# MissionSite top unreached locations

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dale Seibert Woodland Park Buena Vista Red Feater SUS TRACT: 08017990600 t Cars Multiply in Lakes Colorado Springs Center CrREGION: Eastern Plains Mount Crested Butte ek Orchard Mesa Burlington Padroni ASSOCIATION: Arkansas Valley Alma Cai / on City Nunn Kremmling Silver Cliff Ai COUNTY: Cheyenne olores Pueblo Ken Caryl Gr In partnership with the: In partnership with the: In partnership with the: SITESCAPE: Countryscape Intercultural Institute Kim Olathe Sanford DENSITY PATTERN: E2 for Contextual Ministrycono Rangely Fowler Spectrum COLORADO Baiotists Coked Marble Crook Walsenburg Derby Winter Park Aurora Ec la Sedalia Byers Olney Springs Ault Carbondale Eads in ©Copyright 2012, Intercultural institute for Contextual/Ministryeas ant View Dillon Telluride Leadville Bayfield

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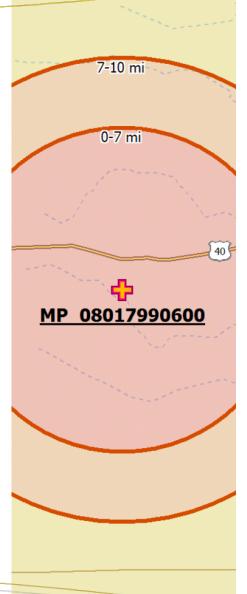
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#### Site Location Summary

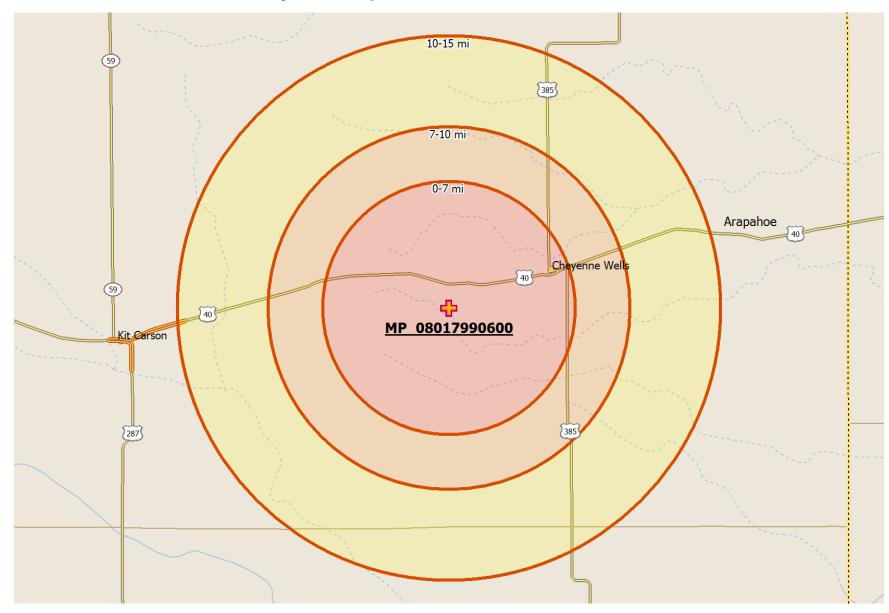
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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                    | 08R02 | Eastern Plains                      |
| 2 | Association               | 08A01 | Arkansas Valley                     |
| 3 | County Location           | 08017 | Cheyenne                            |
| 4 | Zipcode                   | 80810 | Cheyenne                            |
| 5 | Sitescape Category        | 1     | Countryscape                        |
| 6 | Sitescape Group           | 1.1   | Remote Areas                        |
| 7 | Sitescape Subgroup        | 1.12  | Remote area adjacent to settlements |
| 8 | Sitescape Density Pattern | E2    | 0-2500-0                            |
|   |                           |       |                                     |



rt Collins Buena Vista Gunnison Garden City Berthoud Highlands Ranch Two Buttes Indian Hills Hillrose Hot Sulphur Springs Naturita Sterling Brookside Firestone Silverthorner Intercultural Institute Severance Coal Creek Monte Vista Castle Pines North Womelsdorf (Coa Gouteviual Ministry Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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



Carson Littleton Fort Garland Aguilar Avondale Manzanola Antonito Highlands Ranch Chevenne Well Carson Fort Morgan Frederick Telluride Rico Hugo Sherrelwood Brey Intercultural Institute Intercultural Institute Ophir Haxtun Montezuma Rocky Ford Ordw Ford Ordw Fort Other University Confectual Ministry Contextual Ministry Eldorado Springs Center Platteville La Salle Larkspur 4

#### Site Location Summary - Urbanicity

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

|   | RURAL / URBAN                      | CODE | EXPLANATION   |
|---|------------------------------------|------|---|
| 1 | Metro or Non-Metro                 | 0    | Non-Metro   |
| 2 | Urban Influence                    | 12   | Noncore not adjacent to a metro/micro area and does not contain a town of at least 2,500 residents  |
| 3 | Rural / Urban<br>Continuum         | 9    |   |
| 4 | NCHS Rural Urban<br>Codes          | 6    | Noncore - counties that are neither metropolitan or micropolitan  |
| 5 | NCES Urban Centric<br>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<br>Index          | 4    | Rural areas commuting: No additional code   |
| 7 | ERS RUCA<br>Commuting Value        | 10   | Rural areas: primary flow to a tract outside a urbanized area or urban cluster  |
| 8 | Percent Commuting to<br>Metro      | 0    | Percent commuting from non metro to metro areas   |

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 Cimarron Hills
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#### Site Location Summary - Band Composition

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

| BAND COMPOSITION               | 0-7 MILES | 7-10 MILES | 10-15 MILES |
|--------------------------------|-----------|------------|-------------|
| 2010 Population                | 81        | 900        | 120         |
| 2010 Households                | 37        | 473        | 56          |
| 2010 Group Quarters Population | 0         | 17         | 0           |

| BAND COMPOSITION                      | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index     | 0         | 1         | 0          |
| Language Diversity National Index     | 0         | 38        | 0          |
| Foreign Born Diversity National Index | 0         | 8         | 0          |
| Ancestry Diversity National Index     | 0         | 46        | 0          |
| Racial Diversity National Index       | 0         | 10        | 0          |

Granada Fruita Salida Keenesburg West Pleasant View Garden City Platteville Gunbarrel Cortez Bor Nederland Derby Severance Eagle Niwot Fountain Cascade-Chipita Part Intercultural Institute Paoli Twin Lakes Superior Campion Peetz Dove Creek Laporte Jos Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - County Environment

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

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

| ECONOMIC DEPENDENCY                                 | CODE | INDICATORS |
|---|------|------------|
| Farm-dependent county indicator                     | 1    | True       |
| 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           | 0    | False      |

Victor Denver Coal-Creek Boone Pueblo West Englewood Clifton La Jara Acres Green Greenwood Grover Buena Vista Georgetown Rye Wray Timnath Cripple Creek Intercultural Institute ed Feather Lakes Snowmass Village Aspen Hayden Centennial The Pine for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 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        | 0     | 0%      |
| Mainstay Communities | Established, Diverse Households        | 0     | 0%      |
| Working Communities  | Blue-collar, Working Families          | 0     | 0%      |
| Country Communities  | Rural, Agri. & Mining Families         | 37    | 100%    |
| Aspiring Communities | Young Singles / Aspiring-Multihousing  | 0     | 0%      |
| Urban Communities    | High Density, Inner-city Neighborhoods | 0     | 0%      |

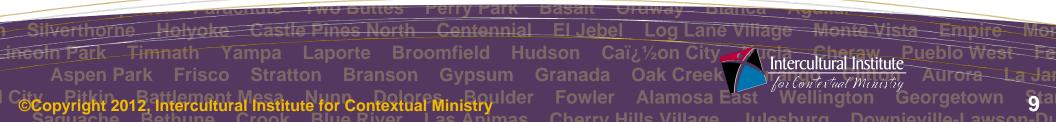
risco Silverthorne Granada Log Lane Village Rocky Ford Kittredge Padroni Lakewood Hooper Meeker Lochbuie Dacono Aguilar Silverton Julesburg Indian Hills Aspen Por Intercultural Institute ell Hayden Fort Garland Burlington La Jara Edwards Towaoc Crestor for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bow Mar La Veta Sedalia Empire Idaho Springs

# 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?

Oak Creek Timnath Indian Hills Twin Lakes Atwood Evergreen Clifton Windsor Gleneagle Grand Jun Mancos Grand View Estates Cherry Hills Village Grand Lake Keenes Cherry Lintercultural Institute Raymer Edgewater Paoli East Pleasant View Laporte Cascade-Chipita Por Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 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                | 511    | 21            | 4.14%   |
| Unreached %                         | 57.31% | 57.2%         | 99.8    |
| Religious But NOT Evangelical HH    | 65     | 3             | 4.16%   |
| Religious But NOT Evangelical %     | 7.28%  | 7.3%          | 100.26  |
| Spiritual But NOT Relig or Evang HH | 6      | 0             | 2.25%   |
| Spiritual But NOT Relig or Evang %  | 0.63%  | 0.34%         | 54.08   |
| Not Evangelical, Not Interested HH  | 440    | 18            | 4.17%   |
| Not Evangelical, Not Interested %   | 49.42% | 49.57%        | 100.31  |



Laborte Eldorado Springs Mancos Fort Carson Snowmass Village Elizabeth Ordway Central City Difference Eads Black Forest Kittredge Eagle Aguilar Coal Creek Orchard Mesa <u>Intercultural Institute</u> Park Cheraw ord Womelsdorf (Coalton) Akron Collbran Ouray Dacono Crestone <u>Intercultural Institute</u> oxfield La Sall Copyright 2012, Intercultural Institute for Contextual Ministry Wiley Ponderosa Park Jamestown Otis Fort Garland 11

# **Spirituality Indicators - Churchscape**

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

| ECCLESCAPE: CHURCHES            | COUNTY | 3 MILE | PERCENT |
|---------------------------------|--------|--------|---------|
|                                 |        | RING   | &INDEX  |
| Num of CBGC Churches            | 0      | 0      | 0%      |
| Active CBGC Attenders           | 0      | 0      | 0%      |
| Active Evangelical Households   | 119    | 1      | 0.56%   |
| Active Evangelical Percent      | 13.38% | 13.45% | 100.52  |
| Inactive Evangelical Households | 261    | 1      | 0.56%   |
| Inactive Evangelical Percent    | 29.30% | 29.46% | 100.52  |
| # New Churches Needed           | 0      | 0      | 0.56%   |





