# MissionSite top unreached locations

**Crested Butte** rand View Estates AURORA, CO

CONGREGATIONAL REPRODUCTION

ontrose

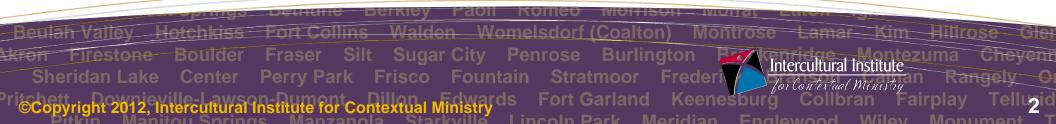
Castle

**Orchard City** 

CENSUS TRACT: 08005007017 Iney Springs vons Telluride Ordway Cripple Creek Breck Multiplyt Black Forest Deer Trail Federal Hei REGION: Front Range Greeley Ridgway Manassa Wray CherASSOCIATION: Mile High Atwood Erie Lincoln Park Battlement Mesa Marble COUNTY Arapahoeeque In partnership with the: Air Force Academy Sterlin SITESCAPE: Cityscape al tt Hudson Vias Eagle-Vail Poncha Spring DENSITY PATTERN: KStarkville Fort Lupton Calha Intercultural Institute Flagler Gypsum Jules Rockvale Indian Hills Romeo G tle for Contextual Ministry Stratton Walden I Secala St. Mary's Beulah Valley Ouray Stonegate COLORADO Baptists Gunniso Platteville Bou ur Copyright 2012; Intercultural Institute for Contextual Ministry Raymer Sawpit Mead Applewood Aspen Park Kittredge

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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 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 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
Region	08R01	Front Range
Association	08A08	Mile High
County Location	08005	Arapahoe
Zipcode	80012	Arapahoe
Sitescape Category	4	Cityscape
Sitescape Group	4.1	Small Cities
Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
Sitescape Density Pattern	K	250000-1000000-1000000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region08R01Association08A08County Location08005Zipcode80012Sitescape Category4Sitescape Group4.1Sitescape Subgroup4.16



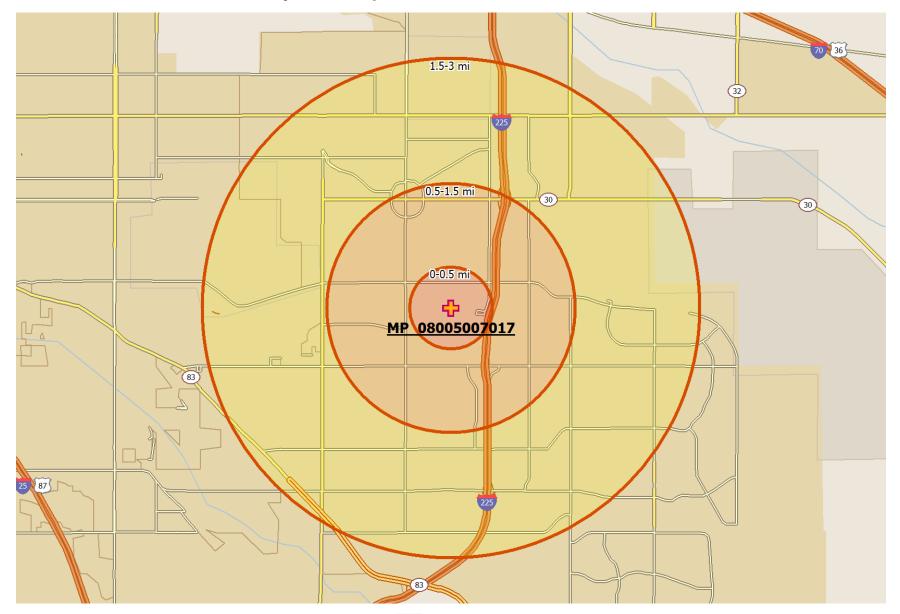
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 Edwards
 Black Hawk
 St. Mary's
 Acres Green
 Cokedale
 Gunnison
 Gold Hit

 Wheat Ridge
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 Penrose
 Rico
 Franktown
 Grand View Estates
 Intercultural Institute
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 Two Buttes
 Carbondale
 Arvada
 Intercultural Institute
 Lupton
 Pueblo

