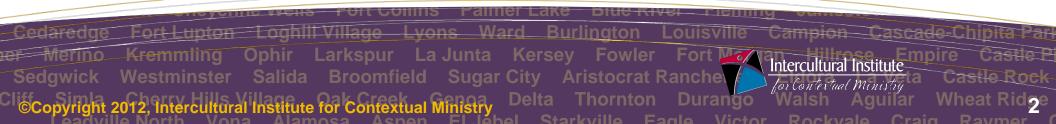
# MissionSite top unreached locations

Alamosa Dolores Golden Yuma Nucla Ordwood State State Walsenburg Alamosa Dolores Golden Yuma Nucla Ordwood State S

CENSUS TRACT: 08123001903 REGION: Front Range ASSOCIATION: Longs Peak COUNTY: Weld SITESCAPE: Townscape DENSITY PATTERN: M COLORADO BADTISUS COLORADO BADTISUS COLORADO BADTISUS

#### MissionSite (TM) Table of Contents

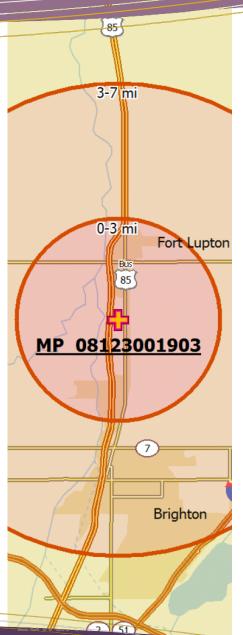
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#### Site Location Summary

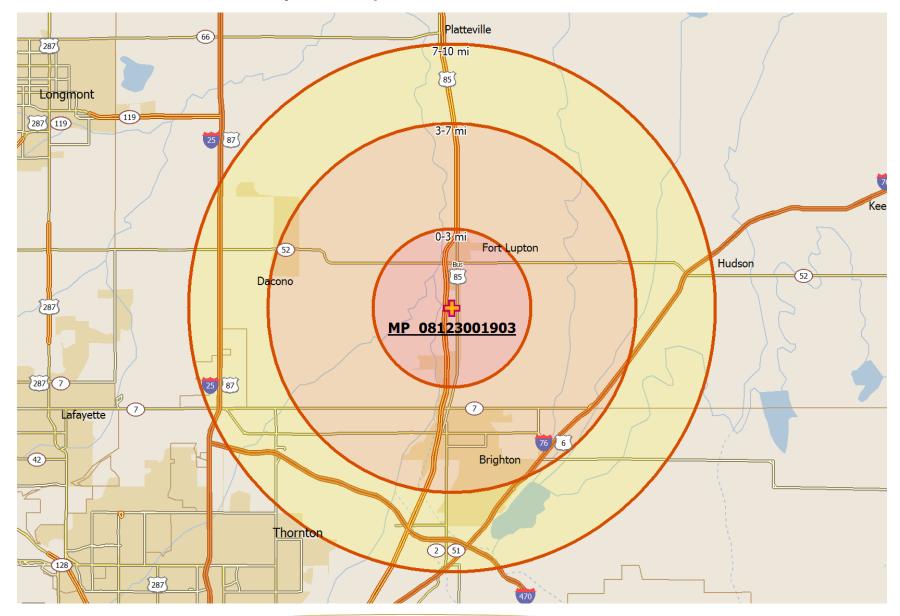
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	08R01	Front Range
2	Association	08A06	Longs Peak
3	County Location	08123	Weld
4	Zipcode	80621	Weld
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	Μ	50000-50000-50000



Akron Ophir Hayden Trinidad Monte Vista Cheraw Victor Keystone Highlands Ranch Peetz Colum Castle Pines Saguache Boone Aguilar Penrose Cedaredge Erie West Plan Intercultural Institute Win Lakes Palisade Salt Creek Wray Grand View Estates Boulder Seda (Source that Ministry) Intercultural Institute for Contextual Ministry Prings Ignacio La Veta Mountain Village Black Hawk 3B

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



Dacono Ken Caryl Rifle Coal Creek Springfield Manzanola Bayfield Cedaredge Northglenn Berkle restown Dolores Cheraw Fruitvale Bethune Sheridan Sawpit Caï; ½op Manzanoge Swink Central Monte Vista Commerce City Olney Springs Cottonwood Center Gran Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999
			population
5	NCES Urban Centric Locale	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles
	Codes		from an urbanized area.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Cedaredge Antonito Alma Monte Vista Wellington Montrose Cimaro View Estates Lake City Grove ghton Genesee Hartman Florence Otis Fruita Granada Columbine View Estates Hark Mesa Lafayette Coopyright 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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	9,605	36,573	43,810
2010 Households	2,917	11,517	14,352
2010 Group Quarters Population	133	1,397	15

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	34	28
Language Diversity National Index	82	71	63
Foreign Born Diversity National Index	2	2	6
Ancestry Diversity National Index	27	40	62
Racial Diversity National Index	67	65	45

Ordway Empire Larayette De Beque Rifle Nederland Eagle Hugo Oak Creek Malden Gold Hilf Me Battlement Mesa Federal Heights Lakeside Winter Park Jamestown Hugo Intercultural Institute Park Manitou Springs Manassa Cottonwood Hartman Columbine Valle it Confectual Ministry Detta Victor it Copyright 2012, Intercultural Institute for Contextual Ministry Poncha Springs Blue River Deer Trail Idaho Springs 6

#### Site Location Summary - County Environment

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

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

iken Security-Widefield Rockvale Nucla Carbondale Crestone Palisade Bonanza Commerce City Keene and Springs Firestone Columbine Valley Roxborough Park Red Cliff Silver Intercultural Institute on Yampa Cokedale Calhan Kit Carson Rocky Ford Crested Butte Las for Contextual Ministry Covortextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,179	40.42%
Mainstay Communities	Established, Diverse Households	389	13.34%
Working Communities	Blue-collar, Working Families	1,258	43.13%
Country Communities	Rural, Agri. & Mining Families	43	1.47%
Aspiring Communities	Young Singles / Aspiring-Multihousing	38	1.3%
Urban Communities	High Density, Inner-city Neighborhoods	10	0.34%

nowmass Village Nivet Woodland Park Mead Eagle Sanford Walsh Avon Brush Commerce City Alan Hotchkiss Starkville Lakewood Meeker Florence Welby Jamestown Intercultural Institute imon Aurora Dolores Flagler Buena Vista Blanca Monument Fleming for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

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

#### Issues for Your Consideration

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

Tabernash Pueblo West Wheat Ridge Meridian Akron Fruita Burlington Lochbuie Arvada Sedgwick in Rifle Rangely Byers Vona Larkspur Parachute Kersey Mountain Intercultural Institute Eldora Platteville Fowler Eldorado Springs Alma Lake City Grand Junc For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Confectual Contextual Ministry Confectual Confectual Contextual Ministry Confectual Con

## 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?

field Hartman Boulder Dacono Manassa Eckley Fountain Georgetown Keystone Superior Milliken F Estes Park Hotchkiss Walsh Lakewood Two Buttes Stonegate Alamore Intercultural Institute Intezuma Commerce City Akron Columbine Valley Golden Fraser Hoop for Contextual Ministry Dove Creek S Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	61,020	2,020	3.31%
Unreached %	67.91%	69.27%	101.99
Religious But NOT Evangelical HH	12,746	455	3.57%
Religious But NOT Evangelical %	14.19%	15.59%	109.87
Spiritual But NOT Relig or Evang HH	10,524	254	2.42%
Spiritual But NOT Relig or Evang %	11.71%	8.72%	74.42
Not Evangelical, Not Interested HH	37,753	1,312	3.47%
Not Evangelical, Not Interested %	42.02%	44.96%	107.01



Kersey Raymer Helly Todd Creek Dacono Cottonwood Paoli Golden Foxfield Glenwood Springs G Leor Vilas Silver Plume Keystone Ponderosa Park Coal Creek Hotchkier Intercultural Institute ng Parker Northglenn Dillon New Castle Hooper Alamosa Leadville Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Conte

### **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	8,134	253	3.11%
Active Evangelical Percent	9.05%	8.67%	95.78
Inactive Evangelical Households	20,696	644	3.11%
Inactive Evangelical Percent	23.03%	22.06%	95.78
# New Churches Needed	45	1	3.25%





### 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

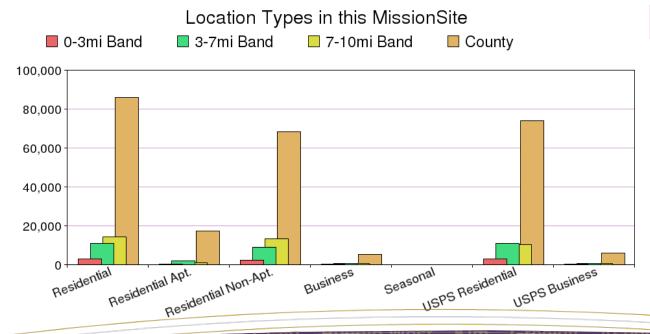
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.

