# MissionSite top unreached locations

Grand Lake Westminster Gypsum Steamboat Springs

Estates Kremmling Fort Garland Windsor Arriba CENSUS TRACT: 08093000300 Welby Ced Multiply Buena Vista Allenspark Dacono Alma REGION: Western Colorado adville Oak Creek Sec CONGREGATIONAL REPRODUCTION ace Dillon Collbran Castle Pines North ASSOCIATION: Continental Divide Dinosaur Severa Boone Rockvale Limon Loveland Clifton Pritchett Brocounty: Park Simla Carbondale Fort Lupton A In partnership with the: New Castle Morrison El Jebel Bri SITESCAPE: Countryscape ss Village Paonia Man Intercultural Institute Fort Carson Delta DENSITY PATTERN: Kner Hotchkiss Eagle Merin 0/ Fireston for Contextual Ministry gs Walsh South Fork The COLORADO Baptists hglenn Mount Crested Butte Towaoc Eaton Breckenridge Grand Junction sburg Todd Creek Aspen Nunn Applewood Peetz Stratmoor Trinidad Lafayette Fede ral Heights Craig Gunbarrel Silt Sac Gilcrest ge©Copyright:2012;Intercultural Institute for Contextual Ministry od Village Mountain Village Genoa La Salle Mountain Vie

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#### Site Location Summary

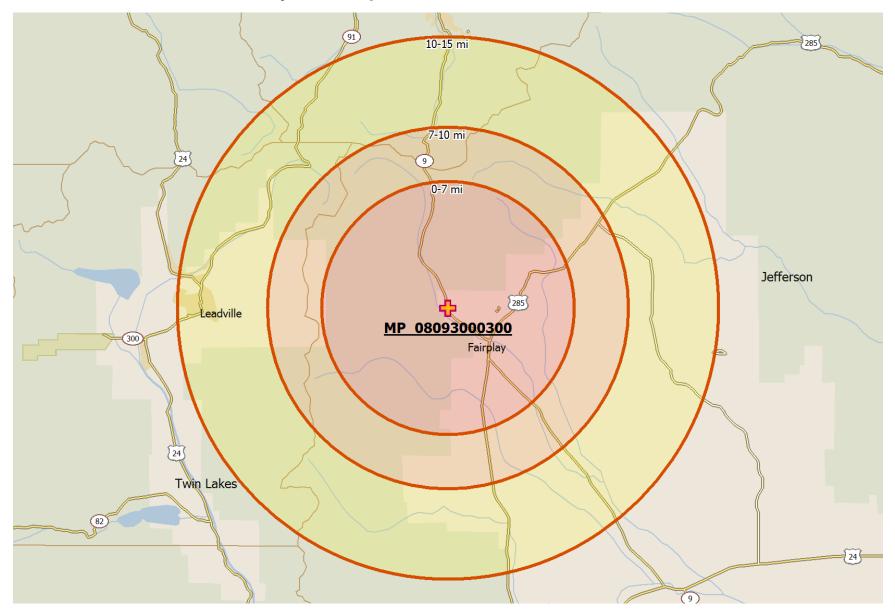
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	08R03	Western Colorado
2	Association	08A02	Continental Divide
3	County Location	08093	Park
4	Zipcode	80440	Park
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.22	Settlements adjacent to other settlements
8	Sitescape Density Pattern	K	2500-2500-2500



West Pleasant View Nucla The Pinery Parker Basalt Louviers Aguilar Kim Dacono Applewood La Swink Stonegate Black Forest Trinidad Niwot Olathe Edwards Jaron <u>Intercultural Institute</u> ash Crowley Fruitvale Glenwood Springs Walsh Castle Pines Arboles for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Map of the Site Location



e Merino Columbine Wiggins Sheridan Sanford Grand Junction Hot Sulphur Springs Cripple Creek En ayden Ovid Durango Seibert Dove Creek Broomfield Ramah Peetz Intercultural Institute Brush Telluride Twin Lakes Montrose Lochbuie Cortez Glenwood (a) Confectual Ministry a Copyright 2012, Intercultural Institute for Contextual Ministry Nederland Black Forest Fast Pleasant View Nucla Kittredge Mount Crested Butte Two Buttes. De Beque

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	16	Rural commuting: Secondary flow 30% to 50% to a small Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

e South Fork <u>Kremmling</u> Castle Pines North Buena Vista Sedalia Saguache Fraser Manitou Springs Even Bennett Ordway Pitkin Florence Gunnison Williamsburg Merino <u>Intercultural Institute</u> Confertual Ministry Woodland Park Rockvale Ignacio Larkspur Sugar 5 ty

## Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	2,432	557	6,963
2010 Households	1,142	249	3,027
2010 Group Quarters Population	70	0	53

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	5	0	0
Language Diversity National Index	23	24	8
Foreign Born Diversity National Index	53	42	19
Ancestry Diversity National Index	99	100	87
Racial Diversity National Index	22	19	16

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Kersey Evans <u>Fowaec Jamestown Grand Lake</u> Rangely Lyons Wheat Ridge Eldora Colleran Bow Ma water Mountain View Bennett Fairplay Fort Lupton Hartman Olathe Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

Cottonwood Granada vona Snowmass Village Manassa Nunn Hartman Two Buttes Aguilar Berthe Forte Englewood Pritchett Nederland Nucla Louisville Manzanola ok Leadville North Highlands Ranch Eckley The Pinery Gypsum Yamp for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Place Fortest Elybood Condext and Place Fortest and Place Fortest and Place Place

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,011	88.53%
Mainstay Communities	Established, Diverse Households	0	0%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	118	10.33%
Aspiring Communities	Young Singles / Aspiring-Multihousing	12	1.05%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Delores Swink Williamsburg Wiley Aristocrat Ranchettes West Pleasant View Eckley Bayfield Red F Naturita Calhan Niwot Telluride Flagler Mancos Craig Berthoud Intercultural Institute Fruita Arvada Starkville Parachute Crested Butte Rocky Ford Ridgway for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Monument Cascade-Chipita Park, Aspen Green Mountai

# Using the Site Location Summary

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

#### Issues for Your Consideration

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



# Using the Site Location Summary

#### Issues for Your Consideration - continued

- 3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
- 4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
- 5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?



# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	4,991	768	15.38%
Unreached %	67.6%	67.22%	99.43
Religious But NOT Evangelical HH	1,031	173	16.77%
Religious But NOT Evangelical %	13.96%	15.14%	108.45
Spiritual But NOT Relig or Evang HH	985	127	12.85%
Spiritual But NOT Relig or Evang %	13.34%	11.08%	83.04
Not Evangelical, Not Interested HH	2,975	468	15.73%
Not Evangelical, Not Interested %	40.3%	40.99%	101.71



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# **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	225	21	9.15%
Active Evangelical Percent	3.05%	3.08%	101.25
Inactive Evangelical Households	2,167	198	9.15%
Inactive Evangelical Percent	29.35%	29.72%	101.25
# New Churches Needed	4	0	9.03%





