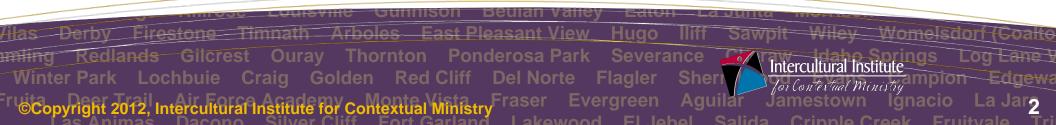
# MissionSite top unreached locations



#### MissionSite (TM) Table of Contents

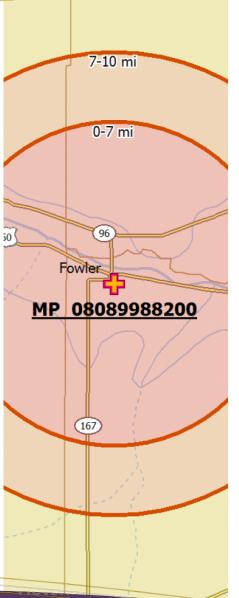
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#### Site Location Summary

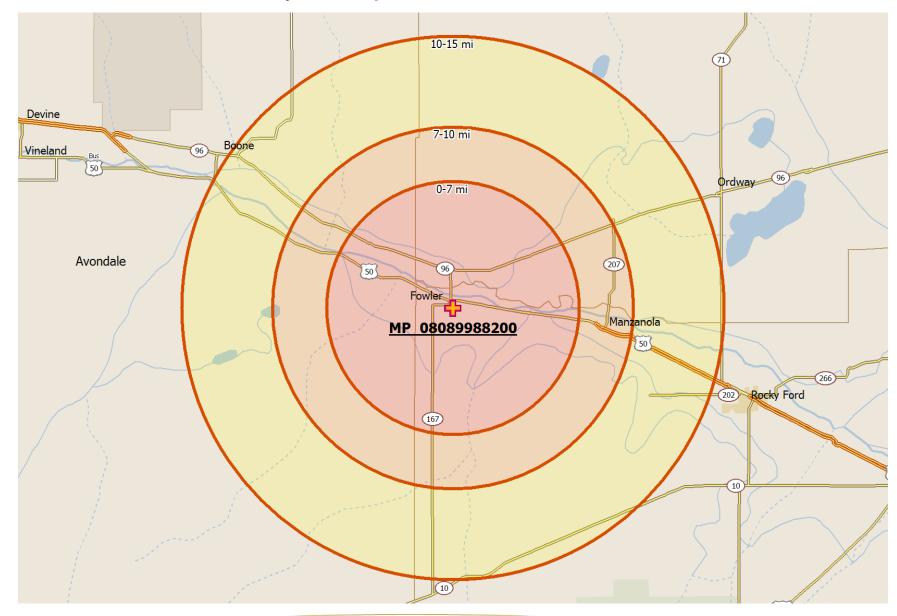
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION	
1	Region	08R02	Eastern Plains	
2	Association	08A01	Arkansas Valley	
3	County Location	08089	Otero	
4	Zipcode	81039	Otero	
5	Sitescape Category	1	Countryscape	
6	Sitescape Group	1.2	Distant Settlements	
7	Sitescape Subgroup	1.21	Settlements outside settlements	
8	Sitescape Density Pattern	13	2500-0-2500	



Franktown Walden Caiz on City Pierce Redlands Snowmass Village Deta Central City Hillrose Everge Hanitou Springs Palmer Lake Aguilar Idaho Springs Highlands Ranch Intercultural Institute Byers Towaoc Manzanola Castle Rock Hugo Aurora Olney Springs Ar Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

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



Bennett Seibert Applewood Security-Widefield Milliken Federal Heights Louviers Derby Sherrelwood The Pinery Johnstown Salt Creek Downieville-Lawson-Dumont Empire Intercultural Institute do City Keystone La Salle Burlington Nunn Loveland Cascade-Chipita For Contextual Ministry <sup>OS</sup>©Copyright 2012, Intercultural Institute for Contextual Ministry

### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	10	Rural commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	6	Percent commuting from non metro to metro areas

DIO WEST CASTIE PINES NORTH ROXDOLOUGIE

tone Eads Dolores Greenwood Village Foxfield Cal, 20n City Vall Hayden Jamestown Greede Erle G Grewley Kersey Haxtun Walden Wray Derby Fort Carson Salt Creek Frail Avon Gleneagle Air F astle Longmont Westminster Denver Coal Creek Frisco Alma Vona Confectual Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### 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	4,123	1,145	2,583
2010 Households	1,043	470	477
2010 Group Quarters Population	1,821	8	1,479

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	4	0	4
Language Diversity National Index	31	0	48
Foreign Born Diversity National Index	0	0	3
Ancestry Diversity National Index	78	0	47
Racial Diversity National Index	29	66	55

De Beque Fairplay Malden Springfield La Salle Nucla Glendale Grand View Estates Nivet Wiggins Loghill Village Estes Park Caï, ½on City Golden Severance Palis intercultural Institute Lakewood The Pinery Olney Springs Cedaredge Castle Pines Elizabe 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	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	1	True

von Silverton North Washington Gleneagle Palmer Lake Salida Clifton Aspen Park Louviers Holly State arachute Jamestown Genesee Loveland Ridgway Silverthorne Gold Hill <u>Intercultural Institute</u> lington Sterlin Juache Kit Carson Franktown Grover Deer Trail Security-Widefield The Jon Confectual 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	15	1.44%
Mainstay Communities	Established, Diverse Households	93	8.92%
Working Communities	Blue-collar, Working Families	251	24.07%
Country Communities	Rural, Agri. & Mining Families	341	32.69%
Aspiring Communities	Young Singles / Aspiring-Multihousing	36	3.45%
Urban Communities	High Density, Inner-city Neighborhoods	306	29.34%

ford Deer Trail <u>Kit Carson San Luis Parker Las Animas Foxfield</u> Cascade-Chipita Park Blue River Bent Peetz De Beque Meridian Rifle Lamar Pierce Alamosa East Leadville <u>Intercultural Institute</u> Brighton Lot La Salle Julesburg Eagle-Vail Bow Mar Indian Hills Ponderosa Park *foi Contextual Ministry* Salt Creek 8

# 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.

old Hill Elizabeth Cheyenne Wells Victor Erie Bethune Cascade-Chipita Park Dillon Parker Otis Battle Sedgwick New Castle Gunbarrel Walsenburg Hayden Fruita Simla Ansperk Air Force Academy ather Lakes Eagle-Vail Delta Hugo Paoli Sterling Buena Vista Raymer for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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

Alamosa Fast Granada Raymer Elizabeth Sedalia West Pleasant View Lakeside Springfield Ken Caryl I Stonegate Aguilar Las Animas Walsh Sanford Fairplay Jamestown Intercultural Institute Ophir Applewood Empire Beulah Valley Rifle Padroni Grover Range Jor Confestual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Storegate 2012, Intercultural Institute for 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	5,126	651	12.71%
Unreached %	64.86%	62.45%	96.29
Religious But NOT Evangelical HH	1,044	114	10.88%
Religious But NOT Evangelical %	13.22%	10.89%	82.42
Spiritual But NOT Relig or Evang HH	680	105	15.46%
Spiritual But NOT Relig or Evang %	8.6%	10.08%	117.17
Not Evangelical, Not Interested HH	3,402	433	12.72%
Not Evangelical, Not Interested %	43.04%	41.48%	96.38



Hiff Boone Blue River Oak Creek Hugo Womelsdorf (Coalton) Campion Aguilar Federal Heights Krei Orig Crested Butte Holly Silt Franktown Eldorado Springs Flagler Mead Walden Loveland Keystone Cripple Creek Westcliffe Grand Virgins Motifat Meeker Derby 11 Copyright 2012, Intercultural Institute for Contextual Ministry

# **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	697	68	9.78%
Active Evangelical Percent	8.81%	9.19%	104.26
Inactive Evangelical Households	2,081	203	9.77%
Inactive Evangelical Percent	26.33%	27.44%	104.21
# New Churches Needed	4	0	9.38%