Akron Two Buttes Bayfield Paonia Del Norte Saguache Trinidad Hotchkiss Monte Vista Pritchett G Montezuma Ophir Hot Sulphur Springs Fort Garland Castle Rock Der Intercultural Institute Rewood Pagosa Springs Moffat Rico Eldorado Springs Gunnison Log Los Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Contextual Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	131,725	6,361	4.83%
2000 Population	180,798	8,329	4.61%
2010 Population	261,011	9,605	3.68%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	47,435	2,072	4.37%
2000 Households	63,197	2,588	4.1%
2010 Households	89,850	2,917	3.25%

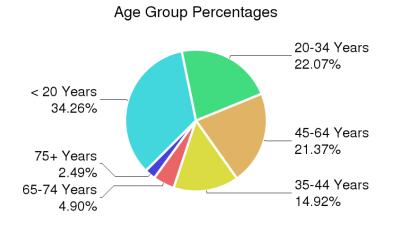


Location Type	0-3mi Band
Residential	2,839
Residential Apt.	413
Residential Non-Apt.	2,426
Business	179
Seasonal	0
USPS Residential	3,145
USPS Business	205

e Cherry Hills Village Ridgway Akron Berkley Ophir Monte Vista Eagle-Vail Carbondale De Beque Con e Johnstown Brookside Creede Pagosa Springs Evans Ramah New Intercultural Institute oel Red Cliff Bonanza Stratton Granada Ken Caryl Simla Pitkin Long Intercultural Institute for Confectual Ministry Notifat Fraser Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Ministry 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

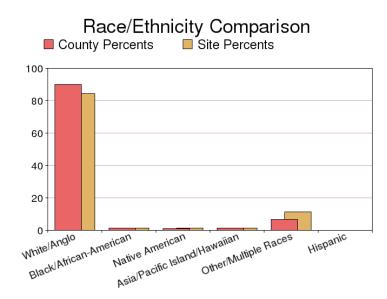


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.38%	7.24%	113.48
4-5 Years	3.18%	3.36%	105.66
6-8 Years	4.77%	5.25%	110.06
9-11 Years	4.52%	5.18%	114.6
12-13 Years	2.89%	3.72%	128.72
14-17 Years	5.75%	6.44%	112
18-19 Years	2.79%	3.08%	110.39
0-5 Years	9.57%	10.6%	110.76
6-12 Years	10.74%	12.27%	114.25
13-19 Years	9.98%	11.4%	114.23
< 20 Years	30.29%	34.27%	113.14
20-34 Years	22.5%	22.07%	98.09
35-44 Years	14.27%	14.92%	104.56
45-64 Years	23.75%	21.37%	89.98
65-74 Years	5.6%	4.9%	87.5
75+ Years	3.59%	2.49%	69.36
Median Age	33	34	100.84
Median Age (Male)	33	32	98.54
Median Age (Female)	34	35	104.48

Ish El Jebel Superior Niwot Foxfield Campo Keenesburg Louisville Beulan Valley Atwood Black Fores Eckley Security-Widefield Sterling Florence Cripple Creek Hooper Auto Intercultural Institute osaur Vilas Estes Park Firestone Empire Dove Creek Nunn Strasburg for Contextual Ministry Contextual Ministry Rocky Ford Denver Gold Hill Telluride Milliken Orch 15 Contextual Ministry Rocky Ford Denver Gold Hill Telluride Milliken Orch 15

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	89.88%	84.47%	93.97
Black, African-American	1.31%	1.19%	90.85
Native American	0.97%	1.48%	151.98
Asian	1.21%	1.31%	108.05
Pacific Island, Hawaiian	0.1%	0.08%	82.66
Other/Multiple Races	6.52%	11.47%	175.9
Hispanic	0%	51.08%	0

164,065	5,703	
9.21%	19.78%	46.57
9.57%	13.89%	68.9
27.67%	29.9%	92.56
22.99%	19.22%	119.6
7.99%	5.03%	158.77
15.1%	8.08%	186.77
7.48%	4.1%	182.18
	9.21% 9.57% 27.67% 22.99% 7.99% 15.1%	9.21%19.78%9.57%13.89%27.67%29.9%22.99%19.22%7.99%5.03%15.1%8.08%

or Basalt Boone Dacono Laporte Vail Nunn Lakeside Antonito Red Cliff Crawford Kremmling Ignas Columbine Valley Pueblo West Castle Rock Allenspark Cheraw Glepic Springs Log Lane Village Fruitvale Rangely Seibert Coal Creek Holyoke Akron Cherry Hills Vi for Confectual Ministry Golden Ken Ca for Copyright 2012, Intercultural Institute for Contextual Ministry Highlands Ranch Ouray Limon Leadville Sheridan 16

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.95%	9.77%	144.48
\$10,000 to \$19,999	8.8%	6.38%	72.44
\$20,000 to \$29,999	10.07%	10.66%	105.84
\$30,000 to \$49,999	19.27%	23.35%	121.17
\$50,000 to \$59,999	9.35%	8.12%	86.89
\$60,000 to \$69,999	8.61%	8.02%	93.13
\$70,000 to \$79,999	6.87%	7.47%	108.73
\$80,000 to \$89,999	5.93%	6.68%	112.73
\$90,000 to \$99,999	4.28%	4.39%	102.41
\$100,000 to \$124,999	8.5%	4.97%	58.45
\$125,000 to \$149,999	4.91%	6.31%	128.43
\$150,000 to \$199,999	4.17%	1.65%	39.42
\$200,000 to \$249,999	1.31%	0.31%	23.53
\$250,000 or more	1.95%	1.92%	98.4
Median Household	56,182	51,404	91.5
Average Household	68,149	66,117	97.02
Per Capita Household	24,241	20,112	82.97
Family/Non-Family Household			
Income			
Median Family Income	65,922	57,412	87.09
Average Family Income	78,048	67,495	86.48
Median Non-Family Income	34,512	39,301	113.88
Average Non-Family Income	44,082	55,629	126.19

and Ault Coal Creek Buena Vista Erie Wellington Gleneagle Nucla Alma Morrison Ordway Hayden Atwood Crowley Acres Green Fruita Georgetown Poncha Springs Elder Ouisville Columbine Padroni Sterling Crook Center Franktown The Pipe Intercultural Institute Pagosa Spr Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	70.86%	76.45%	107.89
Families with Children	38.81%	48.68%	125.44
Families without Children	32.05%	27.77%	86.64
Non-Family Households			
% Non-Family Households	29.14%	23.55%	80.81
Non-Families with Children	0.36	0.55	151.64
Non-Families without Children	28.78	23	79.92
Housing Units			Index
Total Housing Units	95,498	3,019	
Vacant percent	5.91%	3.38%	57.13
Owned percent	64.58%	64.26%	99.5%
Rented Percent	29.51%	32.36%	109.68
Households by Size			Index
Avg household size	2.85	3.25	114.04
Avg family hh size	3.38	3.74	110.65
Avg non-family hh size	1.56	1.66	106.41
Households By Count of Persons			Percent
One	19,829	574	2.89%
Two	26,739	665	2.49%
Three or Four	29,924	1,030	3.44%
Five+			

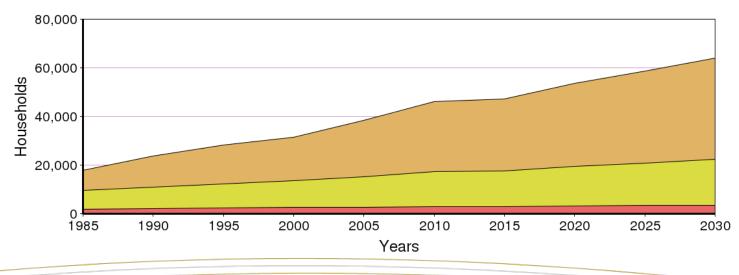
Ouray Estes Park Seibert Kremmling Greenwood Village Springfield Northglenn Womelsdorf (Coalton) Ek Hooper Gunbarrel New Castle Alamosa East Sanford Simla Wigging Franson Colorado City Green Todd Creek Ponderosa Park Dove Creek Paonia Nucla Coal Creek (Sonfextual Institute) Confextual Ministry Tabernash Genoa Dacono Calhan Breckenridge Co18 Jab Valley 2012, Intercultural Institute for Contextual Ministry Las Animas Black Forest Juff Fort Carson Westcliffe

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	131,725	6,361	4.83%
2000 Population	180,798	8,329	4.61%
2010 Population	261,011	9,605	3.68%
2015 Population	292,270	10,276	3.52%