# Using the Spirituality Indicators

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

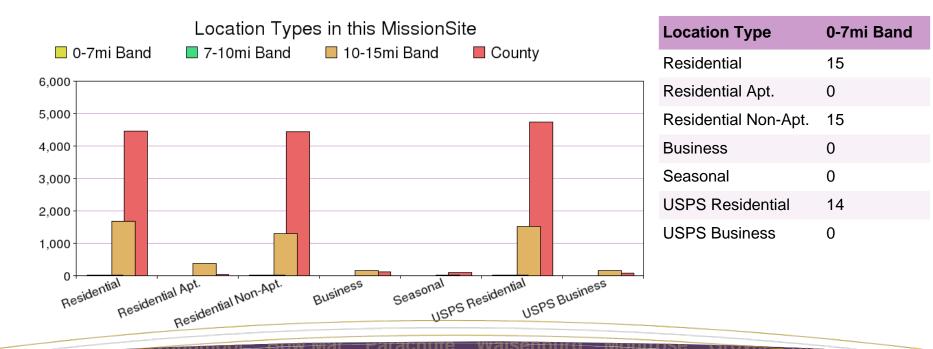
#### Issues for Your Consideration

- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
- 2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

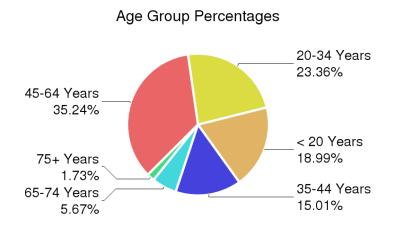
DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	7,174	798	11.12%
2000 Population	14,523	2,106	14.5%
2010 Population	16,662	2,432	14.6%



Littleton Two Buttes Moffat Denver Castle Rock Cheraw Durango Haxtun Louviers Pueblo West G Haswell Towaoc Telluride Hooper Ponderosa Park Loghill Village Astronomy Intercultural Institute Atwood Brighton Kittredge Buena Vista Silt Indian Hills Iliff Sedal For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

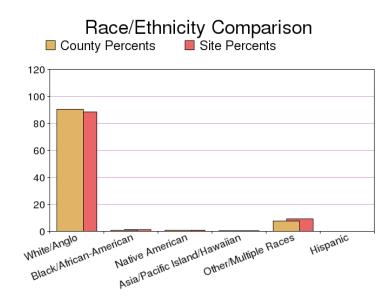


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	3.77%	5.3%	140.58
4-5 Years	1.94%	1.11%	57.22
6-8 Years	2.92%	2.3%	78.77
9-11 Years	3.16%	2.51%	79.43
12-13 Years	2.21%	2.01%	90.95
14-17 Years	4.71%	3.37%	71.55
18-19 Years	2.42%	2.38%	98.35
0-5 Years	5.71%	6.41%	112.26
6-12 Years	7.18%	5.88%	81.89
13-19 Years	8.24%	6.7%	81.31
< 20 Years	21.13%	18.99%	89.87
20-34 Years	12.65%	23.36%	184.66
35-44 Years	13.05%	15.01%	115.02
45-64 Years	40.11%	35.24%	87.86
65-74 Years	9.54%	5.67%	59.43
75+ Years	3.53%	1.73%	49.01
Median Age	47	41	88.5
Median Age (Male)	47	41	87.05
Median Age (Female)	47	43	91.16

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	90.42%	88.57%	97.96
Black, African-American	0.7%	1.19%	171.28
Native American	0.86%	0.62%	71.37
Asian	0.55%	0.37%	67.02
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	7.45%	9.25%	124.22
Hispanic	0%	5.18%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,356	1,759	
Less than 9th Grade	0.73%	0.45%	160.15
No High School Diploma	5.31%	8.13%	65.31
High School Graduate	27.32%	29.79%	91.72
Some College, no degree	26.51%	26.38%	100.51
Associate Degree	9.36%	8.93%	104.91

23.03%

7.74%

112.5

132.13

20.47%

5.86%

ryl Arboles Ordway Wiley Mancos Victor Parker Haxtun Hooper Center Cripple Creek Kim Fowler Greede Wellington Strasburg Loghill Village Pagosa Springs Idaho Spring Cincy Springs Gunnison Pa Air Force Academy Mount Crested Butte Dolores Byers Eagle-Vail Mount for Contextual Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

**College Degree** 

Graduate/Prof. 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	3.82%	2.28%	48.86
\$10,000 to \$19,999	6.03%	8.23%	136.56
\$20,000 to \$29,999	7.77%	13.05%	167.82
\$30,000 to \$49,999	19.48%	21.54%	110.6
\$50,000 to \$59,999	8.26%	6.92%	83.73
\$60,000 to \$69,999	9.36%	11.73%	125.37
\$70,000 to \$79,999	8.59%	8.76%	101.97
\$80,000 to \$89,999	7.04%	5.95%	84.54
\$90,000 to \$99,999	5.2%	4.47%	85.86
\$100,000 to \$124,999	10.52%	7.53%	71.56
\$125,000 to \$149,999	5.91%	2.28%	38.55
\$150,000 to \$199,999	5.72%	5.25%	91.92
\$200,000 to \$249,999	1.26%	1.49%	118.18
\$250,000 or more	1.04%	0.35%	33.58
Median Household	65,301	58,500	89.59
Average Household	77,260	73,815	95.54
Per Capita Household	34,444	34,680	100.69
Family/Non-Family Household			
Income			
Median Family Income	72,771	70,883	97.41
Average Family Income	85,970	80,836	94.03
Median Non-Family Income	45,726	44,877	98.14
Average Non-Family Income	55,963	46,153	82.47

Meridian Fert Collins Tabernash Hot Sulphur Springs La Junta Mintum Central City Creede Monun Vena Crowley El Jebel Palmer Lake Bennett Todd Creek Sheridan Laker Intercultural Institute Superior Pagosa Springs Trinidad Holly Ken Caryl Rye Castle Pines Nor Joi Confextual Ministry Lyons Glen 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	70.97%	62.08%	87.47
Families with Children	30.1%	26.44%	87.87
Families without Children	40.88%	35.64%	87.19
Non-Family Households			
% Non-Family Households	29.03%	37.92%	130.63
Non-Families with Children	0.31	0.35	112.43
Non-Families without Children	28.71	37.57	130.82
Housing Units			Index
Total Housing Units	13,609	2,106	
Vacant percent	45.75%	45.73%	99.95
Owned percent	47.55%	42.36%	89.08%
Rented Percent	6.7%	11.87%	177.14
Households by Size			Index
Avg household size	2.25	2.07	92
Avg family hh size	2.66	2.53	95.11
Avg non-family hh size	1.23	1.31	106.5
Households By Count of Persons			Percent
One	1,640	321	19.57%
Two	3,649	558	15.29%
Three or Four	1,776	234	13.18%
Five+	318	29	9.12%

Tiers Ward Arriba Fountain Alma Crook Hayden Crawford Keenesburg Bennett Wellington Minturn radio Springs Yuma Laporte Raymer Haswell Stratmoor Telluride Caster Pol Norte Fowler Sitt tte Rye Dillon Ouray Perry Park Manzanola Silverthorne Palisade Par for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Indian Hills Castle Pines North Cottonwood Franktown 18 at Chevenne Vells Northglenn Fort Carland Cienceagle Meridian Berthoud Mount Crested Butte Ignacio

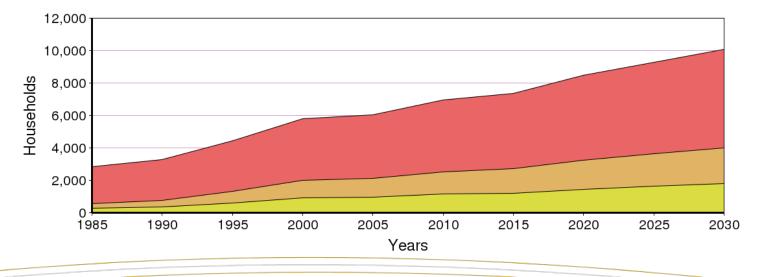
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	7,174	798	11.12%
2000 Population	14,523	2,106	14.5%
2010 Population	16,662	2,432	14.6%
2015 Population	16,169	2,368	14.65%