# Using the Spirituality Indicators

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

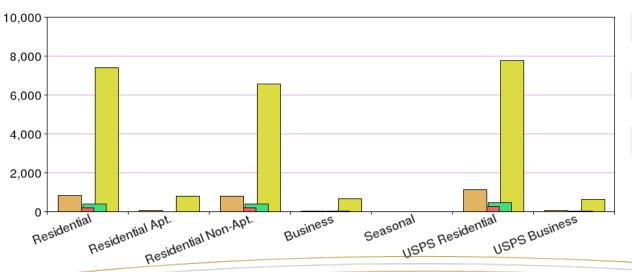
#### Issues for Your Consideration

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



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

COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
20,185	2,437	12.07%	1990 Households	7,593	968	12.75%
20,311	3,688	18.16%	2000 Households	7,920	1,054	13.31%
18,652	4,123	22.1%	2010 Households	7,903	1,043	13.2%
Location Types in this MissionSite					vpe	0-7mi Band
📕 7-10mi	Band	10-15mi Band	County	Residential		840
	20,185 20,311 18,652 Locatio	20,185 2,437 20,311 3,688 18,652 4,123 Location Types in	20,1852,43712.07%20,3113,68818.16%18,6524,12322.1%Location Types in this MissionSite	20,185       2,437       12.07%       1990 Households         20,311       3,688       18.16%       2000 Households         18,652       4,123       22.1%       2010 Households         Location Types in this MissionSite	20,185       2,437       12.07%       1990 Households       7,593         20,311       3,688       18.16%       2000 Households       7,920         18,652       4,123       22.1%       2010 Households       7,903         Location Types in this MissionSite         7-10mi Band       10-15mi Band       County	20,185       2,437       12.07%       1990 Households       7,593       968         20,311       3,688       18.16%       2000 Households       7,920       1,054         18,652       4,123       22.1%       2010 Households       7,903       1,043         Location Types in this MissionSite         Location Type         7-10mi Band       10-15mi Band       County

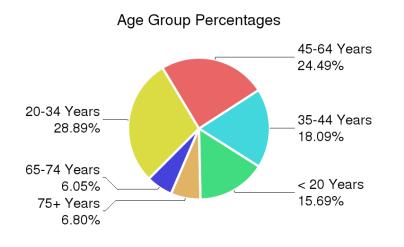


Location Type	0-7mi Band
Residential	840
Residential Apt.	51
Residential Non-Apt.	789
Business	38
Seasonal	0
USPS Residential	1,120
USPS Business	64

howmass Village Florence Montrose Rocky Ford Bow Mar La Jara Larkspur Manitou Springs Crested Bu achute Longmont Fort Lupton Clifton Ignacio Ramah Castle Pines Edit Contextual Institute Valley Bayfield Ille Kim Womelsdorf (Coalton) Bethune Nunn Idaho Springs Tabernash Jos Contextual Ministry Holly Firesto Copyright 2012, Intercultural Institute for Contextual Ministry Haxtun Delta Yuma Two Buttes East Pleasant View

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.

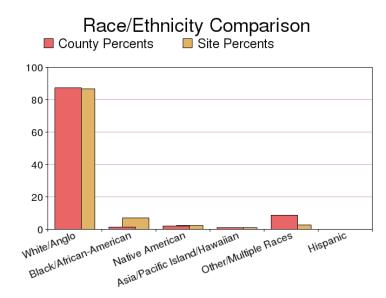


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.15%	3.18%	61.75
4-5 Years	2.81%	0.97%	34.52
6-8 Years	4.36%	2.06%	47.25
9-11 Years	4.18%	2.5%	59.81
12-13 Years	2.7%	1.58%	58.52
14-17 Years	5.73%	3.35%	58.46
18-19 Years	2.92%	2.04%	69.86
0-5 Years	7.96%	4.15%	52.14
6-12 Years	9.9%	5.29%	53.43
13-19 Years	10%	6.23%	62.3
< 20 Years	27.86%	15.67%	56.25
20-34 Years	16.34%	28.86%	176.62
35-44 Years	10.22%	18.07%	176.81
45-64 Years	26.87%	24.47%	91.07
65-74 Years	9.62%	6.04%	62.79
75+ Years	9.1%	6.79%	74.62
Median Age	41	39	94.32
Median Age (Male)	39	39	100.36
Median Age (Female)	43	38	89.41

owmass Village <u>Sterling</u> Mountain View Olathe Cascade-Chipita Park Delta Morrison Bayfield Cedaredge Norwood Westcreek La Veta Stratmoor Frederick La Junta Steamber <u>Intercultural Institute</u> Downieville-Lawson-Dumont Dillon Leadville North Eckley Mead Parker Il Confextual Ministry Il Confextual Ministry 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.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	87.21%	86.83%	99.57
Black, African-American	1.28%	6.84%	533.78
Native American	2.04%	2.47%	121.11
Asian	0.79%	1.07%	134.49
Pacific Island, Hawaiian	0.17%	0%	0
Other/Multiple Races	8.51%	2.81%	33.07
Hispanic	0%	18.43%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,268	3,143	
Less than 9th Grade	10.71%	5.7%	188.07

Total Adults over age 25 years.	12,268	3,143	
Less than 9th Grade	10.71%	5.7%	188.07
No High School Diploma	11.4%	11.1%	102.62
High School Graduate	31.87%	36.05%	88.41
Some College, no degree	21.41%	25.36%	84.44
Associate Degree	8.12%	7.19%	112.91
College Degree	10.65%	8.27%	128.79
Graduate/Prof. degree	5.84%	6.33%	92.18

nimas Longmont Frederick North-Washington Lake City Derby Basalt Pitkin Chevenne Wells Lyons Garden City Castle Rock Gleneagle Castle Pines North Franktown Krem Confectual Ministry Confectual Ministry Compyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry Compyright 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	11.48%	11.12%	88.96	
\$10,000 to \$19,999	16.3%	17.35%	106.48	
\$20,000 to \$29,999	15.72%	17.83%	113.47	
\$30,000 to \$49,999	21.62%	21.19%	97.98	
\$50,000 to \$59,999	7.86%	7.86%	100.05	
\$60,000 to \$69,999	6.85%	6.42%	93.84	
\$70,000 to \$79,999	5.24%	4.89%	93.34	
\$80,000 to \$89,999	4.15%	5.47%	131.68	
\$90,000 to \$99,999	2.37%	2.68%	113.46	
\$100,000 to \$124,999	3.62%	2.59%	71.53	
\$125,000 to \$149,999	2.45%	1.44%	58.59	
\$150,000 to \$199,999	1.95%	0.1%	4.92	
\$200,000 to \$249,999	0.23%	0%	0	
\$250,000 or more	0.18%	0.48%	270.61	
Median Household	35,607	33,696	94.63	
Average Household	47,858	49,768	103.99	
Per Capita Household	21,356	13,132	61.49	
Family/Non-Family Household				
Income				
Median Family Income	43,421	42,422	97.7	
Average Family Income	54,935	49,727	90.52	
Median Non-Family Income	21,717	22,663	104.36	
Average Non-Family Income	32,536	27,437	84.33	

Norwood Wray Manitou Springs Steamboat Springs Mancos Marble Crestone Berlihoud Ramah G Craig Iliff Romeo Ridgway Fountain Bennett Trinidad Sugar City Intercultural Institute Vail Eagle-Vail Gunnison Superior Louisville Idaho Springs Rock Joi Contextual Ministry Wheat Ridge Copyright 2012, Intercultural Institute for Contextual Ministry Kenridge Fairplay Grand Lake Limon Garden City L

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.4%	67.88%	99.24
Families with Children	34%	29.34%	86.29
Families without Children	34.4%	38.54%	112.03
Non-Family Households			
% Non-Family Households	31.6%	32.12%	101.66
Non-Families with Children	0.23	0.38	168.38
Non-Families without Children	31.37	31.74	101.17
Housing Units			Index
Total Housing Units	8,931	1,170	
Vacant percent	11.51%	10.94%	95.05
Owned percent	61.14%	65.64%	107.37%
Rented Percent	27.35%	23.5%	85.93
Households by Size			Index
Avg household size	2.29	2.21	96.51
Avg family hh size	2.84	2.73	96.13
Avg non-family hh size	1.10	1.11	100.91
Households By Count of Persons			Percent
One	2,267	309	13.63%
Two	3,073	454	14.77%
Three or Four	2,055	233	11.34%
Five+	508	48	9.45%

Lyons Sherrelwood North Washington Avondale Kim Mead Loghill Village La Salle Delta Allenspark Red Feather Lakes Central City West Pleasant View Pitkin Mountain Village La Salle Delta Allenspark tchkiss Oak Creek Manassa Silt Breckenridge Idaho Springs Vona New Joi Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fraser Foxfield Westchiffe Haxtun La Jara Vict 18