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 Alamosa
 Arriba
 Georgetown
 Durango 3

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



Pierce Seibert Cripple Creek Dolores Centennial Edwards Arvada Alamosa East Fruita Glenwood Niwot Cheraw Limon Windsor Naturita Manassa Granada Akron Intercultural Institute West Pleasant View Pagosa Springs Palmer Lake Columbine Valley Blue Volter Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	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	11	City: Large: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to	0	Percent commuting from non metro to metro areas
	Metro		

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See vitas Johnstown Centennial Palmer Lake Air Force Academy Georgetown Kanab Alma Springheig telby Timnath Keystone Crested Butte Silverton Manitou Springs Del Ver Senford Granada Indian Ha ff Durango Gilcrest Woodland Park Superior Alamosa East Lakewood for Contextual Ministry [or Contextual Ministry] Ignacio Sever ©Copyright 2012, Intercultural Institute for Contextual Ministry [or Contextual Ministry] Ophir South Fork Crestone Berkley Mancos Silve5th [or Contextual Ministry] Ignacio De Berkley Mancos Silve5th

#### 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	4,949	37,583	128,932
2010 Households	1,833	15,708	54,422
2010 Group Quarters Population	9	425	663

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	85	80	73
Language Diversity National Index	76	69	72
Foreign Born Diversity National Index	26	39	13
Ancestry Diversity National Index	37	53	47
Racial Diversity National Index	90	66	70

e Academy Padroni Hot Sulphur Springs Pueblo Greenwood Village Limon Arboles New Castle Palisade Georgetown Lone Tree Moffat Eagle-Vail Grover Gilcrest Leadville Intercultural Institute Columbine Valley Fort Collins Bow Mar Fruitvale La Veta Louviers Copyright 2012, Intercultural Institute for Contextual Ministry Blanca Cimarron Hills Fort Carson Orchard Mesa 6

#### Site Location Summary - County Environment

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

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

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	1	True
Nonspecialized-dependent county indicator	0	False

otchkiss Craig <u>Cedaredge</u> Raymer Dacono Mountain Village Battlement Mesa Kittredge Hayden Gold Harde Mount Crested Butte Cokedale Sedalia Sherrelwood Lamar Carter Arcen Wray Silverted eley La Junta Fruitvale Gilcrest Fort Carson Cascade-Chipita Park Moren Gold Confectual Ministry Ver Arboles Co Geopyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 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	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	961	52.43%
Mainstay Communities	Established, Diverse Households	99	5.4%
Working Communities	Blue-collar, Working Families	573	31.26%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	42	2.29%
Urban Communities	High Density, Inner-city Neighborhoods	158	8.62%

Meridian Arvada Vona Lyons Basalt Allenspark Foxfield South Fork Hartman Rico Norwood Se Sawpit Avondale Walsh Castle Rock Bow Mar Olathe Cheyenne With Intercultural Institute Intercultural Institute Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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



# 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 0-0.5 mile band that are in each category. The index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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	0-0.5 MILE BAND	% INDEX
Unreached Households	153,453	1,254	0.82%
Unreached %	71.28%	68.42%	95.99
Religious But NOT Evangelical HH	34,698	309	0.89%
Religious But NOT Evangelical %	16.12%	16.85%	104.54
Spiritual But NOT Relig or Evang HH	25,828	183	0.71%
Spiritual But NOT Relig or Evang %	12%	10%	83.36
Not Evangelical, Not Interested HH	92,973	762	0.82%
Not Evangelical, Not Interested %	43.19%	41.57%	96.25





### **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	19,379	6,471	33.39%
Active Evangelical Percent	9.00%	8.99%	99.89
Inactive Evangelical Households	42,437	14,172	33.39%
Inactive Evangelical Percent	19.71%	19.69%	99.9
# New Churches Needed	108	36	33.43%





## Using the Spirituality Indicators

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

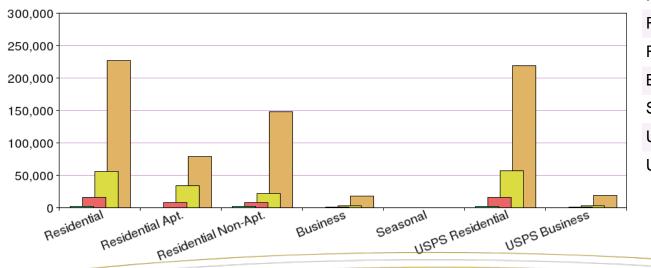
#### Issues for Your Consideration

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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the 0-0.5 mile band is given for each year. Location types refer to residential, business and seasonal use