# 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.

Sterling Cortez Glendale Aristocrat Ranchettes Otis Romeo Ignacio Manzanola Walsenburg Larkspil Pitkin Aspen Mead Rifle Hartman Firestone Applewood Pueblo West Intercultural Institute Calhan Arriba Grand Lake Haswell Meridian Del Norte Boone Cas OCopyright 2012, Intercultural Institute for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry

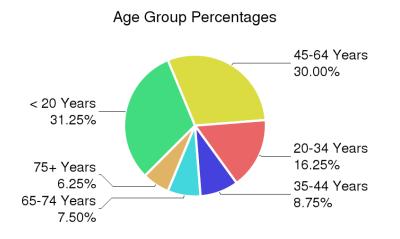
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the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

| DEMOSCAPE                  | COUNTY                       | BAND  | % OF CO        | DEMOSCAPE  | COUNTY        | BAND     | % OF CC    |
|----------------------------|------------------------------|-------|----------------|--|---------------|----------|------------|
| 1990 Population            | 2,397                        | 102   | 4.26%          | 1990 Households  | 903           | 31       | 3.43%      |
| 2000 Population            | 2,231                        | 105   | 4.71%          | 2000 Households  | 880           | 35       | 3.98%      |
| 2010 Population            | 1,729                        | 81    | 4.68%          | 2010 Households  | 891           | 37       | 4.15%      |
|                            |                              |       | in this Missio |  | Location Ty   | pe       | 0-7mi Band |
| 🔲 0-7mi Band               | 🔲 7-10mi                     | Band  | 📕 10-15mi Bar  | d 📃 County   | Residential   |          | 19         |
| 250                        |                              |       |                |  | Residential A | Apt.     | 0          |
| 200                        |                              |       |                |  | Residential N | Non-Apt. | 19         |
| 150                        |                              |       |                |  | Business      |          | 0          |
| 130                        |                              |       |                |  | Seasonal      |          | 0          |
| 100                        |                              |       |                |  | USPS Resid    | ential   | 16         |
|                            |                              |       |                |  | USPS Busin    | ess      | 0          |
| 0<br>Residential<br>Reside | ntial Apt.<br>Residential No | n-AP- | siness Seaso   | usp <sup>S Residential</sup><br>USP <sup>S Residential</sup> |               |          |            |

Ophir Fleming Englewood Eagle Swink Cascade-Chipita Park Aurora Parker East Pleasant View Sawp Nederland Colorado City Castle Pines North Roxborough Park La Jara er Longmont Morrison Olathe Rico Blanca Acres Green Erie Aristo 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.

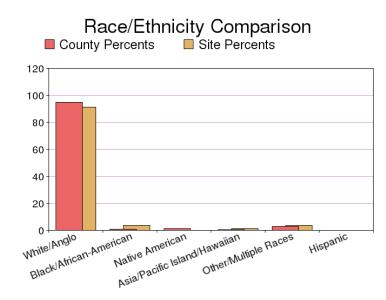


| 2010 POP. ESTIMATES | COUNTY | BAND   | INDEX  |
|---------------------|--------|--------|--------|
| 0-3 Years           | 4.92%  | 4.94%  | 100.41 |
| 4-5 Years           | 2.54%  | 0%     | 0      |
| 6-8 Years           | 3.88%  | 1.23%  | 31.7   |
| 9-11 Years          | 4.05%  | 4.94%  | 121.98 |
| 12-13 Years         | 2.78%  | 0%     | 0      |
| 14-17 Years         | 5.84%  | 12.35% | 211.47 |
| 18-19 Years         | 2.89%  | 7.41%  | 256.4  |
| 0-5 Years           | 7.46%  | 4.94%  | 66.22  |
| 6-12 Years          | 9.31%  | 6.17%  | 66.27  |
| 13-19 Years         | 10.12% | 19.75% | 195.16 |
| < 20 Years          | 26.89% | 30.86% | 114.76 |
| 20-34 Years         | 14.4%  | 16.05% | 111.46 |
| 35-44 Years         | 9.89%  | 8.64%  | 87.36  |
| 45-64 Years         | 31%    | 29.63% | 95.58  |
| 65-74 Years         | 7.81%  | 7.41%  | 94.88  |
| 75+ Years           | 10.01% | 6.17%  | 61.64  |
| Median Age          | 44     | 43     | 96.88  |
| Median Age (Male)   | 42     | 45     | 107.58 |
| Median Age (Female) | 46     | 35     | 76.63  |

La La Veta Empire Berkley Broomfield Padroni Atwood Wellington Rangely Lincoln Park Parker Hole Lak Creek Telluride Snowmass Village Morrison Vilas Colorado City Ward Colorado Springs Montrose Salt Creek Byers Crested Butte Monument Georgetown Vona Avon Loconfextual Ministry es Fort Carson Copyright 2012, Intercultural Institute for Contextual Ministry

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

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



| COUNTY | BAND  | INDEX   |
|--------|---|---|
|        |   |   |
| 94.85% | 91.36%  | 96.32   |
| 0.81%  | 3.7%  | 457.41  |
| 1.1%   | 0%  | 0   |
| 0.29%  | 1.23%   | 426.91  |
| 0%     | 0%  | 0   |
| 2.95%  | 3.7%  | 125.56  |
| 0%     | 6.17%   | 0   |
|        |   |   |
|        |   |   |
| 1,165  | 48  |   |
|        | 94.85%<br>0.81%<br>1.1%<br>0.29%<br>0%<br>2.95%<br>0% | 94.85%91.36%0.81%3.7%1.1%0%0.29%1.23%0%0%2.95%3.7%0%6.17% |

| Total Adults over age 25 years. | 1,165  | 48     |        |
|---------------------------------|--------|--------|--------|
| Less than 9th Grade             | 6.95%  | 14.58% | 47.68  |
| No High School Diploma          | 7.64%  | 2.08%  | 366.7  |
| High School Graduate            | 35.79% | 43.75% | 81.81  |
| Some College, no degree         | 28.07% | 22.92% | 122.48 |
| Associate Degree                | 6.52%  | 2.08%  | 313.13 |
| College Degree                  | 11.33% | 10.42% | 108.77 |
| Graduate/Prof. degree           | 3.69%  | 4.17%  | 88.58  |
|                                 |        |        |        |

tchett Julesburg Eldorado Springs Holly Westminster Littleton Moffat Grand Lake Winter Park Aristoch Estes Park Collbran Hudson Brighton Nederland Columbine Pueblo in Castle Rock St. Mary's Va Berthoud Welby Arriba Holyoke Sanford Iliff Boulder Mead Stratton for Confectual Ministry (it Copyright 2012, Intercultural Institute for Contextual Ministry

A current year demographic summary of family and non-family households for the site location appears on the right.

For each category both county and 0-7 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                  | 8.64%  | 0%     | 0      |
| \$10,000 to \$19,999        | 12.91% | 8.11%  | 62.82  |
| \$20,000 to \$29,999        | 12.12% | 8.11%  | 66.89  |
| \$30,000 to \$49,999        | 19.3%  | 18.92% | 98     |
| \$50,000 to \$59,999        | 11.67% | 18.92% | 162.08 |
| \$60,000 to \$69,999        | 8.64%  | 13.51% | 156.37 |
| \$70,000 to \$79,999        | 6.51%  | 16.22% | 249.11 |
| \$80,000 to \$89,999        | 5.72%  | 5.41%  | 94.44  |
| \$90,000 to \$99,999        | 3.48%  | 0%     | 0      |
| \$100,000 to \$124,999      | 3.93%  | 5.41%  | 137.61 |
| \$125,000 to \$149,999      | 3.14%  | 2.7%   | 86     |
| \$150,000 to \$199,999      | 3.03%  | 2.7%   | 89.19  |
| \$200,000 to \$249,999      | 0.67%  | 2.7%   | 401.35 |
| \$250,000 or more           | 0.22%  | 0%     | 0      |
| Median Household            | 46,579 | 59,516 | 127.77 |
| Average Household           | 55,432 | 56,478 | 101.89 |
| Per Capita Household        | 29,419 | 25,799 | 87.7   |
| Family/Non-Family Household |        |        |        |
| Income                      |        |        |        |
| Median Family Income        | 56,394 | 50,324 | 89.24  |
| Average Family Income       | 64,384 | 47,009 | 73.01  |
| Median Non-Family Income    | 25,602 | 38,171 | 149.09 |
| Average Non-Family Income   | 36,496 | 19,146 | 52.46  |

Ordway Burlington Campo Holly Fort Carson Montrose Walsh Sedgwick Pueblo West Grand Lake S Eldora Lake City Crowley Derby Meridian Log Lane Village Kit Carson Intercultural Institute Holyoke Aguilar Nederland Fruita Highlands Ranch Winter Park Me Vor Confertual Ministry de 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            | 67.9%  | 72.97% | 107.47  |
| Families with Children         | 33.78% | 45.95% | 136.01  |
| Families without Children      | 34.12% | 27.03% | 79.21   |
| Non-Family Households          |        |        |         |
| % Non-Family Households        | 32.1%  | 27.03% | 84.2    |
| Non-Families with Children     | 0.22   | 0      | 0       |
| Non-Families without Children  | 31.87  | 27.03  | 84.79   |
| Housing Units                  |        |        | Index   |
| Total Housing Units            | 1,136  | 37     |         |
| Vacant percent                 | 21.57% | 0%     | 0       |
| Owned percent                  | 58.27% | 81.08% | 139.14% |
| Rented Percent                 | 20.16% | 18.92% | 93.85   |
| Households by Size             |        |        | Index   |
| Avg household size             | 1.91   | 2.19   | 114.66  |
| Avg family hh size             | 2.34   | 2.56   | 109.4   |
| Avg non-family hh size         | 1.00   | 1.20   | 120     |
| Households By Count of Persons |        |        | Percent |
| One                            | 266    | 9      | 3.38%   |
| Two                            | 440    | 19     | 4.32%   |
| Three or Four                  | 176    | 9      | 5.11%   |
| Five+                          | 9      | 0      | 0%      |
|                                |        |        |         |

Eldorado Springs Red Feather Lakes Lakeside Glendale Castle Pines Holly Ramah Eagle-Vall Brush Enrose Steamboat Springs Vail Stonegate Burlington Olathe Berthoud Intercultural Institute Se Arvada Applewood Rocky Ford Sterling Aspen La Junta Stratmool for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