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring



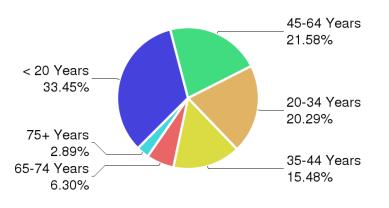
0-10mi Ring

Vest Pleasant View Delta Hillrose Hudson Frederick Fairplay Woodland Park Montezuma Oak Creak Wellington Norwood Lone Tree Stratton Avondale Creede Silverthor Confectual Institute easant View Las Animas Granby Log Lane Village Loghill Village Trinida Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry

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

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

Projected Age Group Percentages

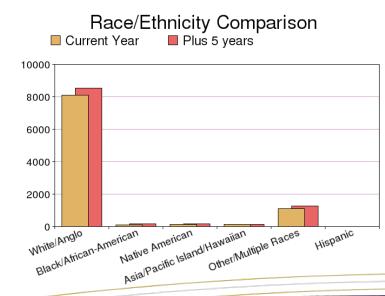


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.24%	6.51%	89.92
4-5 Years	3.36%	3.14%	93.45
6-8 Years	5.25%	5.07%	96.57
9-11 Years	5.18%	5.34%	103.09
12-13 Years	3.72%	3.9%	104.84
14-17 Years	6.44%	6.44%	100
18-19 Years	3.08%	3.05%	99.03
0-5 Years	10.6%	9.65%	91.04
6-12 Years	12.27%	12.34%	100.57
13-19 Years	11.4%	11.46%	100.53
< 20 Years	34.27%	33.45%	97.61
20-34 Years	22.07%	20.29%	91.93
35-44 Years	14.92%	15.48%	103.75
45-64 Years	21.37%	21.58%	100.98
65-74 Years	4.9%	6.3%	128.57
75+ Years	2.49%	2.89%	116.06
Median Age	33	34	103.16
Median Age (Male)	33	34	102.68
Median Age (Female)	34	35	105.28

by Walsh Otis Blue River Georgetown Aspen Park Stonegate Edwards Hugo Calhan Mountain View Nucla Berkley New Castle South Fork Aguilar Hudson Womelsdor Intercultural Institute ort Lupton Evergreen Grand Junction Frederick Leadville Ridgway Cinfertual Ministry Confectual Ministry Downieville-Lawson-Dumont Winter Park Pitkin Co20

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	84.47%	83.11%	98.39
Black, African-American	1.19%	1.6%	134.47
Native American	1.48%	1.6%	107.95
Asian	1.31%	1.35%	103.11
Pacific Island, Hawaiian	0.08%	0.06%	70.1
Other/Multiple Races	11.47%	12.29%	107.13
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,703	6,164	
Less than 9th Grade	19.78%	18.92%	95.64
No High School Diploma	13.89%	13.24%	95.32
High School Graduate	29.9%	30.45%	101.85
Some College, no degree	19.22%	19.14%	99.61
Associate Degree	5.03%	5.34%	106.06

8.08%

4.1%

8.6%

4.32%

106.37

105.17

ort Morgan Cottonwood Ovid Otis Haswell Allenspark Del Norte Fruita Sugar City Cortez Colorado S Campo Fowler Log Lane Village Byers The Pinery Rangely Eckley Conference City Idaho Springs Dec Merino Centennial Castle Pines Pitkin Palmer Lake Sanford Cheyen for Conference Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

**College Degree** 

Graduate/Prof. degree

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.77%	9.02%	92.28
\$10,000 to \$19,999	6.38%	5.81%	91.05
\$20,000 to \$29,999	10.66%	9.84%	92.26
\$30,000 to \$49,999	23.35%	21.86%	93.63
\$50,000 to \$59,999	8.12%	7.86%	96.68
\$60,000 to \$69,999	8.02%	8.06%	100.48
\$70,000 to \$79,999	7.47%	7.68%	99.62
\$80,000 to \$89,999	6.68%	6.63%	92.47
\$90,000 to \$99,999	4.39%	4.71%	107.41
\$100,000 to \$249,999	4.97%	5.7%	114.74
\$125,000 to \$149,999	6.31%	7.79%	123.45
\$150,000 to \$199,999	1.65%	1.91%	116.23
\$200,000 to \$249,999	0.31%	0.44%	143.9
\$250,000 or more	1.92%	2.25%	117.41
Median Household	51,404	55,470	107.91
Average Household	66,117	71,791	108.58
Per Capita Household	20,112	20,489	101.87
Family/Non-Family Household			
Income			
Median Family Income	57,412	61,555	107.22
Average Family Income	67,495	73,534	108.95
Median Non-Family Income	39,301	44,196	112.46
Average Non-Family Income	55,629	64,424	115.81

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A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	76.45%	76.47%	100.03
Families with Children	48.68	48.29	99.2
Families without Children	27.77	27.97	100.73
Non-Family Households			
% Non-Family Households	23.55%	23.53%	99.91
Non-Families with Children	0.55	0.38	99.91
Non-Families without	23	23.16	100.66
Children			
Housing Units			
Total Housing Units	3,019	3,028	100.3%
Vacant percent	3.38%	3.3%	97.75
Owned percent	64.26%	64.23%	99.96
Rented Percent	32.36%	32.46%	100.32
Households by Size			
Avg household size	3.25	3.46	106.46%
Avg family hh size	3.74	4.00	106.95%
Avg non-family hh size	1.66	1.73	104.22%
Households By Count of			
Persons			
One	574	578	100.7%
Тwo	665	507	76.24%
Three or Four	1,030	1,039	100.87%
Five+	648	804	124.07%

ue Perry Park Cokedale Platteville Indian Hills Silverthorne Alamosa Sheridan Lake Paonia Kit Carson Derat Ranchettes Derby Lake City Columbine Holly Simla Twin Lakes <u>Intercultural Institute</u> salt Arriba Brighton Louisville Kiowa Federal Heights Allenspark Red (or fetual Ministry) En 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:	0-3	3-7	7-10	1	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	1,414	3,194	2,194	Eastern Afr	rica	rica 0	rica 0 0
Northern Europe	5	45	41	Middle Africa	ı	a 0	a 0 0
Western Europe	50	79	32	Northern Africa		0	0 0
Southern Europe	7	33	35	Southern Africa		0	0 0
Eastern Europe	0	62	31	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	15	30	17	Oceania		0	0 1
So. Central Asia	0	32	5	Caribbean		0	0 3
SE Asia	0	49	16	Central Amer.		1,314	1,314 2,790
Western Asia	0	14	4	South America		12	12 29
Other Asia	0	0	0	North America		11	11 27
				Born at sea		0	0 0

Fruita Granada Milliken Clenwood Springs Bayfield Crook La Veta Trinidad Frisco Eckley Cokeda Centennial Platteville Cherry Hills Village Mount Crested Butte Colorado Intercultural Institute oghill Village Vail Las Animas Fleming Tabernash Alamosa Vona Eat Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Marble Aristo rate Ranchattes Del Norte Eldora Berthoud Glendale Bennett Strasburg Welby Poncha

# Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	4,491	18,123	14,815	Other Indo-Euro	0	0	0
Spanish	2,623	5,964	3,270	Asian/PI languages	0	0	0
Other Indo-Euro	45	346	260	Chinese	0	0	0
language				Japanese	7	34	22
French (incl. Patois,	0	26	19	Korean	0	10	9
Cajun)				Mon-Khmer,	0	5	8
French Creole	0	0	0	Cambodian			
Italian	0	39	57	Miao, Hmong	0	21	0
Portuguese	0	0	0	Thai	0	0	0
German	30	114	126	Laotian	0	16	0
Yiddish	0	0	0	Vietnamese	0	10	2
Other West Germanic	12	20	7	Other Asian	0	0	0
A Scandinavian	3	29	13	Tagalog	0	8	12
Language				Other Pacific Is	0	0	0
Greek	0	3	2	Other languages	26	33	15
Russian	0	26	25	Navajo	0	0	0
Polish	0	30	11	Other Native N.	0	16	12
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	4	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	3	2
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	55	0	Other unspecified	26	14	1
Urdu	0	0	0				

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ort Cellins Battlement Mesa South Fork Walsh Merino Breckenridge Meeker Sedalia Berkley Commerce Har Eagle Westcliffe Wray Cortez Castle Pines North Grand Lake Have Intercultural Institute odland Park Bayfield Parker Crestone Granada Hotchkiss Alamosa fie Copyright 2012, Intercultural Institute for Contextual Ministry Colorado City Twin Lakes Denve 25 drong Patteville Lamor Lands Ranch Olathe Fruitvale Genesee Dacono Ward Larkspur Aspen Par