Household Change from 1985 to 2030

🗖 0-7mi Ring 👘 🗖 0-10mi Ring

📕 0-15mi Ring

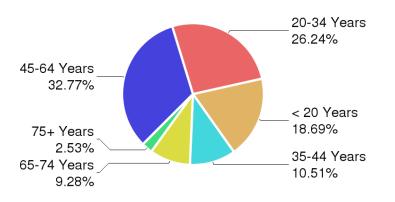


Leadville North Lakewood Stratmoor Silt Pritchett Pierce Castle Pines Aspen Park Erie Florence den City Fort Collins Hugo Wiley Monument Commerce City Frisco Intercultural Institute Dove Creek Nederland Sawpit Log Lane Village Monte Vista Milliken (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

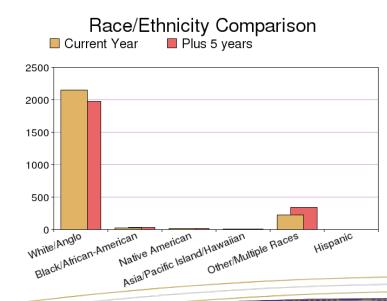


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.3%	5.28%	99.62
4-5 Years	1.11%	1.06%	95.5
6-8 Years	2.3%	2.74%	119.13
9-11 Years	2.51%	2.45%	97.61
12-13 Years	2.01%	1.44%	71.64
14-17 Years	3.37%	3.17%	94.07
18-19 Years	2.38%	2.58%	108.4
0-5 Years	6.41%	6.33%	98.75
6-12 Years	5.88%	6%	102.04
13-19 Years	6.7%	6.38%	95.22
< 20 Years	18.99%	18.71%	98.53
20-34 Years	23.36%	26.27%	112.46
35-44 Years	15.01%	10.52%	70.09
45-64 Years	35.24%	32.81%	93.1
65-74 Years	5.67%	9.29%	163.84
75+ Years	1.73%	2.53%	146.24
Median Age	47	42	90.69
Median Age (Male)	47	43	91.8
Median Age (Female)	47	40	84.46

Georgetown Wray Salt Creek Blanca Kiowa De Beque Lakewood West Pleasant View Bow Mar Employed Firmath Lakeside Fort Carson Granby Pierce Rye Larkspur Idaho Sprovense Nucla Crawford S Pritchett Fruita Fountain Aurora Cokedale Ridgway Gunbarrel Friston Gontextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Corported Glangade Indian Hills Vilas Toward Red Cliff Estes Park Speridan Lamar Julesburg Colorad

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	88.57%	83.4%	94.17
Black, African-American	1.19%	1.27%	106.24
Native American	0.62%	0.68%	109.55
Asian	0.37%	0.3%	79.88
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	9.25%	14.32%	154.74
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,759	1,668	
Less than 9th Grade	0.45%	0.54%	118.64
No High School Diploma	8.13%	7.43%	91.44
High School Graduate	29.79%	30.22%	101.43
Some College, no degree	26.38%	26.26%	99.55
Associate Degree	8.93%	9.53%	106.8
College Degree	20.47%	20.5%	100.18

5.86%

5.52%

94.19

hkiss Fort Garland <u>Greenwood Village Cedaredge</u> Ovid Bennett Aguilar Pueblo Columbine Padroni La office Oney Springs Firestone Hooper Starkville Leadville Keenesburg Taking Intercultural Institute a Naturita Boulder Lone Tree Estes Park Calhan Thornton Garden Cit for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	2.28%	1.56%	68.46
\$10,000 to \$19,999	8.23%	6.07%	73.75
\$20,000 to \$29,999	13.05%	11.16%	85.51
\$30,000 to \$49,999	21.54%	19.03%	88.35
\$50,000 to \$59,999	6.92%	8.45%	122.14
\$60,000 to \$69,999	11.73%	9.27%	79
\$70,000 to \$79,999	8.76%	10.75%	103.05
\$80,000 to \$89,999	5.95%	7.3%	108.84
\$90,000 to \$99,999	4.47%	4.27%	95.52
\$100,000 to \$249,999	7.53%	9.27%	123.1
\$125,000 to \$149,999	2.28%	3.12%	136.92
\$150,000 to \$199,999	5.25%	7.14%	135.84
\$200,000 to \$249,999	1.49%	1.64%	110.22
\$250,000 or more	0.35%	0.98%	281.05
Median Household	58,500	64,754	110.69
Average Household	73,815	81,196	110
Per Capita Household	34,680	41,816	120.58
Family/Non-Family Household			
Income			
Median Family Income	70,883	75,029	105.85
Average Family Income	80,836	82,826	102.46
Median Non-Family Income	44,877	55,228	123.07
Average Non-Family Income	46,153	55,871	121.06

North Washington Castle Pines Yampa Grover Franktown Cimarron Hills Cheraw Parachute Kim Hugo Rifle Williamsburg Timnath Norwood Aurora Arriba Broomfield (Intercultural Institute Park Evergreen Paoli Gilcrest Avondale Peetz Campo Atwood Park (Intercultural Institute) Springs Ovid Or Confectual Ministry Springs Ovid Y Copyright 2012, Intercultural Institute for Contextual Ministry For Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	62.08%	61.44%	98.97
Families with Children	26.44	27.07	102.37
Families without Children	35.64	36.67	102.89
Non-Family Households			
% Non-Family Households	37.92%	38.56%	101.69
Non-Families with Children	0.35	0.25	101.69
Non-Families without	37.57	38.31	101.98
Children			
Housing Units			
Total Housing Units	2,106	2,231	105.94%
Vacant percent	45.73%	45.36%	99.2
Owned percent	42.36%	42.54%	100.43
Rented Percent	11.87%	12.06%	101.57
Households by Size			
Avg household size	2.07	1.89	91.3%
Avg family hh size	2.53	2.32	91.7%
Avg non-family hh size	1.31	1.19	90.84%
Households By Count of			
Persons			
One	321	346	107.79%
Тwo	558	645	115.59%
Three or Four	234	217	92.74%
Five+	29	11	37.93%

Haswell Lakewood Woodland Park Derby Crestone Blue River Cat, 2 on City Grand View Estates And Stratton Commerce City Alamosa East La Jara Air Force Academy Jaro Intercultural Institute Ouray Pierce La Salle Walsenburg South Fork Gleneagle Aspen Por Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry South Fork Gleneagle Aspen Por Contextual Ministry State Contextual Ministry Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-7	7-10	10-15	BORN IN:	BORN IN: 0-7	BORN IN: 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	56	0	392	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	12	0	40	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	13	0	35	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	0	2	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	4	0	34	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	2	0	9	Oceania	Oceania 2	Oceania 2 0
So. Central Asia	0	0	4	Caribbean	Caribbean 0	Caribbean 0 0
SE Asia	3	0	6	Central Amer.	Central Amer. 0	Central Amer. 0 0
Western Asia	0	0	5	South America	South America 5	South America 5 0
Other Asia	0	0	0	North America	North America 15	North America 15 0
				Born at sea	Born at sea 0	Born at sea 0 0

reen Arvada Castle Pines North Strasburg Berkley Norwood Basalt Brighton Broomfield Centennial The Orchard Mesa Milliken Center Redlands Cimarron Hills Littleton Intercultural Institute we Estates Rice Lochbuie Calhan Clifton Parachute Monte Vista Bayfield Security for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Hartman Black Hawk Lone Tree Seibert Estes Park

# Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	1,734	0	7,212	Other Indo-Euro	0	0	0
Spanish	55	0	674	Asian/PI languages	0	0	0
Other Indo-Euro	34	0	96	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	17	0	19	Korean	5	0	5
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	1	Miao, Hmong	0	0	0
Portuguese	10	0	15	Thai	0	0	0
German	4	0	36	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	2	0	7	Tagalog	0	0	4
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	3	Navajo	0	0	0
Polish	1	0	5	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	8	Hungarian	0	0	0
Armenian	0	0	2	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

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and Lake Rangely Westcliffe Two Buttes Hotchkiss Georgetown Blue River Bonanza Chevenne Wells E Hontrose Mead Ordway Meridian Iliff Denver Parachute Arboles Intercultural Institute Veta Berthoud Lyons Pitkin Victor Derby Poncha Springs Loveland for Confectual Ministry Confectual Ministry West Pleasant V Geopyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Silverthorne Dove Creek Fruita Gold Hill Elizabeth 25

# Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15	ANCESTRY	0-7
	MILES	MILES	MILES		MILES
eporting ancestry	1,515	0	6,762	Irish	160
rab	1	0	7	Italian	103
rmenian	0	0	2	Lithuanian	7
ustrian	3	0	54	Norwegian	89
tish	19	0	50	Polish	42
nadian	4	0	20	Portuguese	4
patian	6	0	14	Romanian	0
ech	16	0	41	Russian	0
echoslovak	2	0	12	Scandinavian	0
nish	15	0	44	Scotch-Irish	27
ch	39	0	105	Scottish	42
lish	168	0	669	Slovak	11
ropean	40	0	185	Subsaharan African	3
nish	5	0	26	Swedish	57
ench (not Basque)	40	0	153	Swiss	1
ench Canadian	15	0	37	Ukrainian	0
erman	278	0	1,088	US/American	112
eek	2	0	9	Welsh	19
ngarian	2	0	18	West Indian	0
nian	0	0	0	Yugoslavian	2
				Other	181

Grover Cypsum Olney Springs Winter Park Dillon Coal Creek Padroni Columbine Valley Julesburg Far Rye Ordway Orchard Mesa Parker Genesee Kiowa Haswell Arried Institute Springs Evans Crips Cortez Avondale Hudson Manassa Blanca Wiggins De Beque Good for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Sanford Log Lane Village Grand Lake Sugar City

# 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.



ield Oak Creek Antonito Crowley Del Norte Montrose Lyons Ridgway Julesburg Castle Pines Jameste Starkville Boulder Hartman Bonanza Sherrelwood Evans New Castle Anton Coal Creek Steamboat Sedgwick Timnath Fort Lupton Sterling Ordway Palmer Lake Morrisor for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,142	100%	768	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	1,011	88.53%	679	88.41%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,011	88.53%	679	88.41%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

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 Fort Arriba
 Cottonwood
 Deer Trail
 Lamar
 Fort Carson
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 Fruitvale
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The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,142	100%	768	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Lake Federal Heights Granby Mountain View Louisville Rocky Ford Rico Ward Lincoln Park Todd Cree a funta Fowler Ken Caryl Leadville Campo Manassa Fort Garland Mere Rediands Frisco Twin Lake ett Sanford La Veta Brookside Dinosaur Thornton Loghill Village English Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Hot Sulphur Springs Burlington Grover Allenspark

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,142	100%	768	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	12	1.05%	9	1.17%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	12	1.05%	9	1.17%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	118	10.33%	80	10.42%
Industrious Country Living	118	10.33%	80	10.42%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Center Eaton Olathe Motfat Trinidad Sheridan Lake Cheyenne Wells Buena Vista Welby Green Mount outder Tabernash Glenwood Springs Eagle-Vail Lakeside Bethune Coal of Intercultural Institute onanza Thornton Atwood Lincoln Park Aspen Park Berthoud Swink for Contestual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Conversion of the State of Contextual Ministry Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,142	100%	768	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	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

oat Springs Derby Acres Green Oak Creek Hugo Silver Cliff Raymer Severance Orchard Mesa Fireston Fonderosa Park Brookside Grand Lake Kersey Longmont Northglenn Intercultural Institute Tree Rangely El Jebel Cherry Hills Village Morrison Applewood East Province Confectual Ministry Confectual Ministry Pagosa Springs Paonia Coal Creek Cortez Strasbu 33 Compyright 2012, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

#### Issues for Your Consideration

- 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?

Silverthorne Loghill Village Edgewater Allenspark Saguache Ophir Perry Park Olney Springs Greenwoo Brighton Crook Downieville-Lawson-Dumont Security-Widefield Buener Haswell Berthoud Gund ons Clifton Palmer Lake Fountain Tabernash Sugar City Nucla Laport For Confectual Ministry Arbole Sheridan Castle Pines Meridian Campo Trinidad Alamosa East Haxtun Grand View Estates Ca

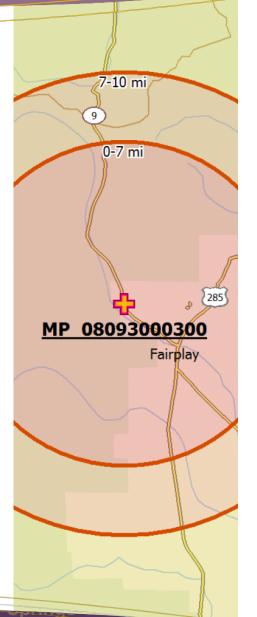
#### **Potential Cultural Bridges**

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).



Burlington Mountain Village Strasburg Sanford Eagle-Vail Franktown Buena Vista Palisade Atwood Of Intercultural Institute Caryl Delta Vi Wheat Ridge Denver Fowler Brighton Pitkin Hillrose La Veta Eagle For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Badroni Eventsone Vialab Scibort Kim Bod Office

### **Potential Cultural Bridges**

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	81%	80%	79%	HH Owns DVD Player	31%	31%	31%
Use Comp. for Internet/E-mail	69%	68%	64%	Internet Use: Banking	29%	29%	29%
Internet Use: E-Mail	57%	57%	53%	Use Comp. for News/Info./Data	26%	26%	25%
Use Comp. for Word	47%	47%	44%	Service			
Processing				PC-Network-HH Has One	24%	24%	20%
Use Comp. for Comp. Games	44%	44%	42%	Use Comp. for Personal Financial	17%	17%	16%
Use Comp. for Shopping	40%	40%	38%	Mngmnt			
Use Comp. for Digital Camera	40%	39%	36%	Use Comp. for Accounting	16%	16%	15%
Photo Editing				Internet Use: Shopping: Gathered	16%	16%	14%
Use Comp. for Education	36%	36%	35%	Info. for Shopping			
Use Comp. for Banking	36%	36%	36%	Use Comp. for Filing/DB Mngmnt	15%	15%	13%
Internet Use: News/ Weather	33%	33%	31%	Internet Use: Shopping: Made A	15%	15%	14%
				Purchase			
				Internet Use: Research/ Education	13%	13%	13%

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The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	69%	70%	68%
Dining Out (Not Fast Food)	65%	65%	60%
Reading Books	56%	56%	55%
Go To A Beach/Lake	43%	43%	38%
Card Games	43%	43%	42%
Gardening	41%	41%	37%
Cooking for Fun	38%	39%	38%
Board Games	34%	34%	33%
Visit Museum	25%	25%	21%
Going To	23%	23%	22%
Bars/Nightclubs/Dancing			