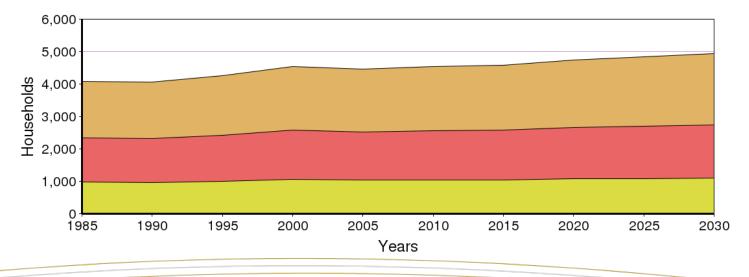
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile 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	20,185	2,437	12.07%
2000 Population	20,311	3,688	18.16%
2010 Population	18,652	4,123	22.1%
2015 Population	18,561	4,140	22.3%

Household Change from 1985 to 2030

🗖 0-7mi Ring 👘 🗖 0-10mi Ring

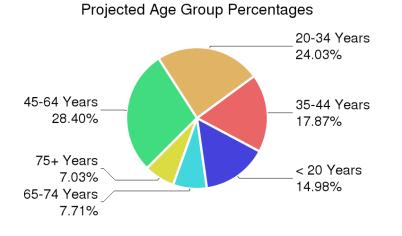
🔲 0-15mi Ring



Lochbuie Creede Wheat Ridge Bonanza Strasburg Rye Calhan Crested Butte Beutah Valley Arriba A and Alamosa Firestone Woodmoor Larkspur Eldora Arvada Save Intercultural Institute chkiss Lakewood Alamosa East Mancos Pierce Vail Hartman Indian Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultu

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.

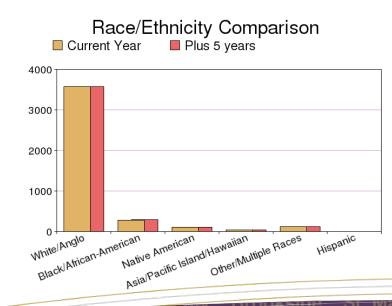


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.18%	3.43%	107.86
4-5 Years	0.97%	0.89%	91.75
6-8 Years	2.06%	1.71%	83.01
9-11 Years	2.5%	2.32%	92.8
12-13 Years	1.58%	1.74%	110.13
14-17 Years	3.35%	3.24%	96.72
18-19 Years	2.04%	1.59%	77.94
0-5 Years	4.15%	4.32%	104.1
6-12 Years	5.29%	4.73%	89.41
13-19 Years	6.23%	5.87%	94.22
< 20 Years	15.67%	14.92%	95.21
20-34 Years	28.86%	23.94%	82.95
35-44 Years	18.07%	17.8%	98.51
45-64 Years	24.47%	28.29%	115.61
65-74 Years	6.04%	7.68%	127.15
75+ Years	6.79%	7%	103.09
Median Age	41	39	94.59
Median Age (Male)	39	38	98.27
Median Age (Female)	43	38	88.7

Womelsdorf (<u>Coalton</u>) Fort Carland Dinosaur Colorado City Aristocrat Ranchettes Fort Collins Red Cliff echouse Breckenridge Nunn Edwards Pagosa Springs Silt Fairplay Or Intercultural Institute Je-Vail New Castle Silver Plume Stratton Paonia Fruita La Salle Kit Confectual Ministry a Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Benoa Saguache South Fork La Jara Rocky Ford 20

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	86.83%	86.35%	99.45
Black, African-American	6.84%	7.05%	103.12
Native American	2.47%	2.61%	105.45
Asian	1.07%	1.09%	101.85
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.81%	2.9%	103.02
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,143	3,282	
Less than 9th Grade	5.7%	5.51%	96.83
No High School Diploma	11.1%	10.54%	94.94
High School Graduate	36.05%	36.5%	101.26
Some College, no degree	25.36%	24.62%	97.09
Associate Degree	7.19%	7.56%	105.09
College Degree	8.27%	8.84%	106.81
Graduate/Prof. degree	6.33%	6.43%	101.54

 Induction
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 Fort Garland
 Morrison
 Alma
 Dinosaur
 Evergreen
 Idaho Springs
 Ward
 Ovid
 Battle

 eridan
 Creede
 Crestone
 Ault
 Twin Lakes
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A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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	11.12%	9%	80.96
\$10,000 to \$19,999	17.35%	16.48%	94.94
\$20,000 to \$29,999	17.83%	18.1%	101.52
\$30,000 to \$49,999	21.19%	20.5%	96.74
\$50,000 to \$59,999	7.86%	8.62%	109.65
\$60,000 to \$69,999	6.42%	6.42%	99.9
\$70,000 to \$79,999	4.89%	6.03%	111.66
\$80,000 to \$89,999	5.47%	5.46%	91.14
\$90,000 to \$99,999	2.68%	2.49%	92.77
\$100,000 to \$249,999	2.59%	3.54%	136.91
\$125,000 to \$149,999	1.44%	2.01%	139.87
\$150,000 to \$199,999	0.1%	0.38%	399.62
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.48%	0.29%	59.94
Median Household	33,696	37,164	110.29
Average Household	49,768	53,880	108.26
Per Capita Household	13,132	14,192	108.07
Femily/Nen Femily Llevenhold			
Family/Non-Family Household Income			
Median Family Income	42,422	44,727	105.43
Average Family Income	49,727	52,459	105.49
Median Non-Family Income	22,663	31,749	140.09
Average Non-Family Income	27,437	33,768	123.07

Sawpit Ault Crested Butte Cedaredge Westcreek Pitkin Evergreen Eagle Burlington Sherrelwood Fair Edwards Springfield Fleming Raymer Crestone Campo Bethune Mest Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	67.88%	68.1%	100.33
Families with Children	29.34	29.5	100.56
Families without Children	38.54	38.79	100.65
Non-Family Households			
% Non-Family Households	32.12%	31.9%	99.31
Non-Families with Children	0.38	0.29	99.31
Non-Families without	31.74	31.61	99.6
Children			
Housing Units			
Total Housing Units	1,170	1,174	100.34%
Vacant percent	10.94%	11.07%	101.22
Owned percent	65.64%	65.59%	99.92
Rented Percent	23.5%	23.42%	99.66
Households by Size			
Avg household size	2.21	2.17	98.19%
Avg family hh size	2.73	2.67	97.8%
Avg non-family hh size	1.11	1.09	98.2%
Households By Count of			
Persons			
One	309	307	99.35%
Two	454	460	101.32%
Three or Four	233	239	102.58%
Five+	48	39	81.25%

Silt Kiowa Salt Creek Greeley Aspen Park Avondale San Luis Leadville Golden Eckley Peetz Too Bran Craig Parker Morrison Carbondale Caï; ½on City Coal Creek Cert Intercultural Institute Fort Garland Security-Widefield Winter Park Boulder Windsor West Intercultural Institute Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Confectual 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	15	0	108	Eastern Africa	0	0	0
Northern Europe	0	0	1	Middle Africa	0	0	0
Western Europe	0	0	6	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	0	0	1	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	0	2	Oceania	0	0	0
So. Central Asia	0	0	0	Caribbean	0	0	2
SE Asia	0	0	0	Central Amer.	15	0	93
Western Asia	0	0	2	South America	0	0	0
Other Asia	0	0	0	North America	0	0	1
				Born at sea	0	0	0

okedale Manassa Windsor Hooper Fleming East Pleasant View Pueblo West Brighton Creede Swink Bacono Alamosa East Breckenridge Bonanza Rangely Vail Security Intercultural Institute sdorf (Coalton) Todd Creek Paonia Colorado City Parachute Ramah Ne Joi Contextual Ministry Becopyright 2012, Intercultural Institute for Contextual Ministry Becopyright 2012, Intercultural Institute for Contextual Ministry

# 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	7-10	10-15	SPOKEN AT HOME	0-7	7-10	10-15
En allah saha	MILES	MILES	MILES	Oth an Inda Europ	MILES	MILES	MILES
English only	1,481	0	5,634	Other Indo-Euro	0	0	0
Spanish	98	0	898	Asian/PI languages	0	0	0
Other Indo-Euro	7	0	29	Chinese	0	0	0
language		-		Japanese	0	0	2
French (incl. Patois,	5	0	10	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	2	0	13	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	1
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	12
Russian	0	0	0	Navajo	0	0	9
Polish	0	0	0	Other Native N.	0	0	1
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	2
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	6	Other unspecified	0	0	0
Urdu	0	0	0	·			

Cherry mills village Manassa Derby

Car / on City Greekey Rye Jamestown Olney Springs Towaoc Ault Heming Developmente-Lawson-During reck Winter Park Eagle-Vail Rangely Grand Lake Genoa Security-Widet Intercultural Institute (or Contextual Ministry Hillrose Silt Broomfield Contextual Ministry El Jebel The 25

# Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15		ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES			MILES	
Reporting ancestry	1,233	0	4,131		Irish	Irish 123	Irish 123 0
Arab	0	0	6		Italian	Italian 57	Italian 57 0
Armenian	0	0	0		Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	6	0	6		Norwegian	Norwegian 20	Norwegian 20 0
British	0	0	3		Polish	Polish 12	Polish 12 0
Canadian	0	0	1		Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0		Romanian	Romanian 0	Romanian 0 0
Czech	2	0	11		Russian	Russian 4	Russian 4 0
Czechoslovak	0	0	2		Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	51	0	80		Scotch-Irish	Scotch-Irish 38	Scotch-Irish 38 0
Dutch	14	0	42		Scottish	Scottish 17	Scottish 17 0
English	160	0	396		Slovak	Slovak 0	Slovak 0 0
European	0	0	45		Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	2	0	3		Swedish	Swedish 2	Swedish 2 0
French (not Basque)	47	0	130	Sv	wiss	wiss 0	wiss 0 0
French Canadian	6	0	13	Ukrai	nian	nian 0	nian 0 0
German	187	0	768	US/Ame	rican	rican 230	rican 230 0
Greek	0	0	0	Welsh		5	5 0
Hungarian	5	0	8	West Indian		0	0 0
Iranian	0	0	0	Yugoslavian		0	0 0
				Other		245	245 0

Ige Fruitvale Roxborough Park Fleming Vilas Delta Campion Woodmoor Arvada Leadville North Stra Rico Glendale Kiowa Rocky Ford Palisade Brush Sedgwick Bayfield Intercultural Institute Commerce City Sheridan Naturita Saguache Olathe Larkspur Anton Jos Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Compare Las Animas Chevenne Wells, Cripple Creek, Red Cliff

# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

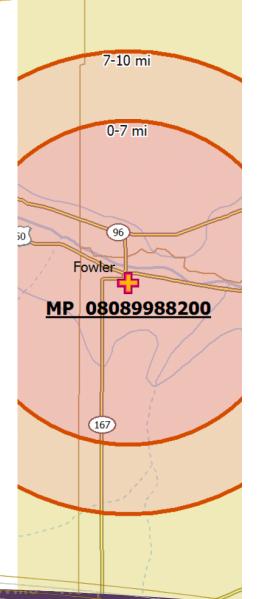
#### Issues for Your Consideration - continued

- 4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 17 & 22 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
- 5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 18 & 23. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
- 6. The ethnic summary on pages 24, 25 & 26 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?



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

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



Boone Central City Bayfield Cherry Hills Village Cripple Creek La Salle Detta Battlement Mesa Stear Halsenburg Campo Cimarron Hills Snowmass Village Firestone Neder Intercultural Institute no Gleneagle Carbondale Mountain Village Genoa Windsor Lyons Mo for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Status Solbort Alamosa Calban Manzapola Fruita

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,043	100%	651	100%
AFFLUENT SUBURBIA	8	0.77%	6	0.92%
America's Wealthiest	0	0%	0	0%
Dream Weavers	8	0.77%	6	0.92%
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	7	0.67%	5	0.77%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	7	0.67%	5	0.77%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	21	2.01%	13	2%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	21	2.01%	13	2%
Mid-Market Enterprise	0	0%	0	0%

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Hill Bow Mar Poncha Springs Bethune Allenspark El Jebel Fleming Greeley Simla Arriba Loghill Villa Hitleton Severance Glenwood Springs Orchard Mesa Collbran Otis Intercultural Institute New Castle Glendale Hayden Vail Aurora Fort Lupton Boone Wind Intercultural Institute Jor Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Bennett Thornton San Luis Englewood Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,043	100%	651	100%
BLUE COLLAR BACKBONE	56	5.37%	35	5.38%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	37	3.55%	22	3.38%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	19	1.82%	13	2%
AMER. DIVERSITY	72	6.9%	53	8.14%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	9	0.86%	6	0.92%
Professional Urbanites	17	1.63%	12	1.84%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	13	1.25%	8	1.23%
Mature America	33	3.16%	27	4.15%
METRO FRINGE	195	18.7%	134	20.58%
Steadfast Conservative	195	18.7%	134	20.58%
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%

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,043	100%	651	100%
REMOTE AMERICA	49	4.7%	30	4.61%
Hardy Rural Fam.	19	1.82%	12	1.84%
Rural Southern Living	0	0%	0	0%
Coal & Crops	30	2.88%	18	2.76%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	14	1.34%	10	1.54%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	14	1.34%	10	1.54%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	292	28%	170	26.11%
Industrious Country Living	33	3.16%	22	3.38%
America's Farmland	259	24.83%	148	22.73%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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 Hudson 32

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,043	100%	651	100%
STRUGGLING SOCIETIES	306	29.34%	179	27.5%
Rugged Southern Style	306	29.34%	179	27.5%
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	22	2.11%	16	2.46%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	22	2.11%	16	2.46%

Creek Nederland Ophir Tabernash Fort Lupton Columbine Valley Atwood Franktown Haxtun Lake G New Castle Greeley Parker Cripple Creek Wray Walden Manassa water Security-Widefield St. Mary's Leadville North De Beque Granada Copyright 2012, Intercultural Institute for Contextual Ministry Aspender Security Parker Classical Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Aspender Security Parker Salida Raymer Alamosa Florence Womelsdorf (Coalton) Beulab Valley Simla Stratto

# 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?

Fraser Wellington Eagle-Vail Telluride Allenspark South Fork Loveland Brighton Silt Central City anta Kittredge Hayden Collbran Saguache San Luis Columbine Valler Intercultural Institute El Jebel Crowley Manitou Springs Eads Avondale Ponderosa Park for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 34

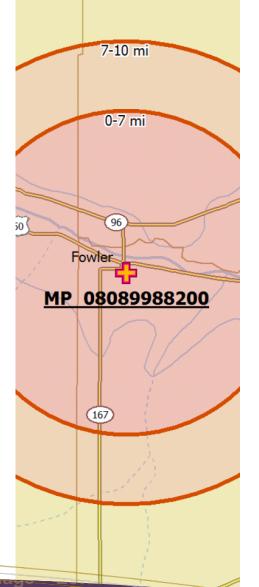
#### **Potential Cultural Bridges**

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).



en City Bonanza <u>Coal Creek Blanca Castle Rock</u> Vilas Battlement Mesa Hooper Manassa Oak Creek H and Nucla Woodmoor Boulder Mount Crested Butte Twin Lakes Apple <u>Intercultural Institute</u> ia Springfield Evans Strasburg Log Lane Village Boone Ignacio Tabe <u>Intercultural Institute</u> Bayfield Engl <sup>[1]</sup> Confectual Ministry akeside Fort Garland Paoli Starkville Walsh Gypsu 35 <sup>[1]</sup> Copyright 2012, Intercultural Institute for Contextual Ministry akeside Fort Garland Paoli Starkville Walsh Gypsu 35

#### **Potential Cultural Bridges**

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

BRIDGES	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	72%	71%	71%	HH Owns DVD Player	21%	21%	21%
Use Comp. for Internet/E-mail	52%	53%	53%	Use Comp. for News/Info./Data	21%	22%	22%
Internet Use: E-Mail	43%	47%	49%	Service			
Use Comp. for Comp. Games	38%	39%	38%	Internet Use: Banking	19%	20%	20%
Use Comp. for Word	38%	38%	38%	Use Comp. for Accounting	14%	15%	15%
Processing				PC-Network-HH Has One	13%	13%	13%
Use Comp. for Shopping	32%	33%	33%	Use Comp. for Personal Financial	12%	11%	11%
Use Comp. for Digital Camera	30%	30%	30%	Mngmnt			
Photo Editing				Internet Use: Shopping: Made A	11%	12%	11%
Use Comp. for Education	26%	27%	28%	Purchase			
Use Comp. for Banking	24%	26%	26%	Use Comp. for Filing/DB Mngmnt	10%	11%	11%
Internet Use: News/ Weather	22%	22%	23%	Internet Use: Travel Reservations	9%	9%	9%
				Internet Use: Shopping: Gathered	9%	9%	10%

eek Castle Pines North Holly Franktown Peetz Security-Widefield Delta Orchard City Manassa Kremme Broomfield Fountain Womelsdorf (Coalton) Norwood Yampa Platteviller Intercultural Institute Idaho Springs Elizabeth Ridgway Ouray Red Feather Lakes Louisviller for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fdwards Hudson Kiowa Gleneagle Akron St Mary

