.76%	23.52%
Guide			
BET (Black Entertainment	25.07%	25.92%	24.95%
TV)			
The Golf Channel	24.49%	27.02%	24.04%
USA Network	24.06%	25.23%	24.65%
Lifetime	23.4%	24.73%	21.37%
ESPN2	23.21%	24.6%	22.12%

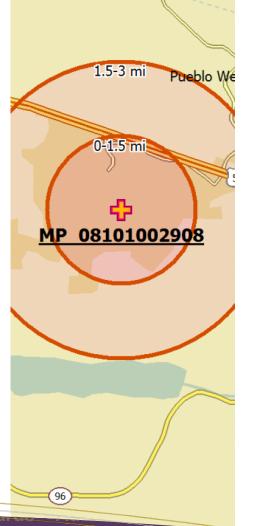
Westminster Winter Park Security-Widefield Yuma Blue River Grand Junction Pagosa Springs Lakeside Trintdad Louisville Brush New Castle Twin Lakes Sedgwick Derby Intercultural Institute Applewood Grand Lake Kittredge Gleneagle Columbine Denver Orconfectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Pagosa Springs Lakeside Niwot Cortextual Security Hugo Blanca Sheridan Lake Avon Iliff Todd Creek 53 Security Pagosa Springs Lakeside

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.



 Interville
 Gunbarrel
 Hiff
 Eldora
 Cottonwood
 Gunnison
 Rico
 Haxtun
 Sheridan
 Bayfield
 Larkspur
 Coal

 Laporte
 Las Animas
 Orchard City
 Telluride
 Akron
 Monument
 Parker
 Intercultural Institute
 Columbine
 Val

 Fairplay
 Olney Springs
 Limon
 Ward
 Perry Park
 Allenspark
 Craig
 Intercultural Institute
 Nucla
 Mont

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 Contextual Ministry
 Branson
 Bonanza
 Campo
 Fort Garland
 Color 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	20.73%	22.78%	20.2%
Medium Users (4-6)	12.12%	12.68%	11.51%
Light Users (1-3)	21.12%	21.31%	21.28%
Quintiles (20%)			
Newspaper I (Heavy)	1.74%	1.65%	1.46%
Newspaper II	1.37%	1.26%	1.33%
Newspaper III	2.01%	2.1%	2.22%
Newspaper IV	0.89%	0.72%	0.65%
Newspaper V (Light)	1.2%	1.16%	1.08%

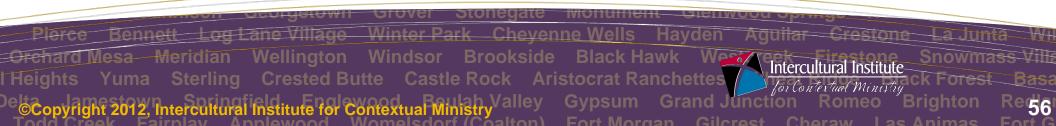
MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.29%	20.13%	18.99%
Magazines II	9.37%	8.97%	8.52%
Magazines III	10.79%	10.4%	9.53%
Magazines IV	11.53%	11.68%	11.35%
Magazines V (Light)	0.61%	0.67%	0.55%
Outdoor I (Heavy)	6.88%	6.25%	7.02%
Outdoor II	2.37%	2.41%	2.7%
Outdoor III	3.1%	2.92%	3.31%
Outdoor IV	15.76%	15.06%	16.12%
Outdoor V (Light)	25.08%	24.61%	24.9%
Yellow Pages I	15.3%	14.39%	15.13%
(Heavy)			
Yellow Pages II	5.57%	5.14%	5.26%
Yellow Pages III	4.86%	4.63%	4.83%
Yellow Pages IV	22.52%	21.11%	22.25%
Yellow Pages V	3.11%	2.66%	3.2%
(Light)			

Castle Pines <u>Downieville-Lawson-Dumont Yuma</u> Silver Cliff Larkspur Las Animas Marble Johnstown Lupton Seibert Aspen Granada Poncha Springs Berthoud Bennett <u>Facile-Vail</u> Nunn Lakewood East Pleasant View Columbine Valley Walsh Lincoln Park Clifton Liver <u>Intercultural Institute</u> Kiss Kremmlin for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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.

