MissionSite top unreached locations

ose Dacono Fort Garland Limon OLATHE, CO

<u>Silver Plume</u>

Beque Pagosa Springs

oud

Lone Tree Wellington Telluride Padroni South CENSUS TRACT: 08085966200 CONGREGATIONAL Property Bork Fortes Park Louviers Roc REGION: Western Colorado Kremmling Apen Park Estes Park Louviers Hotchki ASSOCIATION: Uncompange an Valley Ch COUNTY: Montroseaonia La Veta Firestone El J In partnership with the: In partnership with t Campo Kersey Mancos Ridgway Green MDENSITY PATTERN: I3 odd Creek Dove Creek She Intercultural Institute Iton) Johnstown Oak C Fred for Contextual Ministry-oveland Victor Sheridan Peonan a COLORADO Baiotistigmbine Sherrelwood Empire Merino Fort Lupton Yuma Dillon Conbran Lincoln Park Cedaredge Holyoke Greeley Loghill Village Bennett Dvid Copyright 2012 Intercultural Institute for Contextual Ministry Westminster Vail Pueblo Gilcrest Alamosa East Flore

MissionSite (TM) Table of Contents

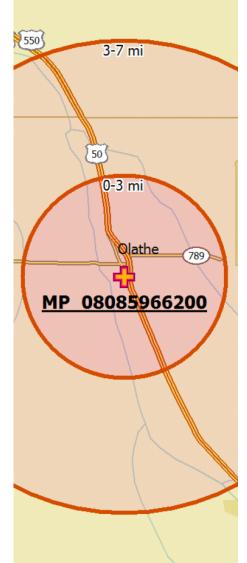
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65



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 0-3 mile, 3-7 mile, and 7-10 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.

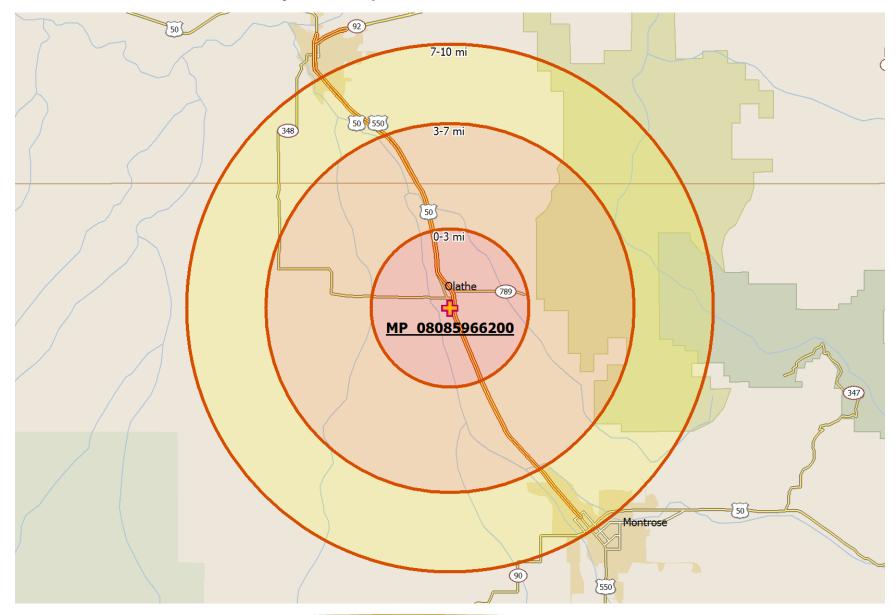
	Location Typography	CODE	LOCATION
1	Region	08R03	Western Colorado
2	Association	08A11	Uncompahgre
3	County Location	08085	Montrose
4	Zipcode	81425	Montrose
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-50000



Alma Lakeside Fountain Ridgway Manitou Springs St. Mary's Montrose Mountain Village Crestone Gu South Fork Longmont Loghill Village Kremmling Ignacio Castle Pines Mary Silt Wray Arriba Commet Englewood Craig Brush Kittredge Crawford Olney Springs Battler Intercultural Institute Vor Contextual Ministry Air Force Academy Las Animas Sterling Colorado Sari Copyright 2012, Intercultural Institute for Contextual Ministry Bayfield Winter Park, Dolores Iliff, Balmer Lake, Indian H

milli

Site Location Summary - Map of the Site Location



View Estates Palisade Northglenn Kremmling Aristocrat Ranchettes De Beque Leadville North Loghili View Estates Palisade Northglenn Kremmling Aristocrat Ranchettes De Beque Leadville North Loghili View Poncha Springs Hudson Security-Widefield Marble Thornton Meridian Intercultural Institute Federal Heights St. Mary's Raymer Idaho Springs Kit Carson Vona Manitou Springs Ar Contextual Ministry Vilas Campo Contextual Ministry Blanca Crested Butte Mountain Village Hillrose Spring

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 /	СО	EXPLANATION
	URBAN	DE	
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	8	Micropolitan area not adjacent to a metro area
3	Rural / Urban Continuum	7	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	70	Micropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8	Percent Commuting to Metro	1	Percent commuting from non metro to metro areas

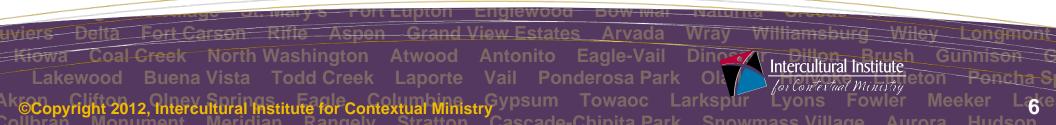
Red Feather Lakes Wheat Ridge Welby Gleneagle Sterling Campion Starkville Milliken Louisville Gentennial Westminster Blanca Northglenn Rocky Ford Rye <u>Intercultural Institute</u> ery Elizabeth Peetz Olathe Stratmoor Rifle Holyoke Silver Cliff Page for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Pritchett Granada Alma Dinesaur Endowcod Montales

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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,539	5,130	13,046
2010 Households	1,155	1,772	4,636
2010 Group Quarters Population	164	3	226

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	11	7	21
Language Diversity National Index	69	52	59
Foreign Born Diversity National Index	3	2	3
Ancestry Diversity National Index	48	48	67
Racial Diversity National Index	53	16	45



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	1	True

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

Louviers Rangely Holly Moffat Empire Antonito Lake City Fruitvale Silver Cliff Castle Pines North Widefield Strasburg Windsor Atwood Mount Crested Butte Rockvaler Intercultural Institute Pueblo Fort Collins Westminster Fleming Winter Park Snowmass Village For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	19	1.65%
Mainstay Communities	Established, Diverse Households	418	36.19%
Working Communities	Blue-collar, Working Families	370	32.03%
Country Communities	Rural, Agri. & Mining Families	245	21.21%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	103	8.92%

amestown Crested Butte Two Buttes Dacono Sawpit Greeley Springfield Garden City Branson Pritchel Cekedale El-Jebel Pierce La Veta Perry Park Las Animas Rico Avone Intercultural Institute Dinosaur Ponderosa Park Breckenridge Simla Niwot Federal Heights Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Orchard Mesa Castle Rock Antonito Atwood Raymer Haswell Crook Arriba Paonia Fruita Victor Montezuma Fort Lupton St. Mary's Arboles Eldora Lakeside Stark Schalin Windsor Cottorned der Oak Creek Boone Paoli Fowler Laporte Aspen Park Westcreek For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 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?

Nucla Nunn Hayden Eagle Vall Leadville North Nederland Merino Stratton Naturita Georgetown Aspe Genesee Burlington Blue River Severance Avondale Dillon Ramaby Intercultural Institute wink Aurora Padroni Hotchkiss Breckenridge Collbran Granby Straston Aguilar Saguache Fort Gato Geopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	0-3 MILE BAND	% INDEX
Unreached Households	10,683	744	6.96%
Unreached %	65.62%	64.38%	98.1
Religious But NOT Evangelical HH	2,117	144	6.8%
Religious But NOT Evangelical %	13%	12.47%	95.91
Spiritual But NOT Relig or Evang HH	2,022	110	5.43%
Spiritual But NOT Relig or Evang %	12.42%	9.51%	76.58
Not Evangelical, Not Interested HH	6,545	490	7.48%
Not Evangelical, Not Interested %	40.2%	42.4%	105.46



Steamboat Springs Boulder Basalt Wiggins Central City Alamosa East West Pleasant View Victor Similar Pueblo West Gunnison Paoli Littleton Orchard City Crested Butte Control Intercultural Institute Branson Manitou Springs Pitkin Gypsum Eagle-Vail Mancos Nort For Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Bacha Bannett Black Forest Idabo Springs Lamar Laporte Olpey Springs Pagosa Springs Fowler

Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of CBGC within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of CBGC Churches	0	0	0%
Active CBGC Attenders	0	0	0%
Active Evangelical Households	1,754	129	7.35%
Active Evangelical Percent	10.78%	11.17%	103.62
Inactive Evangelical Households	3,842	282	7.35%
Inactive Evangelical Percent	23.60%	24.45%	103.62
# New Churches Needed	8	1	7.1%





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.

