# MissionSite top unreached locations

Campion Genoa STRASBURG, CO <u>Castle Pines</u> Bria everance Ridoway Two Buttes Gunbarrel The Pinery Silver Cliff CENSUS TRACT: 08001008402 Edgewater VIUILIDIY ow Mar Cheraw Kittredge Wiggins REGION: Front Range Innison Acres Green Kim REPRODUCTION Levelagle Ramah Ophir Dove Creek Gran ASSOCIATION: Mile High IIIs Village Strasburg Blue Allenspark Fleming Poetz Akron Nucle Creek Gran ASSOCIATION: Mile High IIIs Village Strasburg Blue Allenspark **Multip**ow Mar Cheraw Kittredge Wiggins Allenspark Fleming Peetz Akron Nucla CrawforCOUNTY: Adams awson-Dumont Marble Kit Carso In partnership with the Walsh Naturita Louisville Ced SITESCAPE: Countryscape ulder Intercultural Institute Romeo Arriba Rocies Intercultural Institute Romeo Rocies Intercultural Institute Romeo Romeo Romeo Rocies Intercultural Institute Romeo R Swink Fireston for Contextual Ministryne Sheridan Lake COLORADO .ake Citv Paoli Garden Collbran Crook Alamosa springs ©Copyright 2014/il htercultural Institute for Contextual/Ministry ada Snowmass Village Perry Park Longmont Aspen Li

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#### Site Location Summary

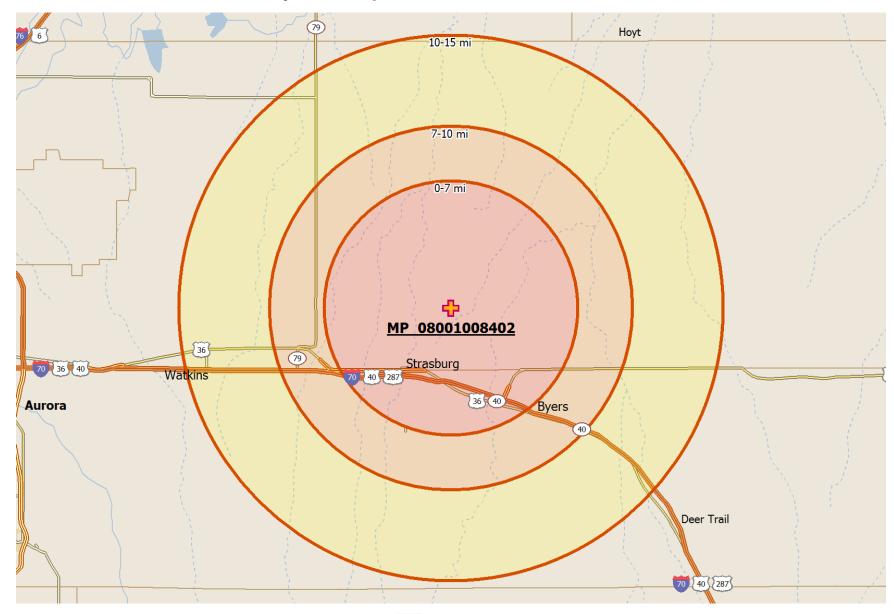
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	08R01	Front Range
2	Association	08A08	Mile High
3	County Location	08001	Adams
4	Zipcode	80136	Adams
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.1	Remote Areas
7	Sitescape Subgroup	1.13	Remote area adjacent to a small town
8	Sitescape Density Pattern	E1	0-10000-10000



Vail Campion <u>Colorado City Gilcrest Hotchkiss</u> Superior Glendale Two Buttes Redlands Norwood Le Fextield Silt Monument Buena Vista Highlands Ranch Elizabeth El Jeber Intercultural Institute Vheat Ridge Meeker Aspen Woodmoor Paonia Sawpit Wray North Way for Confertual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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



Ifat Lake City Fountain Padroni La Veta Brush Eckley Pagosa Springs Rockvale Edwards Clifton Je Rock Grand View Estates Dinosaur Sedgwick Lafayette Kersey Sugar City Ent Garland Winter Park Br ail Snowmass Village La Jara Gunnison Kremmling Castle Pines North Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Campo Sedalia Beulah Valley Breckenridge Littleton 4

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

amboat Springs <u>Franktown Haswell Flagler Sawpit</u> East Pleasant View Air Force Academy Hartman Lines Lakes Brush Kiowa Wiley Roxborough Park Cokedale Castle Pines Intercultural Institute Greenwood Village Oak Creek Wray Crowley Limon Snowmass Ville for Contextual Ministry City Derby G Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Alamosa Fast Merino Vail Todd Creek Blanca Eldora

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	6,529	4,835	2,480
2010 Households	2,138	1,608	848
2010 Group Quarters Population	14	0	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	0	7	8
Language Diversity National Index	0	6	28
Foreign Born Diversity National Index	0	51	41
Ancestry Diversity National Index	0	69	59
Racial Diversity National Index	0	34	30

le-Vail Bonanza Brush Dove Creek Conesce Starkville Tabernash Security-Widefield Ouray Crawford Her Silverthorne Brighton La Junta Holly Evans Lochbuie Limon <u>Intercultural Institute</u> Hebel Berkiey Nederland Edgewater Mount Crested Butte Loghill Village Downievill *Contextual Ministry* Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

Florence Rockvale Sugar City Delta Tabernash Seibert South Fork Air Force Academy Vail Woodland Ediands Firestone Nederland Columbine Valley Basalt Rifle Winter Park Intercultural Institute Limon Pitkin Gunnison Fairplay Log Lane Village Fraser Security-Wi for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	940	43.97%
Mainstay Communities	Established, Diverse Households	989	46.26%
Working Communities	Blue-collar, Working Families	63	2.95%
Country Communities	Rural, Agri. & Mining Families	124	5.8%
Aspiring Communities	Young Singles / Aspiring-Multihousing	21	0.98%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

rerance Silver Plume Sheridan Lake Hot Sulphur Springs Loveland Rifle Molfat Castle Pines Paoli Byer Senburg Columbine Greeley Cortez Bow Mar Keenesburg Cheyenne With Pritchett Rangely De Beque Broomfield Wellington Aguilar Sterling Fountain Commerce City Evan (a) Contextual Ministry Longmont She Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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.

Brighton Brookside Buena Vista Acres Green Yuma Silver Cliff South Fork Basalt Swink Thornton E Hza Fruitvale North Washington Penrose Paoli Evans Sanford Carbon Intercultural Institute Red Feather Lakes Center Wheat Ridge Erie Vilas Gunnison Limo Tontectual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry Mount Crested Butte Woodmoor Fountain Fast Pleasant

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	101,717	1,407	1.38%
Unreached %	69.11%	65.8%	95.21
Religious But NOT Evangelical HH	22,826	237	1.04%
Religious But NOT Evangelical %	15.51%	11.07%	71.39
Spiritual But NOT Relig or Evang HH	16,541	308	1.86%
Spiritual But NOT Relig or Evang %	11.24%	14.41%	128.18
Not Evangelical, Not Interested HH	62,387	862	1.38%
Not Evangelical, Not Interested %	42.39%	40.32%	95.13



tain View Aguilar Highlands Ranch Frederick Boone Leadville North Firestone Cypsum Rocky Ford View Hancos Timnath Saguache Estes Park Center Caï, ½on City Silver Plus Intercultural Institute Igmont Towaoc Fowler Steamboat Springs Gleneagle Ridgway Eads Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of CBGC Churches	0	0	0%
Active CBGC Attenders	0	0	0%
Active Evangelical Households	7,126	9	0.13%
Active Evangelical Percent	4.84%	5.69%	117.58
Inactive Evangelical Households	38,334	50	0.13%
Inactive Evangelical Percent	26.05%	30.63%	117.58
# New Churches Needed	74	0	0.11%





# 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.

Security-Widefield Strasburg Breckenridge Silverthorne Rye Sawpit Idaho Springs Keenesburg Ign Hary's South Fork Julesburg Lochbuie North Washington Granada Ward Intercultural Institute Fruita De Beque West Pleasant View Windsor Lafayette Stratmoor Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