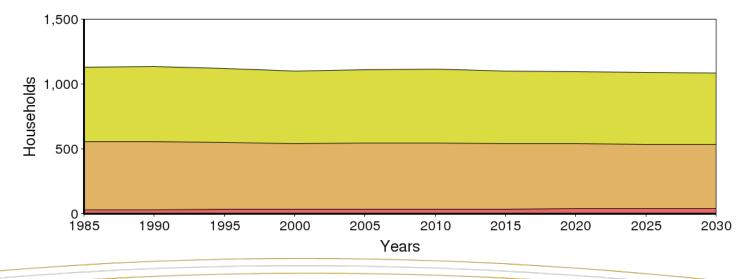
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile 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 | 2,397  | 102  | 4.26%   |
| 2000 Population | 2,231  | 105  | 4.71%   |
| 2010 Population | 1,729  | 81   | 4.68%   |
| 2015 Population | 1,645  | 74   | 4.5%    |

Household Change from 1985 to 2030

🗖 0-7mi Ring 👘 0-10mi Ring

🗖 0-15mi Ring

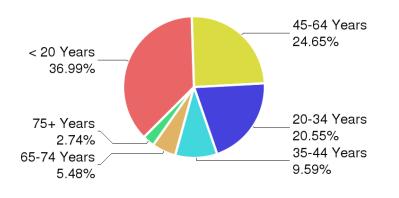


Vall Arriba Empire Fairplay Kiowa Brookside Eads Crowley Orchard Mesa Air Force Academy Rife Laporte Cimarron Hills Downieville-Lawson-Dumont Ponderosa Park Intercultural Institute a Basalt Flagler Fort Garland Two Buttes Severance Redlands Natur for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Steamboat Springs Strasburg Limon Aut Haswell

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

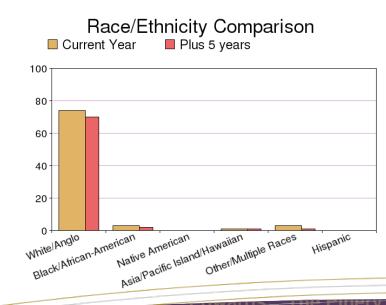


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------|---------|--------------|--------|
| 0-3 Years             | 4.94%   | 13.51%       | 273.48 |
| 4-5 Years             | 0%      | 0%           | 0      |
| 6-8 Years             | 1.23%   | 1.35%        | 109.76 |
| 9-11 Years            | 4.94%   | 5.41%        | 109.51 |
| 12-13 Years           | 0%      | 0%           | 0      |
| 14-17 Years           | 12.35%  | 12.16%       | 98.46  |
| 18-19 Years           | 7.41%   | 4.05%        | 54.66  |
| 0-5 Years             | 4.94%   | 13.51%       | 273.48 |
| 6-12 Years            | 6.17%   | 6.76%        | 109.56 |
| 13-19 Years           | 19.75%  | 16.22%       | 82.13  |
| < 20 Years            | 30.86%  | 36.49%       | 118.24 |
| 20-34 Years           | 16.05%  | 20.27%       | 126.29 |
| 35-44 Years           | 8.64%   | 9.46%        | 109.49 |
| 45-64 Years           | 29.63%  | 24.32%       | 82.08  |
| 65-74 Years           | 7.41%   | 5.41%        | 73.01  |
| 75+ Years             | 6.17%   | 2.7%         | 43.76  |
| Median Age            | 44      | 36           | 81.08  |
| Median Age (Male)     | 42      | 36           | 86.59  |
| Median Age (Female)   | 46      | 26           | 56.06  |

Saguache Marble Fagle Craig Aguilar Fruita North Washington Manzanola Hot Sulphur Springs Key Serior Pueblo Littleton Centennial De Beque Del Norte Trinidad Severer Intercultural Institute Telluride Redlands Gypsum Holyoke Berkley Allenspark Branson Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Hillrose Blanca Paonia Brookside Cedaredge Las An

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                  | 91.36%  | 94.59%     | 103.54 |
| Black, African-American       | 3.7%    | 2.7%       | 72.97  |
| Native American               | 0%      | 0%         | 0      |
| Asian                         | 1.23%   | 1.35%      | 109.46 |
| Pacific Island, Hawaiian      | 0%      | 0%         | 0      |
| Other/Multiple Races          | 3.7%    | 1.35%      | 36.49  |
| Hispanic                      | 0%      | 0%         | 0      |
|                               |         |            |        |
| Education of Adults (25 yrs+) |         |            |        |

| Total Adults over age 25 years. | 48     | 38     |        |
|---------------------------------|--------|--------|--------|
| Less than 9th Grade             | 14.58% | 7.89%  | 54.14  |
| No High School Diploma          | 2.08%  | 2.63%  | 126.32 |
| High School Graduate            | 43.75% | 50%    | 114.29 |
| Some College, no degree         | 22.92% | 23.68% | 103.35 |
| Associate Degree                | 2.08%  | 2.63%  | 126.32 |
| College Degree                  | 10.42% | 13.16% | 126.32 |
| Graduate/Prof. degree           | 4.17%  | 0%     | 0      |
|                                 |        |        |        |

Hurn Timnath <u>Manitou Springs</u> Paonia Evergreen Louviers Granby Stonegate Sedalia Atwood Crester Starkville Elizabeth Federal Heights Strasburg Arriba Julesburg South <u>Intercultural Institute</u> Glendale Ala La Salle Monument Louisville Leadville Firestone Flagler Kittredge Focopyright 2012, Intercultural Institute for Contextual Ministry Starkville 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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                  | 0%      | 5.41%        | 0      |
| \$10,000 to \$19,999        | 8.11%   | 2.7%         | 33.33  |
| \$20,000 to \$29,999        | 8.11%   | 8.11%        | 100    |
| \$30,000 to \$49,999        | 18.92%  | 10.81%       | 57.14  |
| \$50,000 to \$59,999        | 18.92%  | 8.11%        | 42.86  |
| \$60,000 to \$69,999        | 13.51%  | 21.62%       | 160    |
| \$70,000 to \$79,999        | 16.22%  | 16.22%       | 66.67  |
| \$80,000 to \$89,999        | 5.41%   | 10.81%       | 150    |
| \$90,000 to \$99,999        | 0%      | 0%           | 0      |
| \$100,000 to \$249,999      | 5.41%   | 2.7%         | 50     |
| \$125,000 to \$149,999      | 2.7%    | 5.41%        | 200    |
| \$150,000 to \$199,999      | 2.7%    | 2.7%         | 100    |
| \$200,000 to \$249,999      | 2.7%    | 2.7%         | 100    |
| \$250,000 or more           | 0%      | 0%           | 0      |
| Median Household            | 59,516  | 69,885       | 117.42 |
| Average Household           | 56,478  | 61,297       | 108.53 |
| Per Capita Household        | 25,799  | 30,649       | 118.8  |
|                             |         |              |        |
| Family/Non-Family Household |         |              |        |
| Income                      |         |              |        |
| Median Family Income        | 50,324  | 52,626       | 104.57 |
| Average Family Income       | 47,009  | 50,310       | 107.02 |
| Median Non-Family Income    | 38,171  | 43,190       | 113.15 |
| Average Non-Family Income   | 19,146  | 21,572       | 112.67 |

Buena Vista Fairplay Columbine Blue River Frisco Flagler Oak Creek Brush Roxborough Park Hart Campion Limon Holyoke Cokedale Cascade-Chipita Park Julesburg Clifter Aspon Lakewood Bayfield Platteville Dolores Lyons Kittredge Raymer Larkspur Ordway Starkvill Confetual Institute For Confetual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 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        | 72.97%  | 70.27%       | 96.3    |
| Families with Children     | 45.95   | 45.95        | 100     |
| Families without Children  | 27.03   | 24.32        | 90      |
| Non-Family Households      |         |              |         |
| % Non-Family Households    | 27.03%  | 29.73%       | 110     |
| Non-Families with Children | 0       | 0            | 110     |
| Non-Families without       | 27.03   | 29.73        | 110     |
| Children                   |         |              |         |
|                            |         |              |         |
| Housing Units              |         |              |         |
| Total Housing Units        | 37      | 37           | 100%    |
| Vacant percent             | 0%      | 0%           | 0       |
| Owned percent              | 81.08%  | 81.08%       | 100     |
| Rented Percent             | 18.92%  | 18.92%       | 100     |
|                            |         |              |         |
| Households by Size         |         |              |         |
| Avg household size         | 2.19    | 2.00         | 91.32%  |
| Avg family hh size         | 2.56    | 2.46         | 96.09%  |
| Avg non-family hh size     | 1.20    | 0.91         | 75.83%  |
|                            |         |              |         |
| Households By Count of     |         |              |         |
| Persons                    |         |              |         |
| One                        | 9       | 9            | 100%    |
| Two                        | 19      | 17           | 89.47%  |
| Three or Four              | 9       | 10           | 111.11% |
| Five+                      | 0       | 1            | 0%      |

d Junction Cortez Peetz Williamsburg Padroni Downieville-Lawson-Dumont Mountain Village Seibert Mo Kittredge Las Animas Sherrelwood Moffat Poncha Springs Eckley John Ault Firestone Arriba Sheridan Derby Berkley Larkspur Meridian Monte Vista Snowmass Villa for Contextual Institute for Contextual Ministry le Copyright 2012, Intercultural Institute for 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:        | 0-7   | 7-10  | 10-15 |
|------------------|-------|-------|-------|---|-----------------|-------|-------|-------|
|                  | MILES | MILES | MILES |   |                 | MILES | MILES | MILES |
| Foreign Born Pop | 67    | 0     | 0     | - | Eastern Africa  | 0     | 0     | 0     |
| Northern Europe  | 1     | 0     | 0     |   | Middle Africa   | 0     | 0     | 0     |
| Western Europe   | 2     | 0     | 0     |   | Northern Africa | 0     | 0     | 0     |
| Southern Europe  | 0     | 0     | 0     |   | Southern Africa | 0     | 0     | 0     |
| Eastern Europe   | 6     | 0     | 0     |   | Western Africa  | 0     | 0     | 0     |
| Other Europe     | 0     | 0     | 0     |   | Other Africa    | 0     | 0     | 0     |
| Eastern Asia     | 2     | 0     | 0     |   | Oceania         | 0     | 0     | 0     |
| So. Central Asia | 0     | 0     | 0     |   | Caribbean       | 0     | 0     | 0     |
| SE Asia          | 2     | 0     | 0     |   | Central Amer.   | 50    | 0     | 0     |
| Western Asia     | 2     | 0     | 0     |   | South America   | 2     | 0     | 0     |
| Other Asia       | 0     | 0     | 0     |   | North America   | 0     | 0     | 0     |
|                  |       |       |       |   | Born at sea     | 0     | 0     | 0     |