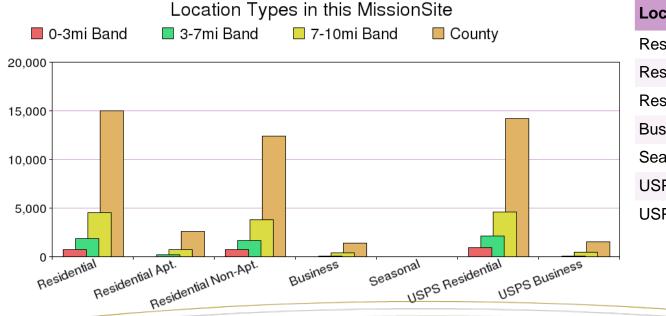
Issues for Your Consideration

- 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.

Wray Coal-Greek Loveland Timnath Wheat Ridge Yuma Holly Walsenburg Ridgway Greenwood V Laporte Cokedale Antonito Sheridan Pierce Federal Heights La Junta intercultural Institute Golden Genoa Platteville Dacono Frisco Fowler Grand Lake Alamos for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Highlands Ranch Two Buttes Foxfield Tabernash Parl 13

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 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	24,423	2,422	9.92%
2000 Population	33,432	3,537	10.58%
2010 Population	42,393	3,539	8.35%

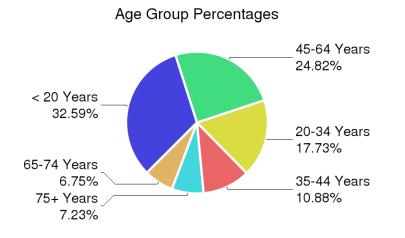


Location Type	0-3mi Band
Residential	738
Residential Apt.	11
Residential Non-Apt.	727
Business	16
Seasonal	0
USPS Residential	908
USPS Business	25

Spark Sterling Fort Garland Norwood Georgetown Durango Ridgway Ouray Greenwood Village Englew in View Laporte Cripple Creek Wiggins Bethune Simla Sugar City New Intercultural Institute Evergreen Otis Gunbarrel Grover South Fork Highlands Ranch Love Intercultural Institute Joi Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Page 14

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

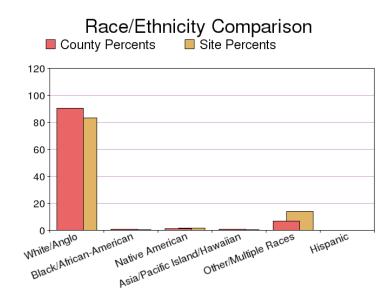


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.1%	6.19%	121.37
4-5 Years	2.73%	3.02%	110.62
6-8 Years	4.18%	5.23%	125.12
9-11 Years	4.22%	5.03%	119.19
12-13 Years	2.81%	3.62%	128.83
14-17 Years	5.43%	6.33%	116.57
18-19 Years	2.67%	3.16%	118.35
0-5 Years	7.83%	9.21%	117.62
6-12 Years	9.8%	12.07%	123.16
13-19 Years	9.51%	11.3%	118.82
< 20 Years	27.14%	32.58%	120.04
20-34 Years	16.15%	17.72%	109.72
35-44 Years	10.95%	10.88%	99.36
45-64 Years	27.69%	24.81%	89.6
65-74 Years	10.17%	6.75%	66.37
75+ Years	7.9%	7.23%	91.52
Median Age	41	36	86.48
Median Age (Male)	40	35	86.79
Median Age (Female)	43	38	89.14

Castle Rock Wellington Silver Plume Johnstown Padroni Winter Park Naturita La Veta Trinidad Lime Grand View Estates Colorado Springs Mountain Village Simla Genoa Intercultural Institute Arboles East Pleasant View Minturn Cokedale Caï /20n City Rico Fort Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Decopyright 2012, Intercultural Institute for Contextual Ministry Durance Walsenburg Manzanola Contextual Ministry

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	90.32%	83.3%	92.23
Black, African-American	0.74%	0.59%	79.86
Native American	1.3%	1.75%	135.03
Asian	0.59%	0.28%	47.72
Pacific Island, Hawaiian	0.08%	0.03%	35.23
Other/Multiple Races	6.97%	14.04%	201.54
Hispanic	0%	33.09%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	28,490	2,146	
Less than 9th Grade	6.91%	13.7%	50.47
No High School Diploma	10.91%	11.65%	93.67

34.28%

23.1%

5.25%

13.83%

5.72%

89.16

113.42

105.38

166.73

223.1

38.44%

20.36%

4.99%

8.29%

2.56%

Breokside Haxtun Log Lane Village Winter Park Bow Mar Eckley Broomfield Wray La Junta Rifle Gunbarrel Fort Morgan Cheyenne Wells Crawford Denver Tabernash Vindsor Platteville Perry Park ireenwood Village Cottonwood Holyoke Stratton Alamosa Orchard City Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Byers Lochbuie Calhan Deer Trail Colorado Spring 6

High School Graduate

Graduate/Prof. degree

Associate Degree

College Degree

Some College, no degree

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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	7.01%	9.44%	138.16
\$10,000 to \$19,999	13%	15.58%	119.9
\$20,000 to \$29,999	12.6%	14.46%	114.76
\$30,000 to \$49,999	22.22%	27.71%	124.69
\$50,000 to \$59,999	10.56%	12.38%	117.25
\$60,000 to \$69,999	8.82%	5.28%	59.87
\$70,000 to \$79,999	5.82%	3.29%	56.56
\$80,000 to \$89,999	3.92%	2.42%	61.86
\$90,000 to \$99,999	2.87%	1.65%	57.34
\$100,000 to \$124,999	6.02%	2.25%	37.39
\$125,000 to \$149,999	3.02%	1.47%	48.7
\$150,000 to \$199,999	1.71%	0.52%	30.42
\$200,000 to \$249,999	0.39%	0.26%	66.07
\$250,000 or more	2.05%	3.2%	156.6
Median Household	44,744	36,979	82.65
Average Household	54,466	63,518	116.62
Per Capita Household	21,380	20,954	98.01
Family/Non-Family Household			
Income			
Median Family Income	52,519	40,800	77.69
Average Family Income	62,252	72,275	116.1
Median Non-Family Income	28,266	24,510	86.71
Average Non-Family Income	35,669	28,731	80.55

Columbine Wiggins Fort Carson Central City Black Forest Burlington Yampa Hayden Gilcrest Orchard ECKley Crawford Stratmoor Derby Castle Rock Oak Creek Bethune Intercultural Institute Granby Fruitvale Las Animas Lyons Niwot Pierce Stratton Eads Re for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	70.71%	76.1%	107.63
Families with Children	33.46%	41.04%	122.65
Families without Children	37.25%	35.06%	94.13
Non-Family Households			
% Non-Family Households	29.29%	23.9%	81.59
Non-Families with Children	0.31	0.43	138.18
Non-Families without Children	28.98	23.46	80.97
Housing Units			Index
Total Housing Units	18,001	1,259	
Vacant percent	9.57%	8.26%	86.35
Owned percent	67.77%	65.29%	96.34%
Rented Percent	22.67%	26.45%	116.7
Households by Size			Index
Avg household size	2.57	2.92	113.62
Avg family hh size	3.10	3.43	110.65
Avg non-family hh size	1.28	1.30	101.56
Households By Count of Persons			Percent
One	4,108	235	5.72%
Two	5,758	339	5.89%
Three or Four	4,587	374	8.15%
Five+	1,826	206	11.28%

mosa East Platteville Denver Nucla Aspen Oak Creek Poncha Springs Sheridan Lake Black Hawk Log Lone Tree Empire Salida Milliken Deer Trail Wiggins Byers Paonia Highlands Ranch Cascade-Chipita Park Crowley Applewood Fountain (a Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry (a Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry (a Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

