# MissionSite top unreached locations

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#### Site Location Summary

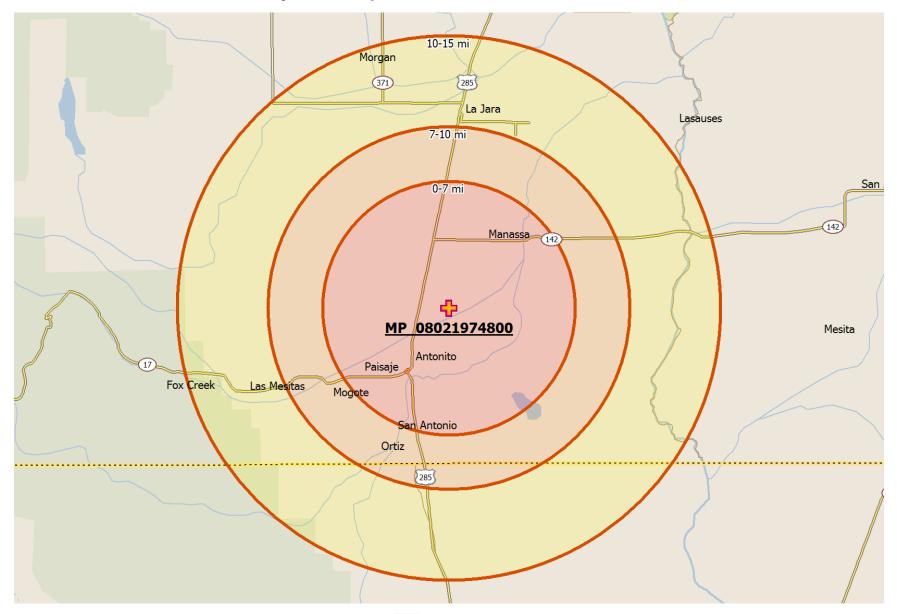
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

|   | Location Typography       | CODE  | LOCATION                             |
|---|---------------------------|-------|--------------------------------------|
| 1 | Region                    | 08R03 | Western Colorado                     |
| 2 | Association               | 08A02 | Continental Divide                   |
| 3 | County Location           | 08021 | Conejos                              |
| 4 | Zipcode                   | 81120 | Conejos                              |
| 5 | Sitescape Category        | 1     | Countryscape                         |
| 6 | Sitescape Group           | 1.1   | Remote Areas                         |
| 7 | Sitescape Subgroup        | 1.13  | Remote area adjacent to a small town |
| 8 | Sitescape Density Pattern | E2    | 0-10000-0                            |



daredge Hayden <u>Central City</u> Louisville Roxborough Park Berthoud Sedgwick <u>Coal Creek</u> Oak Creek He agie Eckley Indian Hills Penrose Poncha Springs Aguilar Aspen Alman <u>Intercultural Institute</u> Gunbarrel wood Las Animas Manassa Womelsdorf (Coalton) Centennial Dolores <u>Intercultural Institute</u> Ona Starkville an Copyright 2012, Intercultural Institute for Contextual Ministry Vilas Towaoc Creede Hooper Green Mountain Falls 3

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



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#### Site Location Summary - Urbanicity

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

|   | RURAL / URBAN                      | CODE | EXPLANATION   |
|---|------------------------------------|------|---|
| 1 | Metro or Non-Metro                 | 0    | Non-Metro   |
| 2 | Urban Influence                    | 12   | Noncore not adjacent to a metro/micro area and does not contain a town of at least 2,500 residents  |
| 3 | Rural / Urban<br>Continuum         | 9    |   |
| 4 | NCHS Rural Urban<br>Codes          | 6    | Noncore - counties that are neither metropolitan or micropolitan  |
| 5 | NCES Urban Centric<br>Locale Codes | 43   | Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster. |
| 6 | IICM RUCA Values<br>Index          | 7    | Rural commuting: Secondary flow 10% to 30% to a small Urban Cluster   |
| 7 | ERS RUCA<br>Commuting Value        | 10   | Rural areas: primary flow to a tract outside a urbanized area or urban cluster  |
| 8 | Percent Commuting to<br>Metro      | 0    | Percent commuting from non metro to metro areas   |

Denver Eckley Hountain Village Columbine Orchard Mesa Grand Lake Louviers Beulah Valley Northgie Aurora Boulder Manassa Norwood New Castle Holyoke Julesburg Intercultural Institute Hugo El Jebel Edgewater Firestone Ponderosa Park Colorado Spring Intercultural 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                | 2,373     | 1,589      | 2,527       |
| 2010 Households                | 1,062     | 656        | 1,027       |
| 2010 Group Quarters Population | 8         | 0          | 39          |

| BAND COMPOSITION                      | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index     | 0         | 8         | 0          |
| Language Diversity National Index     | 0         | 84        | 0          |
| Foreign Born Diversity National Index | 0         | 2         | 0          |
| Ancestry Diversity National Index     | 0         | 5         | 0          |
| Racial Diversity National Index       | 0         | 63        | 0          |

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Mountain Village Centerinal Akron Inornton Granby Sugar City Genesee Win Lakes Center Brecken Hereitand Campion Snowmass Village Eagle-Vail Crook Edit Intercultural Institute Intercultural Institute for South Ariste Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - County Environment

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

| COUNTY ENVIRONMENT            | CODE | INDICATORS |
|-------------------------------|------|------------|
| Housing Stress County         | 0    | False      |
| Low-education County          | 0    | False      |
| Low-employment County         | 0    | False      |
| Persistent Poverty County     | 1    | True       |
| 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       |

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Starkville Woodand Fark Calhan Black Hawk Vona Bethune Castle Pines North Hermon Fowler Hot S Empire Eldorado Springs Grand Junction Fort Collins Durango Montextual Institute Silver Cliff Morrison Olathe Security-Widefield Sedgwick Paonia ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

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

| SOCIAL ENVIRONMENT   | 0-7 MI BAND                            | HHLDS | PERCENT |
|----------------------|--|-------|---------|
| Upscale Communities  | Affluent, White-collar Families        | 1     | 0.09%   |
| Mainstay Communities | Established, Diverse Households        | 841   | 79.19%  |
| Working Communities  | Blue-collar, Working Families          | 70    | 6.59%   |
| Country Communities  | Rural, Agri. & Mining Families         | 119   | 11.21%  |
| Aspiring Communities | Young Singles / Aspiring-Multihousing  | 0     | 0%      |
| Urban Communities    | High Density, Inner-city Neighborhoods | 30    | 2.82%   |

Security-Widefield El Jebel Bennett Nunn Rico Applewood Gypsum Ramah Frederick Cherry Hills Ville Indsor Fruita Craig Dove Creek Sedgwick Olathe Aspen Crawford Frederick Intercultural Institute Hugo Fruitvale Durango Norwood La Junta Granby Louviers Clive Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Springs Vilas Kersey Otis Allenspark Fort Garland Gold Hill Tabernash Pueblo Silverthorne Snowne Hestcreek Twin Lakes Hooper Haxtun Evans Pierce Westminster Intercultural Institute Castle Pines North Parachute Creede Highlands Ranch Rico Red Feath for Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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

Tabernash Calhan Otis South Fork Yampa Hayden Deer Trail Red Cliff Olney Springs Rockvale Man E Clifton Vilas Sugar City Fort Garland Grover Arvada Derby Silverter Costlo Pines North Castle Rock Silver Plume Niwot Blanca Log Lane Village Hugo Black Hawk Wray Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 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                | 2,040  | 679           | 33.29%  |
| Unreached %                         | 62.31% | 63.95%        | 102.64  |
| Religious But NOT Evangelical HH    | 381    | 139           | 36.59%  |
| Religious But NOT Evangelical %     | 11.64% | 13.13%        | 112.82  |
| Spiritual But NOT Relig or Evang HH | 158    | 58            | 36.58%  |
| Spiritual But NOT Relig or Evang %  | 4.84%  | 5.46%         | 112.77  |
| Not Evangelical, Not Interested HH  | 1,500  | 482           | 32.1%   |
| Not Evangelical, Not Interested %   | 45.83% | 45.36%        | 98.97   |



Lake City Avondale Bennett Rifle Sedalia Security-Widefield Manitou Springs Vilas Frisco Platteville Hands Del Norte Niwot Vail Perry Park Brookside Kersey Silver Plumer Intercultural Institute to St. Mary's Cascade-Chipita Park Denver Craig Julesburg Evergreen for Confectual Ministry Confectual Ministry Cascade Air Force Academy G116 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   | 77     | 14     | 18.58%  |
| Active Evangelical Percent      | 2.36%  | 2.24%  | 94.91   |
| Inactive Evangelical Households | 1,157  | 215    | 18.58%  |
| Inactive Evangelical Percent    | 35.33% | 33.53% | 94.9    |
| # New Churches Needed           | 2      | 0      | 19.58%  |





# 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.

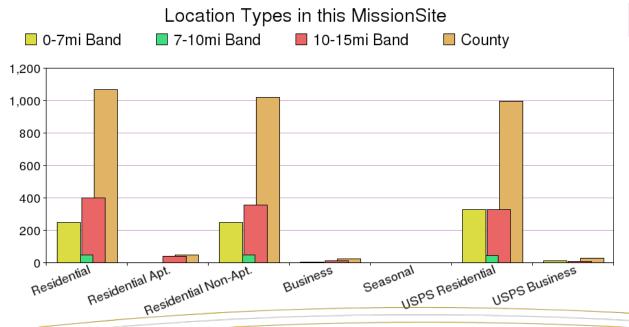
#### Issues for Your Consideration

- 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

| EMOSCAPE        | COUNTY | BAND  | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Population | 7,453  | 2,281 | 30.61%  |
| 2000 Population | 8,400  | 2,554 | 30.4%   |
| 2010 Population | 7,764  | 2,373 | 30.56%  |

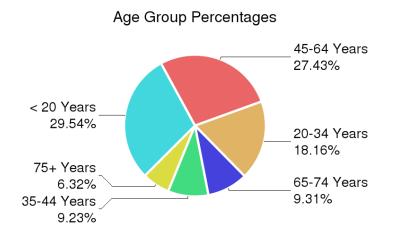


| Location Type        | 0-7mi Band |
|----------------------|------------|
| Residential          | 249        |
| Residential Apt.     | 0          |
| Residential Non-Apt. | 249        |
| Business             | 6          |
| Seasonal             | 0          |
| USPS Residential     | 330        |
| USPS Business        | 12         |

Peetz Yampa Antonito Log Lane Village Sheridan Indian Hills Gilcrest Hartman Mountain Village Battle Byers De Beque Palisade Carbondale Brush Gypsum Breckenridge Intercultural Institute Lochbuie Norwood West Pleasant View Hayden Berthoud Foxfield Gor Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