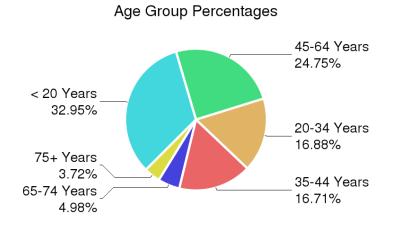
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	%
1990 Population	257,865	1,764	0.68%	1990 Households	93,950	634	0
2000 Population	347,996	2,788	0.8%	2000 Households	122,812	974	0
2010 Population	451,685	6,529	1.45%	2010 Households	147,177	2,138	1
			in this Missio		Location Ty	vpe	0-7n
🗖 0-7mi Band 📕 7-10mi Band 📕 10-15mi Band 📕 County Residential							2,38
200,000					Residential /	Apt.	1,02
150,000					Residential I	Non-Apt.	1,35
100,000					Business		41
100,000					Seasonal		0
					USPS Resid	lential	1,63
50,000					USPS Busin	ess	38
0 Residential Reside	ential Apt. Besidential No	on-Apt. Bu	siness Seaso	al JSPS Residential USPS Business			

Antonito Sugar-City Empire Federal Heights San Luis Saguache Beulah Valley Keystone Fort Lupton Fodd Creek Aguilar Mount Crested Butte Ponderosa Park Ault William Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry arachute Public Fort Contextual Ministry Platteville Firestone Broomfield Coal Creek Wigging

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

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

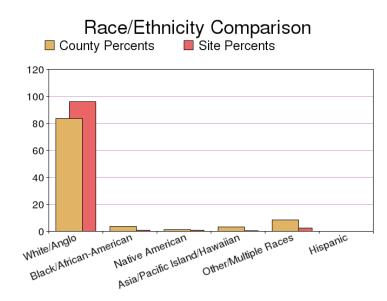


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	7.1%	5.99%	84.37
4-5 Years	3.37%	2.85%	84.57
6-8 Years	4.96%	5.84%	117.74
9-11 Years	4.6%	6.19%	134.57
12-13 Years	2.9%	4.23%	145.86
14-17 Years	5.35%	5.62%	105.05
18-19 Years	2.53%	2.24%	88.54
0-5 Years	10.46%	8.84%	84.51
6-12 Years	11.01%	14.2%	128.97
13-19 Years	9.32%	9.91%	106.33
< 20 Years	30.79%	32.95%	107.02
20-34 Years	22.51%	16.88%	74.99
35-44 Years	15.1%	16.71%	110.66
45-64 Years	22.66%	24.75%	109.22
65-74 Years	5.19%	4.98%	95.95
75+ Years	3.74%	3.72%	99.47
Median Age	33	30	89.3
Median Age (Male)	33	30	92.67
Median Age (Female)	33	31	92.1

Roxborough Park Commerce City Allenspark Coal Creek Hot Sulphur Springs Silt Steamboat Springs Education of the second strain of the se

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	83.51%	95.91%	114.85
Black, African-American	3.42%	0.7%	20.6
Native American	1.28%	0.75%	58.43
Asian	3.14%	0.2%	6.34
Pacific Island, Hawaiian	0.16%	0.09%	57.1
Other/Multiple Races	8.48%	2.34%	27.62
Hispanic	0%	12.05%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	284,430	4,121	
Less than 9th Grade	7.19%	1.72%	417.52

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	284,430	4,121	
Less than 9th Grade	7.19%	1.72%	417.52
No High School Diploma	10.08%	6.58%	153.33
High School Graduate	31.02%	36.69%	84.54
Some College, no degree	21.64%	23.32%	92.78
Associate Degree	8.15%	10.05%	81.16
College Degree	15.75%	14.58%	107.99
Graduate/Prof. degree	6.17%	7.06%	87.32

Grover lift Frederick Merino Morrison Olathe Georgetown Greenwood Village East Pleasant View Cattlement Mesa Superior San Luis Westcliffe Bow Mar Stonegate Gunning Intercultural Institute Holly Rifle Aristocrat Ranchettes Broomfield Nunn De Beque Wiggi Gontextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.25%	6.31%	155.87
\$10,000 to \$19,999	8.97%	8.47%	94.33
\$20,000 to \$29,999	9.07%	6.97%	76.87
\$30,000 to \$49,999	19.85%	20.02%	100.87
\$50,000 to \$59,999	8.82%	7.02%	79.54
\$60,000 to \$69,999	8.48%	9.26%	109.25
\$70,000 to \$79,999	7.95%	8.42%	105.87
\$80,000 to \$89,999	6.4%	8.51%	132.97
\$90,000 to \$99,999	4.33%	4.72%	109.06
\$100,000 to \$124,999	9.68%	9.78%	100.98
\$125,000 to \$149,999	5.16%	2.48%	48.09
\$150,000 to \$199,999	3.92%	4.72%	120.39
\$200,000 to \$249,999	0.91%	1.45%	158.78
\$250,000 or more	1.21%	1.36%	112.22
Median Household	57,872	61,695	106.61
Average Household	68,200	70,415	103.25
Per Capita Household	22,556	23,058	102.23
Family/Non-Family Household			
Income			
Median Family Income	67,327	70,839	105.22
Average Family Income	77,052	78,062	101.31
Median Non-Family Income	39,940	36,342	90.99
Average Non-Family Income	48,086	28,744	59.78

Hugo Grand Lake Wray Nucla Colorado Springs Silver Plume Avondale Springfield Grand Junction Laporte Sugar City Basalt Rifle Arboles Cheyenne Wells Hudson Intercultural Institute Bonanza Holyoke Manitou Springs Carbondale Gypsum Silver Cliff Bland Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	69.44%	75.4%	108.58
Families with Children	38.92%	39.15%	100.58
Families without Children	30.52%	36.25%	118.78
Non-Family Households			
% Non-Family Households	30.56%	24.6%	80.51
Non-Families with Children	0.29	0.09	32.32
Non-Families without Children	30.27	24.51	80.97
Housing Units			Index
Total Housing Units	164,717	2,287	
Vacant percent	10.65%	6.47%	60.77
Owned percent	61.97%	73.02%	117.83%
Rented Percent	27.38%	20.46%	74.73
Households by Size			Index
Avg household size	3.04	3.05	100.33
Avg family hh size	3.82	3.67	96.07
Avg non-family hh size	1.29	1.14	88.37
Households By Count of Persons			Percent
One	36,640	449	1.23%
Two	31,704	549	1.73%
Three or Four	50,210	754	1.5%
Five+	28,623	387	1.35%
Avg non-family hh size Households By Count of Persons One Two Three or Four	1.29 36,640 31,704 50,210	1.14 449 549 754	88.37 Percent 1.23% 1.73% 1.5%

reek Olathe Bennett Glenwood Springs Ouray Lamar Boone Sheridan Lake Towaoc Idaho Springs As Iiken Crestone Denver Castle Pines North Durango Battlement Mesa The Kim Manzanola Wray Marble Hudson Gold Hill Windsor Wellington Kremmling Steambo for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry date Face Value North Black Forest Kiowa Grand Juncture

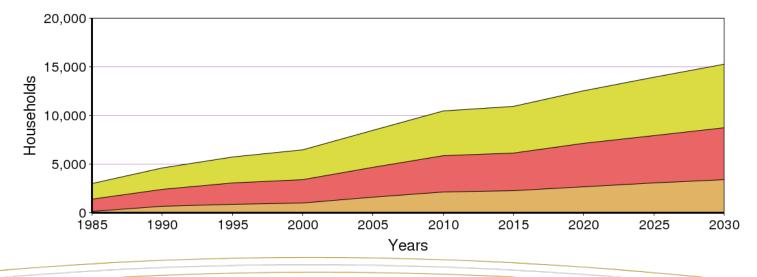
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	257,865	1,764	0.68%
2000 Population	347,996	2,788	0.8%
2010 Population	451,685	6,529	1.45%
2015 Population	505,129	7,559	1.5%

Household Change from 1985 to 2030

🔲 0-7mi Ring 🛛 📕 0-10mi Ring

📃 0-15mi Ring

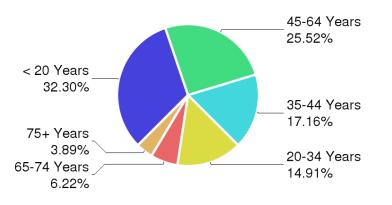


Berkley Ovid Breckenridge Monte Vista Sedgwick Colorado City Branson Grand View Estates Blanca Idaho Springs Golden Gunnison Greenwood Village Lincoln Park Ferry Heights Minturn San Luis Milliken Fleming Blue River Alamosa East Crook Antonito Greeley Jon Contextual Ministry Jon Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