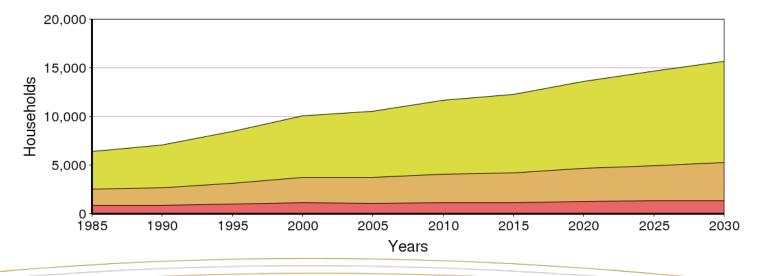
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	24,423	2,422	9.92%
2000 Population	33,432	3,537	10.58%
2010 Population	42,393	3,539	8.35%
2015 Population	47,290	3,649	7.72%

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

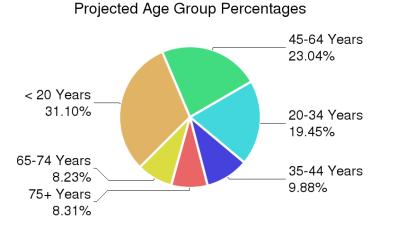
g 🛛 📃 0-10mi Ring



West Pleasant View Branson Coal Creek Buena Vista Las Animas La Jara Derby Ophir Kim Del Nor Springfield Mountain View Vilas Nederland Brookside Black Forest Intercultural Institute Ilands Raymer Welby Burlington Highlands Ranch Silver Cliff Holly Contectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

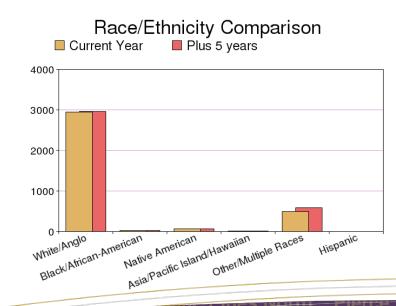


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.19%	5.32%	85.95
4-5 Years	3.02%	2.77%	91.72
6-8 Years	5.23%	4.8%	91.78
9-11 Years	5.03%	4.96%	98.61
12-13 Years	3.62%	3.62%	100
14-17 Years	6.33%	6.3%	99.53
18-19 Years	3.16%	3.32%	105.06
0-5 Years	9.21%	8.08%	87.73
6-12 Years	12.07%	11.54%	95.61
13-19 Years	11.3%	11.46%	101.42
< 20 Years	32.58%	31.08%	95.4
20-34 Years	17.72%	19.43%	109.65
35-44 Years	10.88%	9.87%	90.72
45-64 Years	24.81%	23.02%	92.79
65-74 Years	6.75%	8.22%	121.78
75+ Years	7.23%	8.3%	114.8
Median Age	41	35	85.53
Median Age (Male)	40	33	83.52
Median Age (Female)	43	39	90.19

Towaoc Limon Wiley Fowler Mancos Crested Butte Franktown Walsenburg Welby Silver Cliff North Creede Pueblo Meeker Granby Akron Kit Carson Ouray Rocky Ford Intercultural Institute Durango Gold Hill St. Mary's Sherrelwood Fruita Log Lane Village Ford Silt Jamestown Air Force A20 Copyright 2012, Intercultural Institute for Contextual Ministry Decopyright 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 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	83.3%	80.98%	97.22
Black, African-American	0.59%	0.77%	129.31
Native American	1.75%	1.78%	101.68
Asian	0.28%	0.3%	106.68
Pacific Island, Hawaiian	0.03%	0.03%	96.99
Other/Multiple Races	14.04%	16.17%	115.13
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,146	2,221	
Less than 9th Grade	13.7%	13.28%	96.95
No High School Diploma	11.65%	11.21%	96.24
High School Graduate	38.44%	39.08%	101.66
Some College, no degree	20.36%	20.13%	98.83
Associate Degree	4.99%	5.36%	107.46
College Degree	8.29%	8.51%	102.59
Graduate/Prof. degree	2.56%	2.43%	94.87

Cai / on City Strasburg Jamestown Glenwood Springs Golden Centennial Fowler Crawford Romes casant View Crowley Stonegate Ridgway Ramah Downieville-Lawson-Duro Intercultural Institute ree Grand View Estates Louisville Raymer Burlington Carbondale Asper Intercultural Institute Franktown V Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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 0-3 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 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.44%	8.14%	86.29
\$10,000 to \$19,999	15.58%	16.11%	103.39
\$20,000 to \$29,999	14.46%	13.57%	93.87
\$30,000 to \$49,999	27.71%	27.41%	98.93
\$50,000 to \$59,999	12.38%	11.56%	93.36
\$60,000 to \$69,999	5.28%	5.17%	97.82
\$70,000 to \$79,999	3.29%	4.12%	103.8
\$80,000 to \$89,999	2.42%	2.8%	104.75
\$90,000 to \$99,999	1.65%	1.75%	106.46
\$100,000 to \$249,999	2.25%	2.36%	105.03
\$125,000 to \$149,999	1.47%	1.58%	107.09
\$150,000 to \$199,999	0.52%	1.14%	219.13
\$200,000 to \$249,999	0.26%	0.26%	101.14
\$250,000 or more	3.2%	3.85%	120.27
Median Household	36,979	39,234	106.1
Average Household	63,518	69,491	109.4
Per Capita Household	20,954	21,983	104.91
Family/Non-Family Household			
Income			
Median Family Income	40,800	42,313	103.71
Average Family Income	72,275	79,454	109.93
Median Non-Family Income	24,510	26,594	108.5
Average Non-Family Income	28,731	32,394	112.75

 Aucla
 Crowley
 Arvada
 Collbran
 Antonito
 Parachute
 Franktown
 Louisville
 Mountain Village
 Dillon
 To

 Oak Creek
 Severance
 Larkspur
 Foxfield
 Acres Green
 Cedaredge
 When Firles
 Fiderado
 Springs
 Mi

 Ind
 Avon
 Fort Garland
 Fruita
 Fountain
 Campo
 Steamboat
 Springs
 Black
 Intercultural Institute
 Stonegate

 ©Copyright 2012,
 Intercultural Institute for Contextual Ministry
 Starkville
 Lochbuie
 Black Hawk
 Coal Creek
 Ken Caryl

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 0-3 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 0-3 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 0-3 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	76.1%	75.57%	99.3
Families with Children	41.04	40.19	97.94
Families without Children	35.06	34.06	97.14
Non-Family Households			
% Non-Family Households	23.9%	24.43%	102.24
Non-Families with Children	0.43	0.35	102.24
Non-Families without	23.46	24.08	102.63
Children			
Housing Units			
Total Housing Units	1,259	1,242	98.65%
Vacant percent	8.26%	8.05%	97.47
Owned percent	65.29%	65.06%	99.64
Rented Percent	26.45%	26.89%	101.67
Households by Size			
Avg household size	2.92	3.05	104.45%
Avg family hh size	3.43	3.62	105.54%
Avg non-family hh size	1.30	1.28	98.46%
Households By Count of			
Persons			
One	235	244	103.83%
Тwo	339	279	82.3%
Three or Four	374	381	101.87%
Five+	206	237	115.05%

Jand Park Orchard City Rockvale Florence Minturn Fort Carson Yuma Louviers La Salle Nederland S testcliffe Strasburg Columbine Valley Silver Cliff Bonanza Vail Hudson <u>Intercultural Institute</u> Eagle Cheyenne Wells Berkley Flagler Craig Cedaredge Silverton Volta Confertual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Haswell Larkspur Breckenridge Cripple Creek Bangely Avondale Genesee Severance Sawpit Fort Model

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:	0-3	3-7	7-10	1	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	465	147	886	Eastern Af	rica	rica 0	rica 0 0
Northern Europe	2	2	9	Middle Africa	a	a 0	a 0 0
Western Europe	2	0	23	Northern Afric	а	a 2	a 2 2
Southern Europe	1	0	4	Southern Africa		0	0 0
Eastern Europe	0	0	27	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		11	11 4
Eastern Asia	2	0	37	Oceania		0	0 0
So. Central Asia	0	0	0	Caribbean		2	2 0
SE Asia	12	4	8	Central Amer.		428	428 135
Western Asia	0	0	0	South America		1	1 0
Other Asia	0	0	0	North America		2	2 0
				Born at sea		0	0 0

Penrose Glenwood Springs Columbine Woodmoor Foxfield Rangely Williamsburg Highlands Ranch Pith Cascade-Chipita Park Aguilar Thornton Breckenridge Ignacio Brighton Intercultural Institute akeside Bayfield Derby Louviers Poncha Springs Womelsdorf (Coalton) for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Perry Park, Genesee Saguache Ovid Sanford Del North