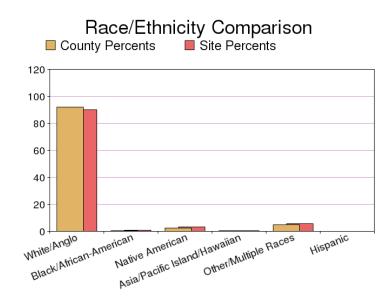


| 2010 POP. ESTIMATES | COUNTY | BAND   | INDEX  |
|---------------------|--------|--------|--------|
| 0-3 Years           | 5.38%  | 5.31%  | 98.7   |
| 4-5 Years           | 2.9%   | 1.81%  | 62.41  |
| 6-8 Years           | 4.42%  | 4.72%  | 106.79 |
| 9-11 Years          | 4.5%   | 4.85%  | 107.78 |
| 12-13 Years         | 3.03%  | 3.75%  | 123.76 |
| 14-17 Years         | 6.3%   | 5.69%  | 90.32  |
| 18-19 Years         | 3.21%  | 3.41%  | 106.23 |
| 0-5 Years           | 8.28%  | 7.12%  | 85.99  |
| 6-12 Years          | 10.42% | 11.42% | 109.6  |
| 13-19 Years         | 11.03% | 11%    | 99.73  |
| < 20 Years          | 29.73% | 29.54% | 99.36  |
| 20-34 Years         | 17.01% | 18.16% | 106.76 |
| 35-44 Years         | 9.89%  | 9.23%  | 93.33  |
| 45-64 Years         | 27.23% | 27.43% | 100.73 |
| 65-74 Years         | 8.62%  | 9.31%  | 108    |
| 75+ Years           | 7.52%  | 6.32%  | 84.04  |
| Median Age          | 39     | 34     | 88.4   |
| Median Age (Male)   | 38     | 37     | 96.91  |
| Median Age (Female) | 39     | 36     | 91.42  |

ey Victor Colorado Springs Westeliffe Cimarron Hills Fleming Littleton Louviers Pierce Kim Dillon E Kittredge Sheridan Blanca Evergreen Highlands Ranch Kiowa Sawper Carland Olney Springs L Romeo Westminster Tabernash Hartman Evans Nunn Broomfield M Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry South For Prince Hartman Evans Nunn Broomfield M Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 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                           | 92.01% | 90.05% | 97.87  |
| Black, African-American                | 0.5%   | 0.72%  | 142.62 |
| Native American                        | 2.22%  | 3.33%  | 150.27 |
| Asian                                  | 0.37%  | 0.42%  | 112.82 |
| Pacific Island, Hawaiian               | 0.08%  | 0.04%  | 54.53  |
| Other/Multiple Races                   | 4.82%  | 5.48%  | 113.73 |
| Hispanic                               | 0%     | 77.33% | 0      |
|  |        |        |        |
| Education of Adults $(25 \text{ yrs})$ |        |        |        |

| Total Adults over age 25 years.4,8921,489Less than 9th Grade14.43%18.27%79No High School Diploma11.39%13.43%84.77High School Graduate34.83%33.51%103.94Some College, no degree19.22%17.86%107.56Associate Degree4.7%3.49%134.63College Degree9.61%9%106.76Graduate/Prof. degree5.83%4.43%131.43 | Education of Adults (25 yrs+)   |        |        |        |
|---|---------------------------------|--------|--------|--------|
| No High School Diploma 11.39% 13.43% 84.77   High School Graduate 34.83% 33.51% 103.94   Some College, no degree 19.22% 17.86% 107.56   Associate Degree 4.7% 3.49% 134.63   College Degree 9.61% 9% 106.76   | Total Adults over age 25 years. | 4,892  | 1,489  |        |
| High School Graduate34.83%33.51%103.94Some College, no degree19.22%17.86%107.56Associate Degree4.7%3.49%134.63College Degree9.61%9%106.76   | Less than 9th Grade             | 14.43% | 18.27% | 79     |
| Some College, no degree 19.22% 17.86% 107.56   Associate Degree 4.7% 3.49% 134.63   College Degree 9.61% 9% 106.76  | No High School Diploma          | 11.39% | 13.43% | 84.77  |
| Associate Degree 4.7% 3.49% 134.63   College Degree 9.61% 9% 106.76   | High School Graduate            | 34.83% | 33.51% | 103.94 |
| College Degree 9.61% 9% 106.76  | Some College, no degree         | 19.22% | 17.86% | 107.56 |
|   | Associate Degree                | 4.7%   | 3.49%  | 134.63 |
| Graduate/Prof. degree 5.83% 4.43% 131.43  | College Degree                  | 9.61%  | 9%     | 106.76 |
|   | Graduate/Prof. degree           | 5.83%  | 4.43%  | 131.43 |

t Lupton Basalt Silverton Sedalia Foxfield Grand Junction Acres Green Sanford Hayden Norwood Hay Otis Granby Blanca Windsor Monument Yampa Towaoc Glenwood May Mondland Park Salt Cree Applewood Cottonwood Antonito Greenwood Village South Fork Fran Intercultural Institute Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

| 2010 HOUSEHOLD              | COUNTY | BAND   | INDEX  |
|-----------------------------|--------|--------|--------|
| ESTIMATES                   |        |        |        |
| Household Income            |        |        |        |
| < \$10,000                  | 15.12% | 21.47% | 133.12 |
| \$10,000 to \$19,999        | 18.66% | 19.3%  | 103.43 |
| \$20,000 to \$29,999        | 15.3%  | 14.88% | 97.22  |
| \$30,000 to \$49,999        | 21.81% | 20.9%  | 95.85  |
| \$50,000 to \$59,999        | 6.54%  | 4.33%  | 66.27  |
| \$60,000 to \$69,999        | 5.35%  | 4.05%  | 75.75  |
| \$70,000 to \$79,999        | 3.97%  | 2.64%  | 66.4   |
| \$80,000 to \$89,999        | 3.48%  | 3.01%  | 86.54  |
| \$90,000 to \$99,999        | 2.29%  | 1.69%  | 73.99  |
| \$100,000 to \$124,999      | 3.33%  | 1.98%  | 59.39  |
| \$125,000 to \$149,999      | 1.95%  | 3.11%  | 158.96 |
| \$150,000 to \$199,999      | 1.5%   | 1.6%   | 106.96 |
| \$200,000 to \$249,999      | 0.37%  | 0.56%  | 154.14 |
| \$250,000 or more           | 0.34%  | 0.38%  | 112.1  |
| Median Household            | 30,584 | 28,902 | 94.5   |
| Average Household           | 42,217 | 40,819 | 96.69  |
| Per Capita Household        | 18,010 | 18,271 | 101.45 |
| Family/Non-Family Household |        |        |        |
| Income                      |        |        |        |
| Median Family Income        | 36,054 | 33,213 | 92.12  |
| Average Family Income       | 48,620 | 46,288 | 95.2   |
| Median Non-Family Income    | 15,842 | 16,473 | 103.98 |
| Average Non-Family Income   | 24,413 | 18,742 | 76.77  |

ral Heights Branson Paonia Flagler New Castle Vail Marble Lakewood Franktown Oak Greek Lakeside Hooper Haswell Cedaredge Hayden Telluride Creede Montezuma Aspen Intercultural Institute Intercultural Institute Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Ulab Valley Alamosa Ministry Cherry Hills Village Towacc Olathe Eldorado Springs La Jara East Pleasant

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            | 73.55% | 71.37% | 97.04   |
| Families with Children         | 40.99% | 38.51% | 93.96   |
| Families without Children      | 32.56% | 32.86% | 100.93  |
| Non-Family Households          |        |        |         |
| % Non-Family Households        | 26.45% | 28.63% | 108.22  |
| Non-Families with Children     | 0.15   | 0      | 0       |
| Non-Families without Children  | 26.3   | 28.63  | 108.85  |
| Housing Units                  |        |        | Index   |
| Total Housing Units            | 4,337  | 1,271  |         |
| Vacant percent                 | 24.51% | 16.44% | 67.09   |
| Owned percent                  | 59.47% | 65.07% | 109.42% |
| Rented Percent                 | 16.02% | 18.49% | 115.38  |
| Households by Size             |        |        | Index   |
| Avg household size             | 2.36   | 2.23   | 94.49   |
| Avg family hh size             | 2.84   | 2.68   | 94.37   |
| Avg non-family hh size         | 1.01   | 1.09   | 107.92  |
| Households By Count of Persons |        |        | Percent |
| One                            | 800    | 280    | 35%     |
| Two                            | 1,375  | 428    | 31.13%  |
| Three or Four                  | 890    | 300    | 33.71%  |
| Five+                          | 209    | 53     | 25.36%  |
|                                |        |        |         |

Cimarron Hills Edgewater Ordway Vilas Westcreek La Salle Winter Park Gold Hill Greenwood Village Pritchett Colorado Springs Bethune Green Mountain Falls Carbondale Intercultural Institute sburg Crestone Palmer Lake Gilcrest Frederick Manassa Glenwood Springs Lamestown La Junta Eldorado Spring8 ut Copyright 2012, Intercultural Institute for Contextual Ministry Cripple Creek Blanca Raman La Junta Eldorado Spring8

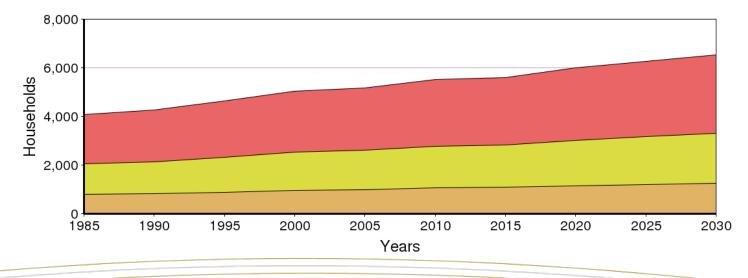
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

| DEMOSCAPE       | COUNTY | RING  | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Population | 7,453  | 2,281 | 30.61%  |
| 2000 Population | 8,400  | 2,554 | 30.4%   |
| 2010 Population | 7,764  | 2,373 | 30.56%  |
| 2015 Population | 7,378  | 2,264 | 30.69%  |

Household Change from 1985 to 2030

🔲 0-7mi Ring 👘 🔲 0-10mi Ring

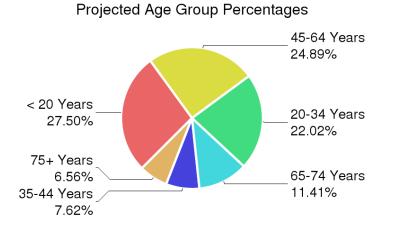
📕 0-15mi Ring



Ty's Silver Cliff Toward Johnstown Walsh Hudson Olathe The Pinery Hayden Cascade Chipita Park Las Animas Atwood Fruita Padroni Silverthorne North Washington Intercultural Institute Rifle Sherrelwood Kit Carson Montrose Hartman Leadville Lakeside (ortextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Carve Broomfield Genesee Bow Mar Franktown Sawnit

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.