2000 Population       487,967       5,316       1.09%       2000 Households       190,909       2,020       1.06         2010 Population       576,330       4,949       0.86%       2010 Households       215,270       1,833       0.85	DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF
2010 Population 576,330 4,949 0.86% 2010 Households 215,270 1,833 0.85 Location Types in this MissionSite Location Type 0-0.5mi Band 0.5-1.5mi Band 1.5-3mi Band County	1990 Population	391,720	5,058	1.29%	1990 Households	154,833	1,909	1.23%
Location Types in this MissionSite <b>Location Type 0-0.5mi</b>	2000 Population	487,967	5,316	1.09%	2000 Households	190,909	2,020	1.06%
0-0.5mi Band 0.5-1.5mi Band 1.5-3mi Band County	2010 Population	576,330	4,949	0.86%	2010 Households	215,270	1,833	0.85%
🗖 0-0.5mi Band 📕 0.5-1.5mi Band 📙 1.5-3mi Band 📕 County Residential 1,992							0-0.5mi B	
	🔲 0-0.5mi Ban	d 📕 0.5-1	.5mi Band	📙 1.5-3mi Band	County	Residential		1,992

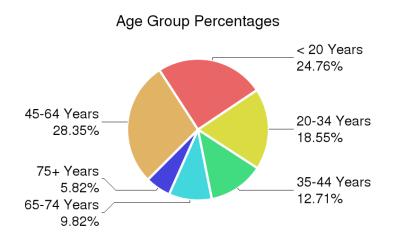


Location Type	0-0.5mi Band
Residential	1,992
Residential Apt.	259
Residential Non-Apt.	1,733
Business	33
Seasonal	1
USPS Residential	2,022
USPS Business	74

in Sedgwick Kersey Breckenridge Sedalia Evans Carbondale Fruitvale Lamar Golden Hotchkiss Ga terd Ouray Crawford Hartman Derby Meridian Edwards Wheat Ridge Intercultural Institute Welby Orchard City Greeley Edgewater Platteville Campo Eads Model Intercultural Institute (or Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.

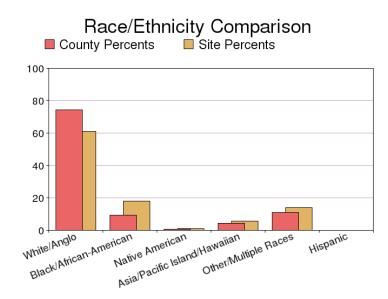


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	4.95%	92.7
4-5 Years	2.84%	2.4%	84.51
6-8 Years	4.35%	3.76%	86.44
9-11 Years	4.22%	3.76%	89.1
12-13 Years	2.74%	2.55%	93.07
14-17 Years	5.35%	4.95%	92.52
18-19 Years	2.63%	2.38%	90.49
0-5 Years	8.18%	7.36%	89.98
6-12 Years	9.95%	8.79%	88.34
13-19 Years	9.35%	8.61%	92.09
< 20 Years	27.48%	24.76%	90.1
20-34 Years	20.29%	18.55%	91.42
35-44 Years	13.94%	12.71%	91.18
45-64 Years	26.25%	28.35%	108
65-74 Years	6.61%	9.82%	148.56
75+ Years	5.42%	5.82%	107.38
Median Age	37	41	113.23
Median Age (Male)	35	40	111.92
Median Age (Female)	38	43	114.58

Luena Vista Trinidad La Jara Las Animas Kremmling Aguilar Edgewater Kittredge Grand Lake Security del Gleneagle Evans Blanca Crook Brookside Springfield Eagle-Vail Intercultural Institute Bonanza New Castle Franktown Loveland Avon Wiggins Cimarron Hor for Contextual Ministry Contextual Ministry Contextual Institute for Contextual Ministry Conversion Arriba Penrose Silver Plume Burlington Grand Vie