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	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7.
	MILES	MILES	MILES		MILES	MILES	MI
English only	2,468	2,487	10,029	Other Indo-Euro	0	4	0
Spanish	597	263	1,405	Asian/PI languages	0	0	0
Other Indo-Euro	15	72	206	Chinese	0	0	0
language				Japanese	2	0	0
French (incl. Patois,	0	0	40	Korean	10	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	2	8	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	1	3	75	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	7	0	0
Other West Germanic	11	51	59	Other Asian	0	0	0
A Scandinavian	0	0	7	Tagalog	9	0	0
Language				Other Pacific Is	0	0	0
Greek	1	6	3	Other languages	23	0	58
Russian	0	0	0	Navajo	1	0	0
Polish	0	0	22	Other Native N.	0	0	23
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	5	0	0
Hindi	0	0	0	Other unspecified	17	0	35
Urdu	0	0	0				

Bayfield Swink Keystone Green Mountain Falls Dove Creek Eagle Columbine Alamosa East Longmon Rico Strasburg Severance Loveland Lone Tree Akron Broomfield Rico Sit North Washington Sit Salt Creek Niwot Del Norte Ophir Denver Aspen Park Vilas Downiev For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Alvaua

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	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	2,471	2,192	9,465	Irish	Irish 139	Irish 139 124
Arab	0	0	13	Italian	Italian 87	Italian 87 77
Armenian	0	0	0	Lithuanian	Lithuanian 2	Lithuanian 2 0
Austrian	4	5	21	Norwegian	Norwegian 22	Norwegian 22 19
British	0	0	21	Polish	Polish 24	Polish 24 21
Canadian	0	0	18	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	4	Romanian	Romanian 0	Romanian 0 0
Czech	28	25	50	Russian	Russian 8	Russian 8 7
Czechoslovak	0	0	0	Scandinavian	Scandinavian 11	Scandinavian 11 10
Danish	4	2	99	Scotch-Irish	Scotch-Irish 23	Scotch-Irish 23 21
Dutch	62	56	145	Scottish	Scottish 43	Scottish 43 37
English	313	277	1,162	Slovak	Slovak 2	Slovak 2 1
European	8	6	125	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	7	6	29	Swedish	Swedish 46	Swedish 46 41
French (not Basque)	40	36	163	Swiss	Swiss 0	Swiss 0 0
French Canadian	10	10	52	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	404	358	1,920	US/American	US/American 340	US/American 340 302
Greek	10	10	5	Welsh	Welsh 9	Welsh 9 8
Hungarian	0	1	11	West Indian	West Indian 1	West Indian 1 1
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 824	Other 824 731

Stratmoor Monument Poncha Springs Empire Rocky Ford Kremmling De Beque La Salle Edwards G play Sterling Salida Starkville Lincoln Park Platteville Julesburg Derby Intercultural Institute ay Paoli Beulah Valley Meeker Orchard Mesa Lakeside La Jara Ward Confectual Ministry Confectual Ministry Kiowa Haswell Naturita Estes Park Gilcrest Mour26 Copyright 2012, Intercultural Institute for Contextual Ministry Kiowa Haswell Naturita Estes Park Gilcrest Mour26

ALWOOD

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

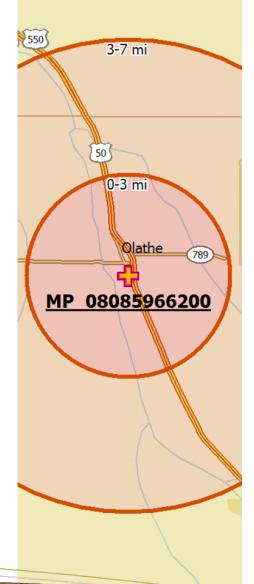
Issues for Your Consideration - continued

- 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?



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.



Thornton Westcliffe Estes Park Superior Monument Englewood Gunbarrel Dinesaur Acres Green Akron Ordway Naturita Orchard Mesa Roxborough Park Cripple Creek Intercultural Institute s Ridgway Fountain Todd Creek Merino Flagler Fort Carson Granada ©Copyright 2012, Intercultural Institute for Contextual Ministry Blanca Beulah Valley Laporte Nederland Louisville 29

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,155	100%	745	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	19	1.65%	13	1.74%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	18	1.56%	12	1.61%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	1	0.09%	1	0.13%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	221	19.13%	141	18.93%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	54	4.68%	35	4.7%
Urban Optimists	0	0%	0	0%
Family Convenience	167	14.46%	106	14.23%
Mid-Market Enterprise	0	0%	0	0%

Elizabeth Florence Pagosa Springs Palisade Cedaredge Fruita Manzanola Nunn Orchard Mesa Deli-Fruitvale Manitou Springs Bennett Blanca Two Buttes Olathe Atword Cortez Frederick Tabernash in West Pleasant View Black Forest Gunnison Yuma Cherry Hills Village Aguilar Longmont Bow Mar 30 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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,155	100%	745	100%
BLUE COLLAR BACKBONE	16	1.39%	10	1.34%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	16	1.39%	10	1.34%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	197	17.06%	127	17.05%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	196	16.97%	126	16.91%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	1	0.09%	1	0.13%
Mature America	0	0%	0	0%
METRO FRINGE	354	30.65%	243	32.62%
Steadfast Conservative	354	30.65%	243	32.62%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Ovid Black Forest Windsor Berthoud South Fork East Pleasant View Kangery Hashed Brookside Edg Ignacio Franktown Kiowa Meeker Littleton Hugo Williamsburg Centra intercultural Institute Ienwood Springs Yuma Georgetown Centennial Firestone Federal Heigh for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,155	100%	745	100%
REMOTE AMERICA	76	6.58%	45	6.04%
Hardy Rural Fam.	16	1.39%	10	1.34%
Rural Southern Living	56	4.85%	33	4.43%
Coal & Crops	4	0.35%	2	0.27%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	169	14.63%	98	13.15%
Industrious Country Living	23	1.99%	16	2.15%
America's Farmland	136	11.77%	78	10.47%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	10	0.87%	4	0.54%

Franktown Rocky Ford Laporte Peetz Crowley Edwards Sheridan Manassa Campo Cascade-Chip Colorado Springs Durango Pagosa Springs Red Feather Lakes Acres Intercultural Institute ashington Monte Vista Fleming Elizabeth Seibert Redlands Northglen Intercultural Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Englewood Cheraw Stopegate St Mary's Genesee

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	1,155	100%	745	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	103	8.92%	68	9.13%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	27	2.34%	17	2.28%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	76	6.58%	51	6.85%
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%

tonwood Grand Junction Pueblo Loveland Burlington Cherry Hills Village Berthoud Perry Park Cedared and Battlement Mesa Otis Alma Sheridan Lake Avon Redlands Engles intercultural Institute Longmont Castle Pines North Roxborough Park Carbondale Cheraw 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 0-3 mile, 3-7 mile and 7-10 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?

Fort Garland Breckenridge Fraser Minturn Pritchett Wheat Ridge Glenwood Springs Elizabeth Rico Boone Hillrose Brookside Keystone Twin Lakes Highlands Ranch Inder Hills Collbran Sherrelwood Atwood Otis Gilcrest Parker Ridgway Green Mountain Falls Jame Govertual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry