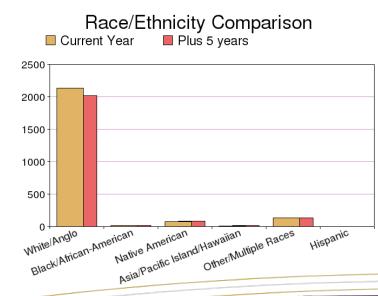


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------|---------|--------------|--------|
| 0-3 Years             | 5.31%   | 4.9%         | 92.28  |
| 4-5 Years             | 1.81%   | 1.33%        | 73.48  |
| 6-8 Years             | 4.72%   | 4.64%        | 98.31  |
| 9-11 Years            | 4.85%   | 4.73%        | 97.53  |
| 12-13 Years           | 3.75%   | 3.98%        | 106.13 |
| 14-17 Years           | 5.69%   | 4.77%        | 83.83  |
| 18-19 Years           | 3.41%   | 3.22%        | 94.43  |
| 0-5 Years             | 7.12%   | 6.23%        | 87.5   |
| 6-12 Years            | 11.42%  | 11.31%       | 99.04  |
| 13-19 Years           | 11%     | 10.03%       | 91.18  |
| < 20 Years            | 29.54%  | 27.57%       | 93.33  |
| 20-34 Years           | 18.16%  | 22.08%       | 121.59 |
| 35-44 Years           | 9.23%   | 7.64%        | 82.77  |
| 45-64 Years           | 27.43%  | 24.96%       | 91     |
| 65-74 Years           | 9.31%   | 11.44%       | 122.88 |
| 75+ Years             | 6.32%   | 6.58%        | 104.11 |
| Median Age            | 39      | 34           | 86.69  |
| Median Age (Male)     | 38      | 36           | 93.64  |
| Median Age (Female)   | 39      | 36           | 91.65  |

Naturita Campo Williamsburg Westcliffe Sawpit Timnath Nederland Nucla Hot Suppor Springs Johnston Geneagle Berkley Lake City Meridian Raymer Thornton Center Intercultural Institute teen Empire Morrison Grand Junction Walsenburg Gilcrest Vilas Flem For Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 

A comparison between the current and PROJECTED demographic summary of 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                    | 90.05%  | 89.13%     | 98.98  |
| Black, African-American         | 0.72%   | 0.84%      | 117.15 |
| Native American                 | 3.33%   | 3.71%      | 111.45 |
| Asian                           | 0.42%   | 0.57%      | 136.26 |
| Pacific Island, Hawaiian        | 0.04%   | 0%         | 0      |
| Other/Multiple Races            | 5.48%   | 5.74%      | 104.81 |
| Hispanic                        | 0%      | 0%         | 0      |
|                                 |         |            |        |
| Education of Adults (25 yrs+)   |         |            |        |
| Total Adults over age 25 years. | 1,489   | 1,450      |        |
| Less than 9th Grade             | 18.27%  | 17.52%     | 95.89  |
| No High School Diploma          | 13.43%  | 12.69%     | 94.47  |
| High School Graduate            | 33.51%  | 34.07%     | 101.66 |
| Some College, no degree         | 17.86%  | 18.21%     | 101.92 |

3.49%

4.43%

9%

3.93%

9.52%

4.07%

112.56

105.76

91.8

Haxtun Larkspur Fruita Coal Creek Pueblo San Luis Edwards Nederland Westcreek Security-Widefield Hountain Village Ken Caryl Silverton Todd Creek Keystone Haswell Intercultural Institute spark Ault Paonia Grand View Estates Minturn Sedalia Simla Kersey For Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry adville Craig Akron Facle-Vail Vampa Federal Heights Sterling Lochbuje Monument Bockvale Avond

Associate Degree

Graduate/Prof. degree

**College Degree** 

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

| CURRENT VS. PROJECTED       | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------------|---------|--------------|--------|
| Household Income            |         |              |        |
| < \$10,000                  | 21.47%  | 19.22%       | 89.54  |
| \$10,000 to \$19,999        | 19.3%   | 18.67%       | 96.72  |
| \$20,000 to \$29,999        | 14.88%  | 13.96%       | 93.8   |
| \$30,000 to \$49,999        | 20.9%   | 21.16%       | 101.25 |
| \$50,000 to \$59,999        | 4.33%   | 4.81%        | 110.95 |
| \$60,000 to \$69,999        | 4.05%   | 4.53%        | 111.85 |
| \$70,000 to \$79,999        | 2.64%   | 3.33%        | 94.65  |
| \$80,000 to \$89,999        | 3.01%   | 3.51%        | 113.49 |
| \$90,000 to \$99,999        | 1.69%   | 1.76%        | 103.6  |
| \$100,000 to \$249,999      | 1.98%   | 1.94%        | 98.15  |
| \$125,000 to \$149,999      | 3.11%   | 3.14%        | 101.13 |
| \$150,000 to \$199,999      | 1.6%    | 2.4%         | 150.11 |
| \$200,000 to \$249,999      | 0.56%   | 0.74%        | 130.87 |
| \$250,000 or more           | 0.38%   | 0.55%        | 147.23 |
| Median Household            | 28,902  | 30,484       | 105.47 |
| Average Household           | 40,819  | 44,648       | 109.38 |
| Per Capita Household        | 18,271  | 21,342       | 116.81 |
|                             |         |              |        |
| Family/Non-Family Household |         |              |        |
| Income                      |         |              |        |
| Median Family Income        | 33,213  | 37,688       | 113.47 |
| Average Family Income       | 46,288  | 51,100       | 110.4  |
| Median Non-Family Income    | 16,473  | 18,355       | 111.42 |
| Average Non-Family Income   | 18,742  | 20,954       | 111.8  |

Lincoln Park Dove Creek Aspen Boulder Glendale Roxborough Park Downieville-Lawson-Dumont Milli Park Cimarron Hills Leadville Mountain View Nucla Crestone Appleword Hartman Haswell Gleneagle Glenwood Springs Avondale Caï; ½on City Niwot Cheyenne Wells Eldo Googyright 2012, 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               | 71.37%  | 70.79%       | 99.19   |
| Families with Children            | 38.51   | 37.8         | 98.15   |
| Families without Children         | 32.86   | 32.99        | 100.4   |
| Non-Family Households             |         |              |         |
| % Non-Family Households           | 28.63%  | 29.21%       | 102.03  |
| Non-Families with Children        | 0       | 0            | 102.03  |
| Non-Families without              | 28.63   | 29.21        | 102.03  |
| Children                          |         |              |         |
| Housing Units                     |         |              |         |
| Total Housing Units               | 1,271   | 1,282        | 100.87% |
| Vacant percent                    | 16.44%  | 15.68%       | 95.35   |
| Owned percent                     | 65.07%  | 65.83%       | 101.18  |
| Rented Percent                    | 18.49%  | 18.56%       | 100.41  |
|                                   |         |              |         |
| Households by Size                |         |              |         |
| Avg household size                | 2.23    | 2.09         | 93.72%  |
| Avg family hh size                | 2.68    | 2.51         | 93.66%  |
| Avg non-family hh size            | 1.09    | 1.05         | 96.33%  |
|                                   |         |              |         |
| Households By Count of<br>Persons |         |              |         |
| One                               | 280     | 285          | 101.79% |
| Two                               | 428     | 464          | 108.41% |
| Three or Four                     | 300     | 299          | 99.67%  |
| Five+                             | 53      | 33           | 62.26%  |

Ighlands Ranch Ignacio Hillrose Craig Johnstown Romeo Flagler Acres Green North Washington Work Hudson Franktown Walsh Firestone Ridgway Lakewood Alma Tripion Intercultural Institute West Pleasant View Empire Paonia Carbondale Las Animas Severance Jor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

| BORN IN:         | 0-7   | 7-10  | 10-15 | BORN IN:    | 0-7      | 7-10  | 10-15 |
|------------------|-------|-------|-------|-------------|----------|-------|-------|
|                  | MILES | MILES | MILES |             | MILES    | MILES | MILES |
| Foreign Born Pop | 80    | 75    | 19    | Eastern Af  | rica 0   | 0     | 0     |
| Northern Europe  | 1     | 0     | 1     | Middle Afri | ca 0     | 0     | 0     |
| Western Europe   | 2     | 2     | 1     | Northern A  | frica 0  | 0     | 0     |
| Southern Europe  | 2     | 2     | 0     | Southern A  | Africa 0 | 0     | 0     |
| Eastern Europe   | 1     | 1     | 0     | Western A   | frica 0  | 0     | 0     |
| Other Europe     | 0     | 0     | 0     | Other Afric | a 0      | 0     | 1     |
| Eastern Asia     | 1     | 1     | 0     | Oceania     | 0        | 0     | 0     |
| So. Central Asia | 0     | 0     | 2     | Caribbean   | 0        | 0     | 0     |
| SE Asia          | 1     | 1     | 0     | Central Am  | ner. 72  | 68    | 13    |
| Western Asia     | 0     | 0     | 0     | South Ame   | erica 0  | 0     | 1     |
| Other Asia       | 0     | 0     | 0     | North Ame   | rica 0   | 0     | 0     |
|                  |       |       |       | Born at sea | a 0      | 0     | 0     |



# Language Summary

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

| SPOKEN AT HOME        | 0-7<br>MILES | 7-10<br>MILES | 10-15<br>MILES | SPOKEN AT HOME     | 0-7<br>MILES | 7-10<br>MILES | 10-15<br>MILES |
|-----------------------|--------------|---------------|----------------|--------------------|--------------|---------------|----------------|
| English anh           |              |               |                | Other Indo-Euro    |              |               |                |
| English only          | 670          | 1,207         | 972            |                    | 0            | 0             | 0              |
| Spanish               | 1,209        | 655           | 407            | Asian/PI languages | 0            | 0             | 0              |
| Other Indo-Euro       | 2            | 5             | 7              | Chinese            | 0            | 0             | 0              |
| language              | •            | •             |                | Japanese           | 0            | 0             | 0              |
| French (incl. Patois, | 0            | 0             | 1              | 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             | 1              | Thai               | 0            | 0             | 0              |
| German                | 1            | 4             | 2              | 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             | 2              | Tagalog            | 0            | 4             | 0              |
| Language              |              |               |                | Other Pacific Is   | 0            | 0             | 0              |
| Greek                 | 0            | 0             | 0              | Other languages    | 0            | 0             | 0              |
| Russian               | 0            | 0             | 1              | Navajo             | 0            | 0             | 0              |
| Polish                | 1            | 1             | 0              | Other Native N.    | 0            | 0             | 0              |
| Serbo-Croatian        | 0            | 0             | 0              | American           |              |               |                |
| Other Slavic Language | 0            | 0             | 0              | Hungarian          | 0            | 0             | 0              |
| Armenian              | 0            | 0             | 0              | Arabic             | 0            | 0             | 0              |
| Persian               | 0            | 0             | 0              | Hebrew             | 0            | 0             | 0              |
| Gujarathi             | 0            | 0             | 0              | African languages  | 0            | 0             | 0              |
| Hindi                 | 0            | 0             | 0              | Other unspecified  | 0            | 0             | 0              |
| Urdu                  | 0            | 0             | 0              |                    | -            | -             | -              |

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Flagier Del Norte Castle Pines Aurora Sedalia Williamsburg Rye Sat Creek Lochburg Allenspark in the Crowley South Fork Highlands Ranch Fort Lupton Swink Garden City <u>Intercultural Institute</u> mpo Wiley Redlands Brush Ignacio Arriba Castle Pines North Fort Castle Contextual Ministry (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