# Language Summary

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

| SPOKEN AT HOME        | 0-7<br>MILES | 7-10<br>MILES | 10-15<br>MILES | SPOKEN AT HOME     | 0-7<br>MILES | 7-10<br>MILES | 10-15<br>MILES |
|-----------------------|--------------|---------------|----------------|--------------------|--------------|---------------|----------------|
| English only          | 879          | 0             | 0              | Other Indo-Euro    | 0            | 0             | 0              |
| Spanish               | 76           | 0             | 0              | Asian/PI languages | 0            | 0             | 0              |
| Other Indo-Euro       | 2            | 0             | 0              | Chinese            | 0            | 0             | 0              |
| language              |              |               |                | Japanese           | 0            | 0             | 0              |
| French (incl. Patois, | 1            | 0             | 0              | Korean             | 0            | 0             | 0              |
| Cajun)                |              |               |                | Mon-Khmer,         | 0            | 0             | 0              |
| French Creole         | 0            | 0             | 0              | Cambodian          |              |               |                |
| Italian               | 0            | 0             | 0              | Miao, Hmong        | 0            | 0             | 0              |
| Portuguese            | 0            | 0             | 0              | Thai               | 0            | 0             | 0              |
| German                | 1            | 0             | 0              | Laotian            | 0            | 0             | 0              |
| Yiddish               | 0            | 0             | 0              | Vietnamese         | 0            | 0             | 0              |
| Other West Germanic   | 0            | 0             | 0              | Other Asian        | 0            | 0             | 0              |
| A Scandinavian        | 0            | 0             | 0              | Tagalog            | 0            | 0             | 0              |
| Language              |              |               |                | Other Pacific Is   | 0            | 0             | 0              |
| Greek                 | 0            | 0             | 0              | Other languages    | 0            | 0             | 0              |
| Russian               | 0            | 0             | 0              | Navajo             | 0            | 0             | 0              |
| Polish                | 0            | 0             | 0              | Other Native N.    | 0            | 0             | 0              |
| Serbo-Croatian        | 0            | 0             | 0              | American           |              |               |                |
| Other Slavic Language | 0            | 0             | 0              | Hungarian          | 0            | 0             | 0              |
| Armenian              | 0            | 0             | 0              | Arabic             | 0            | 0             | 0              |
| Persian               | 0            | 0             | 0              | Hebrew             | 0            | 0             | 0              |
| Gujarathi             | 0            | 0             | 0              | African languages  | 0            | 0             | 0              |
| Hindi                 | 0            | 0             | 0              | Other unspecified  | 0            | 0             | 0              |
| Urdu                  | 0            | 0             | 0              |                    |              |               |                |

Blue River Pritchett South Fork Dolores Eads Palisade Haxtun Marble Hotchkiss Green Mountain Fall Padroni Monte Vista Severance Wray Boulder Dinosaur Merino Arise Intercultural Institute Silt Firestone Mancos Manitou Springs Peetz Red Cliff Kersey Crave Intercultural Institute Son Aguilar Copyright 2012, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

10-15

**MILES** 

| ANCESTRY            | 0-7   | 7-10  | 10-15 |   | ANCESTRY           | ANCESTRY 0-7         |
|---------------------|-------|-------|-------|---|--------------------|----------------------|
|                     | MILES | MILES | MILES |   |                    | MILES                |
| Reporting ancestry  | 723   | 0     | 0     |   | Irish              | Irish 61             |
| Arab                | 0     | 0     | 0     |   | Italian            | Italian 15           |
| Armenian            | 1     | 0     | 0     |   | Lithuanian         | Lithuanian 0         |
| Austrian            | 5     | 0     | 0     |   | Norwegian          | Norwegian 24         |
| British             | 0     | 0     | 0     |   | Polish             | Polish 1             |
| Canadian            | 0     | 0     | 0     |   | Portuguese         | Portuguese 0         |
| Croatian            | 1     | 0     | 0     |   | Romanian           | Romanian 0           |
| Czech               | 1     | 0     | 0     |   | Russian            | Russian 6            |
| Czechoslovak        | 2     | 0     | 0     |   | Scandinavian       | Scandinavian 0       |
| Danish              | 6     | 0     | 0     |   | Scotch-Irish       | Scotch-Irish 7       |
| Dutch               | 9     | 0     | 0     |   | Scottish           | Scottish 10          |
| English             | 64    | 0     | 0     |   | Slovak             | Slovak 0             |
| European            | 0     | 0     | 0     |   | Subsaharan African | Subsaharan African 0 |
| Finnish             | 0     | 0     | 0     |   | Swedish            | Swedish 17           |
| French (not Basque) | 17    | 0     | 0     |   | Swiss              | Swiss 3              |
| French Canadian     | 1     | 0     | 0     |   | Ukrainian          | Ukrainian 0          |
| German              | 250   | 0     | 0     |   | US/American        | US/American 128      |
| Greek               | 0     | 0     | 0     |   | Welsh              | Welsh 7              |
| Hungarian           | 0     | 0     | 0     |   | West Indian        | West Indian 0        |
| Iranian             | 0     | 0     | 0     |   | Yugoslavian        | Yugoslavian 0        |
|                     |       |       |       | _ | <br>Other          | Other 88             |

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Bennett Gleneagle Meeker Aguilar Crestone Fleming Arboles Battlement Mesa St. Mary's Dinosaur Crowley Applewood Swink Centennial Silver Cliff Stratton The Piper Intercultural Institute ede Campion Berkley Walsh Aristocrat Ranchettes Larkspur Twin Lak OCopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

### 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?

Snowmass Village Wellington Rye Applewood Arvada Hudson Alma Northgienn Castle Rock Cimarron de Monument Severance Berkley Milliken Aspen Park Alamosa East Minturn Clifton Ponderos ezuma Two Buttes Atwood Cheraw Foxfield Rockvale Springfield Ray for Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# 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.



Cheraw Silver Plume Hayden Boone Georgetown Acres Green Hotchkiss Haxtun Tod Creek New Cash Gold Hill Pierce Simla Firestone Loveland Orchard City Ken Cary Intercultural Institute Ault Bonanza Orchard Mesa Womelsdorf (Coalton) Campion Gunbarrel Confectual Ministry Clifton Whea Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual 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                                 | 37               | 100%     | 22                     | 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                       | 0                | 0%       | 0                      | 0%       |
| Status Conscious Consumers            | 0                | 0%       | 0                      | 0%       |
| Affluent Urban Professionals          | 0                | 0%       | 0                      | 0%       |
| Urban Commuter Fam.                   | 0                | 0%       | 0                      | 0%       |
| 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%       |
| Urban Optimists<br>Family Convenience | 0<br>0           | 0%<br>0% | 0<br>0                 | 0%<br>0% |

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

| 2010 MOSAIC HHIds         | 0-7 HH & Percent |      | Unreached HH & Percent |      |
|---------------------------|------------------|------|------------------------|------|
| Total                     | 37               | 100% | 22                     | 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%   |

Cold Hill Branson Ouray Del Norte Manzanola Silver Plume Hudson Num Olney Springs Montezu Greenwood Village Cimarron Hills Platteville Brookside Sheridan Kim Intercultural Institute Loveland West Pleasant View Grand Junction Avon Salida Kersey Jor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

| 2010 MOSAIC HHIds          | 0-7 HH & Percent |       | Unreached HH & Percent |        |
|----------------------------|------------------|-------|------------------------|--------|
| Total                      | 37               | 100%  | 22                     | 100%   |
| REMOTE AMERICA             | 1                | 2.7%  | 1                      | 4.55%  |
| Hardy Rural Fam.           | 0                | 0%    | 0                      | 0%     |
| Rural Southern Living      | 0                | 0%    | 0                      | 0%     |
| Coal & Crops               | 1                | 2.7%  | 1                      | 4.55%  |
| Native America             | 0                | 0%    | 0                      | 0%     |
| ASPIRING CONTEMP'S         | 0                | 0%    | 0                      | 0%     |
| Young Cosmopolitans        | 0                | 0%    | 0                      | 0%     |
| Minority Metro Communities | 0                | 0%    | 0                      | 0%     |
| Stable Careers             | 0                | 0%    | 0                      | 0%     |
| Aspiring Hispania          | 0                | 0%    | 0                      | 0%     |
| RURAL VILLAGES & FARMS     | 36               | 97.3% | 21                     | 95.45% |
| Industrious Country Living | 0                | 0%    | 0                      | 0%     |
| America's Farmland         | 36               | 97.3% | 21                     | 95.45% |
| Comfy Country Living       | 0                | 0%    | 0                      | 0%     |
| Small Town Connections     | 0                | 0%    | 0                      | 0%     |
| Hinterland Fam.            | 0                | 0%    | 0                      | 0%     |

Calhan Flagler Green Mountain Falls Sedgwick Rocky Ford Lyons Brush Stration Haswell Ordway Keystone Federal Heights Palmer Lake Atwood Norwood Ouray Gupton Intercultural Institute Nederland Jamestown Kersey Greenwood Village Englewood Cripp For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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                    | 37               | 100% | 22                     | 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%   |

Walden Castle Pines North Byers Castle Rock Walsh Orchard City Fort Morgan Gold Hill Basalt Y Bonanza Eagle Bethune Eagle-Vail Stonegate West Pleasant View Intercultural Institute St. Mary's Boone Eads Edwards Blue River Stratmoor South Fork Intercultural Institute Auth Alma Copyright 2012, Intercultural Institute for Contextual Ministry Spen Park Manitou Springs Palmer Lake Frisco Sagu 33

# 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?

rboles Wiley Dacono Cheyenne Wells Yampa Minturn Holyoke Acres Green Franktown Hillrose Las A Golden Silt Silverton Fowler Manzanola Dolores Mountain Village Intercultural Institute Vista Elizabeth Internial Womelsdorf (Coalton) Sawpit Lakeside Rockvale Palisade Nation Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