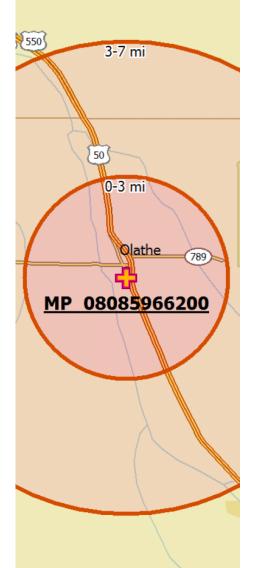
Potential Cultural Bridges

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

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

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

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



stcliffe Yuma Kersey Head La Veta Swink Haswell Walsh Meridian Platteville Walsenburg Nucla S West Pleasant View Red Feather Lakes Campo Ordway Fairplay Our Intercultural Institute relwood Fleming Norwood Wiley Bethune Hudson Berkley Idaho Spri for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	76%	78%	77%
Use Comp. for Internet/E-mail	59%	63%	61%
Internet Use: E-Mail	47%	51%	49%
Use Comp. for Comp. Games	39%	42%	41%
Use Comp. for Word Processing	38%	41%	41%
Use Comp. for Shopping	36%	38%	36%
Use Comp. for Education	31%	33%	32%
Use Comp. for Banking	31%	33%	32%
Use Comp. for Digital Camera	31%	34%	33%
Photo Editing			
Internet Use: News/ Weather	26%	26%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: Banking	25%	27%	25%
HH Owns DVD Player	25%	26%	27%
Use Comp. for News/Info./Data	22%	24%	23%
Service			
PC-Network-HH Has One	16%	17%	17%
Use Comp. for Accounting	15%	17%	16%
Use Comp. for Filing/DB Mngmnt	13%	14%	13%
Use Comp. for Personal Financial	13%	13%	13%
Mngmnt			
Internet Use: Shopping: Made A	11%	13%	12%
Purchase			
Internet Use: Shopping: Gathered	11%	12%	12%
Info. for Shopping			
HH Owns Video/Webcam	11%	9%	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 - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	66%	67%	67%
Dining Out (Not Fast Food)	55%	58%	57%
Reading Books	49%	50%	51%
Card Games	41%	44%	43%
Gardening	35%	37%	37%
Go To A Beach/Lake	35%	37%	36%
Cooking for Fun	33%	33%	34%
Board Games	32%	33%	33%
Visit Zoo	21%	20%	19%
Going To	20%	21%	22%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	65%	66%	67%
Gen./Fam. Practitioner	41%	43%	43%
Dentist	25%	27%	27%
Backache	22%	22%	22%
None Of These	21%	21%	21%
Eye Dr.	21%	21%	21%
Hypertension/High Blood	19%	19%	20%
Pressure			
High Cholesterol	17%	17%	18%
Overweight (30 Pounds Or	16%	16%	16%
More)			
Acid Reflux Disease (GERD)	15%	15%	16%



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 - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Concert	23.33%	24.19%	25.34%		Movies: Romantic Comedy	Movies: Romantic Comedy 17.34%	Movies: Romantic Comedy 17.34% 18.15%
Live Theater	15.7%	17.44%	17.52%		Movies: Drama	Movies: Drama 15.53%	Movies: Drama 15.53% 15.79%
Live Theater Most Often	12.94%	14.64%	14.69%		Movies: Mystery	Movies: Mystery 14.4%	Movies: Mystery 14.4% 13.96%
Rock/Pop Concerts Most	12.42%	12.61%	13.75%		MLB Baseball Reg. Season	MLB Baseball Reg. Season 6.51%	MLB Baseball Reg. Season 6.51% 7.93%
Often					College Football Reg.	College Football Reg. 5.43%	College Football Reg. 5.43% 6.54%
Comedy Club	8.46%	8.42%	8.72%		Season	Season	Season
Country Concerts Most	6.92%	7.35%	7.38%		NFL Football Reg. Season	NFL Football Reg. Season 5.23%	NFL Football Reg. Season 5.23% 6.14%
Often					College Basketball Reg.	College Basketball Reg. 3.99%	College Basketball Reg. 3.99% 4.46%
Movies: Comedy	37.46%	38.39%	38.64%		Season	Season	Season
Movies: Action/Adventure	35.39%	36.58%	37.25%		Rodeo	Rodeo 2.72%	Rodeo 2.72% 3.47%
Movies: Fam.	18.7%	19.66%	19.92%		Auto Racing Events	Auto Racing Events 2.7%	Auto Racing Events 2.7% 3.16%

Applewood Firestone Salt Creek Avendale Tabernash Morrison La Junta Cripple Creek Manitou Springs eenwood Village Lyons Eagle Kim Grand Lake Creede Branson Grand Intercultural Institute Milliken Welby Marble Fort Morgan Loghill Village Security-Widefie for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	39.58%	41.16%	41.15%	Volleyball	Volleyball 10.7%	Volleyball 10.7% 10.08%
Swimming	33.22%	34.01%	33.51%	Target Shooting	Target Shooting 10.65%	Target Shooting 10.65% 11.35%
Bowling	22.16%	22.97%	22.11%	Football	Football 10.45%	Football 10.45% 10.27%
Freshwater Fishing	21.82%	23.18%	22.08%	Backpacking/Hiking	Backpacking/Hiking 10.36%	Backpacking/Hiking 10.36% 10.75%
Billiards/Pool	19.55%	19.2%	19.85%	Stationary Cycling	Stationary Cycling 10.23%	Stationary Cycling 10.23% 10.55%
Camping Trips	19.18%	19.84%	18.72%	Softball	Softball 9.11%	Softball 9.11% 9.29%
Basketball	15.26%	15.7%	14.84%	Saltwater Fishing	Saltwater Fishing 8.15%	Saltwater Fishing 8.15% 7.49%
Weight Training	14.62%	15.59%	15.02%	Horseback Riding	Horseback Riding 8.1%	Horseback Riding 8.1% 8.41%
Hunting	13.99%	15.42%	14.93%	Aerobics	Aerobics 8.08%	Aerobics 8.08% 7.96%
Jogging/Running	13.16%	13.56%	13.47%	Power Boating	Power Boating 7.67%	Power Boating 7.67% 8.48%
Golf	12.83%	15.41%	15.04%	Motorcycling	Motorcycling 7.64%	Motorcycling 7.64% 7.89%
Mountain/Road Biking	12.3%	13.57%	13.05%	Soccer	Soccer 7.53%	Soccer 7.53% 6.86%
Using Cardio Machine	12.13%	12.47%	12.82%	Canoeing/Kayaking	Canoeing/Kayaking 7.51%	Canoeing/Kayaking 7.51% 7.56%
Baseball	11.88%	11.85%	11.44%	Tennis	Tennis 6.11%	Tennis 6.11% 6.28%

stocral Ranchettes Salida Crowley New Castle Highlands Ranch Cheraw Pueblo Louisville Morrison G the Eagle-Vail Rye Sanford Ovid Erie Fowler Keystone San Luis Brown Alma Otis Wheat Ridge Glendale Orchard Mesa Holly Crested Butte Blue River Parker Welling For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Manitou Springs Cuppison Las Animas Stratton Duran

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Archery	5.83%	6.4%	5.72%
Yoga	5.82%	5.53%	5.77%
Roller Skating	5.44%	5.68%	5.63%
Ice Skating	4.95%	5.13%	5.15%
Fly Fishing	4.68%	4.84%	5.02%
Water Skiing	4.4%	4.66%	4.78%
Snorkeling	4.35%	4.7%	5.2%
Snowmobiling	4.32%	4.95%	4.68%
Downhill & X-Country	4.29%	4.64%	4.6%
Skiing			
Jet Skiing	4.05%	4.63%	5%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Racquetball	3.59%	3.35%	3.58%
Rock Climbing	3.49%	3.97%	4.17%
Auto Racing	3.41%	2.9%	3.68%
Hockey	3.35%	3.18%	3.64%
Snowboarding	3.13%	3.46%	3.64%
Skateboarding	3.03%	3.14%	3.22%
Martial Arts	2.96%	2.65%	3.12%
Rowing	2.68%	2.83%	2.94%
Sailing	2.59%	2.49%	3.04%
Surfing & Windsurfing	2.23%	2.42%	2.8%

II Niwot Nunn North Washington Sheridan Lake Fruitvale Mountain Village Foxfield Wellington Fowler with Las Animas Calhan East Pleasant View Silverthorne Manassa Crook Intercultural Institute Empire Alamosa East Ramah Fruita Brush Red Cliff Walsh Genoa Confectual Ministry an Copyright 2012, Intercultural Institute for Contextual Ministry Buena Vista Crested Butte Cai; ½on City Silverton Hado Cai; ½on City Silverton Hado Seconder Vieler Contextual Ministry Confectual Distitute 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.