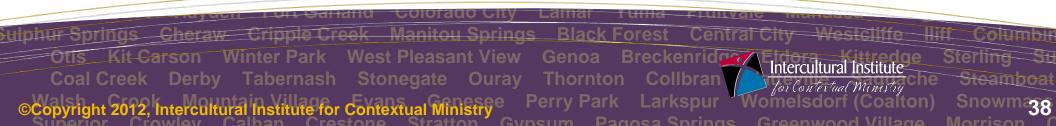
0-7	7-10	10-15
MILES	MILES	MILES
68%	68%	67%
44%	44%	41%
36%	35%	31%
23%	23%	21%
21%	21%	22%
21%	21%	22%
19%	19%	18%
19%	19%	18%
16%	16%	14%
14%	14%	13%
	MILES 68% 44% 36% 23% 21% 21% 19% 19%	MILES         MILES           68%         68%           44%         44%           36%         35%           23%         23%           21%         21%           19%         19%           16%         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 - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

0-7	7-10	10-15
MILES	MILES	MILES
32.24%	31.56%	29.6%
26.94%	26.34%	21.44%
23.52%	22.9%	17.94%
18.41%	17.92%	16.67%
10.2%	10.09%	9.81%
10.03%	10.01%	9.24%
41.27%	40.8%	40.36%
39.38%	39.63%	40.19%
22.66%	22.12%	19.52%
	MILES         32.24%         26.94%         23.52%         18.41%         10.2%         10.03%         41.27%         39.38%	MILES       MILES         32.24%       31.56%         26.94%       26.34%         23.52%       22.9%         18.41%       17.92%         10.2%       10.09%         10.03%       10.01%         41.27%       40.8%         39.38%       39.63%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Movies: Drama	20.2%	19.99%	19.02%
Movies: Fam.	18.32%	18.34%	19.06%
Movies: Mystery	17.36%	17.45%	17.07%
MLB Baseball Reg.	9.98%	10%	9.21%
Season			
NFL Football Reg. Season	8.4%	8.03%	7.11%
College Football Reg.	7.15%	6.96%	6.11%
Season			
NHL Hockey Reg. Season	4.24%	4.27%	4.02%
College Basketball Reg.	4.13%	4.31%	4.62%
Season			
NBA Basketball Reg.	3.45%	3.47%	3.75%
Season			



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	46.13%	45.8%	42.88%	Power Boating	Power Boating 11.85%	Power Boating 11.85% 11.56%
Swimming	38.11%	37.87%	35.51%	Aerobics	Aerobics 11.81%	Aerobics 11.81% 11.4%
Bowling	23.99%	23.51%	22.84%	Baseball	Baseball 10.97%	Baseball 10.97% 10.85%
Golf	19.79%	18.78%	15.04%	Target Shooting	Target Shooting 10.82%	Target Shooting 10.82% 11.26%
Billiards/Pool	19.27%	19.07%	20.5%	Hunting	Hunting 9.73%	Hunting 9.73% 10.71%
Weight Training	18.37%	18.24%	18.03%	Canoeing/Kayakir	Canoeing/Kayaking 9.42%	Canoeing/Kayaking 9.42% 9.55%
Camping Trips	18.04%	18.21%	17.28%	Volleyball	Volleyball 9.15%	Volleyball 9.15% 8.97%
Using Cardio Machine	9 17.74%	17.38%	16.24%	Football	Football 9.12%	Football 9.12% 8.88%
Jogging/Running	16.97%	17.08%	16.26%	Softball	Softball 8.71%	Softball 8.71% 9.17%
Freshwater Fishing	16.92%	17.5%	17.89%	Saltwater Fishing	Saltwater Fishing 8.07%	Saltwater Fishing 8.07% 8.07%
Mountain/Road Biking	16.19%	16.34%	14.16%	Yoga	Yoga 7.88%	Yoga 7.88% 8.16%
Basketball	15.23%	15.01%	14.36%	Tennis	Tennis 7.86%	Tennis 7.86% 7.77%
Stationary Cycling	14.8%	14.68%	13.65%	Soccer	Soccer 7.37%	Soccer 7.37% 7.55%
Backpacking/Hiking	12.39%	12.57%	12%	Motorcycling	Motorcycling 7.01%	Motorcycling 7.01% 6.93%

Derby Calhan Lincoln Park Atwood Springfield Penrose Crook Red Cliff Bennett Nederland Toward Alamosa East Alamosa Foxfield Poncha Springs Alma Federal Herry Intercultural Institute Edgewater Paoli Stratmoor Kremmling Genesee Central City Hot Sulp for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15	BRID
	MILES	MILES	MILES	
Snorkeling	6.26%	6.19%	5.67%	Rock
Ice Skating	6.14%	6.32%	5.85%	Fly Fi
Horseback Riding	6.11%	6.51%	6.67%	Racqu
Water Skiing	5.87%	5.97%	5.47%	Hocke
Jet Skiing	5.87%	5.67%	5.43%	Martia
Downhill & X-Country	5.86%	5.83%	5.16%	Skate
Skiing				Rowin
Archery	5.83%	5.93%	5.26%	Auto I
Roller Skating	5.62%	5.7%	5.88%	Sailin
Snowboarding	5.09%	4.82%	3.82%	Surfin
Snowmobiling	5.09%	5.21%	4.32%	

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Rock Climbing	5.07%	4.92%	4.29%
Fly Fishing	4.9%	4.78%	4.66%
Racquetball	4.55%	4.32%	4.31%
Hockey	4.42%	4.22%	3.99%
Martial Arts	4.1%	4.13%	4.48%
Skateboarding	3.93%	3.97%	3.47%
Rowing	3.74%	3.67%	3.04%
Auto Racing	3.69%	4.03%	4.15%
Sailing	3.69%	3.73%	3.64%
Surfing & Windsurfing	3.61%	3.51%	3.18%

Loveland South Fork Alamosa East Limon Louisville Eads Castle Pines North Derby Superior Morrise Centennial Julesburg Berkley Sherrelwood Paoli Swink Lakewood Lar Intercultural Institute Bayfield Marble Williamsburg Salt Creek Strasburg Rangely La Veta Borrestone Fort Carson Idaho Sato Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Ramah Grand Lake Firestone Fort Carson Idaho Sato

#### 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.



Norwood Romeo Olathe Palmer Lake Cheraw Boulder Eckley Caro Intercultural Institute Norwood Romeo Olathe Palmer Lake Cheraw Boulder Eckley Caro Intercultural Institute d Feather Lakes Paonia Pagosa Springs Grand View Estates Mount Crester (or Confectual Ministry) Copyright 2012, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

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

#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Lorgan Security-Widefield Monument Manitou Springs Frederick Salida Bennett Beulah Valley Wiley Lo We Buttes Minturn Wiggins Saguache Paoli Applewood Las Animas **Frederick Burlington Columbine** vondale Kim Walden Cimarron Hills Salt Creek Vail Telluride Glenwo for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	48%	48%	49%	Like To Pursue Challenge/Novelty/Change	20%	20%	20%
Prefer To Have Few	45%	44%	39%	Like to Stand Out In A Crowd	20%	20%	21%
Possessions As Possible				Too Much Sponsorship In	19%	19%	21%
Find It Difficult To Say No To My Kids	39%	39%	38%	Arts/Sports Rarely Sit Down to a Meal	17%	17%	17%
Woman's Place Is In The Home	34%	34%	35%	Together At Home			
Speak My Mind Even If It	34%	34%	34%	I Am A Workaholic	15%	16%	17%
Upsets People				Happy With My Standard Of	15%	15%	14%
lf Won Lottery Would Never Work Again	31%	31%	28%	Living Only Work Current Job for The	13%	13%	13%
Like Control Over People And Resources	31%	31%	31%	Money We Should Strive for Equality for	12%	12%	13%
Friends More Important Than	31%	30%	28%	All		. 270	1070
My Fam.				On Whole People Get What	10%	11%	11%
Don't Judge People/Way They	29%	29%	29%	They Deserve			
_ive Life				Indulge My Kids With The Little	8%	8%	9%
Money Is Best Measure Of	29%	29%	28%	Extras			
Success			<b>2</b> 22 <i>i</i>	Little I Can Do To Change My	7%	7%	8%
Like To Do Unconventional	28%	28%	28%		00/	00/	00/
Things	040/	000/	000/	Willing To Give Up Time With	6%	6%	6%
Marijuana Should Be Legalized	21%	20%	20%	Fam. To Advance			

Anstocrat Kanchettes Saguache Kuxporot

Cherry Hills Village Central City Larkspur Palisade Ramah Deer Trail Intercultural Institute Intercultural Institute Intercultural Institute for 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.