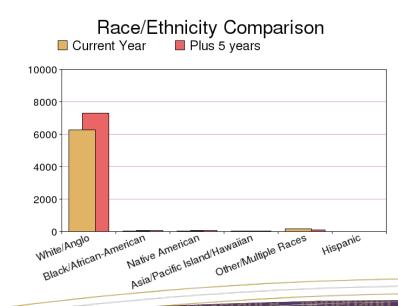


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.99%	5.48%	91.49
4-5 Years	2.85%	2.76%	96.84
6-8 Years	5.84%	5.5%	94.18
9-11 Years	6.19%	5.99%	96.77
12-13 Years	4.23%	4.26%	100.71
14-17 Years	5.62%	5.79%	103.02
18-19 Years	2.24%	2.5%	111.61
0-5 Years	8.84%	8.24%	93.21
6-12 Years	14.2%	13.67%	96.27
13-19 Years	9.91%	10.38%	104.74
< 20 Years	32.95%	32.29%	98
20-34 Years	16.88%	14.91%	88.33
35-44 Years	16.71%	17.15%	102.63
45-64 Years	24.75%	25.51%	103.07
65-74 Years	4.98%	6.22%	124.9
75+ Years	3.72%	3.89%	104.57
Median Age	33	32	97.52
Median Age (Male)	33	33	99.97
Median Age (Female)	33	34	101.11

Highlands Ranch Loveland Cimarron Hills Edgewater Firestone Granada Caïz 4 on City Two Buttes Ea Parachute Northglenn Flagler La Salle Elizabeth Pueblo Moffat De Mellington Lamar Red Fa Valley Kim Franktown Bethune Springfield Arvada Avon Leadville For Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Orchard City Manzanola Center Atwood Starkville Ponderosa Park La Junta Deer Trail Red Cliff

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	95.91%	96.39%	100.5
Black, African-American	0.7%	0.9%	127.68
Native American	0.75%	0.77%	102.24
Asian	0.2%	0.32%	159.46
Pacific Island, Hawaiian	0.09%	0.08%	86.37
Other/Multiple Races	2.34%	1.53%	65.49
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,121	4,804	
Less than 9th Grade	1.72%	1.83%	106.32
No High School Diploma	6.58%	5.47%	83.25
High School Graduate	36.69%	36.55%	99.63
Some College, no degree	23.32%	21.75%	93.28
Associate Degree	10.05%	10.7%	106.5
College Degree	14.58%	16.01%	109.76
Graduate/Prof. degree	7.06%	7.68%	108.78

e Pines North Paoli Allenspark North Washington Rangely Roxborough Park Campo Air Force Academy Platteville Two Buttes Estes Park Bethune Atwood Ramah Northglepro Intercultural Institute fing Cherry Hills Village Byers Yuma Florence West Pleasant View Willi for Contextual Ministry Correctual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.31%	6.27%	99.29
\$10,000 to \$19,999	8.47%	8.42%	99.43
\$20,000 to \$29,999	6.97%	5.92%	84.92
\$30,000 to \$49,999	20.02%	18.63%	93.07
\$50,000 to \$59,999	7.02%	6.66%	94.98
\$60,000 to \$69,999	9.26%	9.29%	100.36
\$70,000 to \$79,999	8.42%	9.47%	93.73
\$80,000 to \$89,999	8.51%	8.77%	100.94
\$90,000 to \$99,999	4.72%	4.78%	101.16
\$100,000 to \$249,999	9.78%	10.43%	106.74
\$125,000 to \$149,999	2.48%	2.59%	104.34
\$150,000 to \$199,999	4.72%	5.13%	108.58
\$200,000 to \$249,999	1.45%	1.84%	126.99
\$250,000 or more	1.36%	1.45%	106.66
Median Household	61,695	64,064	103.84
Average Household	70,415	76,338	108.41
Per Capita Household	23,058	23,036	99.9
Family/Non-Family Household			
Income			
Median Family Income	70,839	74,467	105.12
Average Family Income	78,062	85,433	109.44
Median Non-Family Income	36,342	38,242	105.23
Average Non-Family Income	28,744	29,864	103.9

by Ophir Manzanola Idaho Springs Dove Creek Campion Parachute Hartman San Luis Brush Louvie Denver Red Feather Lakes Delta Larkspur Stratton Gunbarrel Paolic Intercultural Institute rkville Green Mountain Falls Hillrose Aurora Longmont Sterling Foxfiel for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	75.4%	74.84%	99.25
Families with Children	39.15	38.23	97.65
Families without Children	36.25	38.14	105.22
Non-Family Households			
% Non-Family Households	24.6%	25.16%	102.28
Non-Families with Children	0.09	0.09	102.28
Non-Families without	24.51	25.08	102.32
Children			
Housing Units			
Total Housing Units	2,287	2,429	106.21%
Vacant percent	6.47%	6.09%	94.15
Owned percent	73.02%	73.57%	100.75
Rented Percent	20.46%	20.34%	99.38
Households by Size			
Avg household size	3.05	3.31	108.52%
Avg family hh size	3.67	4.04	110.08%
Avg non-family hh size	1.14	1.13	99.12%
Households By Count of			
Persons			
One	449	509	113.36%
Тwo	549	362	65.94%
Three or Four	754	859	113.93%
Five+	387	551	142.38%

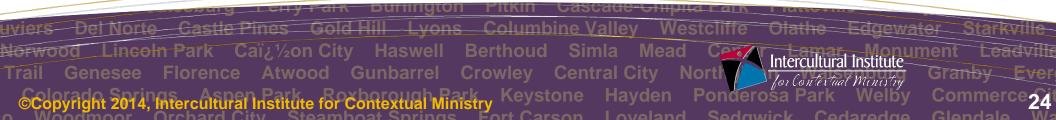
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Fort Garland Lakeside Hotchkiss Dillon Severance Longmont Allenspark Fruita Del Norte Padroni Frichett Steamboat Springs Rye Stonegate Yuma Hugo Fruitvale Range Intercultural Institute Mountain Village Las Animas Coal Creek Castle Rock Salt Creek Gold For Contextual Ministry Clocopyright 2014, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-7	7-10	10-15	BORN IN:	0-7	7-1
	MILES	MILES	MILES		MILES	MIL
Foreign Born Pop	55	70	7	Eastern Africa	0	0
Northern Europe	10	8	0	Middle Africa	0	0
Western Europe	3	14	2	Northern Africa	0	0
Southern Europe	0	0	0	Southern Africa	0	1
Eastern Europe	21	1	1	Western Africa	0	0
Other Europe	0	0	0	Other Africa	0	0
Eastern Asia	7	16	2	Oceania	0	0
So. Central Asia	0	0	0	Caribbean	0	0
SE Asia	3	1	1	Central Amer.	8	8
Western Asia	0	0	0	South America	0	0
Other Asia	0	0	0	North America	3	21
				Born at sea	0	0



# Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	2,163	4,655	1,022	Other Indo-Euro	0	0	0
Spanish	37	179	33	Asian/PI languages	0	0	0
Other Indo-Euro	16	25	5	Chinese	0	16	11
language				Japanese	3	13	0
French (incl. Patois,	3	7	1	Korean	0	3	5
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	6	1	1	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	4	15	3	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	2	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	3	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	3	0
Russian	3	0	0	Navajo	0	3	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Evans Eaton Crawford Jamestown Kittredge Stratton Firestone Lochbuie Steamboat Springs Optice North South Fork Center Cedaredge Berthoud Montezuma Hudson Intercultural Institute Cheyenne Wells Loghill Village Sherrelwood Battlement Mesa Ramah Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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# Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15	ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	1,817	4,060	895	Irish	Irish 143	Irish 143 427
Arab	9	1	0	Italian	Italian 58	Italian 58 177
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 3
Austrian	7	5	2	Norwegian	Norwegian 78	Norwegian 78 96
British	0	11	4	Polish	Polish 16	Polish 16 60
Canadian	3	7	2	Portuguese	Portuguese 0	Portuguese 0 3
Croatian	3	2	0	Romanian	Romanian 0	Romanian 0 0
Czech	13	39	12	Russian	Russian 29	Russian 29 41
Czechoslovak	4	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 7
Danish	17	12	1	Scotch-Irish	Scotch-Irish 42	Scotch-Irish 42 76
Dutch	38	67	18	Scottish	Scottish 29	Scottish 29 63
English	183	369	61	Slovak	Slovak 0	Slovak 0 0
European	6	97	20	Subsaharan African	Subsaharan African 0	Subsaharan African 0 4
Finnish	10	0	0	Swedish	Swedish 55	Swedish 55 114
French (not Basque)	19	62	14	Swiss	Swiss 17	Swiss 17 14
French Canadian	32	31	8	Ukrainian	Ukrainian 3	Ukrainian 3 15
German	492	1,382	294	US/American	US/American 224	US/American 224 331
Greek	5	9	1	Welsh	Welsh 39	Welsh 39 30
Hungarian	8	12	5	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 1
				Other	Other 235	Other 235 493