# Ancestry Summary

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

10-15 MILES

| ANCESTRY           | 0-7   | 7-10  | 10-15 | ANCESTRY           | 0-7   |
|--------------------|-------|-------|-------|--------------------|-------|
|                    | MILES | MILES | MILES |                    | MILE  |
| Reporting ancestry | 1,568 | 1,591 | 1,118 | Irish              | 18    |
| Arab               | 5     | 5     | 3     | Italian            | 9     |
| Armenian           | 0     | 0     | 0     | Lithuanian         | 0     |
| Austrian           | 0     | 0     | 0     | Norwegian          | 0     |
| British            | 0     | 0     | 2     | Polish             | 1     |
| Canadian           | 0     | 0     | 2     | Portuguese         | 2     |
| Croatian           | 0     | 0     | 0     | Romanian           | 0     |
| Zech               | 0     | 0     | 0     | Russian            | 0     |
| zechoslovak        | 0     | 0     | 0     | Scandinavian       | 1     |
| Danish             | 46    | 46    | 48    | Scotch-Irish       | 8     |
| outch              | 20    | 21    | 9     | Scottish           | 8     |
| nglish             | 119   | 121   | 128   | Slovak             | 0     |
| uropean            | 14    | 15    | 12    | Subsaharan Africar | 0     |
| innish             | 0     | 0     | 3     | Swedish            | 8     |
| rench (not Basque) | 17    | 18    | 7     | Swiss              | 3     |
| rench Canadian     | 3     | 4     | 4     | Ukrainian          | 0     |
| German             | 67    | 67    | 60    | US/American        | 83    |
| reek               | 0     | 0     | 0     | Welsh              | 3     |
| ungarian           | 1     | 1     | 0     | West Indian        | 0     |
| anian              | 0     | 0     | 0     | Yugoslavian        | 0     |
|                    |       |       |       | Other              | 1,132 |

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### 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?

es Garden City Bethune Grand Junction Brighton Peetz Rye Meridian Louisville Mountain Village Gre Taser Fort Collins Alma Caï, ½on City Sanford Hillrose Mountain View Intercultural Institute Manitou Springs Holly Crestone Pagosa Springs Keenesburg Fort Ga Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Mentor Palmer Lake Nunn Gunbarrel Iliff Cimarron Hills

# 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?

Wiggins Cliften Crestone Victor Sedgwick Pueblo Woodmoor Pagosa Springs Laporte Sedalia Error Silver Cliff Kersey Roxborough Park Parachute Milliken Golden Intercultural Institute Indian Hills Or Copyright 2012, Intercultural Institute for Contextual Ministry Penrose Orchard City Ridgway North Washington Ca Copyright 2012, Intercultural Institute for Contextual Ministry Penrose Orchard City Ridgway North Washington Ca Copyright 2012, Intercultural Institute for Contextual Ministry Penrose Orchard City Ridgway North Washington Ca Copyright 2012, Intercultural Institute for Contextual Ministry Penrose Orchard City Ridgway North Washington Ca Copyright 2012, Intercultural Institute for Contextual Ministry Penrose Orchard City Ridgway North Washington Ca Copyright 2012, Intercultural Institute for Contextual Ministry Penrose Orchard City Ridgway North Washington Ca Copyright 2012, Intercultural Institute for Contextual Ministry Penrose Orchard City Ridgway North Washington Ca Copyright 2012, Intercultural Institute for Contextual Ministry Penrose Orchard City Ridgway North Washington Ca Copyright 2012, Intercultural Institute for Contextual Ministry Penrose Orchard City Vail

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.



Estes Park Elizabeth Jamestown Glenwood Springs Cascade-Chipita Park Brighton Winter Park Gyper Fruity Walden Allenspark Center Crested Butte Timnath Naturita Eagle Intercultural Institute Fruityale Sedgwick Ordway Basalt Alma Pagosa Springs Bayfield Confectual Ministry Wiggins Applewood Milliken Colorado Springs San 29

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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                        | 1,062            | 100%  | 679                    | 100%  |
| AFFLUENT SUBURBIA            | 0                | 0%    | 0                      | 0%    |
| America's Wealthiest         | 0                | 0%    | 0                      | 0%    |
| Dream Weavers                | 0                | 0%    | 0                      | 0%    |
| White Collar Suburbia        | 0                | 0%    | 0                      | 0%    |
| Upscale Suburbia             | 0                | 0%    | 0                      | 0%    |
| Enterprising Couples         | 0                | 0%    | 0                      | 0%    |
| Small Town Success           | 0                | 0%    | 0                      | 0%    |
| New Suburbia Fam.            | 0                | 0%    | 0                      | 0%    |
| UPSCALE AMERICA              | 1                | 0.09% | 1                      | 0.15% |
| Status Conscious Consumers   | 0                | 0%    | 0                      | 0%    |
| Affluent Urban Professionals | 0                | 0%    | 0                      | 0%    |
| Urban Commuter Fam.          | 0                | 0%    | 0                      | 0%    |
| Solid Suburban Mix           | 0                | 0%    | 0                      | 0%    |
| 2nd Generation Success       | 1                | 0.09% | 1                      | 0.15% |
| Successful Urban Sprawl      | 0                | 0%    | 0                      | 0%    |
| SM TWN SUCCESS               | 0                | 0%    | 0                      | 0%    |
| 2nd City Homebodies          | 0                | 0%    | 0                      | 0%    |
| Prime Middle America         | 0                | 0%    | 0                      | 0%    |
| Urban Optimists              | 0                | 0%    | 0                      | 0%    |
| Family Convenience           | 0                | 0%    | 0                      | 0%    |
| Mid-Market Enterprise        | 0                | 0%    | 0                      | 0%    |
|                              |                  |       |                        |       |



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                     | 1,062            | 100%   | 679                    | 100%   |
| BLUE COLLAR BACKBONE      | 25               | 2.35%  | 15                     | 2.21%  |
| Nuevo Hispanic Fam.       | 0                | 0%     | 0                      | 0%     |
| Working Rural Suburbia    | 25               | 2.35%  | 15                     | 2.21%  |
| Lower Income Essentials   | 0                | 0%     | 0                      | 0%     |
| Small Town Endeavors      | 0                | 0%     | 0                      | 0%     |
| AMER. DIVERSITY           | 841              | 79.19% | 541                    | 79.68% |
| Ethnic Urban Mix          | 0                | 0%     | 0                      | 0%     |
| Urban Blues               | 841              | 79.19% | 541                    | 79.68% |
| Professional Urbanites    | 0                | 0%     | 0                      | 0%     |
| Urban Advancement         | 0                | 0%     | 0                      | 0%     |
| Amer. Great Outdoors      | 0                | 0%     | 0                      | 0%     |
| Mature America            | 0                | 0%     | 0                      | 0%     |
| METRO FRINGE              | 45               | 4.24%  | 31                     | 4.57%  |
| Steadfast Conservative    | 45               | 4.24%  | 31                     | 4.57%  |
| 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%     |

a Westminster <u>Center Haswell Hillrose Loghill Village Sawpit</u> Central City Johnstown <u>Evergreen</u> Ned ent Hesa Vail Manassa Ridgway Brookside Aspen Park Glendale For <u>Intercultural Institute</u> Paoli Garden City Delta Winter Park Dinosaur Aristocrat Ranchettes Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

| 2010 MOSAIC HHIds          | 0-7 HH & Percent |        | Unreached HH & Percent |       |
|----------------------------|------------------|--------|------------------------|-------|
| Total                      | 1,062            | 100%   | 679                    | 100%  |
| REMOTE AMERICA             | 111              | 10.45% | 67                     | 9.87% |
| Hardy Rural Fam.           | 96               | 9.04%  | 58                     | 8.54% |
| Rural Southern Living      | 0                | 0%     | 0                      | 0%    |
| Coal & Crops               | 15               | 1.41%  | 9                      | 1.33% |
| Native America             | 0                | 0%     | 0                      | 0%    |
| ASPIRING CONTEMP'S         | 0                | 0%     | 0                      | 0%    |
| Young Cosmopolitans        | 0                | 0%     | 0                      | 0%    |
| Minority Metro Communities | 0                | 0%     | 0                      | 0%    |
| Stable Careers             | 0                | 0%     | 0                      | 0%    |
| Aspiring Hispania          | 0                | 0%     | 0                      | 0%    |
| RURAL VILLAGES & FARMS     | 8                | 0.75%  | 4                      | 0.59% |
| Industrious Country Living | 0                | 0%     | 0                      | 0%    |
| America's Farmland         | 6                | 0.56%  | 3                      | 0.44% |
| Comfy Country Living       | 0                | 0%     | 0                      | 0%    |
| Small Town Connections     | 0                | 0%     | 0                      | 0%    |
| Hinterland Fam.            | 2                | 0.19%  | 1                      | 0.15% |

Longmont Frisco Eaton Walsh Rangely Hartman Gypsum Eads Beulah Valley Oak Creek Orchard Lain Village Two Buttes Brighton Genoa Timnath Cimarron Hills Redland Intercultural Institute ochbuie Blanca Red Cliff Cheyenne Wells Seibert Superior Bonanza Copyright 2012, Intercultural Institute for Contextual Ministry Sterling Monument Windsor Dinosaur Ault Gree 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                    | 1,062            | 100%  | 679                    | 100%  |
| STRUGGLING SOCIETIES     | 8                | 0.75% | 5                      | 0.74% |
| Rugged Southern Style    | 8                | 0.75% | 5                      | 0.74% |
| 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            | 22               | 2.07% | 15                     | 2.21% |
| 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 | 22               | 2.07% | 15                     | 2.21% |
| Getting By               | 0                | 0%    | 0                      | 0%    |
| VARYING LIFESTYLES       | 0                | 0%    | 0                      | 0%    |
| Military Family Life     | 0                | 0%    | 0                      | 0%    |
| Major University Towns   | 0                | 0%    | 0                      | 0%    |
| Gray Perspectives        | 0                | 0%    | 0                      | 0%    |

Peetz Dinosaur Julesburg Platteville Mount Crested Butte Lakeside Eads Gunnison Brookside Gl Hountain Falls Dolores Paoli Campo Evans Cherry Hills Village Tellurity Intercultural Institute Delta Lakewood East Pleasant View Aspen Longmont La Veta Security Jor Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Columbine Valley Laporte Limon Carbondale Edwards Romeo Arriba Cedaredge Buena Vista Red F Luis Cimarron Hills Louisville Vona Denver Womelsdorf (Coalton) Platteville Cheyenne Wells Steamboat Springs Dove Creek Creede Pit Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