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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	74.43%	61.1%	82.1
Black, African-American	9.42%	18.06%	191.66
Native American	0.77%	0.93%	121.2
Asian	4.35%	5.54%	127.38
Pacific Island, Hawaiian	0.16%	0.26%	168.96
Other/Multiple Races	10.88%	14.14%	130.04
Hispanic	0%	25.04%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	381,452	3,438	

Total Adults over age 25 years.	381,452	3,438	
Less than 9th Grade	3.99%	5.58%	71.42
No High School Diploma	5.5%	7.77%	70.85
High School Graduate	22.92%	30.42%	75.32
Some College, no degree	21.3%	24.26%	87.82
Associate Degree	7.58%	7.53%	100.59
College Degree	25.01%	16.87%	148.22
Graduate/Prof. degree	13.71%	7.56%	181.24

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Towley billon <u>Laton Saguache Lake City Log Lane Village Arriba</u> Buena Vista Frederick Grand Junction Bilver Cliff Mountain View Granada Mead La Veta Crested Butte Autor <u>Intercultural Institute</u> plewood Ponderosa Park Norwood Padroni Littleton Blanca Campo for Contextual Ministry Berkley Garden City Red Cliff Fairplay Wiggins 16 Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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	5.69%	8.35%	161.15
\$10,000 to \$19,999	7.81%	12.22%	156.5
\$20,000 to \$29,999	8.61%	9.98%	115.98
\$30,000 to \$49,999	18%	21.93%	121.87
\$50,000 to \$59,999	8.2%	10.04%	122.4
\$60,000 to \$69,999	7.82%	9.66%	123.5
\$70,000 to \$79,999	7.07%	7.8%	110.38
\$80,000 to \$89,999	5.65%	5.95%	105.17
\$90,000 to \$99,999	4.11%	3.33%	80.92
\$100,000 to \$124,999	10.29%	6.11%	59.35
\$125,000 to \$149,999	5.39%	2.78%	51.59
\$150,000 to \$199,999	6.03%	1.69%	28.06
\$200,000 to \$249,999	1.96%	0%	0
\$250,000 or more	3.37%	0.22%	6.47
Median Household	61,913	48,229	77.9
Average Household	81,867	52,912	64.63
Per Capita Household	31,079	19,609	63.09
Family/Non-Family Household			
Income			
Median Family Income	77,939	54,940	70.49
Average Family Income	100,607	61,305	60.94
Median Non-Family Income	40,758	33,575	82.38
Average Non-Family Income	49,140	34,393	69.99

Perry Park Colorado Springs Hillirose Cedaredge Walsh Gypsum Crestone Fruita Las Animas Stratto Deer Ital Downieville-Lawson-Dumont Aurora Fruitvale Mount Crested But Intercultural Institute Pines North Florence Greeley Leadville North Nederland La Jara Gran Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 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	63.59%	66.67%	104.84
Families with Children	32.19%	28.97%	90.01
Families without Children	31.4%	37.7%	120.05
Non-Family Households			
% Non-Family Households	36.41%	33.33%	91.55
Non-Families with Children	0.37	0.49	131.79
Non-Families without Children	36.04	32.84	91.13
Housing Units			Index
Total Housing Units	235,740	1,974	
Vacant percent	8.68%	7.14%	82.26
Owned percent	61.68%	67.53%	109.48%
Rented Percent	29.63%	25.33%	85.47
Households by Size			Index
Avg household size	2.65	2.70	101.89
Avg family hh size	3.47	3.41	98.27
Avg non-family hh size	1.22	1.26	103.28
Households By Count of Persons			Percent
One	66,974	534	0.8%
Two	53,286	495	0.93%
Three or Four	68,714	565	0.82%
Five+	26,296	240	0.91%

Creek Keystone <u>Nederland Montrose Fairplay</u> Strasburg Limon Salida Silverthorne Gleneagle Ordway Granby Blanca Larkspur Franktown Ridgway Bow Mar Aspen Lyons Intercultural Institute Jely Kim Monte Vista Todd Creek Orchard City Thornton Sanford Mou for Contextual Ministry Contextual Ministry De Copyright 2012, Intercultural Institute for Contextual Ministry Contex