xfield Num West Pleasant View Moffat Cimarron Hills Akron Stonegate Penrose Woodland Park Manza seade-Chipita Park Lochbuie Cripple Creek Cokedale Parker North Washing Intercultural Institute ndsor Sugar City Steamboat Springs Evergreen Castle Pines Basalt Sa Governation Contextual Ministry Contextual Ministry Lafayette Meridian Klowa Silverthorne Superior 26 Copyright 2014, Intercultural Institute for Contextual Ministry Hillrose Keystone Mountain View Cortez South Fork

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# Using the Demographic Indicators

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

#### Issues for Your Consideration

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

New Castle Kit Carson Rockvale Commerce City Manzanola Crested Butte Steamboat Springs Hayden Widefield Sterling Franktown Dolores Bayfield Eagle-Vail Silver Plum Intercultural Institute prings Hugo Moffat Limon Central City Stratton Pitkin Paonia Akro Confextual Ministry Confextual Ministry Windsor Swink Hot Suphur Springs Eckley Westcliff 27

# 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.



Thoud Johnstown For Morgan North Washington Breckenridge Central City Log Lane Village Hillrose B Berkley Commerce City Boone Columbine Valley South Fork Gleneager Intercultural Institute ton Delta Aristocrat Ranchettes Yuma Keenesburg Sedalia Durango Copyright 2014, Intercultural Institute for Contextual Ministry Concepting 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	2,138	100%	1,407	100%
AFFLUENT SUBURBIA	837	39.15%	566	40.23%
America's Wealthiest	3	0.14%	2	0.14%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	21	0.98%	15	1.07%
New Suburbia Fam.	813	38.03%	549	39.02%
UPSCALE AMERICA	103	4.82%	71	5.05%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	73	3.41%	49	3.48%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	25	1.17%	18	1.28%
Successful Urban Sprawl	5	0.23%	4	0.28%
SM TWN SUCCESS	989	46.26%	633	44.99%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	144	6.74%	94	6.68%
Urban Optimists	9	0.42%	6	0.43%
Family Convenience	836	39.1%	533	37.88%
Mid-Market Enterprise	0	0%	0	0%

ores Mount Crested Butte Foxfield Columbine Security-Widefield Frisco Cheyenne Wells Paoli Trinidad teser Eaton Manzanola Lafayette San Luis Lincoln Park Aspen Park almer Lake Derby Silver Plume Granada Kim Gleneagle Akron Hudso for Confectual Ministry Confectual Ministry Copyright 2014, 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 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	2,138	100%	1,407	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	63	2.95%	43	3.06%
Steadfast Conservative	42	1.96%	29	2.06%
Moderate Conventionalists	21	0.98%	14	1%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

gle Franktown <u>Saguache Welby Lafayette Antonito Gilcrest</u> Telluride Ophir Redlands Limon Ordwa incom Park Sedgwick Meridian Crawford Delta Hayden Yampa Wigging <u>Intercultural Institute</u> Mountain stown Calhan Florence Pritchett Glenwood Springs Flagler Severance Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	2,138	100%	1,407	100%
REMOTE AMERICA	17	0.8%	10	0.71%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	17	0.8%	10	0.71%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	21	0.98%	15	1.07%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	13	0.61%	10	0.71%
Stable Careers	0	0%	0	0%
Aspiring Hispania	8	0.37%	5	0.36%
RURAL VILLAGES & FARMS	107	5%	69	4.9%
Industrious Country Living	72	3.37%	49	3.48%
America's Farmland	35	1.64%	20	1.42%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

n Coal Creek Rockvale St. Mary's Monte Vista Gunbarrel Genoa Romeo Empire Thornton Pueblo G Idian Lone Tree Lakewood Fowler Cokedale Security-Widefield West Provident View Merino Glenwood St edalia Roxborough Park Fountain Granada Manzanola Allenspark War for Confectual Ministry Merino Beulah Valle 32 ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percer	nt	Unreached HH	& Percent
Total	2,138	100%	1,407	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

elluride Hudson Hillrese Severance Ordway La Jara Golden Haxtun Fort Carson Montrose Walsenburg Sa agosa Springs Simla Ramah Westcreek Ridgway Cherry Hills Village How Intercultural Institute Aguilar Northglenn Coal Creek Highlands Ranch Firestone Todd Creek for Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry of Cliff, Fowler, Buopa Vista, Moad, Allopspark, Windson

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

and View Estates Frederick Snowmass Village Bonanza Montezuma Orchard Mesa Glendale Motfat Craw the Eagle Fort Carson South Fork Fairplay Flagler Poncha Springs Intercultural Institute bel Thornton Sheridan Lake Hayden Swink Cherry Hills Village Hudson Oak Creek Telluride Holly Blanc 34 ©Copyright 2014, 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).



Swink Meeker Manassa Meridian Ward Parker Fort Garland Cheyenne Wells Otis Crock Black Haw Padroni Lafayette Cherry Hills Village Crestone Jamestown Rye Brooking Intercultural Institute Tabernash Leadville North Winter Park Dove Creek Castle Pines North Confertual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

BRIDGES	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILE
PC-HH Own	88%	87%	87%	Internet Use: News/ Weather	35%	34%	34%
Use Comp. for Internet/E-mail	77%	75%	75%	Internet Use: Banking	35%	34%	34%
Internet Use: E-Mail	63%	61%	61%	Use Comp. for News/Info./Data	32%	30%	30%
Use Comp. for Word	55%	52%	52%	Service			
Processing				PC-Network-HH Has One	25%	23%	22%
Use Comp. for Shopping	51%	48%	47%	Use Comp. for Accounting	21%	20%	20%
Use Comp. for Comp. Games	48%	46%	46%	Use Comp. for Personal Financial	20%	18%	18%
Use Comp. for Banking	47%	44%	43%	Mngmnt			
Use Comp. for Digital Camera	46%	44%	44%	Use Comp. for Filing/DB Mngmnt	18%	17%	17%
Photo Editing				Internet Use: Shopping: Made A	15%	14%	14%
Use Comp. for Education	44%	41%	40%	Purchase			
HH Owns DVD Player	36%	33%	33%	Internet Use: Shopping: Gathered	15%	15%	15%
				Info. for Shopping			

Merrison Craig Vona Jamestown Cherry Hills Village Lamar Kit Carson Fraser Westminster Brush Battlement Mesa Crestone Federal Heights Eldora Coal Creek Creede Cherry Intercultural Institute arkspur Aguilar Sedgwick Eckley Red Cliff Marble La Jara Carbonda Confertual Ministry Confertual Ministry Confertual Ministry View Steamboat Springs Institute for Contextual Ministry View Steamboat Springs Institute for Contextual Ministry View Steamboat Springs Institute for Contextual Ministry

Use Comp. for Telecommuting

13%

15%

13%

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	71%	70%	70%
Dining Out (Not Fast Food)	64%	64%	64%
Reading Books	54%	54%	54%
Card Games	48%	46%	46%
Go To A Beach/Lake	43%	43%	43%
Board Games	39%	38%	37%
Gardening	37%	38%	38%
Cooking for Fun	36%	36%	36%
Going To	25%	23%	23%
Bars/Nightclubs/Dancing			
Visit Zoo	23%	23%	23%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	65%	67%	67%
Gen./Fam. Practitioner	44%	45%	45%
Dentist	30%	30%	30%
None Of These	23%	22%	22%
Backache	21%	22%	22%
Eye Dr.	19%	20%	20%
High Cholesterol	17%	17%	17%
Hypertension/High Blood	16%	17%	17%
Pressure			
Overweight (30 Pounds Or	15%	16%	16%
More)			
OB/GYN	15%	14%	14%