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

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

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





#### **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               | 69%   | 69%   | 70%   | Use Comp. for Digital Camera  | 20%   | 19%   | 23%   |
| Use Comp. for           | 49%   | 49%   | 51%   | Photo Editing                 |       |       |       |
| Internet/E-mail         |       |       |       | PC-Network-HH Has One         | 19%   | 19%   | 18%   |
| Internet Use: E-Mail    | 38%   | 37%   | 40%   | Internet Use: News/ Weather   | 19%   | 19%   | 19%   |
| Use Comp. for Shopping  | 29%   | 30%   | 31%   | Use Comp. for Filing/DB       | 17%   | 17%   | 16%   |
| Use Comp. for Word      | 29%   | 29%   | 32%   | Mngmnt                        |       |       |       |
| Processing              |       |       |       | Use Comp. for News/Info./Data | 16%   | 16%   | 19%   |
| Use Comp. for Education | 27%   | 27%   | 27%   | Service                       |       |       |       |
| Use Comp. for Banking   | 25%   | 25%   | 27%   | Use Comp. for Personal        | 15%   | 14%   | 13%   |
| Use Comp. for Comp.     | 25%   | 25%   | 30%   | Financial Mngmnt              |       |       |       |
| Games                   |       |       |       | Use Comp. for Accounting      | 12%   | 12%   | 14%   |
| HH Owns DVD Player      | 22%   | 22%   | 22%   | HH Owns Video/Webcam          | 12%   | 12%   | 10%   |
| Internet Use: Banking   | 21%   | 21%   | 22%   | Internet Use: Read Magazines/ | 10%   | 11%   | 9%    |
|                         |       |       |       | Newspapers                    |       |       |       |
|                         |       |       |       | Internet Use: Research/       | 10%   | 10%   | 10%   |

Breckenridge Yampa Timnath Pierce Fairplay Greeley Lakewood Oiney Springs Trinidad Alma Gu ena Antonito Downieville-Lawson-Dumont Manzanola Raymer Redlands Intercultural Institute ecurity-Widefield Parachute Coal Creek Ken Caryl Alamosa Two Buttes Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Construction Specific Contextual Ministry Construction Specific Contextual Ministry

Education

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 | BRIDGES                 | BRIDGES 0-7                 | BRIDGES 0-7 7-10                |
|----------------------|-------|-------|-------|-------------------------|-----------------------------|---------------------------------|
|                      | MILES | MILES | MILES |                         | MILES                       | MILES MILES                     |
| Listening To Music   | 61%   | 61%   | 62%   | Any Ailment             | Any Ailment 60%             | Any Ailment 60% 60%             |
| Reading Books        | 43%   | 42%   | 44%   | Gen./Fam. Practitioner  | Gen./Fam. Practitioner 31%  | Gen./Fam. Practitioner 31% 31%  |
| Dining Out (Not Fast | 39%   | 39%   | 44%   | Dentist                 | Dentist 25%                 | Dentist 25% 25%                 |
| Food)                |       |       |       | None Of These           | None Of These 23%           | None Of These 23% 23%           |
| Card Games           | 32%   | 31%   | 36%   | Backache                | Backache 19%                | Backache 19% 19%                |
| Cooking for Fun      | 29%   | 29%   | 29%   | Hypertension/High Blood | Hypertension/High Blood 17% | Hypertension/High Blood 17% 17% |
| Go To A Beach/Lake   | 28%   | 28%   | 30%   | Pressure                | Pressure                    | Pressure                        |
| Gardening            | 28%   | 27%   | 30%   | Eye Dr.                 | Eye Dr. 16%                 | Eye Dr. 16% 17%                 |
| Board Games          | 22%   | 21%   | 25%   | High Cholesterol        | High Cholesterol 13%        | High Cholesterol 13% 13%        |
| Visit Zoo            | 20%   | 20%   | 19%   | Heartburn               | Heartburn 13%               | Heartburn 13% 13%               |
| Photography          | 16%   | 16%   | 17%   | Acid Reflux Disease     | Acid Reflux Disease 12%     | Acid Reflux Disease 12% 12%     |
|                      |       |       |       | (GERD)                  | (GERD)                      | (GERD)                          |

minster Grand Lake Lincoln Park Bayfield Todd Creek Strasburg Pritchett Fort Garland Redlands Coke Hestcreek Dove Creek Wheat Ridge Haxtun Vona Kiowa Dolores Index Lits Nucle Cripple Creek So Sedalia Arriba Rockvale Paoli Federal Heights Fountain Marble Grand Contextual Ministry 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  |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Concert                  | 19.03% | 18.88% | 19.85% |
| Live Theater             | 11.57% | 11.43% | 12.6%  |
| Live Theater Most Often  | 10.26% | 10.15% | 10.96% |
| Rock/Pop Concerts Most   | 10.01% | 9.98%  | 10.18% |
| Often                    |        |        |        |
| Comedy Club              | 9.9%   | 9.87%  | 9.01%  |
| Dance Performance        | 7.25%  | 7.07%  | 6.45%  |
| Movies: Action/Adventure | 34.16% | 33.71% | 33.64% |
| Movies: Comedy           | 30.91% | 30.69% | 31.48% |
| Movies: Mystery          | 16.03% | 16%    | 14.43% |

| BRIDGES                  | 0-7    | 7-10   | 10-15  |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Movies: Fam.             | 15.34% | 15.12% | 16.48% |
| Movies: Drama            | 14.8%  | 14.47% | 14.3%  |
| Movies: Horror           | 12.72% | 12.94% | 10.88% |
| MLB Baseball Reg.        | 2.59%  | 2.46%  | 4.1%   |
| Season                   |        |        |        |
| NFL Football Reg. Season | 2.51%  | 2.33%  | 3.02%  |
| College Basketball Reg.  | 2.41%  | 2.29%  | 3.11%  |
| Season                   |        |        |        |
| College Football Reg.    | 2.01%  | 1.86%  | 3.7%   |
| Season                   |        |        |        |
| NBA Basketball Reg.      | 1.63%  | 1.58%  | 1.79%  |
| Season                   |        |        |        |
| Rodeo                    | 1.59%  | 1.65%  | 2.92%  |

Limon Buena Vista Edgewater Coal Creek Colorado City St. Mary's Intercultural Institute Mount Crested Butte Fort Morgan Berkley Wray Englewood New Cast Courtextual Ministry Ver Derby Arri Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 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  |
| Walking for Exercise    | 37.52% | 37.35% | 38.66% |
| Swimming                | 28.3%  | 28.05% | 28.79% |
| Bowling                 | 20.42% | 20.37% | 21.22% |
| Basketball              | 19.5%  | 19.76% | 18.84% |
| Billiards/Pool          | 18.9%  | 18.8%  | 17.68% |
| Freshwater Fishing      | 17.75% | 17.33% | 20.66% |
| Jogging/Running         | 16.65% | 16.79% | 15.35% |
| Camping Trips           | 16%    | 15.64% | 17.63% |
| Baseball                | 14.95% | 15.31% | 14.53% |
| Football                | 13.81% | 14.26% | 13.06% |
| Weight Training         | 13.51% | 13.63% | 13.49% |
| Soccer                  | 13.47% | 13.8%  | 11.25% |
| Volleyball              | 12.3%  | 12.48% | 11.72% |
| Using Cardio<br>Machine | 11.7%  | 11.66% | 10.87% |

| BRIDGES              | 0-7    | 7-10   | 10-15  |
|----------------------|--------|--------|--------|
|                      | MILES  | MILES  | MILES  |
| Saltwater Fishing    | 11.5%  | 11.44% | 9.1%   |
| Hunting              | 11.29% | 10.92% | 13.93% |
| Softball             | 11.2%  | 11.25% | 10.8%  |
| Aerobics             | 11.08% | 11.15% | 9.68%  |
| Horseback Riding     | 10.24% | 10.19% | 10.4%  |
| Backpacking/Hiking   | 10.1%  | 10.14% | 10.65% |
| Mountain/Road Biking | 10.09% | 9.95%  | 11.32% |
| Stationary Cycling   | 9.83%  | 9.73%  | 9.72%  |
| Canoeing/Kayaking    | 8.77%  | 8.38%  | 8.35%  |
| Tennis               | 8.39%  | 8.62%  | 7.5%   |
| Yoga                 | 7.57%  | 7.57%  | 6.44%  |
| Golf                 | 7.31%  | 7.31%  | 10.7%  |
| Target Shooting      | 7.28%  | 7.19%  | 8.77%  |
| Motorcycling         | 7.17%  | 7.16%  | 7.38%  |

Padroni La Jara Mead Fowler Cherry Hills Village Centennial Eckley Meridian Williamsburg Peetz Fede Delta Alamosa Silt Montrose Littleton Seibert Collbran Silver Club Alamosa Silt Montrose Littleton Seibert Collbran Silver Club Intercultural Institute urn Lincoln Park Lyons Vail Ken Caryl Thornton Ovid Rangely Nunn Contextual Ministry ler Todd Creek Ni Copyright 2012, Intercultural Institute for Contextual Ministry La Junta Eldora Del Norte Acres Green Atwood Rock

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 |
| Power Boating                  | 6.7%  | 6.31% | 7.28% |
| Roller Skating                 | 6.69% | 6.73% | 6.63% |
| Ice Skating                    | 6.58% | 6.59% | 6.19% |
| Fly Fishing                    | 5.88% | 5.89% | 5.9%  |
| Snorkeling                     | 5.73% | 5.82% | 5.43% |
| Downhill & X-Country<br>Skiing | 5.66% | 5.73% | 5.59% |
| Martial Arts                   | 5.39% | 5.49% | 4.32% |
| Racquetball                    | 5.21% | 5.27% | 4.33% |
| Hockey                         | 5.15% | 5.26% | 4.47% |
| Water Skiing                   | 4.87% | 4.73% | 4.96% |
|                                |       |       |       |

| BRIDGES               | 0-7   | 7-10  | 10-15 |
|-----------------------|-------|-------|-------|
|                       | MILES | MILES | MILES |
| Auto Racing           | 4.73% | 4.67% | 3.83% |
| Archery               | 4.55% | 4.59% | 5.21% |
| Snowboarding          | 4.3%  | 4.39% | 4.18% |
| Jet Skiing            | 4.04% | 4.03% | 4.54% |
| Sailing               | 3.95% | 3.91% | 3.47% |
| Skateboarding         | 3.9%  | 3.95% | 3.73% |
| Snowmobiling          | 3.75% | 3.8%  | 4.63% |
| Rock Climbing         | 3.65% | 3.67% | 4.15% |
| Surfing & Windsurfing | 3.55% | 3.61% | 3.25% |
| Rowing                | 3.36% | 3.36% | 3.39% |
|                       |       |       |       |

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#### 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.



ad Loghill Village Hot Sulphur Springs Hayden Larkspur Eldora Wray Westminstor Crawford Parachule Hands Silt Fairplay Wellington Walden The Pinery Carbondale Federa in <u>Intercultural Institute</u> y's South Fork Centennial Roxborough Park Vail Lafayette Gypsum for Contextual Ministry Contextual Ministry Castle Pin 41 Coopyright 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.