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	6,820	21,350	16,028	Irish	Irish 326	Irish 326 1,453
Arab	0	29	35	Italian	Italian 174	Italian 174 541
Armenian	0	3	4	Lithuanian	Lithuanian 0	Lithuanian 0 7
Austrian	18	67	41	Norwegian	Norwegian 136	Norwegian 136 532
British	5	8	19	Polish	Polish 49	Polish 49 330
Canadian	0	18	16	Portuguese	Portuguese 0	Portuguese 0 4
Croatian	0	7	11	Romanian	Romanian 0	Romanian 0 1
Czech	11	91	51	Russian	Russian 26	Russian 26 80
Czechoslovak	0	52	43	Scandinavian	Scandinavian 0	Scandinavian 0 23
Danish	23	156	105	Scotch-Irish	Scotch-Irish 20	Scotch-Irish 20 365
Dutch	32	214	162	Scottish	Scottish 43	Scottish 43 281
English	254	1,280	1,136	Slovak	Slovak 0	Slovak 0 24
European	97	106	122	Subsaharan African	Subsaharan African 13	Subsaharan African 13 36
Finnish	6	30	25	Swedish	Swedish 105	Swedish 105 351
French (not Basque)	91	417	358	Swiss	Swiss 8	Swiss 8 46
French Canadian	77	167	87	Ukrainian	Ukrainian 9	Ukrainian 9 9
German	1,329	4,221	3,934	US/American	US/American 309	US/American 309 1,389
Greek	0	31	46	Welsh	Welsh 23	Welsh 23 88
Hungarian	0	44	33	West Indian	West Indian 9	West Indian 9 5
Iranian	0	0	0	Yugoslavian	Yugoslavian 4	Yugoslavian 4 12
				Other	Other 3,623	Other 3,623 8,832

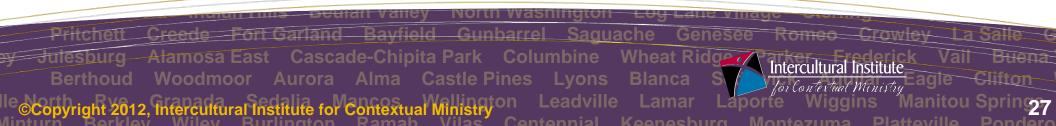
Wray Monument Palisade Louisville Avondale Kremmling Padroni Dinosaur Aspen Park Wiggins Colu Gleneagle Hooper Raymer Hartman Genesee Fort Carson Telluride Littic Eagle-Vail Silverton B Indale Montrose Winter Park Sugar City Mountain Village Meridian Nucla Confectual Ministry Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Hawk

### Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

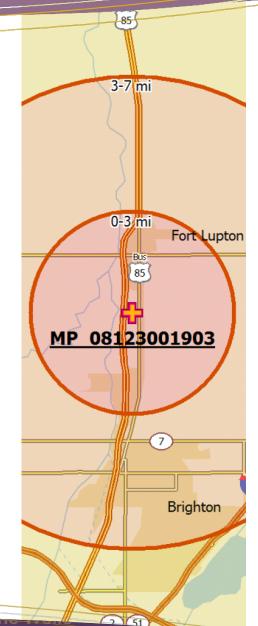
#### Issues for Your Consideration - continued

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



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

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



Sheridan Lake Applewood Hartman Castle Pines North Ault Battlement Mesa Woodmoor Lochbuie Ward East Pleasant View Marble Littleton Rangely Ouray Pueblo Intercultural Institute Frisco Loghill Village Cortez Collbran West Pleasant View Mead Fire To Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,917	100%	2,022	100%
AFFLUENT SUBURBIA	75	2.57%	53	2.62%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	14	0.48%	11	0.54%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	61	2.09%	42	2.08%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,104	37.85%	783	38.72%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	480	16.46%	322	15.92%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	624	21.39%	461	22.8%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	342	11.72%	221	10.93%
2nd City Homebodies	15	0.51%	11	0.54%
Prime Middle America	92	3.15%	60	2.97%
Urban Optimists	0	0%	0	0%
Family Convenience	235	8.06%	150	7.42%
Mid-Market Enterprise	0	0%	0	0%
Family Convenience	235	8.06%	150	7.42%

Haxtun Gilcrest Bow Mar Greeley Fort Lupton Peetz Crawford Fort Collins Branson Windsor East F Lentrose Craig Buena Vista Fruita Morrison Fleming Holyoke Paoli Intercultural Institute Intercultural Institute Geopyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,917	100%	2,022	100%
BLUE COLLAR BACKBONE	794	27.22%	555	27.45%
Nuevo Hispanic Fam.	756	25.92%	532	26.31%
Working Rural Suburbia	38	1.3%	23	1.14%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	47	1.61%	32	1.58%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	32	1.1%	21	1.04%
Professional Urbanites	15	0.51%	11	0.54%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	464	15.91%	320	15.83%
Steadfast Conservative	392	13.44%	269	13.3%
Moderate Conventionalists	19	0.65%	13	0.64%
Southern Blues	42	1.44%	30	1.48%
Urban Grit	11	0.38%	8	0.4%
Grass-Roots Living	0	0%	0	0%

ast Pleasant View Merino Rico Keystone La Jara Akron Dacono Cheyenne Wells Boulder Yuma Prite Lancos Fountain Parker Avon Louviers Sedalia Fairplay Naturita Frazien City Eldora Estes P mer Lake Ridgway Gunnison Indian Hills Berthoud Ward Applewood Fads Wray Romeo Campo Cheraw B31 Coopyright 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,917	100%	2,022	100%
REMOTE AMERICA	30	1.03%	18	0.89%
Hardy Rural Fam.	6	0.21%	4	0.2%
Rural Southern Living	24	0.82%	14	0.69%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	38	1.3%	26	1.29%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	38	1.3%	26	1.29%
RURAL VILLAGES & FARMS	13	0.45%	7	0.35%
Industrious Country Living	0	0%	0	0%
America's Farmland	6	0.21%	3	0.15%
Comfy Country Living	7	0.24%	4	0.2%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Minturn Holyoke Hotchkiss Akron Burlington Snowmass Village Campion Battlement Mesa Black Hawk Aristocrat Ranchettes Eldorado Springs West Pleasant View Rocky Ford (Contectual Institute Wey Palisade Louisville Morrison Englewood Orchard City Westcliffe (Soutectual Ministry) It Contectual Institute for Contextual Ministry Sugar City Wiggins Milliken Leadville North Sher 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,917	100%	2,022	100%
STRUGGLING SOCIETIES	10	0.34%	7	0.35%
Rugged Southern Style	3	0.1%	2	0.1%
Latino Nuevo	7	0.24%	5	0.25%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Ialia Byers Kersey Granada Ignacio Grand Lake Minturn Las Animas Otis Gleneagle Salt Creek Erie Red Cliff Trinidad Grover Alamosa Lone Tree Loghill Village Bow Georgetown Dillon Mancos Dacono Todd Creek Ophir Atwood Clifton Holyoke Creede Avon for Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

#### Issues for Your Consideration

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

nzanola Avon Bonanza Yuma Yampa Orchard Mesa Merino Vona Nunn Padroni Westcreek Palmer E Englewood Eagle-Vail Pagosa Springs Vail De Beque Federal Heights Intercultural Institute Iser Gunnison La Veta Cedaredge Kim Meeker Cherry Hills Village Ja for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

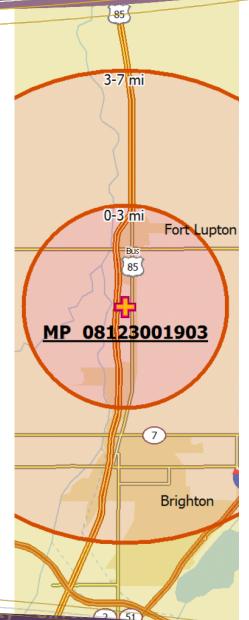
#### **Potential Cultural Bridges**

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).