Central City La Veta Lincoln Park Creede Columbine Kim Ward Lakewood Keenesburg Parker Sagur Intercultural Institute Cheyenne Wells Manitou Springs Jamestown Elizabeth Fort Lupton July Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextu

## **Potential Cultural Themes:**

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-7 MILES	7-10 MILES	10-15 MILES	THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Important To Respect Customs	65%	65%	63%	Is An Important Part Of Who I Am	16%	16%	16%
And Beliefs				Consider Myself Interested In The		16%	19%
You Should Seize Opportunities	56%	56%	57%	Arts			
In Life				Real Men Don't Cry	15%	15%	16%
Prefer To Have Few Possessions As Possible	45%	44%	39%	Looking for New Ideas To Improve Home	15%	14%	15%
Like To Understand About Nature	38%	37%	37%	Try Not To Worry About The Future	14%	14%	14%
Important Feel Respected By My Peers	35%	35%	35%	Enjoy Spending Time With My Fam.	12%	12%	12%
Prefer Work Part Of Team Than Alone	32%	32%	32%	Provide My Kids With The Little Extras	9%	8%	10%
Important To Juggle Various	28%	29%	31%	Feel Very Alone In The World	6%	6%	6%
Tasks				Like Spending Most Time With	5%	5%	5%
Have Keen Sense Of Adventure	28%	28%	27%	Fam.			
Like To Just Enjoy Life	26%	26%	25%	Would Like To Set Up Own	4%	4%	3%
Good At Fixing Things	26%	26%	28%	Business			
People Have To Take Me As They Find Me	25%	25%	25%	Children Should Be Allowed To Express Themselves	4%	4%	5%
Worried About Pollution Caused By Cars	18%	19%	19%	Decor Particular Interest To Me	4%	4%	4%

ITT FORK COALCREEK LA VERA DILIUSAU

Carbondale Englewood Allenspark Battlement Mesa Alamosa East Cold Hill Haxtun Reglands Lapon Sherrelwood Hotchkiss Ault Edgewater Castle Rock Downieville Intercultural Institute Rye Telluride Walsh Sedalia Florence Otis Avon Niwot Brooksid of Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **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.



Gleneagle Palisade Sedalia Pueblo Federal Heights Kiowa Severance Crested Butte Cherry Hills Village East Pleasant View Atwood Naturita Avon Walsenburg Parachute Arried Intercultural Institute Hugo Palmer Lake Westminster Loghill Village Silver Cliff Crowley Boo for Confectual Ministry 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 - 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fam. Restaurants/Steak	86.48%	86.07%	83.91%
Houses-Visit Any			
Fast Food/Drive-In	85.51%	85.5%	86.15%
Restaurant-Visit Any			
McDonald's	54.87%	55.13%	56.02%
Burger King	36.94%	36.7%	37.14%
Wendy's	32.67%	32.13%	29.09%
Applebee's	31.58%	30.73%	29.95%
Subway	31.45%	31.15%	30.07%
Taco Bell	29.31%	29.04%	29.71%
Kentucky Fried Chicken (KFC)	24.66%	25.08%	27.19%
Olive Garden	23.46%	22.74%	21%
Arby's	22.67%	22.94%	23.53%
Outback Steakhouse	19.73%	18.86%	15.19%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Pizza Hut	18.22%	18.49%	21.15%
Red Lobster	17.43%	17.12%	16.38%
Dairy Queen	17.19%	16.98%	17.39%
Cracker Barrel	16.64%	16.66%	15.29%
Dunkin' Donuts	15.91%	14.96%	11.35%
TGI Friday's	15.25%	14.88%	13.44%
Chili's Grill and Bar	13.98%	13.86%	13.86%
Starbucks	13.3%	13.53%	13.2%
Panera Bread	12.95%	12.46%	9.89%
IHOP (International House Of	12.81%	12.67%	12.76%
Pancakes)			
Denny's	12.67%	12.31%	12.19%
Ruby Tuesday	12.48%	12.32%	11.1%

Parker Aristocrat Ranchettes Cripple Creek Keenesburg Holyoke Walsenburg Alma Castle Rock Bonanen Aguilar Pierce Louviers Brush Wray Superior Manzanola Denver Intercultural Institute In Glendale Sugar City Brookside Redlands Womelsdorf (Coalton) Fler for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Trinidad Blanca Bennett Telluride Steamboat Springs

#### **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!



Ramah Johnstown Graig Krommling The Pinery Firestone Basalt Beulan Valley Keenesburg Superior Springs Thornton Lakeside Arboles Golden Woodland Park Louviers ruitvale Kersey Log Lane Village Gypsum Wellington Delta Loveland 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-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	56.43%	55.18%	49.09%
Recycled products	43.12%	42.48%	38.22%
Worked as volunteer (non political)	23.06%	22.52%	18.97%
Engaged in fund raising	13.28%	12.92%	11.29%
Religious club member	8.48%	8.38%	7.52%
Wrote to elected offcl about publ bus	7.89%	7.74%	6.6%

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Union member	6.95%	6.94%	5.86%
Wrote to editor of mag or	6.94%	6.98%	6.35%
newspaper			
Fraternal order member	6.74%	6.47%	5.25%
Took active part in local civic	6.57%	6.44%	5.56%
issue			
Charitable Organization	5.75%	5.73%	5.48%
Church Board	5.53%	5.51%	4.65%

Kremmling Mount Crested Butte Cottonwood La Jara Eckley Gleneagle Downieville-Lawson-Dumont diffeor Edwards Crestone Colorado Springs Genoa Leadville La Salle Intercultural Institute Springs Red Cliff Salt Creek Tabernash Limon Monument Loveland Flore (or Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry

#### **Communication Media Content**

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

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



Tree Peetz Julesburg Silt Mountain Village Laporte Frederick Eldora Cottonwood Granby Dove Creek Franktown Fort Morgan Victor Bethune Wellington Northglenn Fort Carsed Frederick Paonia Hugo Greek The Ramah Windsor Salida Lochbuie Snowmass Village Genoa Downie Fortertual Institute Estes Park Copyright 2012, Intercultural Institute for Contextual Ministry Percention Parker Fowler Evergreen Beul 50