Wray Poncha Springs Wiley Eagle-Vail Durango Milliken Genesee Rico Ponderosa Park Black Hawk Cheraw Kittredge Acres Green Parachute Crested Butte Williamsburg Charten Marble Sherrelwood Berkley Wiggins Aspen New Castle Orchard Mesa Grand Junction De for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Mi

## **Potential Cultural Barriers:**

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

| BARRIERS                                  | 0-7<br>MILES | 7-10<br>MILES | 10-15<br>MILES | B                          | ARRIERS                  | ARRIERS                               | ARRIERS 0-7<br>MILES              |                                       |
|---|--------------|---------------|----------------|----------------------------|--------------------------|---------------------------------------|-----------------------------------|---------------------------------------|
| Important Continue Learning<br>New Things | 50%          | 50%           | 48%            |                            |                          | e To Pursue<br>allenge/Novelty/Change |                                   |                                       |
| Like Control Over People And Resources    | 43%          | 43%           | 39%            |                            | Won Lotter<br>Vork Again | Won Lottery Would Never<br>Vork Again | •                                 | •                                     |
| Woman's Place Is In The Home              | 38%          | 38%           | 38%            | ſ                          | Marijuana Sh             | Marijuana Should Be Legalized         | Marijuana Should Be Legalized 22% | Marijuana Should Be Legalized 22% 22% |
| Speak My Mind Even If It<br>Upsets People | 35%          | 35%           | 34%            |                            | nly Work C<br>oney       | nly Work Current Job for The oney     | 5                                 | •                                     |
| Like To Do Unconventional                 | 32%          | 32%           | 32%            | Like                       | e to Stand               | e to Stand Out In A Crowd             | e to Stand Out In A Crowd 18%     | e to Stand Out In A Crowd 18% 18%     |
| Things                                    |              |               |                | Rarely                     | / Sit Do                 | y Sit Down to a Meal                  | y Sit Down to a Meal 17%          | y Sit Down to a Meal 17% 17%          |
| Too Much Sponsorship In                   | 31%          | 31%           | 28%            | •                          |                          | r At Home                             |                                   |                                       |
| Arts/Sports                               |              |               |                |                            | l S                      | d Strive for Equality                 | d Strive for Equality 16%         | d Strive for Equality 16% 16%         |
| Prefer To Have Few                        | 31%          | 31%           | 30%            | for All                    |                          |                                       |                                   |                                       |
| ossessions As Possible                    |              |               |                | • •                        | lids                     | With The Little                       | With The Little 14%               | With The Little 14% 14%               |
| Money Is Best Measure Of                  | 31%          | 31%           | 30%            | Extras                     |                          |                                       |                                   |                                       |
| Success                                   |              |               |                | On Whole Pe                | •                        | Get What                              | Get What 12%                      | Get What 12% 12%                      |
| Don't Judge People/Way They               | 28%          | 28%           | 27%            | They Deserve               |                          |                                       |                                   |                                       |
| Live Life                                 |              | <b>0-0</b> (  | <b>e</b> 101   | Happy With N               | My Stan                  | dard Of                               | dard Of 11%                       | dard Of 11% 10%                       |
| I Am A Workaholic                         | 26%          | 27%           | 24%            | Living                     |                          |                                       |                                   |                                       |
| Find It Difficult To Say No To<br>My Kids | 25%          | 25%           | 28%            | More Importa<br>Enjoy Life | ant Do Du                | uty Than                              | uty Than 9%                       | uty Than 9% 9%                        |
| Friends More Important Than<br>My Fam.    | 25%          | 25%           | 23%            | Little I Can D<br>Life     | o To Ch                  | ange My                               | ange My 7%                        | ange My 7% 7%                         |
|   |              |               |                |                            |                          |                                       |                                   |                                       |

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A City Red Feather Lakes Grawford Cheyenne Weils Perry Park Alma Northgienn Berkley Pritchett India Feather Lyons Steamboat Springs Las Animas West Pleasant Viewer Intercultural Institute Vard Crowley Log Lane Village Thornton Fort Garland Cokedale Genes Vard Coviextual Ministry Coviextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Coviextual Ministry Comparison Hills Commerce City Williamsburg Big

#### **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.



itvale Rye Timnath Lakeside Fort Garland Greeley Red Cliff Simla Estes Park Pueblo Louviers Fow Broomfield Williamsburg Yampa Lyons Derby Northglenn South For Intercultural Institute Log Lane Village Sheridan Ovid Sawpit Walden Monument Flagler Ever for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

## **Potential Cultural Themes:**

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

| THEMES  | 0-7   | 7-10  | 10-15 | THEMES  | 0-7   | 7-10  | 10-15 |
|---|-------|-------|-------|---|-------|-------|-------|
|   | MILES | MILES | MILES |   | MILES | MILES | MILES |
| You Should Seize Opportunities In Life        | 57%   | 57%   | 55%   | Consider Myself Interested In The<br>Arts           | 21%   | 21%   | 19%   |
| Important To Respect Customs                  | 42%   | 41%   | 45%   | Real Men Don't Cry                                  | 19%   | 19%   | 17%   |
| And Beliefs                                   |       |       |       | Provide My Kids With The Little                     | 14%   | 15%   | 13%   |
| Like To Understand About                      | 36%   | 36%   | 35%   | Extras  |       |       |       |
| Nature  |       |       |       | Try Not To Worry About The                          | 14%   | 14%   | 13%   |
| Important To Juggle Various                   | 35%   | 35%   | 31%   | Future  |       |       |       |
| Tasks   |       |       |       | Is An Important Part Of Who I Am                    | 13%   | 13%   | 13%   |
| Important Feel Respected By                   | 34%   | 34%   | 34%   | Enjoy Spending Time With My                         | 12%   | 12%   | 11%   |
| My Peers                                      |       |       |       | Fam.  |       |       |       |
| Prefer To Have Few<br>Possessions As Possible | 31%   | 31%   | 30%   | Worried About Pollution Caused<br>By Cars           | 10%   | 10%   | 12%   |
| Prefer Work Part Of Team Than Alone           | 30%   | 30%   | 30%   | Children Should Be Allowed To<br>Express Themselves | 7%    | 7%    | 6%    |
| Good At Fixing Things                         | 27%   | 26%   | 26%   | Feel Very Alone In The World                        | 5%    | 5%    | 6%    |
| Have Keen Sense Of Adventure                  | 24%   | 24%   | 23%   | Decor Particular Interest To Me                     | 5%    | 5%    | 4%    |
| People Have To Take Me As                     | 23%   | 23%   | 23%   | Like Spending Most Time With                        | 3%    | 4%    | 4%    |
| They Find Me                                  |       |       |       | Fam.  |       |       |       |
| Like To Just Enjoy Life                       | 22%   | 23%   | 20%   | Would Like To Set Up Own                            | 3%    | 3%    | 3%    |
| Looking for New Ideas To<br>Improve Home      | 22%   | 22%   | 19%   | Business  |       |       |       |

Idaho Springs Winter Park Center Todd Creek Wellington Westcliffe Applewood Granada Fowler Pectz Crook Leadville Dacono Orchard Mesa Kersey Limon Woodland Intercultural Institute ottonwood Bethune Mountain View Craig Evergreen Twin Lakes Frank Jon Confectual Ministry Scopyright 2012, Intercultural Institute for Contextual Ministry Scopyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



stle Rock Ridgway Mentezuma Alamosa Applewood Minturn Log Lane Village Ovid Miggins Bayfield Aurora Roxborough Park Hugo Salt Creek Olathe Aguilar Bennett <u>Intercultural Institute</u> Oak Creek With Greenwood Village Paoli Mountain Village Twin Lakes Littleton La Salle for Confectual Ministry of Confectual Ministry of Contextual Ministry Crowley Monte Vista Georgetown Fruitvale Mani 46

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## **Potential Shared Places:**

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

| PLACE                        | 0-7    | 7-10   | 10-15  |
|------------------------------|--------|--------|--------|
|                              | MILES  | MILES  | MILES  |
| Fast Food/Drive-In           | 87.13% | 87.37% | 87.15% |
| Restaurant-Visit Any         |        |        |        |
| Fam. Restaurants/Steak       | 76.17% | 76.21% | 78.33% |
| Houses-Visit Any             |        |        |        |
| McDonald's                   | 57.41% | 57.3%  | 57.18% |
| Burger King                  | 36.73% | 36.82% | 37.23% |
| Taco Bell                    | 32.16% | 32.58% | 30.51% |
| Kentucky Fried Chicken (KFC) | 26%    | 26.26% | 26.2%  |
| Subway                       | 25.5%  | 25.19% | 27.24% |
| Domino's Pizza               | 22.13% | 22.6%  | 18.83% |
| Pizza Hut                    | 22.05% | 21.99% | 23.57% |
| Wendy's                      | 20.46% | 20.34% | 20.48% |
| Sonic                        | 18.95% | 19.09% | 17.08% |
| Applebee's                   | 17.32% | 17.25% | 20.15% |

| PLACE                        | 0-7    | 7-10   | 10-15  |
|------------------------------|--------|--------|--------|
|                              | MILES  | MILES  | MILES  |
| Dairy Queen                  | 17.23% | 17.24% | 20.41% |
| Jack-In-The-Box              | 16.96% | 17.4%  | 13.15% |
| Denny's                      | 16%    | 16.34% | 14.16% |
| Golden Corral                | 14.99% | 15.33% | 12.95% |
| Red Lobster                  | 13.13% | 13.11% | 13.3%  |
| Arby's                       | 13.06% | 12.6%  | 15.85% |
| IHOP (International House Of | 12.8%  | 12.79% | 11.18% |
| Pancakes)                    |        |        |        |
| Whataburger                  | 12.27% | 12.54% | 9.33%  |
| Long John Silver's           | 11.09% | 11.09% | 10.55% |
| Church's Fried Chicken       | 10.7%  | 10.99% | 8.86%  |
| Olive Garden                 | 10.55% | 10.45% | 12.42% |
| Little Caesar's              | 10.19% | 10.23% | 8.34%  |

S Westcreek Windsor Vail Grand Junction Allenspark Aristocrat Ranchettes Northglenn Elizabeth Sit Ridgway Sherrelwood Padroni Telluride Ward Meeker Yuma Grand I intercultural Institute ridian Basalt Bayfield Cimarron Hills Creede Monte Vista Eagle Alma for Contextual Ministry Springs Glene Copyright 2012, Intercultural Institute for Contextual Ministry astle Pines North Caï; ½on City Welby Peetz Silver Clif Copyright 2012, Intercultural Institute for Contextual Ministry astle Pines North Caï; ½on City Welby Peetz Silver Clif Copyright 2012, Intercultural Institute for Contextual Ministry astle Pines North Caï; ½on City Welby Peetz Silver Clif Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

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

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

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



wn La Salle Walsenburg Olney Springs Romeo Granby Niwot Parker Cascade Chipita Park Hartman A General Rifle Alamosa Durango Fort Morgan Mancos Twin Lakes Brecker due Winter Park Louisville Sherrelwood Blue River Dove Creek Cheraw Littleton Cherry Hills Ville for Contextual Ministry Coopyright 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   | 25.83% | 25.06% | 32.47% |
| Recycled products                   | 17.45% | 16.59% | 21.86% |
| Worked as volunteer (non political) | 8.55%  | 8.19%  | 10.95% |
| Religious club member               | 5.23%  | 5.21%  | 6.19%  |
| Engaged in fund raising             | 4.3%   | 4.13%  | 6.55%  |
| Veterans club member                | 3.72%  | 3.66%  | 3.79%  |

| PROJECTS                              | 0-7   | 7-10  | 10-15 |
|---------------------------------------|-------|-------|-------|
|                                       | MILES | MILES | MILES |
| Took active part in local civic issue | 3.56% | 3.51% | 4.14% |
| Wrote to elected offcl about publ bus | 3.51% | 3.39% | 4.21% |
| Wrote to editor of mag or newspaper   | 3.39% | 3.23% | 3.69% |
| Visited an elected official           | 3.3%  | 3.26% | 3.42% |
| Addressed a public meeting            | 3.04% | 2.99% | 4.44% |
| Church Board                          | 2.99% | 2.95% | 4.32% |