Info. for Shopping

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%	61%	59%
Dining Out (Not Fast Food)	55%	54%	53%
Reading Books	51%	49%	49%
Card Games	44%	47%	48%
Gardening	38%	38%	39%
Cooking for Fun	33%	34%	35%
Go To A Beach/Lake	32%	33%	34%
Board Games	30%	29%	29%
Going To	21%	23%	25%
Bars/Nightclubs/Dancing			
Photography	18%	19%	20%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	71%	71%	71%
Gen./Fam. Practitioner	43%	45%	47%
Dentist	27%	30%	33%
Hypertension/High Blood	26%	25%	26%
Pressure			
Eye Dr.	24%	24%	24%
Backache	22%	23%	23%
High Cholesterol	19%	18%	18%
Any Arthritis	18%	20%	22%
None Of These	18%	18%	18%
Acid Reflux Disease (GERD)	17%	19%	20%

o Ponderosa Park Eads Timnath Severance Pagosa Springs Leadville North Bennett Durango Lake Git Battlement Mesa Mancos Wellington Monument Kim Grand Junctier Intercultural Institute Orchard City Golden Garden City Cottonwood Highlands Ranch Row Jor Contextual Ministry Intercultural Institute for Contextual Ministry San Luis Merino Silverton Aspen Dillon Lakewood 37 Copyright 2012, Intercultural Institute for Contextual Ministry

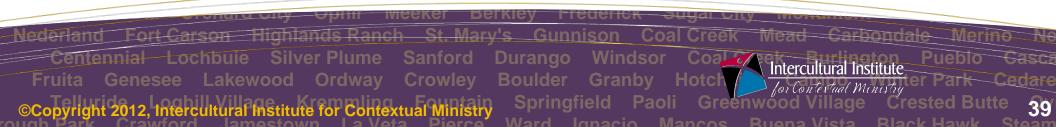
The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity 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		BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Concert	23.42%	22.9%	22.91%		Movies: Romantic Comedy	Movies: Romantic Comedy 16.36%	Movies: Romantic Comedy 16.36% 16.03%
Live Theater	15.72%	15.07%	14.97%		Movies: Drama	Movies: Drama 14.25%	Movies: Drama 14.25% 13.87%
Live Theater Most Often	13.61%	12.84%	12.65%		Movies: Mystery	Movies: Mystery 12.25%	Movies: Mystery 12.25% 11.45%
Rock/Pop Concerts Most	10.47%	10.04%	9.77%		MLB Baseball Reg.	MLB Baseball Reg. 7.19%	MLB Baseball Reg. 7.19% 7.38%
Often					Season	Season	Season
Country Concerts Most	8.13%	8.21%	8.53%		College Football Reg.	College Football Reg. 5.66%	College Football Reg. 5.66% 5.91%
Often					Season	Season	Season
Comedy Club	7.05%	6.36%	6.2%		Rodeo	Rodeo 4.61%	Rodeo 4.61% 4.77%
Movies: Comedy	33.14%	32.57%	32.41%		College Basketball Reg.	College Basketball Reg. 4.31%	College Basketball Reg. 4.31% 4.25%
Movies: Action/Adventure	30.98%	30.9%	30.91%		Season	Season	Season
Movies: Fam.	18.16%	18.52%	18.34%		NFL Football Reg. Season	NFL Football Reg. Season 4.31%	NFL Football Reg. Season 4.31% 4.17%
					Auto Racing Events	Auto Racing Events 3.31%	Auto Racing Events 3.31% 2.93%

mby Ward Grand Lake Grand View Estates Manzanola Castle Pines North Orchard City Dinosaur Las And Campion Collbran Manitou Springs Hugo Romeo Creede Kim Foxfield <u>Intercultural Institute</u> Kiowa Frin eta Thornton Limon Campo Dacono Kittredge Broomfield Blanca Clive Contextual Ministry Sheridan Berth Contextual Ministry Contextual Ministry Fort Lupton Holly Twin Lakes Stratmoor Crawford B38 Weight 2012, Intercultural Institute for Contextual Ministry Golden Johnstown Glenwood Springs Longmont Blac

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

RIDGES	0-7	7-10	10-15	BRIDGES		0-7
	MILES	MILES	MILES			MILES
Walking for Exercise	40.17%	39.81%	38.82%	Weight Training		11.17%
Swimming	31.02%	30.47%	30.39%	Power Boating		10.88%
Freshwater Fishing	25.48%	25.59%	24.54%	Using Cardio Machir	ne	ne 9.79%
Bowling	20.66%	20.35%	19.47%	Football		9.54%
Camping Trips	19.47%	20.17%	20.17%	Stationary Cycling		9.42%
Hunting	17.12%	17.69%	16.84%	Canoeing/Kayaking		8.79%
Golf	16.7%	16.63%	15.57%	Softball		8.74%
Billiards/Pool	15.6%	14.57%	14.07%	Volleyball		8.49%
Basketball	14.28%	15.4%	15.72%	Horseback Riding		8.06%
Mountain/Road Biking	13.64%	14.75%	15.24%	Motorcycling		7.71%
Target Shooting	13.07%	12.54%	11.89%	Snowmobiling		7.03%
Jogging/Running	12.93%	12.02%	11.46%	Downhill & X-Country	/	6.38%
Baseball	11.96%	12.7%	12.97%	Skiing		
Backpacking/Hiking	11.83%	11.53%	10.97%	Archery		6.36%



Aerobics

6.28%

5.92%

5.92%

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
Roller Skating	6.21%	6.07%	5.71%
Fly Fishing	5.89%	5.61%	5.23%
Soccer	5.88%	5.42%	5.17%
Water Skiing	5.51%	5.15%	4.86%
Tennis	5.26%	4.94%	4.8%
Ice Skating	5.07%	4.86%	4.6%
Jet Skiing	5.07%	4.99%	4.68%
Snorkeling	5.07%	5.25%	5.38%
Yoga	4.7%	4.28%	4.3%
Saltwater Fishing	4.66%	3.96%	4.06%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Rock Climbing	4.04%	4.42%	4.37%
Sailing	3.92%	3.2%	2.87%
Hockey	3.77%	3.31%	3.06%
Snowboarding	3.42%	3.32%	3.14%
Skateboarding	3.36%	3.15%	2.93%
Rowing	3.1%	3.41%	3.56%
Racquetball	3.07%	2.62%	2.53%
Auto Racing	3.05%	2.46%	2.32%
Surfing & Windsurfing	2.97%	2.65%	2.43%
Martial Arts	2.33%	1.96%	1.88%

Walden Tabernash Berkley Commerce City Greeley Montezuma Del Norte Grover Cokedale Paras Walsh Sanford Otis Eaton Golden Pueblo Blanca Cedaredge Fountaine Intercultural Institute ands Ranch Genoa Timnath Lamar Laporte Coal Creek Loveland Joh (on Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry is Confectual Ministry 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.

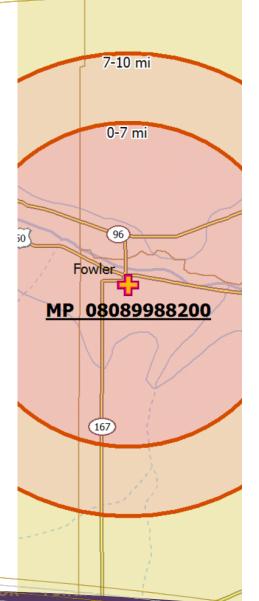
#### **BIBLICAL BARRIERS**

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.



Ordway Cortez Dillon Stratton Platteville Hudson Limon Campo Eldora Derby Sawpit Laporte F Georgetown Hillrose Atwood Nucla Nunn Meridian Greenwood Villager Intercultural Institute Keenesburg Durango De Beque Idaho Springs Dinosaur Orchard Monard 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.