Orchard Mesa Arboies Pritchett Silverthorne Marble Paonia Thornton Crested Butte Peetz Pierce Englewood Pueblo Ramah Montezuma Rangely Eads Lochbuie Intercultural Institute Iorado City Vilas Granada Nucla Estes Park Montrose Sedgwick Delta Torcontextual Ministry Ve Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Concert	27.74%	27.21%	27.18%
Live Theater	21%	21.21%	21.3%
Live Theater Most Often	17.59%	17.79%	17.88%
Rock/Pop Concerts Most	15.14%	14.27%	14.16%
Often			
Comedy Club	10.65%	10.66%	10.74%
Comedy Club Most Often	8.59%	8.25%	8.23%
Movies: Comedy	44.79%	43.87%	43.79%
Movies: Action/Adventure	43.07%	42.07%	42.02%
Movies: Fam.	23.65%	22.81%	22.78%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Movies: Romantic Comedy	21.14%	20.97%	20.96%
Movies: Drama	19.16%	18.57%	18.34%
Movies: Mystery	15.39%	15.07%	14.94%
MLB Baseball Reg.	10.7%	10.93%	11.05%
Season			
College Football Reg.	9.84%	8.83%	8.65%
Season			
NFL Football Reg. Season	9.77%	9.4%	9.38%
College Basketball Reg.	6.53%	5.88%	5.77%
Season			
NBA Basketball Reg.	5.37%	5.04%	5.06%
Season			
Auto Racing Events	4.86%	4.79%	4.85%

Las Animas Crook Acres Green Perry Park Fort Collins Green Mountain Fails Byers El Jebel Manassa descreek Tabernash Rico Wiggins Clifton Meeker Avondale Alamosa (<u>Intercultural Institute</u>) res Fraser Kremmling Woodland Park Granby Thornton Golden Camp (*Intercultural Institute*) *for Contextual Ministry* ©Copyright 2014, Intercultural Institute for Contextual Ministry 38

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

BRIDGES	0-7	7-10	10-15	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	44.59%	43.47%	43.36%	Target Shooting	Target Shooting 11.53%	Target Shooting 11.53% 11.32%
Swimming	40.21%	39.39%	39.24%	Baseball	Baseball 10.96%	Baseball 10.96% 11.18%
Bowling	26.6%	24.98%	24.75%	Backpacking/Hiking	Backpacking/Hiking 10.94%	Backpacking/Hiking 10.94% 10.85%
Billiards/Pool	22.34%	21.82%	21.81%	Football	Football 9.77%	Football 9.77% 9.9%
Weight Training	20.91%	20.33%	20.3%	Aerobics	Aerobics 9.48%	Aerobics 9.48% 9.11%
Freshwater Fishing	20.29%	21.16%	21.33%	Volleyball	Volleyball 9.23%	Volleyball 9.23% 8.81%
Camping Trips	19.82%	19.44%	19.43%	Power Boating	Power Boating 9%	Power Boating 9% 8.8%
Golf	19.52%	18.02%	17.75%	Tennis	Tennis 8.85%	Tennis 8.85% 8.22%
Using Cardio Machine	9 18.38%	17.12%	16.88%	Saltwater Fishing	Saltwater Fishing 8.64%	Saltwater Fishing 8.64% 9.04%
Jogging/Running	18.35%	16.79%	16.47%	Softball	Softball 8.25%	Softball 8.25% 8.74%
Basketball	17.45%	16.65%	16.56%	Motorcycling	Motorcycling 8.19%	Motorcycling 8.19% 8.08%
Mountain/Road Biking	16.53%	15.27%	15.08%	Soccer	Soccer 7.98%	Soccer 7.98% 7.35%
Hunting	13.75%	13.84%	13.86%	Horseback Riding	Horseback Riding 6.94%	Horseback Riding 6.94% 7.06%
Stationary Cycling	12.5%	11.88%	11.78%	Archery	Archery 6.71%	Archery 6.71% 6.64%

Leadville Lake City Morrison Edgewater Wiggins Idaho Springs Evans Naturita Sedgwick Otis Cliff Rico Gleneagle Olathe De Beque Cimarron Hills Julesburg Silverton Intercultural Institute own Dillon Eldorado Springs Westminster Vilas Atwood Bonanza De Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-7	7-10	10-15	E	BRIDGES	BRIDGES 0-7	<b>BRIDGES 0-7 7-10</b>
	MILES	MILES	MILES			MILES	MILES MILES
Canoeing/Kayaking	6.69%	6.88%	6.9%	Martial Arts	S	s 3.85%	s 3.85% 3.34%
Yoga	6.63%	6.64%	6.62%	Fly Fishing		3.79%	3.79% 4.05%
ce Skating	6.14%	5.66%	5.56%	Snowboarding	ļ	3.73%	3.73% 3.63%
Roller Skating	6.04%	5.64%	5.61%	Racquetball		3.47%	3.47% 3.48%
Downhill & X-Country	5.98%	5.56%	5.42%	Auto Racing		3.42%	3.42% 3.15%
Skiing				Skateboarding		3.16%	3.16% 3.18%
Water Skiing	5.91%	5.06%	4.91%	Hockey		2.88%	2.88% 2.73%
Jet Skiing	5.74%	5.2%	5.16%	Rowing		2.73%	2.73% 2.78%
Snorkeling	5.11%	5.31%	5.41%	Sailing		2.66%	2.66% 2.66%
Snowmobiling	4.29%	4.39%	4.41%	Surfing & Windsu	rfing	rfing 2.38%	rfing 2.38% 2.59%
Rock Climbing	3.95%	3.66%	3.65%				

od Springs Fairplay Ramah Castle Rock Avondale Salida Aspen Ault Cai, / Jon City Vona Cedaredge Greede Ophir Castle Pines Lakeside Commerce City Calhan Woodland Intercultural Institute own Pritchett Ward Burlington Antonito Moffat Palmer Lake St. Mary for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Carson Silverthorne Elorence Columbine Loobill Village

#### 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.



Andale Lakeside Pitkin Alma Erie Coal Creck La Jara Parachute Fort Collins Manzanola Pagosa Spring Leuviers Florence Security-Widefield Glenwood Springs La Salle North Intercultural Institute Park Norwood New Castle Center Cheraw Cokedale Brush Gilcrest For Confectual Ministry Pritchett Pee Copyright 2014, Intercultural Institute for Contextual Ministry Sterling Durango Cherry Hills Village Eldorado Spring Pritchett Pee

#### 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.

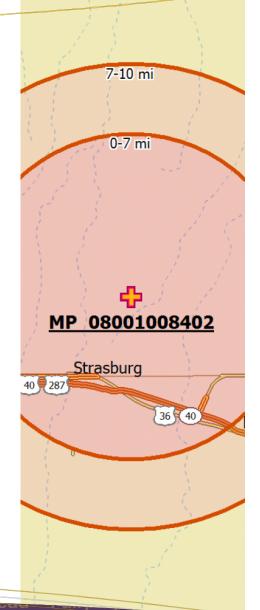
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Englewood Towaoc Eckley Wellington Telluride Log Lane Village Basalt Merino Platteville Otis Bros Park Severance Fort Garland Sanford La Junta Twin Lakes Manzanola Intercultural Institute Louviers Avon Bennett Aristocrat Ranchettes Ramah Eaton Fleming for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

BARRIERS	0-7	7-10	10-15	BARRIERS	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	50%	50%	50%	Like to Stand Out In A Crowd	20%	21%	21%
New Things				Marijuana Should Be Legalized	20%	20%	20%
Find It Difficult To Say No To My Kids	44%	43%	43%	Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Woman's Place Is In The Home	39%	38%	38%	I Am A Workaholic	17%	17%	18%
Speak My Mind Even If It Upsets People	33%	33%	33%	Like To Pursue Challenge/Novelty/Change	14%	14%	14%
Prefer To Have Few Possessions As Possible	31%	31%	31%	Only Work Current Job for The Money	14%	13%	13%
Like Control Over People And Resources	31%	30%	30%	We Should Strive for Equality for All	13%	12%	12%
If Won Lottery Would Never Work Again	29%	29%	30%	Happy With My Standard Of Living	10%	10%	10%
Like To Do Unconventional Things	29%	29%	29%	Indulge My Kids With The Little Extras	8%	9%	9%
Don't Judge People/Way They Live Life	26%	26%	26%	On Whole People Get What They Deserve	8%	8%	8%
Money Is Best Measure Of Success	24%	25%	25%	Little I Can Do To Change My Life	7%	7%	8%
Friends More Important Than My Fam.	23%	23%	23%	I Am A Perfectionist	6%	5%	5%
Too Much Sponsorship In Arts/Sports	21%	21%	21%				