Colloran Coal Creek Pitkin Palisade Alma Sawpit Kim Platteville Intercultural Institute Black Forest Starkville Otis Berthoud Dolores Vilas Wiggins Frederick Lincoln Part Gond View Estates Wellingto 35 ©Copyright 2012, Intercultural Institute for Contextual Ministry Paonia Genoa Pritchett Grand View Estates Wellingto 35

#### **Potential Cultural Bridges**

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	77%	80%	83%
Use Comp. for Internet/E-mail	60%	64%	69%
Internet Use: E-Mail	48%	52%	57%
Use Comp. for Word Processing	38%	41%	48%
Use Comp. for Comp. Games	37%	40%	44%
Use Comp. for Education	35%	36%	40%
Use Comp. for Shopping	33%	38%	44%
Use Comp. for Digital Camera	31%	35%	40%
Photo Editing			
Use Comp. for Banking	31%	35%	41%
Internet Use: News/ Weather	28%	29%	32%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	27%	29%	33%
Internet Use: Banking	25%	28%	32%
Use Comp. for News/Info./Data	23%	25%	29%
Service			
PC-Network-HH Has One	21%	22%	24%
Use Comp. for Personal Financial	14%	15%	18%
Mngmnt			
Use Comp. for Accounting	14%	15%	18%
Use Comp. for Filing/DB Mngmnt	13%	14%	16%
Internet Use: Shopping: Gathered	12%	13%	16%
Info. for Shopping			
Internet Use: Research/ Education	12%	12%	13%
Internet Use: Shopping: Made A	11%	12%	13%
Purchase			

Womelsdorf (Coalton) Branson Sedalia Lakewood Hugo Eagle Brush Gunnison Rangely Orchard Winter Park Crawford Commerce City Vilas Eldorado Springs Aristocras Indettes Manitou Springs La Wellington La Jara Broomfield Genesee El Jebel Federal Heights St. Confectual Ministry Concernation Starl Contextual Ministry Timnath Ignacio Silt Central City Padroni Rome 36

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	65%	66%	69%
Dining Out (Not Fast Food)	51%	55%	60%
Reading Books	47%	49%	53%
Card Games	36%	39%	42%
Go To A Beach/Lake	34%	37%	41%
Cooking for Fun	32%	34%	35%
Gardening	32%	33%	36%
Board Games	28%	31%	33%
Going To	21%	21%	22%
Bars/Nightclubs/Dancing			
Visit Museum	21%	20%	22%

0-3	3-7	7-10
MILES	MILES	MILES
62%	64%	65%
36%	38%	39%
28%	28%	30%
23%	22%	22%
20%	20%	20%
18%	19%	20%
16%	16%	17%
15%	16%	16%
13%	13%	12%
13%	13%	12%
	MILES   62%   36%   28%   23%   20%   18%   16%   15%   13%	MILES   MILES     62%   64%     36%   38%     28%   28%     23%   22%     20%   20%     18%   19%     16%   16%     15%   13%

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The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	27.27%	27.74%	30.7%
Live Theater	18.66%	18.85%	21.49%
Rock/Pop Concerts Most	15.64%	15.29%	17.33%
Often			
Live Theater Most Often	15.49%	15.65%	17.68%
Comedy Club	10.14%	10.29%	10.65%
Dance Performance	9.56%	8.59%	8.87%
Movies: Action/Adventure	39.83%	40.47%	42.31%
Movies: Comedy	38.98%	39.86%	41.97%
Movies: Romantic Comedy	19.97%	19.76%	21.46%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	19.78%	20.54%	22.3%
Movies: Drama	18.72%	18.88%	20.19%
Movies: Mystery	15.96%	16.2%	16.28%
MLB Baseball Reg. Season	8.45%	8.86%	10.21%
NFL Football Reg. Season	5.99%	6.74%	8.12%
College Football Reg.	4.71%	5.27%	6.99%
Season			
NBA Basketball Reg.	3.7%	4.07%	5.21%
Season			
College Basketball Reg.	3.33%	3.71%	4.86%
Season			
NHL Hockey Reg. Season	3.06%	3.16%	3.86%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	39.93%	40.39%	43.05%	Soccer	Soccer 11.69%	Soccer 11.69% 10.29%
Swimming	30.42%	33.53%	37.02%	Volleyball	Volleyball 11.24%	Volleyball 11.24% 10.41%
Billiards/Pool	20.97%	21.04%	21.52%	Aerobics	Aerobics 10.51%	Aerobics 10.51% 9.91%
Bowling	20.87%	22.21%	23.74%	Football	Football 10.39%	Football 10.39% 10.46%
Basketball	17.61%	16.91%	16.82%	Backpacking/Hiking	Backpacking/Hiking 9.76%	Backpacking/Hiking 9.76% 10.25%
Jogging/Running	17.12%	16.37%	17.61%	Tennis	Tennis 8.61%	Tennis 8.61% 8.16%
Weight Training	15.68%	17.1%	19.46%	Softball	Softball 8.56%	Softball 8.56% 8.57%
Camping Trips	15.61%	16.47%	17.22%	Target Shooting	Target Shooting 8.47%	Target Shooting8.47%9.2%
Using Cardio Machine	14.97%	15.32%	17.18%	Hunting	Hunting 8.35%	Hunting 8.35% 9.27%
Freshwater Fishing	14.93%	17.09%	17.25%	Saltwater Fishing	Saltwater Fishing 7.71%	Saltwater Fishing 7.71% 8.5%
Golf	13.35%	13.73%	15.96%	Yoga	Yoga 7.69%	Yoga 7.69% 7.45%
Baseball	12.73%	12.58%	12.17%	Power Boating	Power Boating 7.26%	Power Boating 7.26% 7.82%
Mountain/Road Biking	12.5%	13.23%	14.81%	Motorcycling	Motorcycling 6.46%	Motorcycling 6.46% 6.76%
Stationary Cycling	12.16%	12.06%	13.13%	Canoeing/Kayaking	Canoeing/Kayaking 6.09%	Canoeing/Kayaking 6.09% 6.32%



The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Ice Skating	5.91%	5.53%	5.63%
Horseback Riding	5.85%	6.09%	5.92%
Roller Skating	5.41%	5.42%	5.88%
Racquetball	5%	4.63%	4.37%
Hockey	4.87%	3.99%	3.58%
Snorkeling	4.86%	5.14%	5.7%
Archery	4.59%	4.64%	4.49%
Water Skiing	4.55%	4.48%	5.03%
Downhill & X-Country Skiing	4.32%	4.51%	5.34%
Martial Arts	4.3%	4.02%	4.05%

0-3	3-7	7-10
MILES	MILES	MILES
4.28%	4.58%	5.56%
4.13%	4.33%	4.5%
4.13%	3.82%	4.1%
3.9%	3.7%	3.83%
3.78%	3.68%	3.67%
3.67%	3.49%	3.38%
3.36%	3.4%	3.68%
2.89%	3.07%	3.54%
2.85%	2.86%	3%
2.78%	2.97%	3.15%
	MILES   4.28%   4.13%   4.13%   3.9%   3.78%   3.67%   3.36%   2.89%   2.85%	MILES4.28%4.58%4.13%4.33%4.13%3.82%3.9%3.7%3.78%3.68%3.67%3.49%3.36%3.4%2.89%3.07%

Haswell Kim Fort Garland Grand View Estates Crook Pueblo West Silverton Lakewood Boone Gas He Aspen Park Burlington Tabernash Applewood Sheridan Lake Kiowa Intercultural Institute Olathe Georgetown Crowley Silverthorne Craig Durango South Fork Reveal Ministry Colorado City Copyright 2012, Intercultural Institute for Contextual Ministry Winter Park, Boxborough Park, Redlands, Montezuma

#### 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.



Hayden Milliken Glicrest Denver Lone Tree Nunn Walsenburg La Saile Julesburg Walsh Fort Ga Eagle Telluride Louisville Walden Empire Westcreek De Beque Pueber Intercultural Institute Jebel Sterling Wheat Ridge Hartman Mancos Eagle-Vail Aristocrat Ran Confectual Ministry 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.

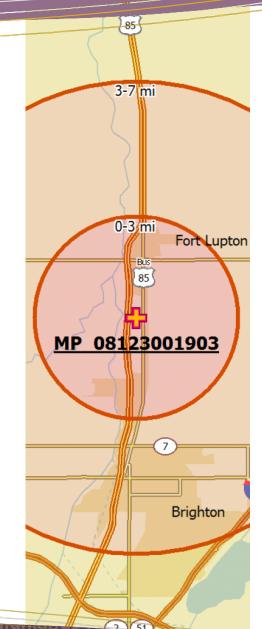
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Cottenwood Durange Walsh Gold Hill Twin Lakes Snowmass Village Moffat Vilas Franktown Fast Plea Centennial La Salle Broomfield Rye Bennett Mancos Kim Kit Carses Fountain Crook Hartman Va t Collins Avon Hotchkiss Vona Meridian Leadville Greenwood Village Contextual Institute Valley Comm ©Copyright 2012, Intercultural Institute for Contextual Ministry Mead Keenesburg Cheraw Eads Stratton Winter 42

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	48%	48%	49%	Like To Pursue Challenge/Novelty/Change	23%	21%	19%
Prefer To Have Few Possessions As Possible	41%	37%	37%	Marijuana Should Be Legalized I Am A Workaholic	22% 21%	22% 20%	21% 19%
Woman's Place Is In The Home	37%	36%	36%	Like to Stand Out In A Crowd	20%	20%	20%
Find It Difficult To Say No To My Kids		38%	40%	Only Work Current Job for The Money	17%	15%	14%
Like Control Over People And Resources	36%	34%	32%	Rarely Sit Down to a Meal Together At Home	16%	16%	17%
Speak My Mind Even If It Upsets People	32%	33%	33%	We Should Strive for Equality for All	15%	15%	14%
Friends More Important Than My Fam.	31%	28%	27%	Happy With My Standard Of Living	13%	12%	12%
Don't Judge People/Way They Live Life	28%	28%	27%	Indulge My Kids With The Little Extras	13%	11%	10%
If Won Lottery Would Never Work Again	27%	28%	29%	On Whole People Get What They Deserve	10%	10%	9%
Like To Do Unconventional Things	27%	28%	28%	More Important Do Duty Than Enjoy Life	9%	8%	6%
Too Much Sponsorship In Arts/Sports	27%	25%	22%	I Am A Perfectionist	8%	7%	7%
Money Is Best Measure Of Success	25%	25%	25%				