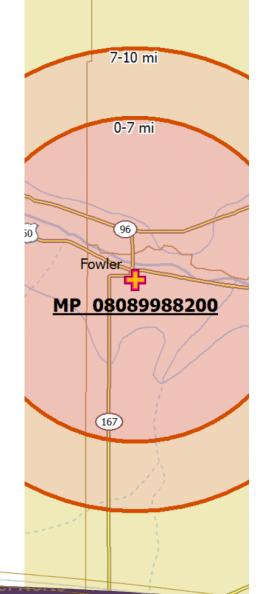
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



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## **Potential Cultural Barriers:**

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

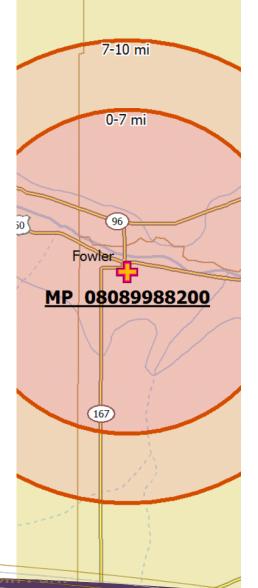
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning	49%	47%	46%	Like to Stand Out In A Crowd	20%	20%	20%
New Things		,0		Marijuana Should Be Legalized		17%	17%
Woman's Place Is In The Home	36%	37%	36%	Like To Pursue	18%	16%	16%
Speak My Mind Even If It	34%	33%	31%	Challenge/Novelty/Change			
Upsets People				Rarely Sit Down to a Meal	18%	18%	18%
Find It Difficult To Say No To	34%	34%	34%	Together At Home			
My Kids				I Am A Workaholic	17%	16%	15%
Like Control Over People And Resources	32%	31%	30%	Only Work Current Job for The Money	16%	15%	14%
Prefer To Have Few Possessions As Possible	31%	29%	28%	We Should Strive for Equality for All	11%	10%	10%
Like To Do Unconventional	30%	30%	30%	Happy With My Standard Of Living	9%	8%	8%
Money Is Best Measure Of Success	29%	28%	28%	Indulge My Kids With The Little Extras	8%	7%	7%
Don't Judge People/Way They Live Life	26%	24%	24%	On Whole People Get What They Deserve	8%	7%	6%
Friends More Important Than My Fam.	24%	24%	24%	Little I Can Do To Change My Life	6%	7%	7%
f Won Lottery Would Never Work Again	23%	23%	23%	Very Happy With My Life As It Is	5%	5%	5%
Too Much Sponsorship In Arts/Sports	21%	21%	21%				

Jamestown Palmer Lake Silver Plume Laporte Woodland Park Sheridan Northglenn Bethune Green Mo Heresburg Crook Dove Creek Ward Nunn Bonanza Johnstown Ordword Intercultural Institute alsh Vilas Aristocrat Ranchettes Cottonwood Winter Park Red Feather Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



d Creek Pitkin <u>Evergreen Stonegate Montezuma Ridgway</u> Grand Junction Sawpit Silverthorne Crested and Evans Parachute Perry Park Peetz Kersey Longmont Holyoke <u>Intercultural Institute</u> Air Force Academy Cimarron Hills Kit Carson Womelsdorf (Coalton) Silvertial Ministry <sup>Intercultural Institute</sup> for Contextual Ministry <sup>Copyright 2012, Intercultural Institute for Contextual Ministry</sup> <sup>Copyright 2012, Intercultural Institute for Contextual Ministry</sup>

## **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.

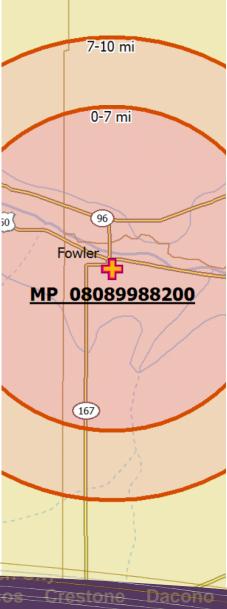
THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs	54%	55%	55%	Real Men Don't Cry	15%	15%	16%
And Beliefs				Is An Important Part Of Who I Am	14%	13%	13%
You Should Seize Opportunities In Life	53%	51%	51%	Worried About Pollution Caused By Cars	14%	14%	15%
Prefer Work Part Of Team Than Alone	35%	32%	31%	Try Not To Worry About The Future	12%	11%	10%
Like To Understand About Nature	34%	33%	33%	Looking for New Ideas To Improve Home	9 12%	11%	11%
Important Feel Respected By My Peers	34%	32%	31%	Provide My Kids With The Little Extras	12%	11%	10%
Prefer To Have Few Possessions As Possible	31%	29%	28%	Enjoy Spending Time With My Fam.	9%	8%	8%
Important To Juggle Various	28%	26%	26%	Feel Very Alone In The World	7%	7%	7%
Tasks				Like Spending Most Time With	6%	6%	6%
Have Keen Sense Of Adventure	26%	24%	23%	Fam.			
Good At Fixing Things	26%	25%	24%	Children Should Be Allowed To	5%	5%	5%
Consider Myself Interested In	21%	19%	18%	Express Themselves			
The Arts				Decor Particular Interest To Me	4%	3%	3%
Like To Just Enjoy Life	21%	19%	20%	Would Like To Set Up Own	4%	3%	3%
People Have To Take Me As They Find Me	20%	20%	21%	Business			

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Cai: 1/201 City Black Hawk Berthoud Crowley Boone Calhan Iliff Avo Contextual Institute Contextual Ministry Contextual Ministry
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#### **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.



Lakeside Walden Security-Widefield Eckley Allenspark Golden Ovid Mancos Crestone Dacono E Jerrie Wells Wray Yampa Burlington Berkley Eads Arriba Greeley Intercultural Institute Perry Park West Pleasant View Empire Delta Bennett Flagler Acres Greener Golden Windsty Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

### **Potential Shared Places:**

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

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	86.84%	87.59%	87.92%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.58%	80.15%	78.06%
Houses-Visit Any			
McDonald's	56.15%	58.12%	59.72%
Burger King	36.08%	35.91%	35.57%
Subway	31.34%	31.33%	31.03%
Applebee's	29.31%	27.95%	26.96%
Kentucky Fried Chicken (KFC)	27.07%	26.84%	26.6%
Taco Bell	26.24%	26.32%	26.4%
Dairy Queen	25.82%	25.62%	24.13%
Arby's	24.92%	23.79%	22.69%
Wendy's	24.65%	24.28%	25.19%
Pizza Hut	21.42%	22.14%	21.48%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Olive Garden	18.45%	17.75%	17.27%
Red Lobster	15.81%	14.36%	13.55%
Sonic	13.21%	12.3%	11.75%
Cracker Barrel	13.16%	12.12%	12.09%
Hardee's	12.75%	12.05%	11.16%
Denny's	11.83%	11.65%	12.1%
Outback Steakhouse	10.73%	10.67%	11.13%
Domino's Pizza	10.37%	10.64%	11.18%
A and W	10.09%	9.87%	9.16%
Long John Silver's	9.13%	8.63%	8.27%
IHOP (International House Of	8.56%	7.94%	8.24%
Pancakes)			
Golden Corral	8.14%	7.85%	8%

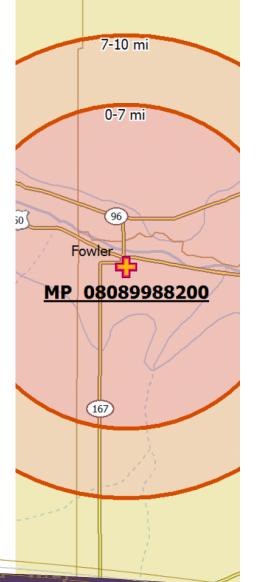


#### **Potential Shared Projects**

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!



Fort Collins <u>Cimarren Hills Hugo Derby Lyons Lochbule</u> Fountain Frederick San Luis Peetz Johns Edgewater Stratmoor Leadville North Silt Vail Sanford Buena Vista <u>Intercultural Institute</u> Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	48.51%	49.11%	48.98%
Recycled products	31.31%	31.44%	31.28%
Worked as volunteer (non political)	16.51%	16.28%	15.94%
Engaged in fund raising	11.34%	11.18%	10.72%
Religious club member	8.56%	8.47%	8.23%
Charitable Organization	6.25%	6.5%	6.23%

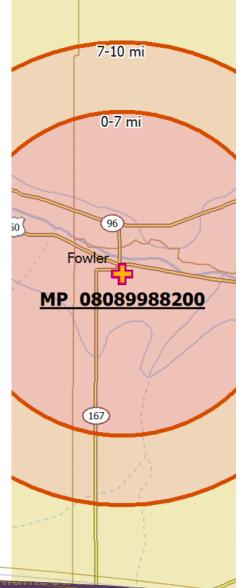
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Church Board	6.01%	6.38%	6.14%
Wrote to elected offcl about	5.89%	6.06%	6.18%
publ bus			
Took active part in local civic	5.72%	5.48%	5.22%
issue			
Addressed a public meeting	5.68%	6.23%	6.1%
Union member	5.34%	5.39%	5.23%
Fraternal order member	4.72%	4.28%	4.19%

Mances Merine Hillrose Boulder Rifle Empire Glenwood Springs Cimarron Hills Deleres Loveland Hax derick Allenspark Kittredge Yampa Castle Pines Moffat Fruita Eckley Intercultural Institute Aspen Park Williamsburg Walden Olathe Colorado Springs Arvada Racopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Codaredge Air Force Academy Salt Creek Pueblo Fast