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	20.44%	20.37%	18.48%
Children's Books	15.43%	15.11%	13.27%
Mystery	13.89%	13.72%	12.58%
Cookbooks	13.3%	13.06%	11.49%
Biography	8.99%	8.75%	7.52%
Personal/Business	8.96%	8.84%	7.56%
Self-help			
Religious (not Bibles)	8.47%	8.47%	8.56%
Romance	7.59%	7.51%	6.67%
History	7.33%	7.41%	7.32%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	76%	74.69%	69.68%
Gen. Editorial	47.63%	47.69%	45.95%
Womens	41.08%	40.97%	40.25%
Service	39.18%	38.85%	36.13%
Business/Finance	22.83%	22.01%	17.5%
Mens	17.9%	17.98%	18.83%
Sports	16.77%	16.42%	15.58%
Mature Market	15.9%	15.43%	12.6%
Health	14%	13.79%	12.95%

It Maffat Breckenridge Welby Two Buttes Manassa Ignacio Fort Collins Wray Fort Lupton Crook Re Rew Castle Ordway Yuma Collbran Lakeside Littleton Silver Cliff <u>Intercultural Institute</u> Red Cliff Brush Mount Crested Butte Marble Granada West Pleasan for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Black Hawk Jamestown 51

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	61.87%	61.39%	57.44%
Business/Finance	36.44%	35.53%	30.71%
Editorial Page	34.16%	34.07%	32.27%
Sport	33.29%	33.17%	32.6%
Classified	31.33%	32.05%	33.74%
Food/Cooking	29.96%	29.44%	26.49%
Comics	29.91%	29.65%	28.48%
Movie Listings & Reviews	29.39%	28.76%	26.81%
TV/Radio Listings	25.81%	25.31%	23.78%
Home/Gardening	25.01%	24.47%	22.22%
Travel	23.16%	22.71%	20.29%
Science/Technology	22.71%	22.21%	19.44%
Fashion	15.87%	15.26%	13.74%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Adult Contemporary	20.11%	20.11%	19.42%
News/Talk	19.91%	19.1%	14.55%
Country	18.22%	19.48%	22.32%
CHR Contemp Hit Radio	16.08%	16.42%	18.91%
Rock	15.23%	14.87%	14.1%
Alternative	15.03%	14.4%	11.6%
Oldies	14.7%	14.21%	12.32%
Classic Rock	12.96%	13.01%	11.79%
Variety	9.79%	9.57%	8.82%
Soft Contemporary	8.11%	7.59%	6.26%
Urban Contemporary	8.1%	7.85%	9.12%
Religious	8.02%	7.79%	6.52%
All News	7.8%	7.25%	5.19%
Sports	6.1%	5.81%	4.45%
Classical	5.58%	5.48%	4.26%
Jazz	5.33%	5.06%	3.89%
All Talk	5.19%	5.02%	4.1%
Classic Hits	4.45%	4.37%	4.59%

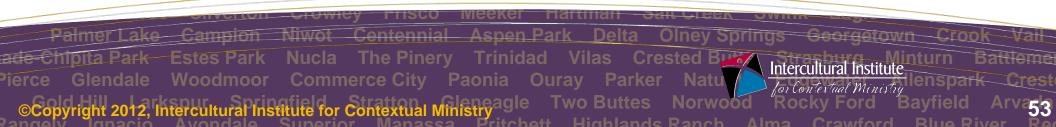


## **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
Fox News Channel	65.17%	65.99%	65.35%
Satellite Dish	61.27%	60.48%	56.17%
Soapnet	53.24%	53.41%	52.66%
Other Video-On-Demand	43.9%	43.36%	40.81%
Adult Pay Per View TV	43.35%	41.79%	35.17%
Comedy Central	38.86%	38.59%	34.64%
Sci-Fi Channel	36.85%	37.49%	38.07%
Subscribe Digital Cable	33.46%	32%	28.33%
MSNBC	33.08%	33.66%	33.59%
Adult Swim	31.06%	30.59%	28.62%
TV Info From Sunday TV	30.79%	31.04%	29.96%
Magazine			
ABC Fam.	28.93%	28.71%	26.86%

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
BET (Black Entertainment TV)	28.77%	28.86%	26.34%
Nickelodeon	28.09%	28.78%	29.56%
ESPN2	27.84%	27.34%	23.45%
TCM (Turner Classic	27.56%	27.87%	26.2%
Movies)			
TV Info From Newspapers	27.55%	27.89%	27.33%
USA Network	27.46%	27.65%	25.65%
ESPN Classic	27.42%	27.47%	24.2%
Hallmark Channel	26.8%	26.8%	25.57%
The Golf Channel	26.18%	25.7%	23.44%
Nick At Nite	25.86%	26.35%	26.61%
Video-On-Demand Movies	25.63%	25.21%	22.63%
TV Info From Monthly Cable Guide	24.54%	24.9%	24.65%

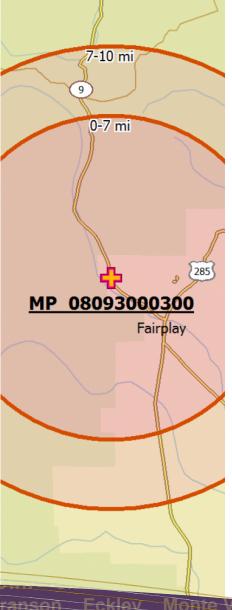


#### **Communication Media Usage**

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.



Pueblo Timnath Mottat Thornton Dinosaur Battlement Mesa Mead Towaoc Bransen Eckley Monte V Limon Berthoud Two Buttes Frederick Crook Rico Avon Walden Craig Empire Coal Creek Salt Creek Frisco Louisville Montrose Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Brighton Edwards Enderal Heights Firestone Stonegate Fort

## Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	23.54%	23.52%	21.33%
Medium Users (4-6)	12.56%	12.29%	11.19%
Light Users (1-3)	21.55%	21.23%	20.88%
Quintiles (20%)			
Newspaper I (Heavy)	1.25%	1.33%	1.57%
Newspaper II	1.02%	1.02%	1.26%
Newspaper III	2.19%	2.39%	2.64%
Newspaper IV	0.11%	0.17%	0.49%
Newspaper V (Light)	0.99%	0.98%	1.17%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	15.97%	16.8%	19.3%
Magazines II	7.55%	7.96%	8.96%
Magazines III	9.03%	9.6%	10.33%
Magazines IV	8.01%	8.22%	10.66%
Magazines V (Light)	0.9%	0.83%	0.57%
Outdoor I (Heavy)	6.55%	6.43%	6.74%
Outdoor II	2%	1.95%	2.49%
Outdoor III	2.92%	2.8%	3.04%
Outdoor IV	16.43%	16.77%	17.09%
Outdoor V (Light)	25.94%	25.79%	25.27%
Yellow Pages I	14.48%	14.12%	14.62%
(Heavy)			
Yellow Pages II	5.73%	5.58%	5.59%
Yellow Pages III	5.06%	5.03%	4.93%
Yellow Pages IV	18.82%	19.74%	22.74%
Yellow Pages V	2.81%	2.68%	3%
(Light)			

tonegate Peetz Haxtun Firestone Bayfield Lochbuie Craig Bethune Cokedale Orchard Mesa Roxbord Louisville Englewood Yuma El Jebel Severance Edwards Wiggins And Intercultural Institute Monte Vista Otis Williamsburg Garden City Cherry Hills Village Pagosa Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM 0-7 7-10 10-15	MEDIUM
MILES MILES MILES	
Radio Drive Time Quntiles TV	Prime Time Quntiles (fifths
(fifths / 20%) / 20	1%)
Drive Time I & II (Heavy) 2.31% 2.53% 3.01% Prime	e Time I & II (Heavy)
Drive Time III (Medium) 0.01% 0.09% 0.49% Prime Tir	me III (Medium)
Radio IV & V (Light) 1.89% 1.85% 2.19% Prime Time I	IV & V (Light)
Radio Media Quntiles (fifths / TV Early/Late	Fringe Quntiles
20%) (fifths / 20%)	
Radio I & II (Heavy)         6.63%         7.06%         8.6%         Fringe I & II (Heav	y)
Radio III (Medium)         4.64%         5.06%         5.59%         Fringe III (Medium)	
Radio IV & V (Light)         3.11%         3.24%         3.5%         Fringe IV (Light)	
Cable TV Quntiles (fifths / TV All Day Quntiles (fi	fths /
20%) 20%)	
Cable I & II (Heavy)         14.93%         15.27%         15.17%         All Day I & II (Heavy)	
Cable III (Medium)3.04%3.12%3.6%All Day III (Medium)	