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

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

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



Helly Battlement Mesa South Fork Naturita Peetz Boone Kiowa Ouray Redlands Grand Junction Security-Widefield Crook Hartman Broomfield Eldorado Springs The Provide Intercultural Institute Ramah Crawford Firestone Kittredge Brookside Wellington Westmin Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 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                          | BRIDGES 0-7                          | BRIDGES 0-7 7-10                         |
|-------------------------------|-------|-------|-------|----------------------------------|--------------------------------------|--|
|                               | MILES | MILES | MILES |                                  | MILES                                | MILES MILES                              |
| PC-HH Own                     | 71%   | 71%   | 71%   | Internet Use: Banking            | Internet Use: Banking 27%            | Internet Use: Banking 27% 27%            |
| Use Comp. for Internet/E-mail | 57%   | 57%   | 57%   | HH Owns DVD Player               | HH Owns DVD Player 21%               | HH Owns DVD Player 21% 21%               |
| Internet Use: E-Mail          | 49%   | 49%   | 49%   | Use Comp. for Accounting         | Use Comp. for Accounting 20%         | Use Comp. for Accounting 20% 21%         |
| Use Comp. for Comp. Games     | 45%   | 45%   | 45%   | Internet Use: Shopping: Made A   | Internet Use: Shopping: Made A 20%   | Internet Use: Shopping: Made A 20% 20%   |
| Use Comp. for Word            | 43%   | 43%   | 43%   | Purchase                         | Purchase                             | Purchase                                 |
| Processing                    |       |       |       | Internet Use: News/ Weather      | Internet Use: News/ Weather 19%      | Internet Use: News/ Weather 19% 19%      |
| Use Comp. for Shopping        | 37%   | 37%   | 37%   | PC-Network-HH Has One            | PC-Network-HH Has One 14%            | PC-Network-HH Has One 14% 14%            |
| Use Comp. for Digital Camera  | 35%   | 35%   | 35%   | Use Comp. for Filing/DB Mngmnt   | Use Comp. for Filing/DB Mngmnt 13%   | Use Comp. for Filing/DB Mngmnt 13% 13%   |
| Photo Editing                 |       |       |       | Internet Use: Shopping: Gathered | Internet Use: Shopping: Gathered 10% | Internet Use: Shopping: Gathered 10% 10% |
| Use Comp. for Banking         | 32%   | 32%   | 32%   | Info. for Shopping               | Info. for Shopping                   | Info. for Shopping                       |
| Use Comp. for News/Info./Data | 29%   | 30%   | 30%   | Use Comp. for Personal Financial | Use Comp. for Personal Financial 10% | Use Comp. for Personal Financial 10% 10% |
| Service                       |       |       |       | Mngmnt                           | Mngmnt                               | Mngmnt                                   |
| Use Comp. for Education       | 28%   | 28%   | 28%   | Internet Use: Instant Messaging  | Internet Use: Instant Messaging 9%   | Internet Use: Instant Messaging 9% 9%    |
|                               |       |       |       | (Im)                             | (Im)                                 | (Im)                                     |

Creede Lafavette Northglenn Orchard City Hayden Poncha Springs Security Widefield Loveland Blue Circarron Hills Holly Walsenburg Black Hawk Cheyenne Wells Deer Trais Intercultural Institute Kim Glenwood Springs Wellington Larkspur Nunn Green Mountain Fair Soft Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to 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         | 63%   | 63%   | 63%   |
| Dining Out (Not Fast Food) | 56%   | 57%   | 56%   |
| Card Games                 | 49%   | 49%   | 49%   |
| Reading Books              | 45%   | 45%   | 45%   |
| Gardening                  | 38%   | 38%   | 38%   |
| Go To A Beach/Lake         | 36%   | 36%   | 36%   |
| Board Games                | 32%   | 32%   | 32%   |
| Cooking for Fun            | 29%   | 29%   | 29%   |
| Going To                   | 22%   | 22%   | 22%   |
| Bars/Nightclubs/Dancing    |       |       |       |
| Photography                | 22%   | 22%   | 22%   |

| BRIDGES                       | 0-7   | 7-10  | 10-15 |
|-------------------------------|-------|-------|-------|
|                               | MILES | MILES | MILES |
| Any Ailment                   | 65%   | 64%   | 64%   |
| Gen./Fam. Practitioner        | 42%   | 42%   | 41%   |
| Dentist                       | 24%   | 24%   | 24%   |
| Eye Dr.                       | 24%   | 24%   | 24%   |
| Backache                      | 22%   | 22%   | 22%   |
| None Of These                 | 21%   | 21%   | 21%   |
| Hypertension/High Blood       | 19%   | 19%   | 19%   |
| Pressure                      |       |       |       |
| High Cholesterol              | 19%   | 19%   | 19%   |
| Overweight (30 Pounds Or      | 18%   | 18%   | 17%   |
| More)                         |       |       |       |
| Acid Reflux Disease<br>(GERD) | 16%   | 17%   | 17%   |



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

| BRIDGES                  | 0-7    | 7-10   | 10-15  |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Concert                  | 21.1%  | 21.33% | 21.35% |
| Live Theater             | 13.97% | 14.08% | 14.15% |
| Live Theater Most Often  | 11.78% | 11.84% | 11.9%  |
| Rock/Pop Concerts Most   | 11.09% | 11.25% | 11.24% |
| Often                    |        |        |        |
| Country Concerts Most    | 5.95%  | 5.92%  | 5.93%  |
| Often                    |        |        |        |
| Comedy Club              | 5.5%   | 5.38%  | 5.43%  |
| Movies: Comedy           | 33.2%  | 33.38% | 33.36% |
| Movies: Action/Adventure | 32.75% | 32.9%  | 32.94% |
| Movies: Fam.             | 20.97% | 21.27% | 21.22% |
|                          |        |        |        |

Carbondale Clifton Atwood Naturita Cedaredge Seibert Denver Lafayette Brighton Keystone Carbondale Clifton Atwood Naturita Cedaredge Seibert Denver Lafayette Brighton Keystone Carbonde Chiff Greenwood Village Crawford Keenesburg Columbine Valley Monter Intercultural Institute for Castle Pin Jor Contextual Ministry Cherry Hills Village Delta Simila Evans Log Lane Village Contextual Ministry Mountain Village Grand View Estates Hillrose Boulder

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 | 43.66% | 43.98% | 43.91% | Jogging/Running    | Jogging/Running 11.78%   | Jogging/Running 11.78% 11.86%  |
| Freshwater Fishing   | 30.2%  | 29.79% | 29.65% | Horseback Riding   | Horseback Riding 11.61%  | Horseback Riding 11.61% 11.57% |
| Swimming             | 29.24% | 29.31% | 29.35% | Football           | Football 10.91%          | Football 10.91% 10.85%         |
| Bowling              | 24.58% | 24.62% | 24.58% | Volleyball         | Volleyball 10.76%        | Volleyball 10.76% 10.75%       |
| Camping Trips        | 23.71% | 23.2%  | 23.1%  | Softball           | Softball 10.49%          | Softball 10.49% 10.46%         |
| Hunting              | 23.23% | 22.95% | 22.8%  | Stationary Cycling | Stationary Cycling 9.03% | Stationary Cycling 9.03% 9.07% |
| Golf                 | 21.5%  | 21.65% | 21.54% | Power Boating      | Power Boating 8.97%      | Power Boating 8.97% 8.97%      |
| Basketball           | 17.52% | 17.5%  | 17.49% | Motorcycling       | Motorcycling 8.62%       | Motorcycling 8.62% 8.62%       |
| Mountain/Road Biking | 15.97% | 16.11% | 16.08% | Using Cardio       | Using Cardio 8.04%       | Using Cardio 8.04% 8.2%        |
| Billiards/Pool       | 14.33% | 14.41% | 14.45% | Machine            | Machine                  | Machine                        |
| Baseball             | 13.72% | 13.59% | 13.53% | Snowmobiling       | Snowmobiling 7.62%       | Snowmobiling 7.62% 7.62%       |
| Target Shooting      | 13.56% | 13.33% | 13.25% | Canoeing/Kayaking  | Canoeing/Kayaking 7.24%  | Canoeing/Kayaking 7.24% 7.16%  |
| Weight Training      | 13.02% | 13.17% | 13.19% | Archery            | Archery 7.23%            | Archery 7.23% 7.19%            |
| Backpacking/Hiking   | 12.91% | 12.92% | 12.88% | Roller Skating     | Roller Skating 7.13%     | Roller Skating 7.13% 7.16%     |
|                      |        |        |        | Rock Climbing      | Rock Climbing 6.46%      | Rock Climbing 6.46% 6.43%      |

Byers Towaoc Milliken Air Force Academy Kim Westcreek Olney Springs Fort Morgan Ramah Rexbord Holyoke Woodmoor Silverthorne Wray Hot Sulphur Springs Basalt Intercultural Institute ittleton Black Hawk Johnstown Manassa Bayfield Fort Collins Fort Car for Contextual Ministry Buena Vista Dolores Silverton Hayden Jamestown 39 Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

| BRIDGES              | 0-7   | 7-10  | 10-15 |
|----------------------|-------|-------|-------|
|                      | MILES | MILES | MILES |
| Jet Skiing           | 6.41% | 6.38% | 6.34% |
| Fly Fishing          | 6.15% | 6.08% | 6.07% |
| Ice Skating          | 5.63% | 5.6%  | 5.62% |
| Downhill & X-Country | 5.3%  | 5.29% | 5.32% |
| Skiing               |       |       |       |
| Water Skiing         | 5.22% | 5.11% | 5.12% |
| Soccer               | 5.05% | 5.1%  | 5.15% |
| Tennis               | 4.87% | 4.77% | 4.8%  |
| Aerobics             | 4.81% | 4.85% | 4.95% |
| Snorkeling           | 4.76% | 4.76% | 4.76% |
| Snowboarding         | 4.04% | 4.02% | 4.01% |

| BRIDGES               | 0-7   | 7-10  | 10-15 |
|-----------------------|-------|-------|-------|
|                       | MILES | MILES | MILES |
| Rowing                | 3.68% | 3.67% | 3.66% |
| Skateboarding         | 3.36% | 3.36% | 3.36% |
| Yoga                  | 3.04% | 3.06% | 3.12% |
| Hockey                | 2.74% | 2.73% | 2.74% |
| Surfing & Windsurfing | 2.43% | 2.41% | 2.41% |
| Racquetball           | 1.74% | 1.67% | 1.7%  |
| Sailing               | 1.72% | 1.77% | 1.8%  |
| Saltwater Fishing     | 1.64% | 1.55% | 1.65% |
| Auto Racing           | 1.14% | 1.14% | 1.17% |
| Martial Arts          | 0.91% | 0.89% | 0.93% |

Pagosa Springs Black Forest Mancos Buena Vista Red Cliff East Pleasant View Holyoke Foxfield Rys Grand Junction Eaton Dillon Colorado Springs Silver Plume Gleneard Intercultural Institute reek Hot Sulphur Springs Holly Sheridan Kiowa Superior Ovid Boon Jor Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 1)

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

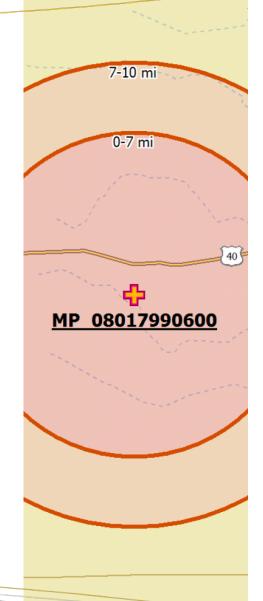
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Fruitvale Todd Creek Buena Vista Genoa Dillon Franktown Avondale Broomfield Stonegate Brighter Cascade-Chipita Park Crowley Stratton Calhan Dacono Ramah Burn Morrison Wellington Ke ter Pueblo Colorado Springs Aspen Boulder Durango West Pleasant Confectual Institute for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual 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.