Redlands Dillon San Luis Crested Butte Seibert Orchard Mesa Foxfield Genesee Chevenne Wells West Rye Marble Johnstown Superior Kiowa Bayfield Eckley Sanford Intercultural Institute Beulah Valley Black Forest Boulder Buena Vista Central City Parachu Fox Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Montrose Crook Keenesburg Lakewood Cai: 1/con City

#### **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.



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## **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                  | 10.99% | 10.67% | 11.02% |
| Children's Books       | 10.18% | 10.16% | 10.77% |
| Cookbooks              | 7.66%  | 7.6%   | 8.37%  |
| Mystery                | 7.57%  | 7.38%  | 8.27%  |
| Religious (not Bibles) | 6.44%  | 6.3%   | 7.19%  |
| Supermarket            | 5.52%  | 5.49%  | 5.3%   |
| History                | 5.51%  | 5.42%  | 5.44%  |
| Personal/Business      | 4.53%  | 4.45%  | 4.75%  |
| Self-help              |        |        |        |
| Romance                | 4.42%  | 4.34%  | 4.9%   |

| MAGAZINES                | 0-7    | 7-10   | 10-15  |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Newspaper<br>Distributed | 50.43% | 49.84% | 52.08% |
| Gen. Editorial           | 34.91% | 34.39% | 36.23% |
| Womens                   | 33.07% | 32.78% | 33.37% |
| Service                  | 28.12% | 27.63% | 29.19% |
| Parenthood               | 15.99% | 16.2%  | 14.6%  |
| Mens                     | 15.44% | 15.4%  | 15.12% |
| Automotive               | 12.9%  | 12.83% | 12.67% |
| Fishing/Hunting          | 11.74% | 11.4%  | 14.17% |
| Sports                   | 11.01% | 10.93% | 10.58% |

n Luis Akron <u>Gleneagle Winter Park Stratton</u> Firestone Fowler East Pleasant View Air Force Academy Sypsum Ordway Aguilar Green Mountain Falls Pueblo Strasburg Meridia Antercultural Institute oper Grand Lake Del Norte Crestone Laporte Littleton Wheat Ridge Ig *Intercultural Institute* Ministry Hot Sulphur Springs Allenspark Battlement Mesa L51

### 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                | 40.35% | 39.61% | 45.08% |
| Classified               | 29.53% | 29.13% | 31.7%  |
| Sport                    | 21.14% | 20.8%  | 24.73% |
| Comics                   | 20.66% | 20.35% | 23.05% |
| Movie Listings & Reviews | 18.21% | 17.78% | 18.03% |
| Editorial Page           | 17.95% | 17.27% | 22.34% |
| TV/Radio Listings        | 17.49% | 17.04% | 18.03% |
| Business/Finance         | 15.95% | 15.39% | 18.49% |
| Food/Cooking             | 14.65% | 14.09% | 17.24% |
| Home/Gardening           | 14.1%  | 13.69% | 15.94% |
| Science/Technology       | 10.42% | 9.99%  | 11.2%  |
| Fashion                  | 10.4%  | 10.33% | 11.15% |
| Travel                   | 9.33%  | 8.86%  | 10.94% |

| RADIO                 | 0-7    | 7-10   | 10-15  |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| CHR Contemp Hit Radio | 22.38% | 22.68% | 19.47% |
| Hispanic              | 22.27% | 23.11% | 17.21% |
| Country               | 20.46% | 20.07% | 26.5%  |
| Urban Contemporary    | 16.63% | 17.13% | 13.13% |
| Variety               | 12.5%  | 12.73% | 11.31% |
| Adult Contemporary    | 10.69% | 10.23% | 12.65% |
| Oldies                | 8.67%  | 8.63%  | 9.95%  |
| Rock                  | 8.24%  | 8.06%  | 8.68%  |
| Classic Rock          | 7.64%  | 7.53%  | 9.02%  |
| News/Talk             | 5.9%   | 5.66%  | 6.87%  |
| Religious             | 5.84%  | 5.85%  | 5.87%  |
| Alternative           | 4.13%  | 3.85%  | 3.69%  |
| Sports                | 3.32%  | 3.33%  | 3%     |
| All News              | 3.16%  | 3.16%  | 3.13%  |
| Jazz                  | 3.11%  | 3.16%  | 2.67%  |
| Soft Contemporary     | 2.39%  | 2.31%  | 2.4%   |
| Classic Hits          | 2.09%  | 2.05%  | 2.04%  |
| Adult Standards       | 1.9%   | 1.85%  | 1.87%  |
|                       |        |        |        |

Naturita Yuma Creede Longmont Aspen Yampa Indian Hills St. Mary's Calhan Kim Ca'z / on City Fruitvale Cottonwood Battlement Mesa Rocky Ford Columbine Valley For Intercultural Institute ook Stonegate Kremmling Nunn Branson Wiggins Eaton East Pleasar for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 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

| IULTIMEDIA: TV          | 0-7    | 7-10   | 10-15  | MULTIMEDIA: TV             |
|-------------------------|--------|--------|--------|----------------------------|
|                         | MILES  | MILES  | MILES  |                            |
| Fox News Channel        | 59.14% | 58.98% | 61.45% | Nickelodeon                |
| Soapnet                 | 47.22% | 47.21% | 47.12% | TCM (Turner Classic        |
| Satellite Dish          | 45.38% | 44.99% | 48.25% | Movies)                    |
| Other Video-On-Demand   | 38.67% | 38.4%  | 41.47% | Adult Swim                 |
| Adult Pay Per View TV   | 35.79% | 35.75% | 35.14% | USA Network                |
| Sci-Fi Channel          | 35.11% | 35.01% | 38.51% | BET (Black Entertainment   |
| MSNBC                   | 31.48% | 31.55% | 33.73% | TV)                        |
| TV Info From Sunday TV  | 28.14% | 28.36% | 27.67% | TV Info From Monthly Cable |
| Magazine                |        |        |        | Guide                      |
| Subscribe Digital Cable | 25.71% | 25.61% | 28.31% | Video-On-Demand Movies     |
| TV Info From Newspapers | 22.75% | 22.63% | 23.92% | ABC Fam.                   |
| Hallmark Channel        | 22.43% | 22.64% | 24.24% | ESPN                       |
| Nick At Nite            | 21.74% | 21.42% | 24.81% | Lifetime Movie Network     |
|                         |        |        |        | CNN (Cable News Network)   |

|                            | ••     |        |        |
|----------------------------|--------|--------|--------|
|                            | MILES  | MILES  | MILES  |
| Nickelodeon                | 21.29% | 21.12% | 26.37% |
| TCM (Turner Classic        | 20.94% | 21.07% | 21.43% |
| Movies)                    |        |        |        |
| Adult Swim                 | 20.85% | 20.63% | 25.58% |
| USA Network                | 20.82% | 20.59% | 20.93% |
| BET (Black Entertainment   | 20.38% | 19.84% | 21.94% |
| TV)                        |        |        |        |
| TV Info From Monthly Cable | 19.62% | 19.47% | 19.88% |
| Guide                      |        |        |        |
| Video-On-Demand Movies     | 19.6%  | 20%    | 20.32% |
| ABC Fam.                   | 18.96% | 18.88% | 18.23% |
| ESPN                       | 17.83% | 17.76% | 16.99% |
| Lifetime Movie Network     | 16.83% | 16.6%  | 17.22% |
| CNN (Cable News Network)   | 16.74% | 16.8%  | 16.17% |
|                            |        |        |        |
| HGTV (and Garden           | 16.73% | 16.45% | 16.98% |

7-10

10-15

Television)

wher Kremmling Silverthorne Black Hawk Trinidad Lone Tree Crested Butte Niwot Berkley Two Buttes Sanford Snowmass Village Parker Georgetown Wiggins Meridian Delta Intercultural Institute Son Milliken Downieville-Lawson-Dumont Monte Vista Victor Parachute Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry bo Springs 2012, Intercultural Institute for Contextual Ministry Confectual 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.



osa East Crested Butte Coal Creek Franktown Winter Park Coal Creek Kersey Womelsdorf (Coalton) And anota Wiggins Cimarron Hills Longmont Colorado Springs Bennett Louis Intercultural Institute tonwood Norwood Ridgway Castle Pines Eagle Golden Tabernash Tip for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Creen Mountain Falls Northglenn Edwards Cedaredge

## 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+)    | 11.08% | 10.66% | 12.2%  |
| Medium Users (4-6)  | 8.49%  | 8.32%  | 8.2%   |
| Light Users (1-3)   | 19.05% | 19.04% | 18.94% |
| Quintiles (20%)     |        |        |        |
| Newspaper I (Heavy) | 1.1%   | 1.08%  | 1.28%  |
| Newspaper II        | 0.23%  | 0.17%  | 0.6%   |
| Newspaper III       | 1.91%  | 1.94%  | 1.97%  |
| Newspaper IV        | 0.86%  | 0.88%  | 0.87%  |
| Newspaper V (Light) | 0.19%  | 0.18%  | 0.6%   |

| MEDIUM              | 0-7    | 7-10   | 10-15  |
|---------------------|--------|--------|--------|
|                     | MILES  | MILES  | MILES  |
| Quintiles (20%)     | _      |        |        |
| Magazines I (Heavy) | 20.4%  | 20.59% | 20.53% |
| Magazines II        | 7.01%  | 7.06%  | 7.28%  |
| Magazines III       | 9.66%  | 9.88%  | 10.29% |
| Magazines IV        | 12.55% | 12.61% | 12.35% |
| Magazines V (Light) | 0.09%  | 0.1%   | 0.33%  |
| Outdoor I (Heavy)   | 10.85% | 10.99% | 9.07%  |
| Outdoor II          | 2.85%  | 2.89%  | 2.21%  |
| Outdoor III         | 3.66%  | 3.73%  | 3.5%   |
| Outdoor IV          | 15%    | 14.88% | 14.84% |
| Outdoor V (Light)   | 17.86% | 17.54% | 20.25% |
| Yellow Pages I      | 16.65% | 16.73% | 15.77% |
| (Heavy)             |        |        |        |
| Yellow Pages II     | 4.81%  | 4.9%   | 4.46%  |
| Yellow Pages III    | 4.95%  | 4.97%  | 4.66%  |
| Yellow Pages IV     | 28.22% | 28.42% | 26.15% |
| Yellow Pages V      | 4.35%  | 4.52%  | 3.7%   |
| (Light)             |        |        |        |