Ovid De Beque Grook Brookside Golden Pritchett Cokedale Fort Garland Buena Vista Kersey Se Commerce City Roxborough Park Fraser Brighton Frederick Edwards Intercultural Institute Trinidad Nederland Mead Vona Gilcrest Orchard City Eads Colum Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Montezuma Empire Saquache Branson Sedowick Edwards

# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	14.73%	14.71%	12.89%
6:00am - 10:00am	18.52%	18.98%	18.12%
10:00am - 3:00pm	7.88%	7.93%	6.83%
3:00pm - 7:00pm	14.09%	14.14%	13.91%
7:00pm - Midnight	19.08%	18.6%	14.93%
Midnight - 6:00am	6.77%	6.69%	5.57%
Weekend Radio			
Listeners			
Dayparts [summary]	16.47%	16.56%	15.45%
6:00am - 10:00am	6.47%	6.22%	4.74%
10:00am-3:00pm	6.98%	7.13%	6.18%
3:00pm - 7:00pm	7.85%	7.68%	6.87%
7:00pm - Midnight	9.34%	8.92%	8.25%
Midnight - 6:00am	11.96%	11.99%	10.83%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	10.73%	10.48%	8.88%
Saturday:	8.32%	8.53%	8.19%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.85%	10.76%	9.75%
9:00am-1:00pm	25.86%	26.35%	26.61%
9:00am-4:00pm	29.84%	30.39%	30.64%
4:00pm-7:00pm	30.58%	30.19%	29.13%
11:00pm-1:00am	39.37%	40.19%	41.27%
AVG Prime time	2.98%	2.96%	2.75%
Mon-Sun			

Avondale Black Forest The Pinery Allenspark Avon Creede Nucla Fort Garland Salida Downleville Hina Perry Park Breckenridge Golden Brush Silver Plume Gleneagle Intercultural Institute Intercultural Institute Orchard Mesa Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-7	7-10	10-15		<b>TV VIEWERS</b>	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				1	Weekend	Weekend	Weekend
6-7am	19.31%	19.24%	18.71%		Sat: 7-10am	Sat: 7-10am 20.57%	Sat: 7-10am 20.57% 20.5%
7-9am	27.84%	27.34%	23.45%		Sat: 10am-1pm	Sat: 10am-1pm 8.85%	Sat: 10am-1pm 8.85% 8.83%
9am-12noon	22.46%	22.68%	22.36%		Sat: 1-4pm	Sat: 1-4pm 25.85%	Sat: 1-4pm 25.85% 25.74%
12noon-4pm	7.39%	7.71%	8.28%		Sat: 4-6pm	Sat: 4-6pm 7.42%	Sat: 4-6pm 7.42% 7.78%
4-6pm	52.49%	52.1%	48.9%		Sat: 6-7pm	Sat: 6-7pm 3.75%	Sat: 6-7pm 3.75% 3.55%
6-7pm	17.97%	18.56%	19.61%		Sat: 7-8pm	Sat: 7-8pm 1.99%	Sat: 7-8pm 1.99% 1.94%
7-7:30pm	1.99%	2%	1.52%		Sat: 8-11pm	Sat: 8-11pm 8.32%	Sat: 8-11pm 8.32% 8.53%
7:30-8pm	9.59%	10.22%	11.41%		Sat: 11pm-1am	Sat: 11pm-1am 5.79%	Sat: 11pm-1am 5.79% 5.67%
8-11pm	10.73%	10.48%	8.88%		Sat: 1am-7pm	Sat: 1am-7pm 27.46%	Sat: 1am-7pm 27.46% 27.65%
11pm-12am	33.08%	33.66%	33.59%		Sun: 7-10am	Sun: 7-10am 2.87%	Sun: 7-10am 2.87% 2.74%
11pm-1am	39.37%	40.19%	41.27%		Sun: 10am-1pm	Sun: 10am-1pm 7.73%	Sun: 10am-1pm 7.73% 7.33%
1-6am	34.12%	33.97%	31.92%		Sun: 1-4pm	Sun: 1-4pm 6.21%	Sun: 1-4pm 6.21% 6.43%
					Sun: 4-7pm	Sun: 4-7pm 13.06%	Sun: 4-7pm 13.06% 13.05%
					Sun: 7-11pm	Sun: 7-11pm 10.85%	Sun: 7-11pm 10.85% 10.76%
					Sun: 11pm-1am	Sun: 11pm-1am 4.64%	Sun: 11pm-1am 4.64% 4.6%
					Sun: 1-7am	Sun: 1-7am 22.5%	Sun: 1-7am 22.5% 22.29%

Created Butte Fort Lupton Burlington Orchard City Gunnison Ridgway Center Fraser Cascade-Chipita Tarkville Platteville Palisade Deer Trail Marble Gypsum Pueblo Winter Intercultural Institute te Rock Mountain Village Boone Johnstown Superior Monument Stras for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry City Gleneagle Brush Jamestown Hudson Walsenb 58 Contextual Contextual Contextual Contextual Contextual Contextual Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual

# 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.

Boulder Black Hawk Dolores Colorado Springs Nederland Hotchkiss Dove Creek Swink Alma Jamesie La Salle Aristocrat Ranchettes Ridgway Columbine Valley Lamar Lap Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Deer Trail Clifton Pueblo Castle Pines North West Pla

# 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

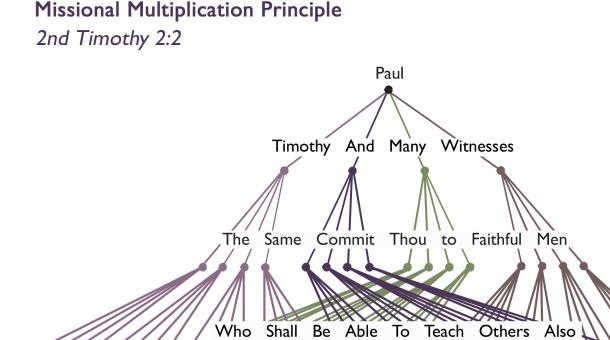
#### Issues for Your Consideration

- 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?

## **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.



Fairplay Central City Palmer Lake Springfield Nunn Grover Garden City Niwot Wiley Cimarron Hill Carbondale Paonia Holly Keenesburg Brookside Flagler Leadville Intercultural Institute Federal Heights Arriba Castle Rock Greeley Berthoud Stonegate De Confectual 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.
- 5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.





#### Your MissionSite and the Missional Suite

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

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

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



Strasburg Vilas Manitou Springs Ridgway Kremmling Flagler Bonanza Palmer Lake Center Blanca B Ward Buena Vista Leadville Walsenburg Idaho Springs Avondale Rifler Intercultural Institute Oak Creek Woodmoor Loveland Berkley Sheridan Lake Westcliffe Pueb Tox Confectual Ministry Is Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### Notes and Sources

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





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