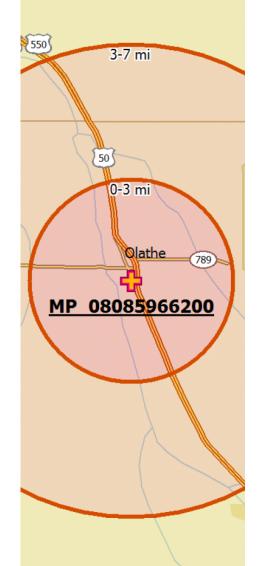
BIBLICAL BARRIERS

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.



dalia Eldorado Springs Fort Collins Centennial Sanford Oak Creek Kremmling Durango Littleton Mead Campo Buena Vista Bow Mar Las Animas Haxtun Greenwood Village Intercultural Institute Pagosa Springs Olney Springs Castle Rock Indian Hills Glendale Lake for Contextual Ministry Westerright 2012, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

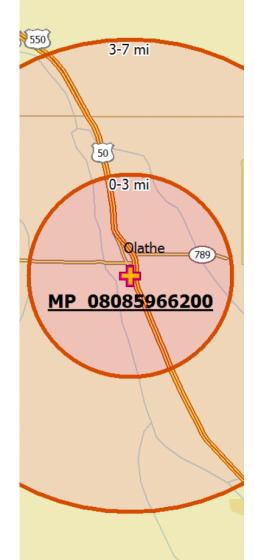
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Garden City Deer Frail Glendale Ward Poncha Springs Lafayette La Salle Erie Eldorado Springs H Genoa Bennett Fairplay Greenwood Village Mancos Silt Gilcrest Finder Exticut Centennial G n Black Hawk West Pleasant View Louisville La Junta Arvada Craig Copyright 2012, Intercultural Institute for Contextual Ministry Hugo Burlington Ordway Telluride Orchard Mesa 42

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	48%	47%	48%	Like to Stand Out In A Crowd	19%	20%	19%
New Things				Marijuana Should Be Legalized	18%	18%	18%
Woman's Place Is In The Home	36%	37%	36%	I Am A Workaholic	18%	18%	17%
Find It Difficult To Say No To My Kids	36%	38%	36%	Like To Pursue Challenge/Novelty/Change	17%	16%	17%
Speak My Mind Even If It Upsets People	34%	33%	34%	Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Like Control Over People And Resources	34%	31%	31%	Only Work Current Job for The Money	14%	14%	14%
Like To Do Unconventional Things	32%	31%	31%	We Should Strive for Equality for All	12%	11%	12%
Prefer To Have Few Possessions As Possible	30%	31%	32%	Happy With My Standard Of Living	10%	10%	10%
Don't Judge People/Way They Live Life	27%	26%	28%	Indulge My Kids With The Little Extras	10%	8%	9%
Money Is Best Measure Of Success	27%	27%	27%	On Whole People Get What They Deserve	10%	8%	9%
If Won Lottery Would Never Work Again	24%	26%	25%	Little I Can Do To Change My Life	7%	7%	7%
Too Much Sponsorship In Arts/Sports	24%	22%	22%	Very Happy With My Life As It Is	6%	6%	6%
Friends More Important Than My Fam.	23%	23%	24%				

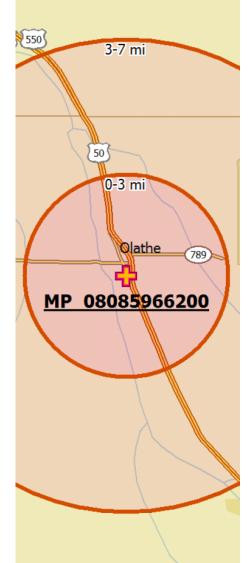
ert Garden City Kaman weinin

Treck Crested Butte Grand View Estates East Pleasant View Genesee Perry Park Ordway Mancos Sherida Thornton Sedalia Saguache Ouray Castle Pines North Alamosa <u>Intercultural Institute</u> Atwood Pitkin Victor Evergreen Ault Louisville Aspen Park Stone (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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.



Otis Mead Wiley Rockvale Berthoud Lone Tree Limon Peetz La Veta Paoli Dolores Green Mountain Level Arriba Gold Hill Ordway Erie Rifle Broomfield Cimarron Hills North Intercultural Institute dmoor Grand Junction Timnath The Pinery Rocky Ford Gilcrest Aurora (Soutextual Ministry) 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-- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	58%	61%	59%	Worried About Pollution Caused By Cars	17%	17%	17%
You Should Seize Opportunities In Life	56%	55%	55%	Looking for New Ideas To Improve Home	16%	15%	15%
Like To Understand About	35%	35%	36%	Real Men Don't Cry	15%	15%	15%
Nature				Is An Important Part Of Who I Am	14%	14%	14%
Important Feel Respected By My Peers	33%	32%	34%	Try Not To Worry About The Future	13%	12%	13%
Prefer Work Part Of Team Than Alone	32%	32%	32%	Enjoy Spending Time With My Fam.	12%	11%	11%
Prefer To Have Few Possessions As Possible	30%	31%	32%	Provide My Kids With The Little Extras	11%	10%	10%
Important To Juggle Various	29%	27%	29%	Feel Very Alone In The World	5%	5%	6%
Tasks				Children Should Be Allowed To	5%	5%	5%
Good At Fixing Things	26%	26%	27%	Express Themselves			
Have Keen Sense Of Adventure	24%	24%	25%	Like Spending Most Time With	5%	5%	5%
People Have To Take Me As	23%	23%	23%	Fam.			
They Find Me				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	21%	20%	20%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	18%	17%	19%	Business			

s Applewood Idano-Springs Leauvin

r Hudson Seibert CearCreek Timnath Ignacio La Salle Padroni Todd Creek Dillon Norwood Haswell talsh Pritchett Aspen Park Dacono Lone Tree Nederland Fruita Cheyert Intercultural Institute buie Beulah Valley Security-Widefield Broomfield Elizabeth Cimarron Hill for Confertual Institute Correctual Ministry Correctual Institute for Contextual Ministry Correctual Distribute For Contextual Distribute

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.



adville North Gilcrest Aspen Silt Windsor Cimarron Hills Federal Heights Starkville Fort Carson Laporte Pines Ordway Perry Park Burlington Silver Plume Genoa Sedalia Reference Intercultural Institute Nonte Vista Louviers Raymer Black Hawk Crawford Vona Cokedale Stor Intercultural Institute Park Alamosa Of Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87.58%	87.65%	87.44%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.14%	84.3%	84.2%
Houses-Visit Any			
McDonald's	59.23%	59.14%	57.81%
Burger King	38.64%	38.27%	37.09%
Subway	30.66%	32.15%	31.08%
Taco Bell	30.39%	30.21%	30.34%
Applebee's	29.13%	30.42%	30.63%
Kentucky Fried Chicken (KFC)	28.25%	27.74%	27.74%
Wendy's	27.54%	27.45%	27.1%
Pizza Hut	24.2%	24.5%	23.83%
Arby's	23.55%	25.31%	25.07%
Dairy Queen	21.03%	22.38%	21.95%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	17.59%	19%	19.23%
Red Lobster	15.38%	15.25%	15.37%
Domino's Pizza	14.52%	12.84%	13.06%
Sonic	14.19%	13.37%	13.67%
Cracker Barrel	13.53%	14.23%	14.17%
Denny's	12.86%	11.68%	11.46%
Golden Corral	12.19%	11.1%	10.16%
IHOP (International House Of	11.51%	10.99%	11.13%
Pancakes)			
Chick-Fil-A	11.42%	11.48%	10.78%
Outback Steakhouse	10.71%	12.25%	12.56%
Hardee's	10.33%	10.86%	9.89%
Chili's Grill and Bar	10.12%	10.66%	11.1%

Central City Louisville Redlands Arriba Avon Acres Green Brookside Ovid Clifton Vilas Poncha Sp Springfield Collbran Fowler Akron Del Norte Cheyenne Wells Garder Intercultural Institute Littleton Sedgwick Ridgway Dacono Seibert Paoli Brush Gold Hong For Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



Vinter Park Silverton Gold Hill Boulder Campo Keenesburg Montrose Hooper La Veta Delta Cascade Colorado Springs Cheyenne Wells Welby Genoa Moffat East Pleasant Intercultural Institute Mountain View Eldora Rockvale Edgewater Granby Berthoud Gra Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	44.46%	48.64%	48.03%
Recycled products	32.42%	35.46%	34.95%
Worked as volunteer (non political)	15.44%	17.54%	17.4%
Engaged in fund raising	10.04%	11.33%	11.04%
Religious club member	7.19%	7.87%	7.85%
Wrote to elected offcl about publ bus	5.54%	6.34%	6.28%

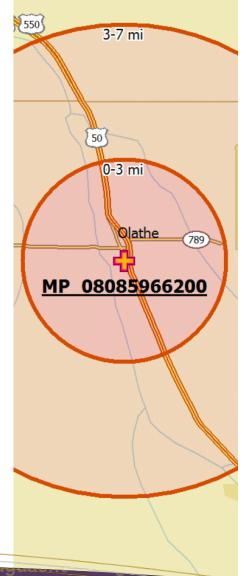
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	5.42%	6.27%	5.84%
Union member	5.36%	5.91%	5.64%
Wrote to editor of mag or	5.14%	5.5%	5.57%
newspaper			
Addressed a public meeting	4.92%	5.79%	5.22%
Church Board	4.74%	5.54%	5.15%
Took active part in local civic	4.7%	5.17%	5.17%
issue			