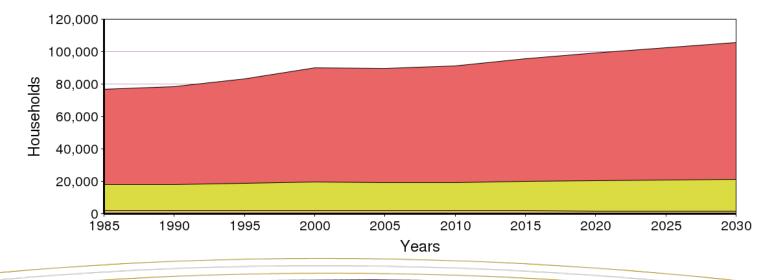
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 mile ring. The percentage of the county population and number of households that appears in the 0-0.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	391,720	5,058	1.29%
2000 Population	487,967	5,316	1.09%
2010 Population	576,330	4,949	0.86%
2015 Population	631,167	5,075	0.8%

Household Change from 1985 to 2030

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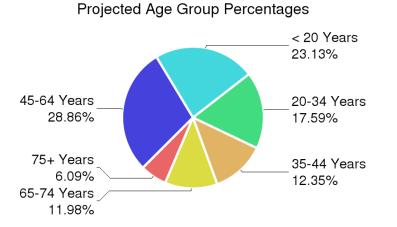
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Eaton Cripple Creek Sanford Kit Carson Timnath Ward Montezuma Roxborough Park Elderado Spring Pueblo West Crawford Gunbarrel Wellington Jamestown Fowler Montezuma Intercultural Institute Ne Village Parachute Evans Yuma Wheat Ridge Fruitvale Hartman David Intercultural Institute for Contextual Ministry Copyright 2012, 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 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

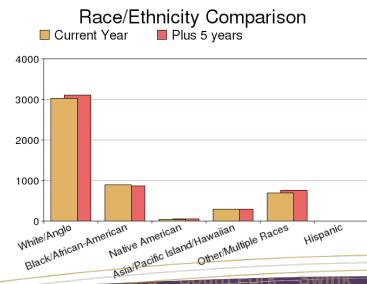


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.95%	4.14%	83.64
4-5 Years	2.4%	2.11%	87.92
6-8 Years	3.76%	3.17%	84.31
9-11 Years	3.76%	3.61%	96.01
12-13 Years	2.55%	2.66%	104.31
14-17 Years	4.95%	5.02%	101.41
18-19 Years	2.38%	2.42%	101.68
0-5 Years	7.36%	6.25%	84.92
6-12 Years	8.79%	8.1%	92.15
13-19 Years	8.61%	8.79%	102.09
< 20 Years	24.76%	23.14%	93.46
20-34 Years	18.55%	17.6%	94.88
35-44 Years	12.71%	12.35%	97.17
45-64 Years	28.35%	28.87%	101.83
65-74 Years	9.82%	11.98%	122
75+ Years	5.82%	6.09%	104.64
Median Age	37	44	119.55
Median Age (Male)	35	42	118.26
Median Age (Female)	38	46	120.5

win Lakes El Jebel Eckley Welby Westminster Oak Creek Silverthorne Highlands Ranch Kim Cortez H Nucla Breckenridge Acres Green Louviers Brush Lochbuie Silt Cherry Intercultural Institute Palisade Merino Pueblo Craig Evans Lyons Manitou Springs Towao for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Cortex and Arriba Naturita Greeley Security-Widefield Beulah Valley

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 0-0.5 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	61.1%	61.26%	100.26
Black, African-American	18.06%	17.16%	95.01
Native American	0.93%	0.93%	99.64
Asian	5.54%	5.44%	98.23
Pacific Island, Hawaiian	0.26%	0.24%	90.02
Other/Multiple Races	14.14%	14.98%	105.88
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,438	3,599	
Less than 9th Grade	5.58%	6.22%	111.45
No High School Diploma	7.77%	6.92%	89.09
High School Graduate	30.42%	31.79%	104.48

24.26%

7.53%

16.87%

7.56%

22.03%

7.53%

17.28%

8.22%

90.83

99.95

102.44

108.75

Nucla Cheraw Campion Hayden La Jara Mancos Manzanola Towaoc Leadville North Pitkin Blank Fort Collins Nunn Grand Lake Lakeside Castle Pines North Strasburg Intercultural Institute Air Force Academy Eagle-Vail Dillon Poncha Springs The Pinery Employ for Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Some College, no degree