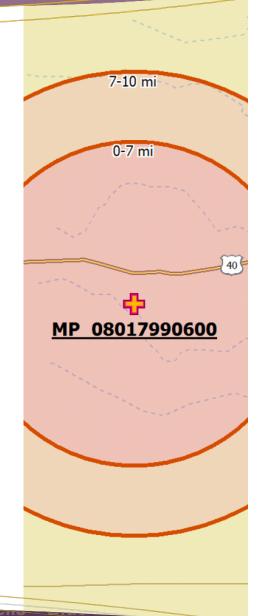
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Campo Seibert Haswell Nederland Johnstown Sheridan Windsor Franktown Security-Widefield Winter The Orchard City Battlement Mesa Cheraw Rye Swink Eckley Kiowa Sanford La Junta Delore Broomfield Silt North Washington Fruita Redlands Englewood Model Intercultural Institute Confectual Ministry Red Cliff Hot Sulphur Springs Monument Otis Brighto Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 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<br>MILES | 7-10<br>MILES | 10-15<br>MILES | BARRIERS  | 0-7<br>MILES | 7-10<br>MILES | 10<br>MI |
|---|--------------|---------------|----------------|---|--------------|---------------|----------|
| Important Continue Learning<br>New Things | 42%          | 42%           | 42%            | Too Much Sponsorship In<br>Arts/Sports          | 18%          | 18%           | 189      |
| Woman's Place Is In The Home              | 40%          | 40%           | 40%            | Like to Stand Out In A Crowd                    | 18%          | 17%           | 179      |
| Find It Difficult To Say No To<br>My Kids | 35%          | 34%           | 34%            | Rarely Sit Down to a Meal<br>Together At Home   | 18%          | 17%           | 179      |
| Speak My Mind Even If It<br>Upsets People | 32%          | 32%           | 32%            | Only Work Current Job for The<br>Money          | 16%          | 16%           | 169      |
| Like To Do Unconventional                 | 31%          | 31%           | 31%            | Marijuana Should Be Legalized                   | 12%          | 12%           | 12%      |
| Things                                    |              |               |                | Like To Pursue                                  | 11%          | 11%           | 11%      |
| Money Is Best Measure Of                  | 28%          | 28%           | 28%            | Challenge/Novelty/Change                        |              |               |          |
| Success                                   |              |               |                | Happy With My Standard Of                       | 7%           | 7%            | 7%       |
| Prefer To Have Few                        | 28%          | 28%           | 28%            | Living  |              |               |          |
| Possessions As Possible                   |              |               |                | Little I Can Do To Change My                    | 6%           | 6%            | 6%       |
| If Won Lottery Would Never                | 27%          | 27%           | 27%            | Life  |              |               |          |
| Work Again                                |              |               |                | Very Happy With My Life As It Is                | 6%           | 6%            | 6%       |
| Like Control Over People And Resources    | 25%          | 25%           | 25%            | We Should Strive for Equality for All           | 6%           | 5%            | 5%       |
| Don't Judge People/Way They<br>Live Life  | 21%          | 21%           | 21%            | Willing To Give Up Time With<br>Fam. To Advance | 5%           | 4%            | 4%       |
| Friends More Important Than My Fam.       | 19%          | 19%           | 19%            | Indulge My Kids With The Little Extras          | 4%           | 4%            | 4%       |
| I Ám A Workaholic                         | 19%          | 18%           | 18%            |   |              |               |          |
|   |              |               |                |   |              |               |          |

Boone West Pleasant View Glenwood Springs Pritchett Crook Kersey Walsh Englewood Orchard City Fort Collins Granada Yuma Monte Vista Sterling Fraser Hooper Ver Paoli Manzanola New E Leadville Gunnison Rye Ovid Starkville Minturn Dinosaur Alamos Intercultural Institute gs Ignacio Co Copyright 2012, Intercultural Institute for Contextual Ministry Aguilar Fruita Fort Morgan Silverton Grand View Est 43

#### **Potential Cultural Themes**

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



ont Sterling Kittredge Severance Granada Vail Genesee Swink Pueblo Peetz Fairplay Eckley Guna the City Marble Garden City Eagle Lakewood Kremmling Twin Lakes Intercultural Institute tale Poncha Springs Otis Cortez Crestone Eaton Collbran Columbine For Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

| THEMES                                    | 0-7   | 7-10  | 10-15 | THEMES                                    | 0-7   | 7-10  | 10-15 |
|---|-------|-------|-------|---|-------|-------|-------|
|   | MILES | MILES | MILES |   | MILES | MILES | MILES |
| Important To Respect Customs              | 55%   | 55%   | 55%   | Like To Just Enjoy Life                   | 12%   | 13%   | 13%   |
| And Beliefs                               |       |       |       | Real Men Don't Cry                        | 12%   | 11%   | 12%   |
| You Should Seize Opportunities In Life    | 47%   | 47%   | 47%   | Provide My Kids With The Little<br>Extras | 10%   | 10%   | 10%   |
| Important Feel Respected By<br>My Peers   | 31%   | 32%   | 31%   | Try Not To Worry About The<br>Future      | 9%    | 9%    | 9%    |
| Like To Understand About                  | 28%   | 28%   | 28%   | Is An Important Part Of Who I Am          | 8%    | 8%    | 8%    |
| Nature                                    |       |       |       | Looking for New Ideas To Improve          | 7%    | 7%    | 7%    |
| Prefer Work Part Of Team Than             | 28%   | 27%   | 28%   | Home                                      |       |       |       |
| Alone                                     |       |       |       | Enjoy Spending Time With My               | 6%    | 6%    | 6%    |
| Prefer To Have Few                        | 28%   | 28%   | 28%   | Fam.                                      |       |       |       |
| Possessions As Possible                   |       |       |       | Like Spending Most Time With              | 6%    | 6%    | 6%    |
| Good At Fixing Things                     | 21%   | 21%   | 21%   | Fam.                                      |       |       |       |
| People Have To Take Me As                 | 21%   | 21%   | 21%   | Feel Very Alone In The World              | 6%    | 6%    | 6%    |
| They Find Me                              |       |       |       | Children Should Be Allowed To             | 3%    | 3%    | 3%    |
| Have Keen Sense Of Adventure              | 21%   | 20%   | 20%   | Express Themselves                        |       |       |       |
| Important To Juggle Various               | 17%   | 17%   | 17%   | Would Like To Set Up Own                  | 3%    | 2%    | 2%    |
| Tasks                                     |       |       |       | Business                                  |       |       |       |
| Worried About Pollution Caused            | 17%   | 17%   | 17%   | Decor Particular Interest To Me           | 2%    | 2%    | 2%    |
| By Cars                                   |       |       |       |   |       |       |       |
| Consider Myself Interested In<br>The Arts | 14%   | 14%   | 14%   |   |       |       |       |

Cripple Creek Fairplay Silt Winter Park Silverthorne Westminster Julesburg Golden Otis Hillrose Hawk Snowmass Village Woodland Park Atwood Frisco Redlands <u>Intercultural Institute</u> Kit Carson St Sherrelwood Fruita Dacono Delta Poncha Springs Towaoc Dillon <u>Intercultural Institute</u> Strasburg Sed 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.



7-10 mi

0-7 mi

MP 08017990600

## **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  |
| Fast Food/Drive-In           | 87.37% | 86.78% | 86.64% |
| Restaurant-Visit Any         |        |        |        |
| Fam. Restaurants/Steak       | 86.12% | 85.88% | 85.71% |
| Houses-Visit Any             |        |        |        |
| McDonald's                   | 56.94% | 56.55% | 56.5%  |
| Burger King                  | 38.07% | 37.65% | 37.59% |
| Subway                       | 33.07% | 32.81% | 32.76% |
| Dairy Queen                  | 31.88% | 31.64% | 31.41% |
| Pizza Hut                    | 30.56% | 30.03% | 29.85% |
| Applebee's                   | 28.76% | 28.7%  | 28.55% |
| Kentucky Fried Chicken (KFC) | 26.99% | 26.76% | 26.69% |
| Taco Bell                    | 26.28% | 26.32% | 26.3%  |
| Arby's                       | 25.3%  | 25.16% | 25.08% |
| Wendy's                      | 18.9%  | 18.67% | 18.75% |

| 0-7    | 7-10  | 10-15  |
|--------|---|--|
| MILES  | MILES   | MILES  |
| 18.19% | 18.15%  | 18.12%   |
| 13.63% | 13.29%  | 13.19%   |
| 13.48% | 13.3%   | 13.33%   |
| 12.73% | 12.59%  | 12.52%   |
| 11.8%  | 11.19%  | 11.25%   |
| 9.56%  | 8.94%   | 8.95%  |
| 9.5%   | 9.22%   | 9.27%  |
| 9.17%  | 9.12%   | 9.19%  |
| 9.16%  | 9.24%   | 9.16%  |
| 8.95%  | 8.63%   | 8.68%  |
| 8.37%  | 8.38%   | 8.42%  |
| 6.99%  | 7%  | 7.1%   |
|        | MILES         18.19%         13.63%         13.48%         12.73%         11.8%         9.56%         9.17%         9.16%         8.95%         8.37% | MILESMILES18.19%18.15%13.63%13.29%13.48%13.3%12.73%12.59%11.8%11.19%9.56%8.94%9.17%9.12%9.16%9.24%8.95%8.63%8.37%8.38% |



#### **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!



Kittredge Lyons Gunnison Carbondale Mount Crested Butte Larkspur Cottonwood Manassa Poncha Wells Evergreen Granby Indian Hills Genesee Calhan Sedgwick Intercultural Institute It Louisville Black Hawk Ophir La Jara Niwot Cherry Hills Village Brochever for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

### **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   | 53.36% | 53.41% | 53.19% |
| Recycled products                   | 35.36% | 35.84% | 35.75% |
| Worked as volunteer (non political) | 18.23% | 18.29% | 18.25% |
| Engaged in fund raising             | 13.33% | 13.38% | 13.32% |
| Addressed a public meeting          | 9.05%  | 9.16%  | 9.09%  |
| Charitable Organization             | 9.02%  | 9.07%  | 9%     |