DIUM 0-1.5 1.5-3 3-7 MEDIU
MILES MILES MILES
tio Drive Time Quntiles TV Prime Time
ns / 20%) / 20%)
ve Time I & II (Heavy) 3.31% 3.02% 3% Prime Time I & II (H
ve Time III (Medium) 0.56% 0.45% 0.64% Prime Time III (Mediu
tio IV & V (Light) 2.31% 2.41% 2.33% Prime Time IV & V (Lig
lio Media Quntiles (fifths / TV Early/Late Fringe Q
%) (fifths / 20%)
lio I & II (Heavy) 9.46% 9.57% 8.72% Fringe I & II (Heavy)
tio III (Medium) 5.94% 5.79% 5.12% Fringe III (Medium)
Jio IV & V (Light) 3.64% 3.56% 3.37% Fringe IV (Light)
ble TV Quntiles (fifths / TV All Day Quntiles (fifths
6) 20%)
ble I & II (Heavy) 15.93% 17.69% 14.47% All Day I & II (Heavy)
ble III (Medium) 3.85% 4.24% 3.89% All Day III (Medium)
ble IV & V (Light) 31.38% 31.17% 31.79% All Day IV (Light)



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 --0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.08%	12.6%	11.77%
6:00am - 10:00am	14.41%	16.84%	15.56%
10:00am - 3:00pm	5.35%	5.66%	6.12%
3:00pm - 7:00pm	13.99%	14%	14.08%
7:00pm - Midnight	13.07%	14.22%	13.19%
Midnight - 6:00am	4.77%	5.18%	5.36%
Weekend Radio			
Listeners			
Dayparts [summary]	16.57%	16.87%	14.86%
6:00am - 10:00am	3.76%	4.04%	3.86%
10:00am-3:00pm	5%	5.6%	5.44%
3:00pm - 7:00pm	7.43%	7.84%	6.8%
7:00pm - Midnight	9.88%	10.16%	8.68%
Midnight - 6:00am	9.57%	10.09%	9.91%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.77%	11.21%	8.89%
Saturday:	7.56%	8.21%	7.54%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.67%	11.49%	9.96%
9:00am-1:00pm	28.9%	29.75%	26.05%
9:00am-4:00pm	32.7%	33.76%	29.77%
4:00pm-7:00pm	30.55%	32.65%	29.81%
11:00pm-1:00am	43.38%	44.87%	41.73%
AVG Prime time	2.73%	2.86%	2.61%
Mon-Sun			

Poncha Springs Cedaredge Carbondale Nederland Orchard Mesa Campo Berkley Battlement Mesa Erie Peetz Todd Creek Roxborough Park Lone Tree Log Lane Village South Intercultural Institute Da Kiowa Windsor Avon Grand View Estates Saguache Holyoke West for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7		TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	18.54%	19.67%	17.96%		Sat: 7-10am	Sat: 7-10am 18.57%	Sat: 7-10am 18.57% 20.06%
7-9am	23.21%	24.6%	22.12%		Sat: 10am-1pm	Sat: 10am-1pm 7.97%	Sat: 10am-1pm 7.97% 8.29%
9am-12noon	25.17%	25.78%	22.05%		Sat: 1-4pm	Sat: 1-4pm 25.68%	Sat: 1-4pm 25.68% 26.55%
12noon-4pm	7.53%	7.98%	7.72%		Sat: 4-6pm	Sat: 4-6pm 6.84%	Sat: 4-6pm 6.84% 7.34%
4-6pm	50.58%	55.09%	48.6%		Sat: 6-7pm	Sat: 6-7pm 2.08%	Sat: 6-7pm 2.08% 2.23%
6-7pm	20.54%	20.97%	19.41%		Sat: 7-8pm	Sat: 7-8pm 1.13%	Sat: 7-8pm 1.13% 1.49%
7-7:30pm	1.81%	1.96%	1.5%		Sat: 8-11pm	Sat: 8-11pm 7.56%	Sat: 8-11pm 7.56% 8.21%
7:30-8pm	12.24%	12.21%	11.33%		Sat: 11pm-1am	Sat: 11pm-1am 4.48%	Sat: 11pm-1am 4.48% 4.74%
8-11pm	9.77%	11.21%	8.89%		Sat: 1am-7pm	Sat: 1am-7pm 24.06%	Sat: 1am-7pm 24.06% 25.23%
11pm-12am	35.56%	37.23%	33.92%		Sun: 7-10am	Sun: 7-10am 2.39%	Sun: 7-10am 2.39% 2.35%
11pm-1am	43.38%	44.87%	41.73%		Sun: 10am-1pm	Sun: 10am-1pm 7.53%	Sun: 10am-1pm 7.53% 7.7%
1-6am	31.75%	33.89%	31.95%		Sun: 1-4pm	Sun: 1-4pm 6.69%	Sun: 1-4pm 6.69% 7.35%
					Sun: 4-7pm	Sun: 4-7pm 15.16%	Sun: 4-7pm 15.16% 16.37%
					Sun: 7-11pm	Sun: 7-11pm 10.67%	Sun: 7-11pm 10.67% 11.49%
					Sun: 11pm-1am	Sun: 11pm-1am 6.58%	Sun: 11pm-1am 6.58% 6.55%
					Sun: 1-7am	Sun: 1-7am 23.64%	Sun: 1-7am 23.64% 25.19%