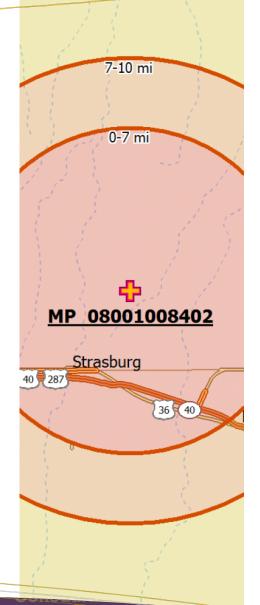
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Rocky Ford <u>West Pleasant view Wray Wheat Ridge Fowler</u> Redlands Arvada Akron Haxtun Blue River Lalayette Pitkin Avon Ovid Fort Lupton Downieville-Lawson-Dumor <u>Intercultural Institute</u> Vista Lyons Seulah Valley El Jebel Applewood Edwards Rye Jamestown Rico Vila (Sectevitad Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, 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.



Stratton Redlands Kittredge Norwood Pierce Olathe Wellington Redlands Kittredge Norwood Pierce Olathe Wellington Intercultural Institute For Cripple Creater Bonanza Wray Manassa Acres Green Rocky Ford Palmer Lake Las Contextual Ministry Fort Lupton Contextual Ministry Manitou Spri 44

## **Potential Cultural Themes:**

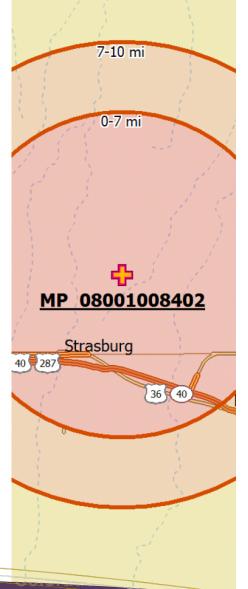
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	74%	73%	73%	Consider Myself Interested In The Arts	18%	17%	17%
You Should Seize Opportunities	56%	57%	57%	Real Men Don't Cry	16%	15%	15%
In Life				Looking for New Ideas To Improve	16%	15%	15%
Like To Understand About	38%	37%	37%	Home			
Nature				Is An Important Part Of Who I Am	15%	15%	15%
Prefer Work Part Of Team Than Alone	34%	33%	33%	Try Not To Worry About The Future	13%	13%	13%
Prefer To Have Few Possessions As Possible	31%	31%	31%	Enjoy Spending Time With My Fam.	13%	12%	12%
Important Feel Respected By My Peers	31%	31%	31%	Provide My Kids With The Little Extras	9%	9%	9%
People Have To Take Me As They Find Me	28%	27%	27%	Like Spending Most Time With Fam.	6%	6%	6%
Good At Fixing Things	27%	27%	26%	Decor Particular Interest To Me	4%	4%	4%
Important To Juggle Various	26%	26%	26%	Feel Very Alone In The World	4%	4%	4%
Tasks				Children Should Be Allowed To	4%	4%	4%
Have Keen Sense Of Adventure	25%	26%	26%	Express Themselves			
Worried About Pollution Caused By Cars	23%	22%	22%	Would Like To Set Up Own Business	3%	3%	3%
Like To Just Enjoy Life	20%	20%	20%				

Foxfield Westcreek Manzanola Sedgwick Basalt Burlington Blanca Fort Carson Highlands Ranch Yun Wid Grover Dolores Applewood Fruitvale Aspen Park Cripple Creek National Intercultural Institute Iamosa Boulder Littleton Atwood Mountain Village Derby Fowler Stor Tor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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



Fairplay Naturita Georgetown Ward Genesee Sterling Walsenburg Leadville Lafayette Campo St Crested Butte Rico Hayden Sawpit Cortez Silt Florence Delta Intercultural Institute Akron Stonegate Windsor Welby Cottonwood Caï; ½on City Idaho Spine Contextual Ministry for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry atmoor Pupe Rico Nump Aspen Park, Norwood Peetz, Silver Contextual Ministry

## **Potential Shared Places:**

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

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	89.72%	89.3%	89.25%
Restaurant-Visit Any			
Fam. Restaurants/Steak	88.53%	87.88%	87.86%
Houses-Visit Any			
McDonald's	61.97%	61.78%	61.74%
Burger King	37.39%	37.19%	37.04%
Subway	36.51%	35.92%	35.9%
Applebee's	35.16%	34.75%	34.73%
Wendy's	34.01%	33.1%	32.81%
Taco Bell	33.14%	33.17%	33.19%
Arby's	31.1%	29.86%	29.53%
Kentucky Fried Chicken (KFC)	29.27%	28.53%	28.29%
Pizza Hut	24.18%	23.51%	23.41%
Olive Garden	23.53%	22.5%	22.41%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Dairy Queen	19.89%	19.77%	19.69%
Cracker Barrel	18.87%	18.23%	18.03%
Chick-Fil-A	18.75%	17.86%	17.72%
Outback Steakhouse	16.95%	16.41%	16.43%
Chili's Grill and Bar	16.9%	15.92%	16.02%
Red Lobster	15.61%	15.57%	15.6%
Starbucks	15.46%	14.01%	13.84%
Sonic	15.34%	14.92%	14.89%
IHOP (International House Of	13.93%	13.86%	13.89%
Pancakes)			
TGI Friday's	13.4%	12.55%	12.49%
Ruby Tuesday	12.82%	12.89%	12.86%
Golden Corral	12.35%	12.22%	12.11%



#### **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!



Hooper Fairplay Cold Hill Fruitvale Green Mountain Falls Castle Rock Georgetown Peetz Applewood Contextual Ministry Contextun

## **Potential Shared Projects**

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

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	52.33%	51.7%	51.59%
Recycled products	42.47%	41.12%	40.94%
Worked as volunteer (non political)	21.6%	20.74%	20.58%
Engaged in fund raising	12.69%	12.32%	12.26%
Religious club member	8.78%	8.74%	8.78%
Wrote to elected offcl about publ bus	7.5%	7.66%	7.74%

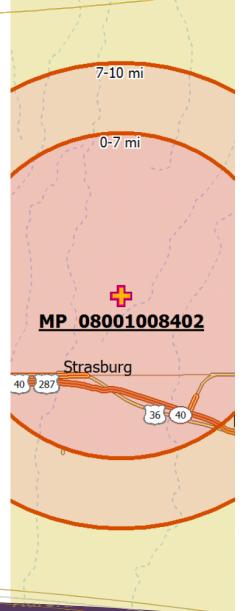
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Wrote to editor of mag or	6.47%	6.47%	6.52%
newspaper			
Addressed a public meeting	6.39%	5.97%	5.92%
Charitable Organization	6.36%	6.28%	6.27%
Union member	6.12%	6.03%	6.04%
Church Board	5.4%	5.28%	5.27%
Took active part in local civic	5%	5.14%	5.19%
issue			

Hilikon Franktown Boone Genoa Fort Garland Cimarron Hills Gypsum La Salle Coal Creek Dacono Sa Fruitvale Ordway Williamsburg Otis Grand View Estates Keenesburg <u>Intercultural Institute</u> Cottonwood Sa Stratmoor Hudson Battlement Mesa Swink Cherry Hills Village Engle *Contextual Ministry* Veta Towaoc *Copyright 2014, Intercultural Institute for Contextual Ministry* Black Hawk Telluride Crested Butte Limon Yampa Mag Breckentidge Yuma Hartman Denver Fort Morgan Fairplay Fagle Frederick Vilas Fruita Mount Creste