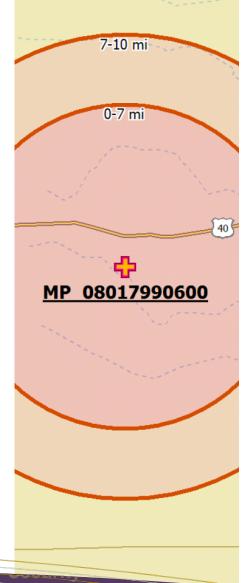
| PROJECTS                              | 0-7   | 7-10  | 10-15 |
|---------------------------------------|-------|-------|-------|
|                                       | MILES | MILES | MILES |
| Religious club member                 | 8.91% | 8.94% | 8.9%  |
| Church Board                          | 8.62% | 8.65% | 8.6%  |
| Union member                          | 6.71% | 6.8%  | 6.77% |
| Wrote to elected offcl about          | 6.21% | 6.21% | 6.2%  |
| publ bus                              |       |       |       |
| Took active part in local civic issue | 5.92% | 5.93% | 5.91% |
| Wrote to editor of mag or             | 4.58% | 4.48% | 4.49% |
| newspaper                             |       |       |       |

Hown Mountain View Centennial Branson Superior Campo Castle Pines Rangely Buena Vista Eaton W Gleneagle Ward Colorado Springs East Pleasant View Limon Frisco ral Heights Carbondale Las Animas Westcreek Indian Hills South Fork ©Copyright 2012, Intercultural Institute for Contextual Ministry Vista Williamsburg Ramab The Pinery Silverton Uiff Cottonwood Salt Creek Fruitvale Rye Idabo Sprin

#### **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.



Ances Olney Springs Red Cliff Wiley Clifton Olathe Hugo Buena Vista Lakeside Romeo Salt Creek tard Glenwood Springs La Junta Brush Walsh Fort Morgan Central City Intercultural Institute Akron Winter Park Naturita Branson Frisco Blanca Moffat Lochbu Jor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Seibert Holyoke Grand Lake Fleming Flagler Vail 50 Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Del Norte Vuma Carbondale San U

## **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  |
| Children's Books       | 11.96% | 11.99% | 12%    |
| Cookbooks              | 10.52% | 10.57% | 10.54% |
| Novel                  | 9.82%  | 9.81%  | 9.92%  |
| Mystery                | 9.8%   | 9.8%   | 9.81%  |
| Religious (not Bibles) | 9.65%  | 9.59%  | 9.56%  |
| Romance                | 5.91%  | 5.9%   | 5.9%   |
| Personal/Business      | 5.3%   | 5.4%   | 5.42%  |
| Self-help              |        |        |        |
| History                | 4.86%  | 4.85%  | 4.88%  |
| Mail order             | 4.79%  | 4.72%  | 4.7%   |

| MAGAZINES                | ZINES 0-7 7-10 |        | 10-15  |
|--------------------------|----------------|--------|--------|
|                          | MILES          | MILES  | MILES  |
| Newspaper<br>Distributed | 57.22%         | 57.32% | 57.28% |
| Gen. Editorial           | 39.14%         | 39.05% | 39.08% |
| Womens                   | 33.62%         | 33.48% | 33.52% |
| Service                  | 32.09%         | 31.84% | 31.87% |
| Fishing/Hunting          | 22.49%         | 22.14% | 22.01% |
| Mens                     | 14.24%         | 14.38% | 14.37% |
| Automotive               | 12.65%         | 12.48% | 12.45% |
| Mature Market            | 12.23%         | 12.24% | 12.21% |
| <b>Business/Finance</b>  | 10.47%         | 10.63% | 10.72% |

Aulesburg Lone Tree La Jara Arriba Ramah Gunnison Basalt Iliff Garden City Loveland Avondale Ma Hancos Eagle-Vail Grover Cheyenne Wells Steamboat Springs Leadville Intercultural Institute Red Cliff Laporte Del Norte Brush Rocky Ford Colorado City Dillo Jor Confectual Ministry Confectual Ministry Office Confectual Ministry Ministry Norwood Colorado Springs Tell 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                | 59.59% | 59.64% | 59.46% |
| Classified               | 38.88% | 38.63% | 38.49% |
| Sport                    | 35.89% | 36.05% | 35.9%  |
| Editorial Page           | 35.76% | 35.92% | 35.76% |
| Comics                   | 30.54% | 30.56% | 30.45% |
| Business/Finance         | 26.53% | 26.72% | 26.71% |
| Food/Cooking             | 25.15% | 25.22% | 25.15% |
| Home/Gardening           | 22.11% | 22.21% | 22.17% |
| TV/Radio Listings        | 18.85% | 18.96% | 19%    |
| Movie Listings & Reviews | 17.71% | 18%    | 18.06% |
| Travel                   | 15.48% | 15.66% | 15.69% |
| Fashion                  | 13.48% | 13.57% | 13.55% |
| Science/Technology       | 13.36% | 13.58% | 13.61% |

| RADIO                 | 0-7    | 7-10   | 10-15  |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| Country               | 46.89% | 46.4%  | 46.05% |
| Adult Contemporary    | 18.88% | 18.66% | 18.59% |
| Oldies                | 14.35% | 14.36% | 14.28% |
| Classic Rock          | 13.94% | 13.93% | 13.86% |
| CHR Contemp Hit Radio | 10.47% | 10.58% | 10.64% |
| Rock                  | 10.42% | 10.46% | 10.44% |
| News/Talk             | 10.02% | 10.14% | 10.16% |
| Variety               | 7.75%  | 7.83%  | 7.84%  |
| Religious             | 6.06%  | 6.06%  | 6.07%  |
| Hispanic              | 3.16%  | 3.27%  | 3.34%  |
| All News              | 2.27%  | 2.44%  | 2.49%  |
| All Talk              | 2.11%  | 2.11%  | 2.13%  |
| Sports                | 1.89%  | 1.94%  | 1.98%  |
| Soft Contemporary     | 1.81%  | 1.89%  | 1.92%  |
| Classic Hits          | 1.76%  | 1.71%  | 1.72%  |
| Urban Contemporary    | 1.72%  | 1.71%  | 1.85%  |
| Classical             | 1.71%  | 1.74%  | 1.76%  |
| Alternative           | 1.71%  | 1.76%  | 1.84%  |
|                       |        |        |        |

eer Trail Colorado City Gleneagle Ovid Glenwood Springs Stonegate IIIff Flagler Aspen Salida Cimar en Blanca Severance Pueblo Columbine Atwood Campion Bethune Intercultural Institute Seibert Bennett Granby Fort Collins Hot Sulphur Springs Trinidad Hot for Confextual Ministry er Copyright 2012, Intercultural Institute for Contextual Ministry dan Case adde Chipita Park

### **Potential Multimedia Content:**

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

| MULTIMEDIA: TV        | 0-7    | 7-10   | 10-15  | MULTIMEDIA: TV             | 0-7    | 7-10   | 10-15  |
|-----------------------|--------|--------|--------|----------------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |                            | MILES  | MILES  | MILES  |
| Fox News Channel      | 68.73% | 68.56% | 68.46% | Encore                     | 29.62% | 29.54% | 29.37% |
| Satellite Dish        | 58.73% | 58.56% | 58.42% | The Science Channel        | 27.84% | 27.54% | 27.28% |
| Other                 | 50.27% | 49.54% | 49.4%  | TV Info From Newspapers    | 27.73% | 27.95% | 27.89% |
| Video-On-Demand       |        |        |        | TV Info From Sunday TV     | 25.97% | 25.99% | 26%    |
| Sci-Fi Channel        | 49.68% | 49.52% | 49.34% | Magazine                   |        |        |        |
| Soapnet               | 46.86% | 46.9%  | 46.89% | BET (Black Entertainment   | 25.7%  | 25.78% | 25.78% |
| Nickelodeon           | 41.81% | 41.63% | 41.37% | TV)                        |        |        |        |
| Adult Swim            | 41.46% | 41.51% | 41.27% | Video-On-Demand Movies     | 23.95% | 23.78% | 23.72% |
| MSNBC                 | 40.7%  | 40.63% | 40.48% | Cinemax                    | 23.76% | 23.57% | 23.36% |
| Subscribe Digital     | 37.95% | 37.78% | 37.66% | TCM (Turner Classic        | 22.73% | 22.89% | 22.88% |
| Cable                 |        |        |        | Movies)                    |        |        |        |
| Adult Pay Per View TV | 34.84% | 34.66% | 34.67% | USA Network                | 21.97% | 21.94% | 21.96% |
|                       |        |        |        | TV Info From Monthly Cable | 21.11% | 21.1%  | 21.08% |
| Nick At Nite          | 34.51% | 34.73% | 34.58% | Guide                      |        |        |        |
| Hallmark Channel      | 29.73% | 29.67% | 29.59% | TV Info From Other         | 20.92% | 20.91% | 20.87% |
|                       |        |        |        | Lifetime                   | 19.95% | 19.84% | 19.84% |

<u>Monte Vista Gleneagle Air Force Academy</u> Poncha S e Craig South Fork Alamosa East Kiowa Edwards d

Norwood Yuma Erie Holyoke lliff Hillrose Crowley Pueblo West Intercultural Institute for Contextual Ministry opyright 2012, Intercultural Institute for Contextual Ministry

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#### **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.



Avondale La Jara Peetz Mountain Village Glenwood Springs Aspen Kersey Federal Heights Nederland Secondaria Lake Cherry Hills Village Kremmling Ridgway Gunbarrel Rom Intercultural Institute Secondaria Redlands Sawpit Center Edgewater Golden Eckley Cedared (Secondaria Ministry Sulphor Springs) Secondaria Secondaria Institute for Contextual Ministry Breckenridge Wheat Ridge Limon Delta Commerce 54 Contextual Ministry Reckenridge Recomfield Simla Air Force Academy The Brockenridge Recomfield Simla Air Force Academy The Brockenridge Recomfield Simla Air Force Academy The Brockenridge Recommendation of the Brockenridge Recomfield Simla Air Force Academy The Brockenridge Recommendation of the Brockenridge Recommen

## 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.

| 0-7    | 7-10  | 10-15  |
|--------|---|--|
| MILES  | MILES   | MILES  |
|        |   |  |
| 14.05% | 14.05%  | 14.1%  |
| 7.05%  | 7.03%   | 7.08%  |
| 18.92% | 18.84%  | 18.83%   |
|        |   |  |
| 2%     | 1.96%   | 1.95%  |
| 2.03%  | 1.97%   | 1.95%  |
| 1.95%  | 1.96%   | 1.96%  |
| 0.97%  | 0.98%   | 0.97%  |
| 1.95%  | 1.97%   | 1.95%  |
|        | MILES<br>14.05%<br>7.05%<br>18.92%<br>2%<br>2.03%<br>1.95%<br>0.97% | MILES       MILES         14.05%       14.05%         7.05%       7.03%         18.92%       18.84%         2%       1.96%         2.03%       1.97%         1.95%       0.98% |

| MEDIUM              | 0-7    | 7-10   | 10-15  |
|---------------------|--------|--------|--------|
|                     | MILES  | MILES  | MILES  |
| Quintiles (20%)     |        |        |        |
| Magazines I (Heavy) | 21%    | 20.96% | 20.9%  |
| Magazines II        | 8%     | 7.89%  | 7.86%  |
| Magazines III       | 12.03% | 11.97% | 11.9%  |
| Magazines IV        | 12.03% | 11.93% | 11.92% |
| Magazines V (Light) | 0.97%  | 0.98%  | 0.97%  |
| Outdoor I (Heavy)   | 3.24%  | 3.06%  | 3.13%  |
| Outdoor II          | 0.03%  | 0.07%  | 0.1%   |
| Outdoor III         | 3.05%  | 3.01%  | 3%     |
| Outdoor IV          | 14.16% | 13.96% | 13.96% |
| Outdoor V (Light)   | 27.03% | 26.94% | 26.83% |
| Yellow Pages I      | 12.22% | 11.9%  | 11.93% |
| (Heavy)             |        |        |        |
| Yellow Pages II     | 2.11%  | 2.05%  | 2.08%  |
| Yellow Pages III    | 3.08%  | 2.99%  | 3.02%  |
| Yellow Pages IV     | 19.24% | 18.96% | 18.99% |
| Yellow Pages V      | 1.16%  | 1.01%  | 1.03%  |
| (Light)             |        |        |        |