#### **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.



Care Von City <u>Air Force Academy Marble Iliff Collbran Gilcrest</u> The Pinery Florence Atwood Monte Vi Ridgway Longmont Gunbarrel Silverton Applewood Alma Saguache <u>Intercultural Institute</u> <u>Atwood Monte Vi</u> mpo Granby Loghill Village Grand Lake Bow Mar Loveland Morrison <u>Copyright 2012, Intercultural Institute for Contextual Ministry</u> ochbuie Flagler Creede Coal Creek Rocky Ford Twi50

## **Potential Print Media Content:**

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

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	13.84%	13.32%	13.68%
Children's Books	11.74%	12.24%	12.59%
Mystery	11.31%	10.91%	10.83%
Cookbooks	10.24%	10.18%	10.1%
Religious (not Bibles)	7.45%	7.86%	7.88%
Romance	6.15%	6.14%	6.16%
History	5.53%	5.38%	5.45%
Personal/Business	4.69%	4.73%	4.77%
Self-help			
Supermarket	4.49%	4.37%	4.32%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	60.86%	59.88%	60.17%
Gen. Editorial	40.98%	41.12%	41.69%
Womens	35.44%	36.59%	38.03%
Service	32.69%	32.45%	32.58%
Fishing/Hunting	18.29%	18.97%	18.69%
Mens	15.2%	14.8%	14.77%
Mature Market	13.96%	13.25%	12.91%
Automotive	12.83%	12.77%	12.89%
Parenthood	11.66%	11.67%	11.95%

Julesburg Padroni Hanitou Springs Glenwood Springs Golden Greenwood Village Lake City Fraser E Burlington Estes Park Grand Lake Eads Campo Aspen Park Sanford Intercultural Institute e De Beque Nunn Mountain Village Downieville-Lawson-Dumont Severar for Confectual Ministry Golden Naturita We 51 Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 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	57.48%	56.33%	54.91%
Classified	37.9%	37.17%	36.17%
Sport	34.82%	33.76%	32.58%
Editorial Page	34.18%	34.14%	33.67%
Comics	31.75%	30.72%	29.84%
Business/Finance	26.54%	26.15%	26.01%
Food/Cooking	25.12%	25.27%	25.45%
TV/Radio Listings	22.6%	22.01%	22.2%
Home/Gardening	21.15%	21.56%	21.91%
Movie Listings & Reviews	19.74%	19.34%	19.68%
Travel	16.16%	15.68%	15.61%
Science/Technology	16.15%	15.08%	14.73%
Fashion	12.41%	12.57%	12.55%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	36.04%	36.8%	35%
Adult Contemporary	17.58%	17.76%	17.94%
CHR Contemp Hit Radio	14.06%	14.09%	14.81%
Oldies	11.74%	11.88%	11.64%
Rock	10.91%	10.51%	10.5%
Classic Rock	10.62%	10.73%	10.35%
News/Talk	9.21%	9.58%	10.03%
Variety	6.29%	6.55%	6.58%
Religious	5.92%	5.79%	5.62%
Urban Contemporary	5.52%	6.14%	7.34%
Alternative	4.24%	4.16%	4.91%
Classic Hits	3.17%	2.71%	2.66%
Soft Contemporary	2.82%	2.83%	3.22%
All News	2.78%	2.92%	3.18%
All Talk	2.55%	2.79%	3.1%
Hispanic	2.54%	2.79%	2.85%
Adult Standards	2.45%	2.39%	2.47%
Sports	2.03%	2.18%	2.44%



### **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

MILES         MILES         MILES           Fox News Channel         64.13%         63.84%         62.7%           Satellite Dish         52.27%         56.48%         58.95%           Other         45.69%         45.68%         44.78%		TV Info From Sunday TV	MILES         TV Info From Sunday TV       25.37%	
Satellite Dish 52.27% 56.48% 58.95%	1	TV Info From Sunday TV	TV Info From Sunday TV 25.37%	
				TV Info From Sunday TV 25.37% 25.7%
Other 45.69% 45.68% 44.78%		Magazine	Magazine	Magazine
		TV Info From Newspapers	TV Info From Newspapers 24.88%	TV Info From Newspapers 24.88% 25.9%
Video-On-Demand		BET (Black Entertainment	BET (Black Entertainment 24.41%	BET (Black Entertainment 24.41% 26.43%
Soapnet 45.64% 45.77% 45.76%		TV)	TV)	TV)
Sci-Fi Channel 41.24% 42.58% 42.07%		Hallmark Channel	Hallmark Channel 23.97%	Hallmark Channel 23.97% 25.57%
MSNBC 36.95% 38.05% 38.13%		TCM (Turner Classic	TCM (Turner Classic 23.55%	TCM (Turner Classic 23.55% 23.84%
Nickelodeon 33.2% 34.35% 33.72%		Movies)	Movies)	Movies)
Adult Swim 31.77% 32.32% 31.11%		USA Network	USA Network 22.16%	USA Network 22.16% 21.81%
Adult Pay Per View TV 31.62% 32.22% 32.28%		ESPN2	ESPN2 20.21%	ESPN2 20.21% 21.63%
		TV Info From Monthly Cable	TV Info From Monthly Cable 20.02%	TV Info From Monthly Cable 20.02% 19.97%
Subscribe Digital         28.23%         29.86%         29.84%		Guide	Guide	Guide
Cable		The Golf Channel	The Golf Channel 19.89%	The Golf Channel 19.89% 18.85%
Nick At Nite 27.88% 28.64% 27.98%		TV Info From Other	TV Info From Other 19.78%	TV Info From Other 19.78% 19.25%
Comedy Central 26.74% 25.07% 25.12%		Lifetime	Lifetime 19.21%	Lifetime 19.21% 18.3%
		The Science Channel	The Science Channel 18.9%	The Science Channel 18.9% 19.27%

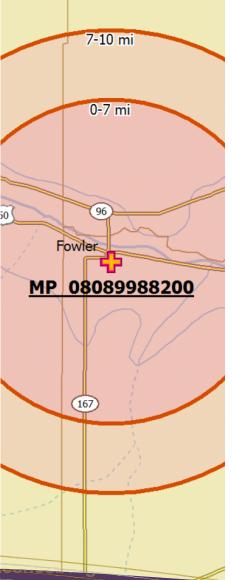
Franktown Aguilar Montezuma Blue River Colorado Springs Green Mountain Falls Avondale Westmins Walsh Thornton Campo Cottonwood Aristocrat Ranchettes Alamosa Intercultural Institute Broomfield Ignacio Fort Garland Telluride Holyoke Castle Rock Lyons (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Communication Media Usage**

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



Penderosa Park Cottonwood Mountain View Wheat Ridge Black Hawk Aristocrat Ranchettes Log Lane V North Washington Vona Meridian Hudson Paonia Hooper Limon Intercultural Institute Genoa San Luis Colorado Springs Fort Lupton Rangely Avon Ind Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Buena Vista Niwot Allenspark Palmer Lake Louisvil 54

## Potential Print Media Usage:

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

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.23%	17.07%	17.58%
Medium Users (4-6)	7.56%	7.64%	8%
Light Users (1-3)	19.56%	19.17%	18.94%
Quintiles (20%)			
Newspaper I (Heavy)	1.43%	1.42%	1.35%
Newspaper II	1.29%	1.34%	1.31%
Newspaper III	2.11%	1.97%	1.83%
Newspaper IV	0.66%	1.06%	1.35%
Newspaper V (Light)	0.96%	1.1%	1.07%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.3%	18.2%	17.69%
Magazines II	6.78%	7.1%	7.26%
Magazines III	10.47%	10.51%	10.18%
Magazines IV	9.82%	10.11%	10.09%
Magazines V (Light)	0.48%	0.94%	1.22%
Outdoor I (Heavy)	5.72%	5.12%	5.13%
Outdoor II	1.68%	1.28%	1.22%
Outdoor III	3.47%	3.33%	3.28%
Outdoor IV	15.78%	14.67%	13.91%
Outdoor V (Light)	26.93%	25.66%	24.51%
Yellow Pages I	13.24%	13.22%	13.53%
(Heavy)			
Yellow Pages II	4.63%	4.13%	4.13%
Yellow Pages III	3.47%	3.19%	3.09%
Yellow Pages IV	22.1%	20.3%	19.17%
Yellow Pages V (Light)	2.54%	2.35%	2.49%

ry Park Wiley Elizabeth Ignacio Genesee South Fork Silt Meridian Lochoule Sherrelwood Wheat Ridg Intercultural Institute Oak Creek Ri Keenesburg Brighton Rifle Rockvale Sawpit Indian Hills Romeo South Confectual Ministry a Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