#### **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.



ulah Valley Hotchkiss Polores Fort Garland Leadville North Eldorado Springs Broomfield Aven Bohanza Frisco Haxtun Greeley Colorado City Limon Montezuma Ward Moura Millage Hudson Pueblo Mes Vail Avondale Sawpit Steamboat Springs West Pleasant View Monte Vis For Contextual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry Cocopyright 2014, 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	19.33%	19.16%	19.18%
Children's Books	15.91%	15.31%	15.23%
Mystery	13.01%	12.85%	12.84%
Cookbooks	11.06%	11.15%	11.13%
Religious (not Bibles)	9.78%	9.88%	9.93%
Personal/Business	9.4%	8.49%	8.33%
Self-help			
Romance	8.44%	8.22%	8.18%
History	8.26%	8.11%	8.09%
Biography	6.76%	6.7%	6.71%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	71.6%	70.75%	70.45%
Gen. Editorial	44.61%	44.03%	43.83%
Womens	44.39%	43.41%	43.2%
Service	39.75%	39.59%	39.59%
<b>Business/Finance</b>	20.1%	18.97%	18.78%
Mens	18.67%	18.36%	18.29%
Sports	15.57%	14.74%	14.58%
Parenthood	14.7%	14.41%	14.42%
Automotive	14.11%	13.9%	13.78%

er Mount Crested Butte West Pleasant View Two Buttes Seibert Lincoln Park Ordway Greenwood Village son La Veta Glenwood Springs Downieville-Lawson-Dumont Manzanola Fruitvale Green Mountain Louisville Colorado City Garden City St. Mary's Delta Golden Vail Contextual Ministry Contextual Ministry Boulder Saguache East Pleasant View Greeley Sugar 51

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	60.35%	59.83%	59.66%
Sport	36.69%	35.63%	35.32%
Classified	34.39%	34.83%	34.86%
Business/Finance	33.59%	32.7%	32.55%
Editorial Page	31.72%	32.44%	32.53%
Comics	28.14%	28.72%	28.77%
Movie Listings & Reviews	27.81%	26.85%	26.62%
Food/Cooking	25.92%	25.84%	25.78%
Home/Gardening	25.74%	24.81%	24.53%
TV/Radio Listings	24.42%	24.36%	24.23%
Travel	23.53%	22.42%	22.18%
Science/Technology	19.23%	18.85%	18.79%
Fashion	14.76%	14.43%	14.37%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	29.02%	29.34%	29.38%
Adult Contemporary	23.39%	22.35%	22.14%
CHR Contemp Hit Radio	17.77%	17.42%	17.41%
News/Talk	15.71%	14.8%	14.65%
Rock	15.02%	15.36%	15.46%
Classic Rock	13.38%	12.77%	12.69%
Alternative	12.39%	11.65%	11.46%
Oldies	11.57%	11.77%	11.87%
Soft Contemporary	9.57%	9.14%	9.14%
Urban Contemporary	8.08%	7.77%	7.67%
Religious	7.36%	7.29%	7.33%
Variety	7.32%	7.35%	7.47%
Sports	6.17%	5.16%	4.98%
Classic Hits	5.2%	5.57%	5.69%
Jazz	4.98%	4.53%	4.45%
All News	4.8%	4.91%	4.93%
All Talk	4.39%	4.55%	4.65%
Classical	3.61%	3.52%	3.48%

South Fork Timnath Ault Edwards Dove Creek Loghill Village De Beque Hartman Sterling Louviers La Force Academy Genesee Yuma Center Caï; ½on City Longmont Mountary Intercultural Institute Windsor Florence Kim Edgewater Stratmoor Empire Seibert Mer For Confectual Ministry Confectual Ministry Florence Contextual Ministry Confectual Institute for Contextual Ministry

### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
Fox News Channel	70.37%	69.49%	69.38%
Satellite Dish	63.77%	61.58%	61.46%
Soapnet	54.32%	53.13%	52.91%
Other Video-On-Demand	44.68%	43.88%	43.84%
Sci-Fi Channel	41.31%	40.84%	40.91%
MSNBC	38.87%	38.08%	37.97%
Adult Swim	36.44%	35.25%	35.09%
Adult Pay Per View TV	35.74%	36.29%	36.6%
Nickelodeon	35.56%	35.31%	35.46%
Comedy Central	33.34%	32.09%	31.72%
TV Info From Sunday TV	32.55%	31.6%	31.49%
Magazine			
Nick At Nite	32.36%	31.72%	31.74%

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
Subscribe Digital Cable	31.64%	29.9%	29.63%
Hallmark Channel	31.05%	30.1%	30.12%
TV Info From Newspapers	30.45%	29.67%	29.56%
ABC Fam.	28.34%	27.11%	26.91%
Video-On-Demand Movies	27.96%	27.55%	27.98%
The Golf Channel	27.43%	26.41%	26.28%
TV Info From Monthly Cable	27.36%	27.12%	27.11%
Guide			
Encore	27.12%	25.22%	25.12%
USA Network	27.1%	26.48%	26.29%
TCM (Turner Classic	26.58%	25.92%	25.82%
Movies)			
BET (Black Entertainment	26.24%	25.67%	25.56%
TV)			
Lifetime	24.39%	24.73%	24.91%

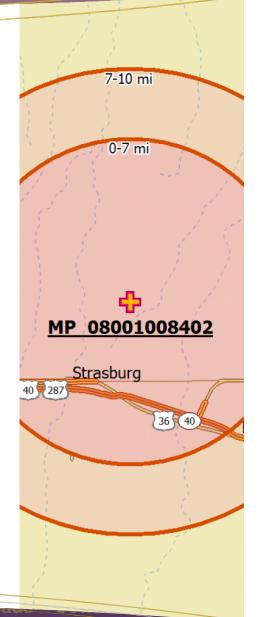
dgwick Idaho Springs Yuma Empire Eldora Mountain Village Sheridan Lake La Junta Security-Widefield Fraig Haswell Stratton The Pinery Kersey Eagle-Vail Fort Lupton Lakever Intercultural Institute aw Nunn Dillon Fort Garland Clifton Byers Dinosaur Dove Creek Se Confertual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Village Ponderosa Park Aurora Severance Gold Hill Ra53

#### **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.



Se Aurora Vail Georgetown Wray Mount Crested Butte Grover Black Forest Leadville Hudson Painer Rock Sheridan Lake Telluride Fruitvale Edgewater Mountain Village Intercultural Institute Williamsburg Berthoud Estes Park Applewood Alamosa Cascade-Chipi Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Converted Data 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	22.47%	22.07%	22.03%
Medium Users (4-6)	13.71%	13.03%	12.94%
Light Users (1-3)	22.1%	22.12%	22.12%
Quintiles (20%)			
Newspaper I (Heavy)	1.63%	1.65%	1.63%
Newspaper II	1.46%	1.46%	1.44%
Newspaper III	3.19%	2.8%	2.71%
Newspaper IV	0.98%	1.05%	1.06%
Newspaper V (Light)	1.42%	1.42%	1.41%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	23.63%	22.53%	22.25%
Magazines II	10.75%	10.44%	10.35%
Magazines III	11.67%	11.59%	11.58%
Magazines IV	12.94%	12.23%	12.04%
Magazines V (Light)	0.16%	0.31%	0.38%
Outdoor I (Heavy)	5.59%	5.8%	5.82%
Outdoor II	1.65%	1.64%	1.63%
Outdoor III	2.94%	2.74%	2.66%
Outdoor IV	14.89%	14.89%	14.87%
Outdoor V (Light)	23.95%	24.76%	24.93%
Yellow Pages I	13.22%	13.62%	13.7%
(Heavy)			
Yellow Pages II	4.98%	4.87%	4.79%
Yellow Pages III	3.05%	3.35%	3.45%
Yellow Pages IV	19.49%	20.67%	20.91%
Yellow Pages V	1.75%	1.91%	1.93%
(Light)			

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Atwood Larkspur Arvada Genesee Dacono Pierce Eldora Springfield Aurora Broomfield Boone burg Gypsum Coal Creek Starkville Roxborough Park Rocky Ford North Airora Broomfield Boone se Mountain Village Rye Keystone Laporte Black Forest Grand Lake Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