A star Eagle Vail Paonia Commerce City Superior Nederland Mead Boone Moffat Rangely Larkspur A Wiley Castle Vona Fort Carson Williamsburg Ridgway Dinosaur Montrose Bertho for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Spen Park Todd Creek Ramah Avon Grover Federa 55

## Potential Multimedia Usage

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

| EDIUM 0-7 7-10 10-15 ME  | DIUM                  | EDIUM 0-7             |
|--|-----------------------|-----------------------|
| MILES MILES MILES  |                       | MILES                 |
| dio Drive Time Quntiles TV Prime   | Time Quntiles (fifths | Time Quntiles (fifths |
| ths / 20%) / 20%)  |                       |                       |
| ve Time I & II (Heavy) 3.95% 3.94% 3.92% Prime Time I & II                                 | (Heavy)               | I (Heavy) 4%          |
| ve Time III (Medium) 0.03% 0% 0.04% Prime Time III (Med                                    | dium)                 | dium) 2.95%           |
| dio IV & V (Light) 3.92% 3.98% 3.94% Prime Time IV & V (L                                  | .ight)                | ight) 4.59%           |
| dio Media Quntiles (fifths / TV Early/Late Fringe  | Quntiles              | Quntiles              |
| %) (fifths / 20%)  |                       |                       |
| dio I & II (Heavy)         8.14%         8.07%         8.06%         Fringe I & II (Heavy) |                       | 35.76%                |
| dio III (Medium) 6% 5.94% 5.9% Fringe III (Medium)   |                       | 60.03%                |
| dio IV & V (Light) 3.92% 3.92% 3.94% Fringe IV (Light)                                     |                       | 50.86%                |
| ble TV Quntiles (fifths / TV All Day Quntiles (fifths                                      | s /                   | s /                   |
| %) 20%)  |                       |                       |
| ble I & II (Heavy) 13.97% 13.89% 13.86% All Day I & II (Heavy)                             |                       | 8.32%                 |
| ble III (Medium)         2.08%         2.03%         2.04%         All Day III (Medium)    |                       | 21.43%                |
| ble IV & V (Light) 39.89% 39.59% 39.51% All Day IV (Light)                                 |                       | 5.35%                 |

ken Sheridan Lake Hot Sulphur Springs Lone Tree Westcliffe Simla Evergreen Avon Swink Limon St Castle Pines North Silt Monte Vista Dolores Rico Bennett Stonegate Intercultural Institute Wiggins Vona Grover Telluride Red Cliff Applewood Ridgway Linco Torcontextual Ministry Uder Raymer ©Copyright 2012, Intercultural Institute for Contextual Ministry Progetown North Washington Padroni Niwot Manzano 56

# 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] | 10.92% | 10.81% | 10.89% |
| 6:00am - 10:00am   | 9.03%  | 9.13%  | 9.22%  |
| 10:00am - 3:00pm   | 1.05%  | 1.08%  | 1.15%  |
| 3:00pm - 7:00pm    | 14.73% | 14.99% | 14.99% |
| 7:00pm - Midnight  | 13.86% | 13.89% | 13.93% |
| Midnight - 6:00am  | 5.03%  | 4.98%  | 4.99%  |
| Weekend Radio      |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 15.7%  | 15.89% | 15.85% |
| 6:00am - 10:00am   | 1%     | 1%     | 1.04%  |
| 10:00am-3:00pm     | 1.97%  | 2.05%  | 2.09%  |
| 3:00pm - 7:00pm    | 5.97%  | 6.06%  | 6.05%  |
| 7:00pm - Midnight  | 4%     | 4.03%  | 4.1%   |
| Midnight - 6:00am  | 3.05%  | 2.96%  | 3.1%   |

| USAGE                 | 0-7    | 7-10   | 10-15  |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| Prime Time TV Viewers |        |        |        |
| 8:00-11:00pm          | 9.14%  | 8.93%  | 8.89%  |
| Saturday:             | 7%     | 6.96%  | 6.97%  |
| 8:00-11:00pm          |        |        |        |
| Sunday: 7:00-11:00pm  | 14.81% | 14.76% | 14.67% |
| 9:00am-1:00pm         | 34.51% | 34.73% | 34.58% |
| 9:00am-4:00pm         | 37.51% | 37.69% | 37.55% |
| 4:00pm-7:00pm         | 27.7%  | 27.76% | 27.78% |
| 11:00pm-1:00am        | 44.76% | 44.72% | 44.63% |
| AVG Prime time        | 2.05%  | 2.04%  | 2.05%  |
| Mon-Sun               |        |        |        |

Crowley Dolores Oak Creek Starkville Mancos Holly Atwood Columbine Walden Sanford Erie Low ster (Coalton) Gold Hill Silverthorne Coal Creek Carbondale Olathe Greek Intercultural Institute mboat Springs Arvada Aspen Park Williamsburg Lone Tree Allenspark 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    |        |        |        | Weekend           | Weekend              | Weekend                     |
| 6-7am      | 14.97% | 15.01% | 15.03% | Sat: 7-10am       | Sat: 7-10am 18.81%   | Sat: 7-10am 18.81% 18.88%   |
| 7-9am      | 19.14% | 19%    | 19.03% | Sat: 10am-1pm     | Sat: 10am-1pm 6.03%  | Sat: 10am-1pm 6.03% 6.1%    |
| 9am-12noon | 30.35% | 30.76% | 30.63% | Sat: 1-4pm        | Sat: 1-4pm 20.86%    | Sat: 1-4pm 20.86% 20.99%    |
| 12noon-4pm | 7.16%  | 6.93%  | 6.92%  | Sat: 4-6pm        | Sat: 4-6pm 5.95%     | Sat: 4-6pm 5.95% 5.95%      |
| 4-6pm      | 49.57% | 49.53% | 49.43% | Sat: 6-7pm        | Sat: 6-7pm 1.97%     | Sat: 6-7pm 1.97% 1.96%      |
| 6-7pm      | 31.73% | 31.51% | 31.31% | Sat: 7-8pm        | Sat: 7-8pm 1.14%     | Sat: 7-8pm 1.14% 1.01%      |
| 7-7:30pm   | 1%     | 1.01%  | 1.03%  | Sat: 8-11pm       | Sat: 8-11pm 7%       | Sat: 8-11pm 7% 6.96%        |
| 7:30-8pm   | 7.35%  | 6.98%  | 7.04%  | Sat: 11pm-1am     | Sat: 11pm-1am 3.03%  | Sat: 11pm-1am 3.03% 3%      |
| 8-11pm     | 9.14%  | 8.93%  | 8.89%  | Sat: 1am-7pm      | Sat: 1am-7pm 21.97%  | Sat: 1am-7pm 21.97% 21.94%  |
| 11pm-12am  | 40.7%  | 40.63% | 40.48% | Sun: 7-10am       | Sun: 7-10am 2%       | Sun: 7-10am 2% 1.98%        |
| 11pm-1am   | 44.76% | 44.72% | 44.63% | Sun: 10am-1pm     | Sun: 10am-1pm 11.86% | Sun: 10am-1pm 11.86% 11.79% |
| 1-6am      | 30.05% | 29.94% | 29.9%  | Sun: 1-4pm        | Sun: 1-4pm 3.95%     | Sun: 1-4pm 3.95% 4.04%      |
|            |        |        |        | Sun: 4-7pm        | Sun: 4-7pm 16.81%    | Sun: 4-7pm 16.81% 16.85%    |
|            |        |        |        | Sun: 7-11pm       | Sun: 7-11pm 14.81%   | Sun: 7-11pm 14.81% 14.76%   |
|            |        |        |        | Sun: 11pm-1am     | Sun: 11pm-1am 4.89%  | Sun: 11pm-1am 4.89% 4.97%   |
|            |        |        |        | Sun: 1-7am        | Sun: 1-7am 26.68%    | Sun: 1-7am 26.68% 26.76%    |

Columbine Valley Hugo The Pinery Laporte Greenwood Village Calhan Wheat Ridge Center Alamosa Springs Florence Silver Cliff Orchard City Jamestown Starkville Redend Intercultural Institute Village Johnste Arboles Rico Morrison Brighton Nucla De Beque East Pleasant View Son Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



# 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

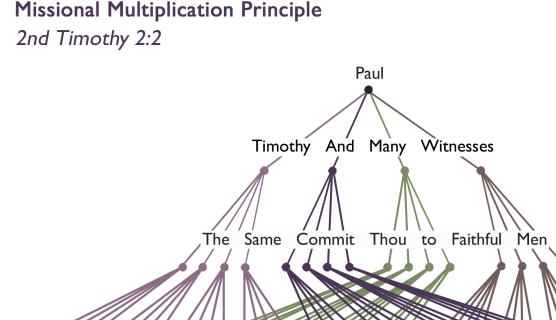
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Milliken Aurora Derby Rico Welby Lamar Edgewater Moffat Sat Creek Rockvale Nucla Greeky and Granby Springfield Cherry Hills Village Haswell Akron Federal Heiner Intercultural Institute Cedaredge Evans Bennett Manzanola Black Hawk Raymer Norwood Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Comparison Lyons Glepeagle Ordway Telluride Westminster

## **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.



Who Shall Be Able To Teach Others Also

rnash La Salle Hartman Burlington Cripple Creek Sheridan Gold Hill Cheraw Vona Twin Lakes South Generation Sanford Flagler Eldorado Springs Fruitvale Derby Los Intercultural Institute mmerce City Franktown Starkville Seibert Silver Plume Avon The Piner for Contextual Ministry Corpyright 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



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### Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
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- 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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|         | www.missionalpartners.org   |
|         |                             |

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