Lakes Keystone Romeo Larkspur Battlement Mesa Sedalia Timnath Klowa Las Animas Lincoln Park Silver Cliff Fountain Mancos Leadville Indian Hills Padroni Golder Intercultural Institute Thornton Oak Creek Castle Pines North Garden City Norwood Todd Creek for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Hillrose Columbine Valley Redlands Meeker Elizabeth Fort Morgan Hugo Orchard Mesa Evergreen Ala Hillrose Columbine Valley Redlands Meeker Elizabeth Fort Morgan Hugo Orchard Mesa Evergreen Ala Severance Castle Pines Walsh Cherry Hills Village Alamosa Lakeside for Confectual 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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	13.73%	14.64%	15.38%
Children's Books	11.66%	12.58%	12.52%
Mystery	10.25%	10.99%	11.28%
Cookbooks	9.8%	10.52%	10.52%
Religious (not Bibles)	8.39%	8.96%	9%
History	6.23%	6.41%	6.38%
Romance	6.06%	6.58%	6.55%
Personal/Business	5.87%	6.4%	6.13%
Self-help			
Supermarket	5.03%	5.16%	5.32%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	63.73%	65.36%	66.19%
Gen. Editorial	41.49%	42.1%	42.93%
Womens	37.81%	38.28%	38.87%
Service	33.68%	35.13%	35.24%
Mens	17.6%	16.97%	17.49%
Fishing/Hunting	15.29%	16.17%	15.23%
Automotive	14.62%	14.06%	14.06%
Sports	13.26%	12.86%	13.42%
Parenthood	13.14%	12.73%	12.66%

Merino Burlington Central City Eldorado Springs Creede Erie Lakewood Garden City Nunn Redia Wellington Antonito South Fork Kremmling Denver Alma Minturn Intercultural Institute Id Manzanola Sedgwick Colorado Springs Basalt El Jebel Westcliffe Geopyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	53.44%	56.55%	57.16%
Classified	35.55%	35.95%	35.93%
Sport	31.7%	33.36%	32.87%
Editorial Page	29.92%	32.09%	32.66%
Comics	27.52%	28.75%	29.22%
Business/Finance	25.12%	27.76%	27.97%
Movie Listings & Reviews	23.3%	23.67%	24.22%
TV/Radio Listings	22.8%	23.17%	23.36%
Food/Cooking	22.74%	24.49%	25.12%
Home/Gardening	20.98%	22.38%	21.94%
Travel	16.51%	18.1%	18.01%
Science/Technology	15.55%	16.49%	17.19%
Fashion	12.5%	13.21%	13.37%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	28.27%	31.02%	28.88%
CHR Contemp Hit Radio	18.89%	16.66%	17.21%
Adult Contemporary	17.41%	18.63%	18.83%
Rock	12.83%	13.41%	13.34%
Oldies	11.27%	12.17%	12.09%
Classic Rock	10.47%	11.53%	11.53%
Urban Contemporary	10.24%	8.06%	8.01%
News/Talk	9.9%	11.58%	11.67%
Variety	8.18%	7.98%	7.64%
Alternative	7.26%	7.66%	8.07%
Hispanic	6.92%	4.68%	4.34%
Religious	6.1%	6.5%	6.42%
Soft Contemporary	4.9%	5.45%	5.56%
Classic Hits	3.85%	3.99%	4.28%
All News	3.27%	3.8%	3.92%
Sports	3.06%	3.35%	3.35%
All Talk	2.68%	3.17%	3.23%
Jazz	2.65%	2.87%	2.85%

orado springs Sugar Gity Wiggi

Creede Highlands Ranch Grand Junction Firestone Buena Vista Branson Cellbran Victor Log Lane Walsenburg Fort Garland Craig Larkspur Greenwood Village El Jeberg Intercultural Institute oper Hudson Sedgwick Broomfield Olney Springs Niwot Sterling Kers for Contestual Ministry for Contestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	63.6%	65.62%	63.47%
Satellite Dish	53.1%	55.77%	56.5%
Soapnet	49.73%	49.79%	49.97%
Other Video-On-Demand	40.49%	42.73%	43.41%
Sci-Fi Channel	38.46%	40.51%	38.35%
MSNBC	34.64%	35.9%	34.3%
Adult Pay Per View TV	34.11%	35.49%	35.38%
Nickelodeon	30.54%	33.16%	30.84%
Subscribe Digital Cable	28.99%	30.83%	28.51%
Adult Swim	28.75%	32.27%	30.15%
TV Info From Sunday TV	28.49%	28.63%	28%
Magazine			
Nick At Nite	26.65%	28.74%	27.87%

ollbran Allenspark Eldora Rangely Mountain Village Edgewater Red Cliff Glenwood Springs Deer Frail agle Norwood Denver Cheyenne Wells Yuma Peetz Julesburg Burling Parker Gunbarrel Hotchkis Two Buttes Elizabeth Rocky Ford Vona Durango Castle Pines North Intercultural Institute for Confestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Eldorado Springs Superior Kersey Fort Collins Eleming

Video-On-Demand Movies

19.6%

21.51%

20.52%

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.



Lupton Rocky Ford Sitt Northglenn Bonanza Crawford La Veta El Jebel Paoli Sedgwick Evans Twin Lochbuie Craig Montezuma Branson Campion Bennett Blue River Intercultural Institute Rockvale Gilcrest Genesee Eckley Iliff Holly Walsenburg Sanford for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	16.5%	17.66%	18.07%
Medium Users (4-6)	9.79%	10.11%	10.21%
Light Users (1-3)	20.03%	20.53%	21.06%
Quintiles (20%)			
Newspaper I (Heavy)	1.72%	1.63%	1.46%
Newspaper II	1.44%	1.54%	1.53%
Newspaper III	1.95%	2.11%	2.13%
Newspaper IV	0.91%	0.91%	0.81%
Newspaper V (Light)	1.1%	1.32%	1.26%

MILES 20.5%	MILES 19.56%
20.5%	19 56%
20.5%	19 56%
	13.3070
8.9%	8.61%
10.64%	10.26%
11.6%	11.23%
0.54%	0.54%
5.9%	5.96%
1.75%	2.11%
3.04%	3%
15.37%	16.66%
25.24%	25.61%
14.64%	14.67%
4.48%	4.51%
4.03%	4.16%
22.1%	23.16%
2.45%	2.56%
	10.64% 11.6% 0.54% 5.9% 1.75% 3.04% 15.37% 25.24% 14.64% 4.48% 4.03% 22.1%

Polores Hotchkiss Timnath Eaton Eagle-Vail Saguache Lone Tree Frisco Gunnison Springfield Denver Snowmass Village Hot Sulphur Springs Fleming Thornton Silver Cliff Intercultural Institute glewood Platteville Sanford Poncha Springs Wheat Ridge Manassa Cas Genesee Eckley Pueblo Lal55 Correction Hill 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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10		MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MIL
Radio Drive Time Quntiles				-	TV Prime Time Quntiles (fifths /			
(fifths / 20%)					20%)			
Drive Time I & II (Heavy)	3.67%	3.63%	3.2%		Prime Time I & II (Heavy)	4.23%	4.03%	3.69
Drive Time III (Medium)	1.13%	0.83%	0.7%		Prime Time III (Medium)	1.89%	2.18%	2.17
Radio IV & V (Light)	1.99%	2.35%	2.22%		Prime Time IV & V (Light)	8.47%	7.76%	8.39
Radio Media Quntiles (fifths /					TV Early/Late Fringe Quntiles			
20%)					(fifths / 20%)			
Radio I & II (Heavy)	9.63%	8.92%	8.8%		Fringe I & II (Heavy)	37.92%	38.54%	39.6
Radio III (Medium)	5.3%	5.67%	5.23%		Fringe III (Medium)	55.23%	55.4%	56.5
Radio IV & V (Light)	3.74%	3.59%	3.41%		Fringe IV (Light)	55.67%	55.4%	57.4
Cable TV Quntiles (fifths /					TV All Day Quntiles (fifths /			
20%)					20%)			
Cable I & II (Heavy)	12.75%	13.15%	12.94%		All Day I & II (Heavy)	11.67%	11.14%	12.0
Cable III (Medium)	3.54%	3.38%	3.5%		All Day III (Medium)	25.15%	23.95%	24.5
Cable IV & V (Light)	31.89%	32.74%	32.63%		All Day IV (Light)	11.32%	10.37%	11.3