MEDIUM	0-7	7-10	10-15	N	MEDIUM	MEDIUM 0-7	MEDIUM 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Radio Drive Time Quntiles					TV Prime Time Quntiles (fifths	, , , , , , , , , , , , , , , , , , ,	,
(fifths / 20%)				/	/ 20%)	/ 20%)	/ 20%)
Drive Time I & II (Heavy)	5.1%	4.48%	4%	F	Prime Time I & II (Heavy)	Prime Time I & II (Heavy) 4.97%	Prime Time I & II (Heavy) 4.97% 4.45%
Drive Time III (Medium)	0.77%	0.97%	1.25%	F	Prime Time III (Medium)	Prime Time III (Medium) 2.22%	Prime Time III (Medium) 2.22% 2.19%
Radio IV & V (Light)	1.99%	2.26%	2.18%	F	Prime Time IV & V (Light)	Prime Time IV & V (Light) 5.1%	Prime Time IV & V (Light) 5.1% 5.58%
Radio Media Quntiles (fifths /				Т	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)				(1	(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy)	7.6%	7.73%	7.82%	F	Fringe I & II (Heavy)	Fringe I & II (Heavy) 39.77%	Fringe I & II (Heavy) 39.77% 37.2%
Radio III (Medium)	4.33%	4.41%	4.27%	F	Fringe III (Medium)	Fringe III (Medium) 56.95%	Fringe III (Medium) 56.95% 54.93%
Radio IV & V (Light)	2.27%	2.49%	2.42%	F	Fringe IV (Light)	Fringe IV (Light) 54.71%	Fringe IV (Light) 54.71% 53.45%
Cable TV Quntiles (fifths /				Т	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)				2	20%)	20%)	20%)
Cable I & II (Heavy)	10.86%	11.27%	11.19%	A	All Day I & II (Heavy)	All Day I & II (Heavy) 13.29%	All Day I & II (Heavy) 13.29% 12.44%
Cable III (Medium)	3%	2.69%	2.6%	A	All Day III (Medium)	All Day III (Medium) 23.42%	All Day III (Medium) 23.42% 22.48%
Cable IV & V (Light)	34.9%	34.79%	33.66%	A	All Day IV (Light)	All Day IV (Light) 10.05%	All Day IV (Light) 10.05% 8.47%



# 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]	10.73%	10.99%	11.3%
6:00am - 10:00am	13.62%	12.99%	13.25%
10:00am - 3:00pm	3.91%	6.07%	8.38%
3:00pm - 7:00pm	13.92%	14.41%	14.55%
7:00pm - Midnight	11.47%	12.07%	12.27%
Midnight - 6:00am	5.32%	4.96%	4.7%
Weekend Radio			
Listeners			
Dayparts [summary]	13.07%	13.53%	13.57%
6:00am - 10:00am	1.9%	1.95%	2.27%
10:00am-3:00pm	3.77%	3.72%	3.99%
3:00pm - 7:00pm	6.56%	6.26%	6.11%
7:00pm - Midnight	5.54%	5.74%	6.29%
Midnight - 6:00am	7.99%	10.09%	12.74%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.58%	7.59%	7.53%
Saturday:	6.33%	6.11%	5.87%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.58%	10.93%	11.27%
9:00am-1:00pm	27.88%	28.64%	27.98%
9:00am-4:00pm	31.83%	32.15%	31.25%
4:00pm-7:00pm	24.34%	25.77%	26.58%
11:00pm-1:00am	42.53%	43.71%	44.21%
AVG Prime time	1.5%	1.55%	1.58%
Mon-Sun			

e Walsenburg Longmont Crook Otis Coal Creek Log Lane Village Indian Hills El Jebel Sheridan Lake Colorado City Monte Vista Berkley Coal Creek Highlands Ranch Burg Intercultural Institute Arboles Columbine Platteville Sedgwick Flagler Denver Atwood Dee for Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Strasburg Ponderosa Park

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				1	Weekend	Weekend	Weekend
6-7am	15.44%	14.53%	13.95%		Sat: 7-10am	Sat: 7-10am 15.36%	Sat: 7-10am 15.36% 15.7%
7-9am	20.21%	21.63%	23.24%		Sat: 10am-1pm	Sat: 10am-1pm 5.58%	Sat: 10am-1pm 5.58% 5.43%
9am-12noon	24.23%	25.16%	24.66%		Sat: 1-4pm	Sat: 1-4pm 19.94%	Sat: 1-4pm 19.94% 20.93%
12noon-4pm	7.59%	7%	6.59%		Sat: 4-6pm	Sat: 4-6pm 5.46%	Sat: 4-6pm 5.46% 5.71%
4-6pm	42.65%	43.84%	43.74%		Sat: 6-7pm	Sat: 6-7pm 1.51%	Sat: 6-7pm 1.51% 1.53%
6-7pm	22.14%	24.28%	24.43%		Sat: 7-8pm	Sat: 7-8pm 0.68%	Sat: 7-8pm 0.68% 0.71%
7-7:30pm	0.75%	0.78%	0.79%		Sat: 8-11pm	Sat: 8-11pm 6.33%	Sat: 8-11pm 6.33% 6.11%
7:30-8pm	9.49%	8.7%	8.57%		Sat: 11pm-1am	Sat: 11pm-1am 2.91%	Sat: 11pm-1am 2.91% 2.8%
8-11pm	7.58%	7.59%	7.53%		Sat: 1am-7pm	Sat: 1am-7pm 22.16%	Sat: 1am-7pm 22.16% 21.81%
11pm-12am	36.95%	38.05%	38.13%		Sun: 7-10am	Sun: 7-10am 1.53%	Sun: 7-10am 1.53% 1.57%
11pm-1am	42.53%	43.71%	44.21%		Sun: 10am-1pm	Sun: 10am-1pm 7.68%	Sun: 10am-1pm 7.68% 8.86%
1-6am	29.45%	32.29%	34.73%		Sun: 1-4pm	Sun: 1-4pm 3.91%	Sun: 1-4pm 3.91% 3.77%
					Sun: 4-7pm	Sun: 4-7pm 11.98%	Sun: 4-7pm 11.98% 13.2%
					Sun: 7-11pm	Sun: 7-11pm 9.58%	Sun: 7-11pm 9.58% 10.93%
					Sun: 11pm-1am	Sun: 11pm-1am 3.5%	Sun: 11pm-1am 3.5% 3.59%
					Sun: 1-7am	Sun: 1-7am 19.25%	Sun: 1-7am 19.25% 20.53%

oxborough Park <u>Thornton</u> Orchard Mesa Kim Nucla Sheridan Lake Pitkin Monte Vista Bennett Gold Hi Keystone Ouray Alma Hooper East Pleasant View Merino Edwards Intercultural Institute Estes Park Greeley Aspen Eagle-Vail Lyons Golden Castle Rock 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

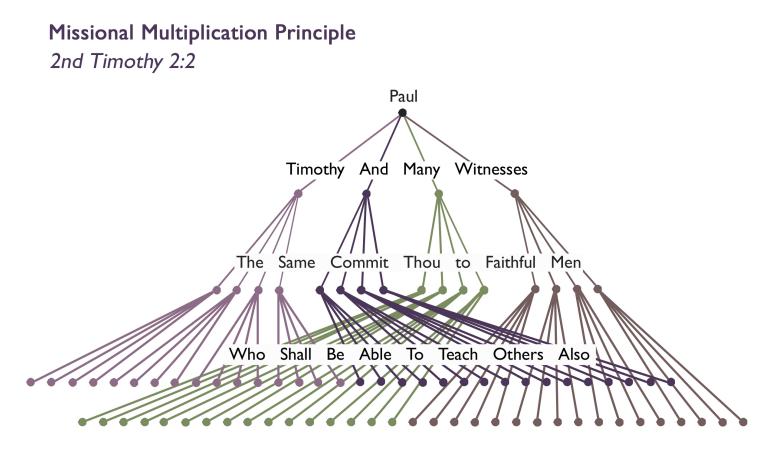
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Avon Blanca Granada Mount Crested Butte Black Hawk Beulah Valley Branson Trinidad Snowmass Y Padroni Norwood Orchard City Cottonwood Mead Hot Sulphur Spring Intercultural Institute vans Parachute Longmont Eagle Centennial Bethune Woodland Park for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

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

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



Stonegate Larkspur Ken Caryl Steamboat Springs Marble Las Animas Wellington Central City Stratton Avondale Gleneagle Commerce City Crowley Hugo Dillon Lakeside Intercultural Institute Alamosa East Pueblo Hudson Greeley Ridgway Cokedale Jamestov Intercultural Institute City Campo ©Copyright 2012, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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





#### Your MissionSite and the Missional Suite

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

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

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



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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
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
- 5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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