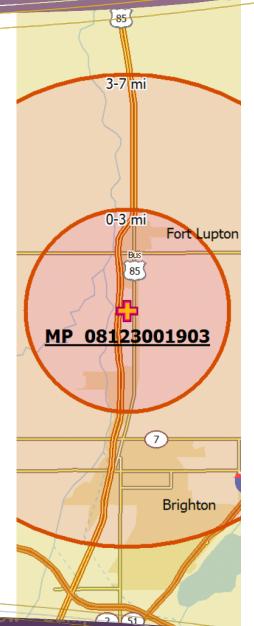
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Trinidad Silver Cliff Dinosaur Cortez Moffat Elizabeth Ophir Berkley Brighton Fort Carson Willia Sterling Yampa Ken Caryl Frisco Denver Genesee Collbran Louisvill (or Contextual Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Ads Ranch Eaton Rocky Ford Del Norte Fraser Cripple Creek Haswell Mount Crested Butte Mead Greek Carson Salt Creek Moffat Kremmling Beulah Valley Vona Rye Arboles Intercultural Institute Collbran Lochbuie Boulder Silverton Leadville North Cheyenne Wells Confectual Ministry Fruita Eads Copyright 2012, Intercultural Institute for Contextual Ministry Worrison Hillrose Crestone Minturn Mountain Village 44

## **Potential Cultural Themes:**

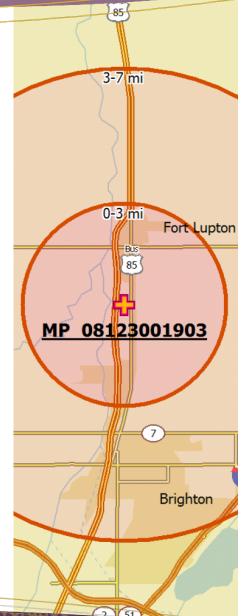
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	
Important To Respect Customs And Beliefs	60%	63%	67%	Consider Myself Interested In The Arts	19%	18%	ľ
You Should Seize Opportunities In Life	56%	56%	56%	Real Men Don't Cry Looking for New Ideas To Improve	19% 18%	18% 17%	1 1
Prefer To Have Few Possessions As Possible	41%	37%	37%	Home Is An Important Part Of Who I Am	17%	16%	1
Like To Understand About Nature	39%	38%	38%	Try Not To Worry About The Future	16%	15%	1
Important Feel Respected By My Peers	34%	33%	32%	Enjoy Spending Time With My Fam.	14%	13%	1:
Important To Juggle Various Tasks	32%	30%	28%	Provide My Kids With The Little Extras	12%	11%	1(
Prefer Work Part Of Team Than Alone	30%	31%	32%	Children Should Be Allowed To Express Themselves	8%	7%	6
Good At Fixing Things	29%	27%	26%	Feel Very Alone In The World	7%	6%	5
Like To Just Enjoy Life	25%	23%	23%	Like Spending Most Time With	7%	6%	6
Have Keen Sense Of Adventure	25%	25%	25%	Fam.			
People Have To Take Me As They Find Me	24%	24%	25%	Decor Particular Interest To Me Would Like To Set Up Own	5% 5%	5% 4%	49 49
Worried About Pollution Caused By Cars	20%	20%	22%	Business	270	.,.	

Security-Widefield Vona Grand View Estates Sawpit Franktown Strasburg Pueblo Walby Stonegate For Eldora Westminster Roxborough Park Silver Cliff St. Mary's Meridian <u>Intercultural Institute</u> Granby Mark Downieville-Lawson-Dumont Paoli Leadville North Kittredge Gypsum Copyright 2012, Intercultural Institute for Contextual Ministry Brighton Woodland Park Ovid Victor Grover Carbon 45

#### **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.



Salt Creek Holyoke Lincoln Park Towaoc Cottonwood Hudson Gold Hill Glendale Branson Walder Williamsburg Vail Merino Keystone Crestone Sterling Kersey Trinica Palisado Ken Caryl Silverto Eagle-Vail Palmer Lake Starkville Hotchkiss Ault Paoli Las Animas Confectual Ministry Crested Butte Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

## **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

7-10

MILES 13.57% 14.76% 15.63%

16.47% 14.56%

11.66% 16.37% 16.78%

16.14% 13.33% 10.38% 12.75%

PLACE	0-3	3-7	7-10	F	PLACE	PLACE 0-3
	MILES	MILES	MILES			MILES
Fast Food/Drive-In	83.81%	85.29%	86.07%		Denny's	Denny's 16.62%
Restaurant-Visit Any				C	Domino's Pizza	Domino's Pizza 16.18%
Fam. Restaurants/Steak	79.87%	81.96%	84.4%	F	Red Lobster	Red Lobster 15.32%
Houses-Visit Any				S	Starbucks	Starbucks 15.13%
/IcDonald's	53.37%	55.9%	57.31%	lŀ	HOP (International House Of	HOP (International House Of 14.76%
Burger King	36.61%	36.47%	35.98%	Pa	ancakes)	ancakes)
Taco Bell	30.47%	31.27%	31.15%	J	ack-In-The-Box	ack-In-The-Box 14.57%
Subway	28.2%	30.14%	32.29%	Ľ	Dairy Queen	Dairy Queen 14.54%
Applebee's	26.78%	29.21%	31.54%	Cł	nili's Grill and Bar	nili's Grill and Bar 14.07%
Wendy's	26.72%	28.04%	29.98%	Outk	oack Steakhouse	back Steakhouse 13.83%
Kentucky Fried Chicken (KFC)	26.62%	26.98%	26.91%	TGI	Friday's	Friday's 11.77%
Pizza Hut	22.7%	22.48%	22.21%	Dur	nkin' Donuts	nkin' Donuts 11.64%
Olive Garden	19.94%	20.69%	22.28%	Q	uiznos Sub	uiznos Sub 11.45%
Arby's	18.42%	20.67%	22.72%			

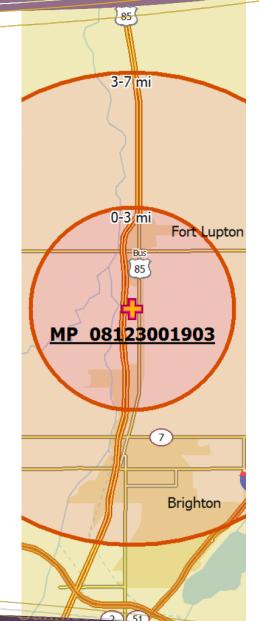
Cokedale <u>Chevenne Wells Kim Steamboat Springs Mead</u> Ken Caryl The Pinery Byers Cedaredge Alma Severance Highlands Ranch Atwood Silver Plume Red Cliff Tellurin Intercultural Institute Empire Perry Park Delta Cheraw Florence Columbine Sterling By Read Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

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

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

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



Penrose Crook Derby Haydon Englewood West Pleasant View Blanca Eldorado Springs Rodlands Cliff Leby Sterling Grand Lake Basalt Sawpit Niwot Wheat Ridge Brush Intercultural Institute Yampa Keenesburg Limon Northglenn Wellington Avon Stratmoo Intercultural Institute Contextual Ministry Crested Butte Columbine Clenwood Springs Sedgwick 48 Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	43.51%	44.41%	47.82%
Recycled products	37.36%	36.82%	39.99%
Worked as volunteer (non political)	15.72%	16.31%	18.67%
Engaged in fund raising	9.89%	10.02%	11.43%
Religious club member	7.57%	7.54%	7.91%
Wrote to editor of mag or newspaper	6.21%	6.01%	6.53%

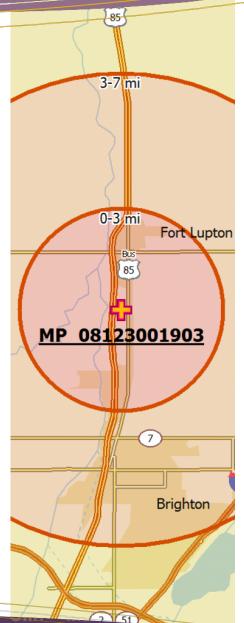
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.47%	5.91%	6.73%
Union member	5.21%	5.19%	5.44%
Took active part in local civic issue	5.15%	5.01%	5.26%
Charitable Organization	5.11%	5.08%	5.57%
Addressed a public meeting	4.09%	4.59%	5.41%
Fraternal order member	3.98%	3.97%	4.17%