MEDIUM	0-7	7-10	10-15	MEDIUM	MEDIUM 0-7	MEDIUM 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fift	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths
(fifths / 20%)				/ 20%)	/ 20%)	/ 20%)
Drive Time I & II (Heavy)	3.48%	3.51%	3.45%	Prime Time I & II (Heavy)	Prime Time I & II (Heavy) 3.73%	Prime Time I & II (Heavy) 3.73% 3.66%
Drive Time III (Medium)	0.48%	0.61%	0.62%	Prime Time III (Medium)	Prime Time III (Medium) 2.44%	Prime Time III (Medium) 2.44% 2.4%
Radio IV & V (Light)	2.04%	1.91%	1.91%	Prime Time IV & V (Light)	Prime Time IV & V (Light) 10.95%	Prime Time IV & V (Light) 10.95% 10.87%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntile	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)				(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy)	11.18%	10.62%	10.48%	Fringe I & II (Heavy)	Fringe I & II (Heavy) 40.24%	Fringe I & II (Heavy) 40.24% 40.49%
Radio III (Medium)	7.26%	6.93%	6.89%	Fringe III (Medium)	Fringe III (Medium) 52.18%	Fringe III (Medium) 52.18% 51.73%
Radio IV & V (Light)	2.85%	3.08%	3.17%	Fringe IV (Light)	Fringe IV (Light) 54.42%	Fringe IV (Light) 54.42% 55.95%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)				20%)	20%)	20%)
Cable I & II (Heavy)	15.38%	15.42%	15.68%	All Day I & II (Heavy)	All Day I & II (Heavy) 12.15%	All Day I & II (Heavy) 12.15% 12.17%
Cable III (Medium)	4.3%	4.14%	4.1%	All Day III (Medium)	All Day III (Medium) 23.66%	All Day III (Medium) 23.66% 23.58%
Cable IV & V (Light)	31.12%	31.09%	31.09%	All Day IV (Light)	All Day IV (Light) 10.59%	All Day IV (Light) 10.59% 10.68%

Ken Caryl Ophir Elizabeth Grand Lake Fort Carson Westcliffe Palisade Gunbarrel New Castle El Jeb Joins Downieville-Lawson-Dumont Alamosa East Frederick Glenwood Spran Vilas Oak Creek Otis We Acres Green Bennett Windsor Coal Creek Empire Ouray Moffat Me Join Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contex

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.76%	11.88%	11.89%
6:00am - 10:00am	17.16%	15.96%	15.6%
10:00am - 3:00pm	5.18%	5.09%	5.04%
3:00pm - 7:00pm	14.85%	14.7%	14.71%
7:00pm - Midnight	12.08%	12.18%	12.34%
Midnight - 6:00am	4.26%	4.33%	4.34%
Weekend Radio			
Listeners			
Dayparts [summary]	17.53%	17.44%	17.5%
6:00am - 10:00am	3.14%	3.2%	3.21%
10:00am-3:00pm	6.52%	5.62%	5.36%
3:00pm - 7:00pm	7.55%	7.64%	7.68%
7:00pm - Midnight	9.82%	10.17%	10.27%
Midnight - 6:00am	9.19%	9.24%	9.19%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	12.34%	11.78%	11.75%
Saturday:	8.44%	8.25%	8.18%
8:00-11:00pm			
Sunday: 7:00-11:00pm	12.52%	11.8%	11.73%
9:00am-1:00pm	32.36%	31.72%	31.74%
9:00am-4:00pm	36.34%	35.74%	35.73%
4:00pm-7:00pm	31.36%	31.11%	31.22%
11:00pm-1:00am	47.08%	45.78%	45.56%
AVG Prime time	2.93%	2.63%	2.6%
Mon-Sun			

Red Feather Lakes Meridian Grand Junction Campion Fort Lupton Brush Rifle Evans Sedalia Grover E General Heights Bow Mar Gold Hill Rocky Ford Red Cliff Vail Columbine Fort Morgan Padrom Fitte an Valley Georgetown Silverton Cimarron Hills Wiggins Nucla Limon Jor Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-7	7-10	10-15	<b>TV VIEWERS</b>	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.87%	17.14%	17.33%	Sat: 7-10am	Sat: 7-10am 20.11%	Sat: 7-10am 20.11% 19.58%
7-9am	24.22%	23.92%	23.79%	Sat: 10am-1pm	Sat: 10am-1pm 9.45%	Sat: 10am-1pm 9.45% 8.91%
9am-12noon	28.68%	28.29%	28.34%	Sat: 1-4pm	Sat: 1-4pm 27.84%	Sat: 1-4pm 27.84% 27.04%
12noon-4pm	7.67%	7.44%	7.39%	Sat: 4-6pm	Sat: 4-6pm 8.29%	Sat: 4-6pm 8.29% 7.88%
4-6pm	56.21%	54.44%	54.39%	Sat: 6-7pm	Sat: 6-7pm 2.03%	Sat: 6-7pm 2.03% 2.08%
6-7pm	23.56%	22.97%	22.92%	Sat: 7-8pm	Sat: 7-8pm 1.11%	Sat: 7-8pm 1.11% 1.1%
7-7:30pm	1.61%	1.54%	1.52%	Sat: 8-11pm	Sat: 8-11pm 8.44%	Sat: 8-11pm 8.44% 8.25%
7:30-8pm	12.06%	12.16%	12.25%	Sat: 11pm-1am	Sat: 11pm-1am 4.51%	Sat: 11pm-1am 4.51% 4.47%
8-11pm	12.34%	11.78%	11.75%	Sat: 1am-7pm	Sat: 1am-7pm 27.1%	Sat: 1am-7pm 27.1% 26.48%
11pm-12am	38.87%	38.08%	37.97%	Sun: 7-10am	Sun: 7-10am 2.12%	Sun: 7-10am 2.12% 2.11%
11pm-1am	47.08%	45.78%	45.56%	Sun: 10am-1pm	Sun: 10am-1pm 8.73%	Sun: 10am-1pm 8.73% 8.64%
1-6am	33.49%	32.77%	32.68%	Sun: 1-4pm	Sun: 1-4pm 7.31%	Sun: 1-4pm 7.31% 6.93%
				Sun: 4-7pm	Sun: 4-7pm 18.51%	Sun: 4-7pm 18.51% 17.67%
				Sun: 7-11pm	Sun: 7-11pm 12.52%	Sun: 7-11pm 12.52% 11.8%
				Sun: 11pm-1am	Sun: 11pm-1am 6.37%	Sun: 11pm-1am 6.37% 6.26%
				Sun: 1-7am	Sun: 1-7am 26.92%	Sun: 1-7am 26.92% 25.91%

ne Wells Lakewood Kit Carson Peetz Northglenn Eldora Fort Morgan Powler Pierce Flagler Bow Mar Ennerce City Dillon Romeo Vilas Boulder Kiowa Mountain View Raymon Intercultural Institute Mount Crested Butte Montrose Kim Brookside Manitou Springs Bayfi for Confectual Ministry <sup>S</sup> Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

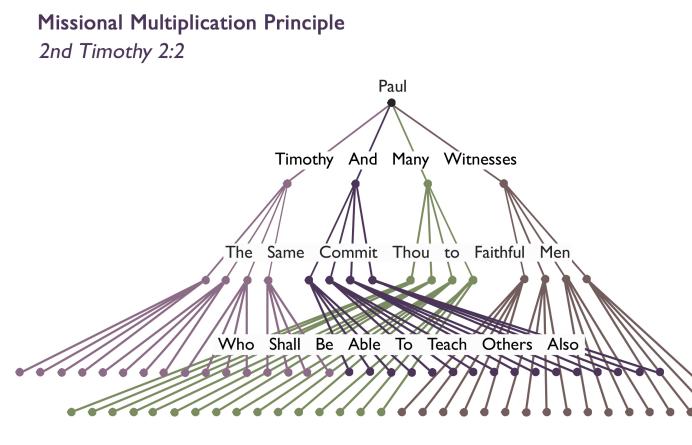
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



## **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.



ve Creek Clifton Wiley Woodmoor Lyons Alamosa East Deer Trail Kit Carson Springfield Snowmass Vil Severance Gleneagle Dolores Grover Platteville Downieville-Lawson-Der Intercultural Institute Pleasant View Caï; ½on City Naturita Swink Rifle Laporte Silverthorne for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Corported to Contextual Ministry State Victor Arriba Frisco Julesburg Ken Carvo Jakesid

## **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 Cokedale Romeo Greenwood Village Eaton Genoa Boulder Beulah Valley Stratmoor gate Longmont Basalt Frederick Palisade Cheyenne Wells Genesee Intercultural Institute Genesburg Lincoln Park Federal Heights Central City Lafayette Applewo Lincoln Vone Stratmoor Goopyright 2014, Intercultural Institute for Contextual Ministry Black Forest Stratton Olathe Padroni Broomfield

## 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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