Fife Elizabeth Ignacie Fruitvale Cedaredge Rico Ordway Crested Butte Aspen Meridian Manzanola Kersey Dolores Sedgwick Todd Creek Grand View Estates Walsh Tabernash Applewood Fort Collins Crook Jamestown Johnstown Lincoln Park Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Manassa Hot Sulphur Springs Crested Butte Ward Meridian Meeker Sedgwick Calhan Yampa Georges Timnath Aristocrat Ranchettes Fowler Boulder Mount Crested Butte Intercultural Institute Verthorne Walsenburg Security-Widefield Manzanola Naturita Englewood for Contextual Ministry Strasburg D Contextual Ministry Edwards Eldora Crawford Thornton Westcliffe Dov 59

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

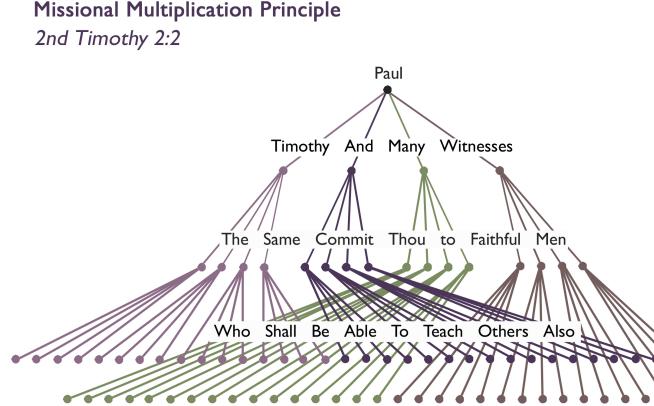
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Keystone Fort Morgan Crook Holyoke Air Force Academy Red Feather Lakes Granada Montrose Sugar areagh Park Allenspark Swink Holly Arriba Hillrose Sawpit Akron Province Alamosa Strasburg gler Evergreen Pueblo Orchard Mesa Applewood Crawford Ridgway Is Contextual Ministry Otis Foxfield Sedgwick Kersey Bonanza Padron 60 attor Province Paster Laboration 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.



Craig Glendale Orchard City Woodland Park Vilas Branson Fruita Edgewater Commerce City Nature Greede Iliff Merino Colorado City Castle Pines North The Pinery Crawler Intercultural Institute er Jamestown Eagle Green Mountain Falls Genesee Applewood Niwot Corfectual Ministry Corfectual Ministry Carson De Beque West Pleasant View Breckenridge 61

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.

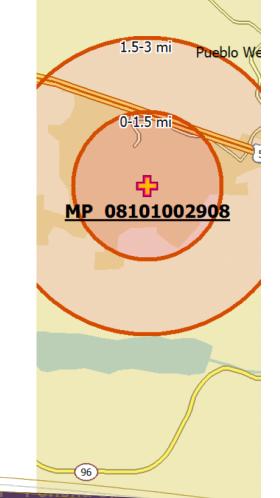


Your MissionSite and the Missional Suite

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





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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