#### **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.



Huge Collbran El Jebel Air Force Academy De Beque Arvada Cokedale Pritchett Lamar Evergreen El Fort Morgan Bow Mar Sanford Kit Carson Green Mountain Falls Yampa Intercultural Institute Littleton Dove Creek Niwot Steamboat Springs Byers Orchard City Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	16.93%	17.4%	19.29%
Children's Books	12.73%	13.07%	14.38%
Mystery	11.15%	11.94%	13.07%
Cookbooks	9.8%	10.15%	10.92%
History	7.48%	7.71%	8.37%
Religious (not Bibles)	7.06%	8.09%	8.8%
Personal/Business	7.02%	6.89%	7.94%
Self-help			
Biography	6.75%	6.76%	7.19%
Romance	6.18%	6.62%	7.34%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	62.79%	64.28%	67.39%
Gen. Editorial	42.31%	42.95%	44.31%
Womens	38.73%	39.71%	41.15%
Service	31.28%	33.9%	36.36%
Mens	18.87%	18.76%	18.99%
<b>Business/Finance</b>	15.13%	15.51%	18.12%
Automotive	14.56%	14.17%	13.53%
Parenthood	14.41%	14.55%	14.76%
Sports	14.17%	14.54%	15.78%

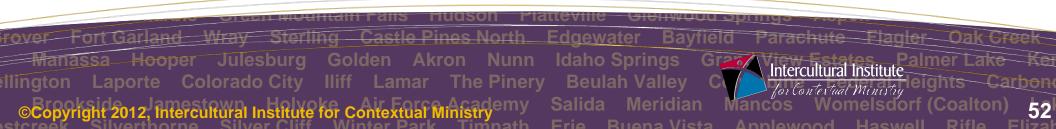
Sherrelwood Greeley Snowmass Village Applewood Leadville Sheridan Lake Orchard Mesa Pueblo P Pines La Junta Rockvale Pagosa Springs Alma Ault Caï; ½on City Intercultural Institute Villiamsburg Indian Hills Creede Nunn Orchard City Black Hawk Brush for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	51.71%	52.94%	55.7%
Sport	30.28%	31.16%	32.82%
Classified	29.72%	31.53%	31.7%
Business/Finance	27.02%	27.98%	31.23%
Comics	25.33%	26.25%	27%
Editorial Page	25.12%	27.52%	29.71%
Movie Listings & Reviews	24.45%	24.83%	26.51%
Food/Cooking	23.55%	24%	25.09%
TV/Radio Listings	20.68%	21.66%	22.38%
Home/Gardening	19.78%	20.4%	22.16%
Travel	18.8%	19.01%	21.29%
Science/Technology	15.93%	16.61%	18.65%
Fashion	12.95%	13.09%	14%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
CHR Contemp Hit Radio	23.26%	21.57%	20.39%
Adult Contemporary	18.36%	18.86%	20%
Country	17.53%	21.18%	21.96%
Hispanic	15.55%	10.73%	7.98%
Rock	12.81%	13.28%	14.07%
Variety	12.38%	10.2%	9.52%
Oldies	11.9%	11.77%	12%
News/Talk	10.68%	11.18%	13.96%
Urban Contemporary	10.45%	10.14%	9.05%
Alternative	9.68%	9.82%	11.14%
Classic Rock	8.88%	9.81%	11.5%
Religious	6.81%	6.68%	7.02%
Soft Contemporary	6.13%	6.94%	8.03%
All News	5.72%	5.15%	5.28%
Sports	4.59%	4.35%	5.02%
All Talk	4.3%	4.4%	5.04%
Jazz	4.25%	4.03%	4.21%
Classic Hits	3.92%	4.64%	5.15%



### **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

IULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	63.82%	65.06%	67.66%
Satellite Dish	61.91%	59.22%	61.8%
Soapnet	50.52%	50.6%	52.1%
Other Video-On-Demand	48.44%	45.15%	43.93%
Adult Pay Per View TV	40.69%	37.82%	37.26%
Sci-Fi Channel	36.8%	37.91%	39.6%
MSNBC	34.81%	35.28%	36.97%
Subscribe Digital Cable	33.31%	30.52%	30.19%
TV Info From Sunday TV	31.48%	30.99%	31.42%
Magazine			
ABC Fam.	29.99%	28.03%	29.2%
Nickelodeon	29.27%	30.55%	32.06%
Adult Swim	28.25%	28.7%	30.63%

Moffat Manitou Springs Swink Nunn Northglenn Genoa Telluride Strasburg Eldorado Springs Mon Cherry Hills Village Loghill Village Louisville Rifle Gilcrest Breckenrich Hiff Sherrelwood Poncha S ail Sterling Caï; <sup>1</sup>/<sub>2</sub>on City Cimarron Hills Mountain View Ramah Log La for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Crestone Pueblo West Rockvale Gypsum Sugar City 53 Allenspark Fortiald

ESPN2

21.57%

21.7%

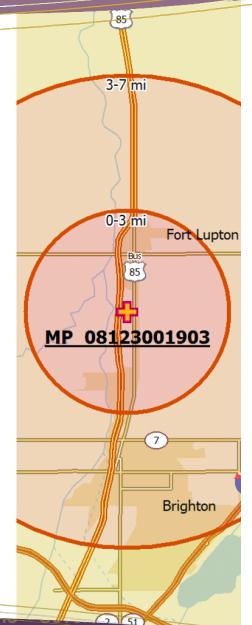
23.49%

#### **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.



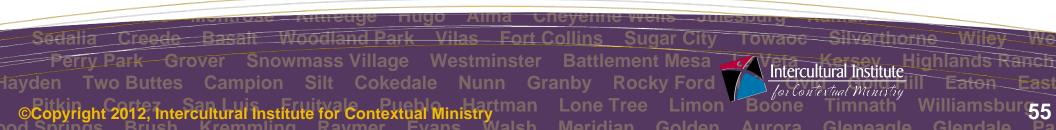
vden Fountain <u>Gunnison Salida Rico Gleneagle Crook Rifle</u> Sheridan Akron Frie Grand Junction Fierce North Washington Walsh Eagle-Vail Superior Lakeside Hillrose <u>Intercultural Institute</u> awford Swink Trinidad Frederick Granby Beulah Valley Hugo Walsenb (or Contextual Ministry) ©Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.28%	19.88%	22.15%
Medium Users (4-6)	11.43%	11.56%	12.26%
Light Users (1-3)	20.64%	20.58%	20.98%
Quintiles (20%)			
Newspaper I (Heavy)	0.76%	1.19%	1.31%
Newspaper II	1.31%	1.27%	1.21%
Newspaper III	1.75%	1.88%	2.14%
Newspaper IV	0.61%	0.78%	0.77%
Newspaper V (Light)	1.09%	1.03%	1.04%

0-3	3-7	7-10
MILES	MILES	MILES
17.65%	19.26%	19.98%
7.48%	8.35%	8.6%
9.15%	9.91%	10%
10.18%	11.18%	11.66%
0.72%	0.68%	0.66%
10.04%	8.41%	7.29%
4.76%	3.5%	3.12%
5.09%	4.07%	3.61%
18.25%	16.72%	15.62%
24.23%	23.84%	23.57%
16.21%	15.73%	14.44%
7.48%	6.26%	5.51%
7.02%	5.84%	5.15%
22.93%	22.87%	21.3%
5.27%	4.2%	3.35%
	MILES   17.65%   7.48%   9.15%   10.18%   0.72%   10.04%   4.76%   5.09%   18.25%   24.23%   16.21%   7.48%   7.02%   22.93%	MILES MILES   17.65% 19.26%   7.48% 8.35%   9.15% 9.91%   10.18% 11.18%   0.72% 0.68%   10.04% 8.41%   4.76% 3.5%   5.09% 4.07%   18.25% 16.72%   24.23% 23.84%   16.21% 15.73%   7.48% 6.26%   7.02% 5.84%   22.93% 22.87%



## Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM 0-3	3	3-7	7-10	N	MEDIUM		0-3	0-3 3-7
МІ	ILES	MILES	MILES			MI	LES	LES MILES
Radio Drive Time Quntiles				Т	V Prime Time Quntiles (fifths /			
(fifths / 20%)				2	20%)			
Drive Time I & II (Heavy) 2.3	37%	2.76%	2.69%	Р	Prime Time I & II (Heavy)	3.1	%	% 3.3%
Drive Time III (Medium) 0.5	55%	0.63%	0.52%	Р	Prime Time III (Medium)	1.6%	6	6 1.84%
Radio IV & V (Light) 2%	%	1.99%	2.09%	Р	Prime Time IV & V (Light)	8.53	%	% 9.88%
Radio Media Quntiles (fifths /				Т	V Early/Late Fringe Quntiles			
20%)				(f	fifths / 20%)			
Radio I & II (Heavy) 8.7	74%	9.56%	10.08%	F	Fringe I & II (Heavy)	36.88	8%	37.26%
Radio III (Medium) 4.9	98%	5.32%	5.53%	F	Fringe III (Medium)	52.38	%	% 51.39%
Radio IV & V (Light) 2.6	61%	3.16%	3.2%	F	Fringe IV (Light)	53.36	%	% 54.47%
Cable TV Quntiles (fifths /				Т	V All Day Quntiles (fifths /			
20%)				2	20%)			
Cable I & II (Heavy) 15	5.04%	15.47%	17.28%	A	All Day I & II (Heavy)	17.14%	6	6 14.68%
Cable III (Medium) 4.0	04%	4.06%	4.4%	A	All Day III (Medium)	25.02%	, D	<b>23.99%</b>
Cable IV & V (Light) 31	1.68%	31.83%	31.71%	A	All Day IV (Light)	16.85%		14.33%



# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-3	3-7	7-10	
	MILES	MILES	MILES	
Day-time Radio				
Listeners				
Dayparts [summary]	10.28%	11.07%	11.68%	
6:00am - 10:00am	14.18%	14.55%	16.81%	
10:00am - 3:00pm	6.97%	6.21%	6.15%	
3:00pm - 7:00pm	14.5%	14.16%	13.94%	
7:00pm - Midnight	12.96%	12.58%	13.54%	
Midnight - 6:00am	5.38%	5.07%	5.16%	
Weekend Radio				
Listeners				
Dayparts [summary]	15.94%	15.91%	16.19%	
6:00am - 10:00am	3.7%	3.78%	3.98%	
10:00am-3:00pm	6.29%	5.62%	6.03%	
3:00pm - 7:00pm	6.97%	6.98%	7.43%	
7:00pm - Midnight	9%	9.16%	9.5%	
Midnight - 6:00am	9.55%	9.53%	9.79%	

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.85%	9.15%	10.85%
Saturday: 8:00-11:00pm	8.64%	7.74%	8.09%
Sunday: 7:00-11:00pm	9.15%	9.96%	11.06%
9:00am-1:00pm	27.27%	27.73%	29.04%
9:00am-4:00pm	31.12%	31.4%	32.8%
4:00pm-7:00pm	31.57%	31.31%	32.99%
11:00pm-1:00am	43.97%	43.86%	45.15%
AVG Prime time	4.09%	3.38%	3.32%
Mon-Sun			

wenne Wells Bethune Grand Junction Cokedale Holly Alamosa Englewood Hooper Estes Park Leadvill ity Widefield Granby Coal Creek Edgewater Cottonwood Todd Creek With Land Park, Antonito Ordway Yampa Swink Colorado City Haxtun Minturn Monument Salt Creek for Confertual Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3	3-7	7-10		TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	20.09%	19.22%	19.74%		Sat: 7-10am	Sat: 7-10am 18.72%	Sat: 7-10am 18.72% 18.46%
7-9am	21.57%	21.7%	23.49%		Sat: 10am-1pm	Sat: 10am-1pm 8.82%	Sat: 10am-1pm 8.82% 8.51%
9am-12noon	22.66%	23.47%	24.7%		Sat: 1-4pm	Sat: 1-4pm 24.58%	Sat: 1-4pm 24.58% 24.74%
12noon-4pm	8.46%	7.94%	8.1%		Sat: 4-6pm	Sat: 4-6pm 7.24%	Sat: 4-6pm 7.24% 6.98%
4-6pm	50.03%	50.05%	54.48%		Sat: 6-7pm	Sat: 6-7pm 2.33%	Sat: 6-7pm 2.33% 2.05%
6-7pm	19.5%	19.76%	20.68%		Sat: 7-8pm	Sat: 7-8pm 1.07%	Sat: 7-8pm 1.07% 1.02%
7-7:30pm	2.3%	1.76%	1.79%		Sat: 8-11pm	Sat: 8-11pm 8.64%	Sat: 8-11pm 8.64% 7.74%
7:30-8pm	12.33%	12.62%	12.58%		Sat: 11pm-1am	Sat: 11pm-1am 5.11%	Sat: 11pm-1am 5.11% 4.57%
8-11pm	8.85%	9.15%	10.85%		Sat: 1am-7pm	Sat: 1am-7pm 22.36%	Sat: 1am-7pm 22.36% 23.03%
11pm-12am	34.81%	35.28%	36.97%		Sun: 7-10am	Sun: 7-10am 2.29%	Sun: 7-10am 2.29% 2.2%
11pm-1am	43.97%	43.86%	45.15%		Sun: 10am-1pm	Sun: 10am-1pm 5.72%	Sun: 10am-1pm 5.72% 6.09%
1-6am	32.35%	31.83%	33.9%		Sun: 1-4pm	Sun: 1-4pm 5.57%	Sun: 1-4pm 5.57% 6.37%
					Sun: 4-7pm	Sun: 4-7pm 11.85%	Sun: 4-7pm 11.85% 13.48%
					Sun: 7-11pm	Sun: 7-11pm 9.15%	Sun: 7-11pm 9.15% 9.96%
					Sun: 11pm-1am	Sun: 11pm-1am 5.49%	Sun: 11pm-1am 5.49% 5.91%
					Sun: 1-7am	Sun: 1-7am 20.19%	Sun: 1-7am 20.19% 21.87%

Palmer Lake Crock Sherrelwood Twin Lakes Strasburg Woodland Park Dinosaur Aurora Cottonwood sh Pitkin Allenspark Fort Lupton Peetz Evans La Jara Pueblo Wiley Intercultural Institute ongmont Morrison Florence Roxborough Park Platteville Arriba Paoli (a) Contextual Ministry (Copyright 2012, Intercultural Institute for Contextual Ministry Colorado Springs Atward Method Poncha Springs Battlement Mesa Burlington Denver Aristocrat Banch

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



## Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

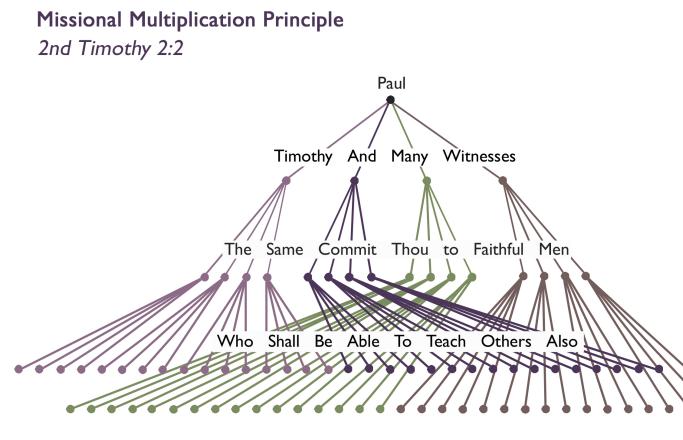
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Cunnison Estes Park Pitkin El Jebel Ridgway Meridian Alamosa Avondale Strasburg Haxtun Time Byers Fort Morgan Norwood Central City Sugar City Montezuma Flater Castle Pines Delta Salida a Veta Firestone Cascade-Chipita Park Starkville Mount Crested Butte Wind Confectual Ministry Data Eads Puek Copyright 2012, Intercultural Institute for Contextual Ministry Yampa Louviers Campion Denver Lake City Crowle 60

## **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.



Ville Greenwood Village Lafayette Hugo Red Cliff Meeker Alamosa Leadville North Rangely Elizabeth Granada Dacono Naturita Romeo Cokedale Ouray Cedaredge Lovel Intercultural Institute Confectual Ministry Confectual Institute for Contextual Ministry Confectual Contextual Ministry Confectual Contextual Ministry Confectual Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



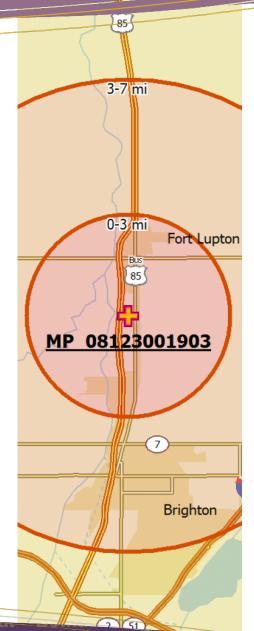


#### Your MissionSite and the Missional Suite

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

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

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



Commerce City Salida Silverton Cottonwood Niwot Estes Park Pierce Eldora Alamosa East Loghill-Villa Force Academy El Jebel Gleneagle Brighton Williamsburg Evans Monut Intercultural Institute Garden City Crested Butte Ignacio Rocky Ford Minturn Rye Aspen Kity Jor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### Notes and Sources

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





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