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Ault Twin Lakes Collibran Mountain View Eldorado Springs Idaho Springs Grand View Estates Bright akewood Penrose Cokedale Roxborough Park Orchard City Avondale Milliken Evans Security-Widefield Fort Collins La Junta Sedgwick <sup>Intercultural Institute</sup> aonia Coal Cre <sup>Intercultural Institute</sup> for Contextual Ministry <sup>Intercultural Institute</sup> 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.

| EDIUM 0-7 7-10 10-15  |
|---|
| MILES MILES MILES   |
| adio Drive Time Quntiles TV Prir                                |
| fths / 20%) / 20%)  |
| rive Time I & II (Heavy) 3.82% 3.91% 3.85% Prime Time I &       |
| rive Time III (Medium) 2.73% 2.74% 2.04% Prime Time III (Me     |
| adio IV & V (Light) 0.35% 0.33% 1.18% Prime Time IV & V (L      |
| adio Media Quntiles (fifths / TV Early/Late Fringe              |
| 0%) (fifths / 20%)  |
| adio I & II (Heavy) 8.77% 8.9% 8.72% Fringe I & II (Heavy)      |
| adio III (Medium) 3.9% 3.92% 4.45% Fringe III (Medium)          |
| adio IV & V (Light) 6.27% 6.33% 5.56% Fringe IV (Light)         |
| able TV Quntiles (fifths / TV All Day Quntiles (fifth           |
| 20%)  |
| able I & II (Heavy) 13.25% 13.47% 13.38% All Day I & II (Heavy) |
| able III (Medium) 3.76% 3.82% 3.44% All Day III (Medium)        |
| able IV & V (Light) 32.89% 32.67% 34.56% All Day IV (Light)     |



# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 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] | 8.78%  | 8.3%   | 9.38%  |
| 6:00am - 10:00am   | 9.31%  | 8.98%  | 9.65%  |
| 10:00am - 3:00pm   | 4.98%  | 4.9%   | 4.22%  |
| 3:00pm - 7:00pm    | 16.74% | 16.8%  | 16.17% |
| 7:00pm - Midnight  | 9.06%  | 8.5%   | 10.19% |
| Midnight - 6:00am  | 5.16%  | 5.12%  | 5.22%  |
| Weekend Radio      |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 11.69% | 11.58% | 12.76% |
| 6:00am - 10:00am   | 1.58%  | 1.39%  | 1.55%  |
| 10:00am-3:00pm     | 3.14%  | 3.06%  | 2.9%   |
| 3:00pm - 7:00pm    | 3.87%  | 3.75%  | 4.51%  |
| 7:00pm - Midnight  | 5.77%  | 5.59%  | 5.61%  |
| Midnight - 6:00am  | 5.07%  | 4.53%  | 5%     |

| USAGE                 | 0-7    | 7-10   | 10-15  |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| Prime Time TV Viewers |        |        |        |
| 8:00-11:00pm          | 4.7%   | 4.56%  | 5.73%  |
| Saturday:             | 5.15%  | 4.9%   | 5.66%  |
| 8:00-11:00pm          |        |        |        |
| Sunday: 7:00-11:00pm  | 7.25%  | 7.28%  | 9.07%  |
| 9:00am-1:00pm         | 21.74% | 21.42% | 24.81% |
| 9:00am-4:00pm         | 24.29% | 23.81% | 27.5%  |
| 4:00pm-7:00pm         | 24.66% | 24.43% | 25.47% |
| 11:00pm-1:00am        | 40.96% | 40.98% | 41.81% |
| AVG Prime time        | 2.87%  | 2.83%  | 2.63%  |
| Mon-Sun               |        |        |        |

Wiggins Berkley Crested Butte Westcreek Rangely Rocky Ford Beulan Valley Olathe Longmont Leady Swink Paonia Loghill Village Towaoc Rico Sawpit Crowley Gunber Intercultural Institute Sum Timnath Eldora Arvada Limon Broomfield Mountain View East for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Moffat Collbran Eckley Meeker Coal Creek Ken Car Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

| TV VIEWERS | 0-7    | 7-10   | 10-15  |   | 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      | 17.83% | 17.76% | 16.99% |   | Sat: 7-10am   | Sat: 7-10am 12.82%   | Sat: 7-10am 12.82% 12.65%   |
| 7-9am      | 14.8%  | 14.35% | 16.06% |   | Sat: 10am-1pm | Sat: 10am-1pm 11.17% | Sat: 10am-1pm 11.17% 11.23% |
| 9am-12noon | 19.16% | 18.94% | 21.74% |   | Sat: 1-4pm    | Sat: 1-4pm 18.55%    | Sat: 1-4pm 18.55% 18.52%    |
| 12noon-4pm | 5.12%  | 4.87%  | 5.76%  |   | Sat: 4-6pm    | Sat: 4-6pm 5.82%     | Sat: 4-6pm 5.82% 5.79%      |
| 4-6pm      | 36.68% | 36.93% | 39.98% |   | Sat: 6-7pm    | Sat: 6-7pm 1.13%     | Sat: 6-7pm 1.13% 1.1%       |
| 6-7pm      | 14.81% | 14.52% | 18.74% |   | Sat: 7-8pm    | Sat: 7-8pm 1.17%     | Sat: 7-8pm 1.17% 1.11%      |
| 7-7:30pm   | 2.03%  | 1.97%  | 1.74%  |   | Sat: 8-11pm   | Sat: 8-11pm 5.15%    | Sat: 8-11pm 5.15% 4.9%      |
| 7:30-8pm   | 13.27% | 13.32% | 11.86% |   | Sat: 11pm-1am | Sat: 11pm-1am 2.49%  | Sat: 11pm-1am 2.49% 2.38%   |
| 8-11pm     | 4.7%   | 4.56%  | 5.73%  |   | Sat: 1am-7pm  | Sat: 1am-7pm 20.82%  | Sat: 1am-7pm 20.82% 20.59%  |
| 11pm-12am  | 31.48% | 31.55% | 33.73% |   | Sun: 7-10am   | Sun: 7-10am 2.69%    | Sun: 7-10am 2.69% 2.78%     |
| 11pm-1am   | 40.96% | 40.98% | 41.81% |   | Sun: 10am-1pm | Sun: 10am-1pm 2.72%  | Sun: 10am-1pm 2.72% 2.71%   |
| 1-6am      | 20.03% | 19.37% | 22.57% |   | Sun: 1-4pm    | Sun: 1-4pm 5.78%     | Sun: 1-4pm 5.78% 5.84%      |
|            |        |        |        |   | Sun: 4-7pm    | Sun: 4-7pm 10.8%     | Sun: 4-7pm 10.8% 10.91%     |
|            |        |        |        |   | Sun: 7-11pm   | Sun: 7-11pm 7.25%    | Sun: 7-11pm 7.25% 7.28%     |
|            |        |        |        |   | Sun: 11pm-1am | Sun: 11pm-1am 4.87%  | Sun: 11pm-1am 4.87% 4.84%   |
|            |        |        |        |   | Sun: 1-7am    | Sun: 1-7am 16.32%    | Sun: 1-7am 16.32% 16.39%    |

Limon Keystene Williamsburg Castle Pines Salida Evans Genesee Calhan Orchard Mesa Ignacio A Atwood Kim Sheridan Cripple Creek Brighton Bennett Minturn Thorper Miley St Mary's Highlands ugar City Clifton Cherry Hills Village Denver Rifle Cheyenne Wells Coa for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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

Silver Plume Roxborough Park Oak Creek Blanca Morrison Wellington Downieville-Lawson-Dumont Ha Otis Red Feather Lakes Merino Del Norte Sedgwick Cortez Mount liwot Pritchett Littleton Federal Heights Laporte Ramah Colorado Sprin Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# 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

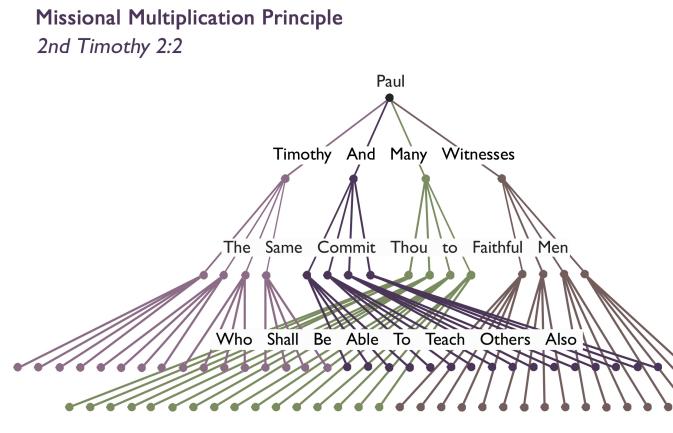
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Antenito Hot Sulphur Springs Clenwood Springs Roxborough Park Downleville-Lawson-Dumont Beulah Valk Leuviers Hooper La Junta Rocky Ford New Castle Cheyenne Wells Ever Intercultural Institute Gilcrest Haxtun Mead Alma Bayfield Westminster Caï; ½on City Wilk For Confectual Ministry For Confectual Ministry Doncha 60 Copyright 2012, Intercultural Institute for Contextual Ministry Lane Village Ovid Coal Creek Castle Pines Poncha 60 Parker Collibran Carden City Tabernash Fruitvale Del Norte Creede Graphy Sedalia Keenesburg Ran

## **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.



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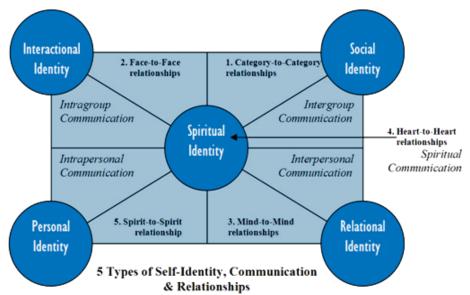
Copyright 2012, Intercultural Institute for Contextual Ministry Similary Stratimoor Silverthome Hontrose Pagosa Spin Rangely Pitkin Dacono Loghill Village South Fork Dove Creek Security Intercultural Institute Contextual Ministry Sheridan 61

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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





#### Your MissionSite and the Missional Suite

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

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

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



Boulder Castle Rock Cedaredge Firestone Yampa Wray Dillon Vall Otis Blanca Stonegate Createry Hills Village Sedgwick Denver Ordway Ouray Castle Pines Grand Intercultural Institute Intercultural Institute Ageilar Frisch mfield Parachute Aspen Park Hartman Sedalia Strasburg Black Forest For Confectual Ministry Aguilar Frisch Copyright 2012, Intercultural Institute for Contextual Ministry Back Village Springfield Centennial Snowmass Village Rid 63

### 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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|         | www.apept.org               |  |  |  |  |  |
|         | www.missionalcoach.org      |  |  |  |  |  |
|         | www.missionalcontext.org    |  |  |  |  |  |
|         | www.missionalcorps.org      |  |  |  |  |  |
|         | www.missionalcyclopedia.org |  |  |  |  |  |
|         | www.missionalzipcode.org    |  |  |  |  |  |
|         | www.missionalpartners.org   |  |  |  |  |  |
|         |                             |  |  |  |  |  |