Nunn New Castle Bethune Black Hawk Eads Elizabeth Ken Caryl Coal Creek Fort Morgan Leadville No Branson Akron Olney Springs Mead Springfield Cripple Creek Red ther Lakes Lyons Del Norte Kremmling Poncha Springs Hayden Clifton Florence Berthoud As <u>Intercultural Institute</u> aporte Orchard Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.91%	11.62%	11.14%
6:00am - 10:00am	11.42%	12.07%	12.74%
10:00am - 3:00pm	3.93%	3.88%	4.7%
3:00pm - 7:00pm	14.64%	14.64%	14.8%
7:00pm - Midnight	10.32%	11.97%	12.57%
Midnight - 6:00am	4.46%	4.61%	4.71%
Weekend Radio			
Listeners			
Dayparts [summary]	15.02%	15.81%	15.05%
6:00am - 10:00am	2.5%	2.86%	2.96%
10:00am-3:00pm	3.37%	3.57%	4.01%
3:00pm - 7:00pm	6.38%	6.63%	6.55%
7:00pm - Midnight	7.76%	8.05%	7.94%
Midnight - 6:00am	7.64%	7.63%	8.62%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.68%	8.73%	8.57%
Saturday: 8:00-11:00pm	7.53%	7.68%	8.18%
Sunday: 7:00-11:00pm	9.98%	11.05%	10.13%
9:00am-1:00pm	26.65%	28.74%	27.87%
9:00am-4:00pm	29.86%	32.21%	31.92%
4:00pm-7:00pm	27.05%	28.15%	27.55%
11:00pm-1:00am	42.49%	42.91%	41.38%
AVG Prime time Mon-Sun	2.22%	2.26%	2.24%

The Delta Fort Lupton Gunnison Norwood Foxfield Creede Ordway Longmont Buena Vista Greenwood Leghill Village Manzanola Penrose Castle Rock Walden Manassa Castle Intercultural Institute Mountain Vieles Peetz Windsor Bethune Thornton Winter Park Del Norte Cripple Confertual Ministry For Confertual Ministry Confertual Ministry For Contextual Ministry Acres Green Gilcrest Colorado City Todd Creek S57

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10	τν ν	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				Weel	Weekend	Weekend	Weekend
6-7am	16.03%	16.18%	16.81%	Sat:	Sat: 7-10am	Sat: 7-10am 17.38%	Sat: 7-10am 17.38% 18.03%
7-9am	18.97%	20.47%	19.87%	Sat:	Sat: 10am-1pm	Sat: 10am-1pm 8.48%	Sat: 10am-1pm 8.48% 8.17%
9am-12noon	22.98%	25.27%	23.95%	Sat:	Sat: 1-4pm	Sat: 1-4pm 23.62%	Sat: 1-4pm 23.62% 23.82%
12noon-4pm	6.89%	6.94%	7.97%	Sat:	Sat: 4-6pm	Sat: 4-6pm 6.04%	Sat: 4-6pm 6.04% 6.39%
4-6pm	42.96%	46.53%	45.01%	Sat:	Sat: 6-7pm	Sat: 6-7pm 1.86%	Sat: 6-7pm 1.86% 2.19%
6-7pm	21.01%	22.8%	21.81%	Sat:	Sat: 7-8pm	Sat: 7-8pm 0.9%	Sat: 7-8pm 0.9% 0.98%
7-7:30pm	1.21%	1.23%	1.12%	Sat: 8	Sat: 8-11pm	Sat: 8-11pm 7.53%	Sat: 8-11pm 7.53% 7.68%
7:30-8pm	11.05%	10.5%	10.33%	Sat:	Sat: 11pm-1am	Sat: 11pm-1am 3.75%	Sat: 11pm-1am 3.75% 3.93%
8-11pm	7.68%	8.73%	8.57%	Sat:	Sat: 1am-7pm	Sat: 1am-7pm 23.71%	Sat: 1am-7pm 23.71% 24.04%
11pm-12am	34.64%	35.9%	34.3%	Sun:	Sun: 7-10am	Sun: 7-10am 2.23%	Sun: 7-10am 2.23% 2.21%
11pm-1am	42.49%	42.91%	41.38%	Sun:	Sun: 10am-1pm	Sun: 10am-1pm 7.14%	Sun: 10am-1pm 7.14% 8.4%
1-6am	27.9%	28.98%	30.31%	Sun:	Sun: 1-4pm	Sun: 1-4pm 6.22%	Sun: 1-4pm 6.22% 5.9%
				Sun:	Sun: 4-7pm	Sun: 4-7pm 14.35%	Sun: 4-7pm 14.35% 15.24%
				Sun:	Sun: 7-11pm	Sun: 7-11pm 9.98%	Sun: 7-11pm 9.98% 11.05%
				Sun:	Sun: 11pm-1am	Sun: 11pm-1am 5.15%	Sun: 11pm-1am 5.15% 5.27%
				Sun:	Sun: 1-7am	Sun: 1-7am 21.89%	Sun: 1-7am 21.89% 23.47%

by wheat kidge Fruitvale

Lochous Franktown Pierce Downleville-Lawson-Dumont Cottonwood Basait House Crested Butte Lawson-Dumont Contextual Institute Contextual Institute Contextual Institute Contextual Ministry Granada Sanford Edgewater Deer Trail Pitkin West 58

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

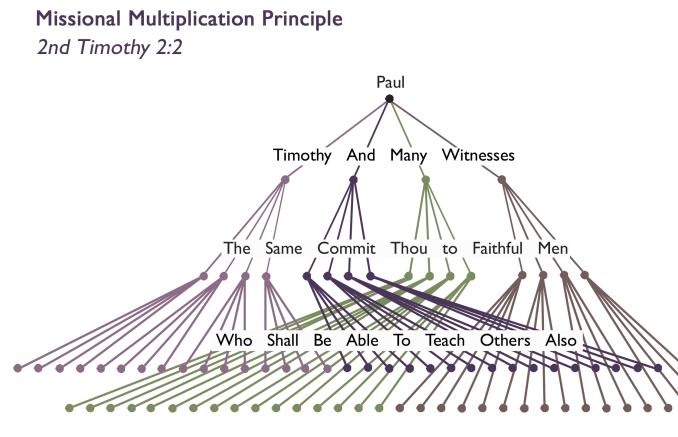
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Ile Fort Garland Fruita Ponderosa Park South Fork Alamosa Centennial Beutah Valley Morrison Cokeda Hand Bayfield Lincoln Park Rico Westminster Cottonwood Rangely Intercultural Institute rinidad Kim Burlington Simla Estes Park Wellington The Pinery Bona for Confertual Ministry Green Mountain For Copyright 2012, Intercultural Institute for Contextual Ministry of Hills Village Denver Mancos Cimarron Hills Awood Cai: 1/con City Keenesburg Flagler Fountain

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.



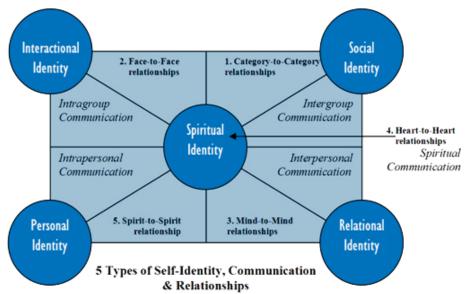
Green Edwards Poncha Springs Holly Delta Rye Fleming Berkley Todd Creek Bethune Pueblo West Bonanza Sterling Red Feather Lakes Downieville-Lawson-Dumont Peeter Intercultural Institute Timnath La Salle Eagle Morrison Iliff Fort Carson Kremmling GL for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

- 1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.
- 2. Face-to-Face: Begin interacting with the person; building a personal rapport.
- 3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.
- 4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
- 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.



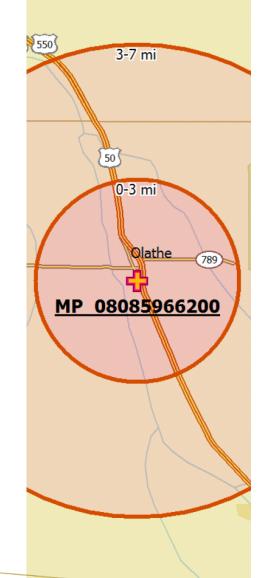


Your MissionSite and the Missional Suite

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



Pines Edgewater Cheraw Stratmoor Grand Lake El Jebel Bow Mar Berthoud Marble Federal Heights A Salt Creek Avondale Swink Seibert Firestone Estes Park Sherrelwood Intercultural Institute Johnstown Pierce Boone Fort Carson Keenesburg Hotchkiss Arv Intercultural Institute Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Notes and Sources

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

Hayden Fort Carson Niwot Salt Creek Telluride Ovid Burlington Idaho Springs Williamsburg Genesee Hudson Downieville-Lawson-Dumont Raymer Colorado Springs South Fort Intercultural Institute Moffat La Junta Firestone Alamosa East Ault Erie Ken Caryl Log Lar for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry



6 Wateroak Court North Augusta, SC 29841 In Partnership with:



An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

CONTACT US:

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
	www.missionalcorps.org
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org