Graduate/Prof. degree

Associate Degree

**College Degree** 

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 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 0-0.5 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 0-0.5 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	8.35%	9.1%	109.03
\$10,000 to \$19,999	12.22%	12.15%	99.45
\$20,000 to \$29,999	9.98%	9.66%	96.72
\$30,000 to \$49,999	21.93%	20.37%	92.86
\$50,000 to \$59,999	10.04%	9.49%	94.53
\$60,000 to \$69,999	9.66%	9.71%	100.57
\$70,000 to \$79,999	7.8%	7.71%	98.87
\$80,000 to \$89,999	5.95%	5.83%	101.72
\$90,000 to \$99,999	3.33%	3.66%	110.06
\$100,000 to \$249,999	6.11%	6.83%	111.71
\$125,000 to \$149,999	2.78%	3.33%	119.67
\$150,000 to \$199,999	1.69%	1.94%	114.85
\$200,000 to \$249,999	0%	0.11%	0
\$250,000 or more	0.22%	0.11%	50.86
Median Household	48,229	48,868	101.32
Average Household	52,912	55,209	104.34
Per Capita Household	19,609	19,615	100.03
Family/Non-Family Household			
Income			
Median Family Income	54,940	57,261	104.22
Average Family Income	61,305	64,925	105.9
Median Non-Family Income	33,575	34,507	102.78
Average Non-Family Income	34,393	34,744	101.02

ash Alma Jamestown Arboles El Jebel Louviers Woodmoor Morrison Cai; ½on City Nucla Manzanola Val Beulah Valley Yampa Mead Dove Creek Julesburg Empire Erie Intercultural Institute I Flagler Columbine Cherry Hills Village Victor Hudson St. Mary's Strave Intercultural Institute I for Contextual Ministry to Copyright 2012, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 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 0-0.5 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 0-0.5 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	66.67%	65.87%	98.81
Families with Children	28.97	27.69	95.59
Families without Children	37.7	36.4	96.57
Non-Family Households			
% Non-Family Households	33.33%	34.13%	102.39
Non-Families with Children	0.49	0.44	102.39
Non-Families without	32.84	33.68	102.57
Children			
Housing Units			
Total Housing Units	1,974	1,939	98.23%
Vacant percent	7.14%	7.12%	99.64
Owned percent	67.53%	67.3%	99.67
Rented Percent	25.33%	25.58%	100.99
Households by Size			
Avg household size	2.70	2.81	104.07%
Avg family hh size	3.41	3.64	106.74%
Avg non-family hh size	1.26	1.21	96.03%
Households By Count of			
Persons			
One	534	557	104.31%
Тwo	495	386	77.98%
Three or Four	565	579	102.48%
Five+	240	279	116.25%

Silver Plume Estes Park Meeker Stratton Eaton Littleton Creede Evergreen Fairplay Bennett Sherr Fighton Pueblo Derby Hudson Parker Loveland Colorado Springs Morra Village Woodmoor Louisve South Fork Aspen Park Ponderosa Park Westminster Roxborough Park for Confectual Ministry Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Converse Leadville North Gleneagle Mour 23

# **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:	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Foreign Born Pop	1,342	5,893	23,448
Northern Europe	24	143	398
Western Europe	96	156	519
Southern Europe	59	53	112
Eastern Europe	81	433	1,877
Other Europe	0	3	5
Eastern Asia	108	622	1,435
So. Central Asia	7	191	888
SE Asia	156	704	1,760
Western Asia	25	83	368
Other Asia	0	29	59

oper Norwood <u>Edwards Leadville Nucla North Washington Manzanola</u> Timnath Alamosa Frederick Au Avon Wray Walsenburg Downieville-Lawson-Dumont Deer Trail John <u>Intercultural Institute</u> Lakewood Silverthorne Berthoud Branson Haswell Penrose Foxfield <u>for Confectual Ministry</u> ©Copyright 2012, Intercultural Institute for Contextual Ministry October Morgan Yuma Cripple Creek Sedgwick Crestone Ar 24

# 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILE
English only	4,584	25,771	84,323	Other Indo-Euro	0	20	127
Spanish	794	4,094	20,438	Asian/PI languages	0	0	0
Other Indo-Euro	260	1,099	4,428	Chinese	14	209	557
language				Japanese	68	42	267
French (incl. Patois,	22	190	416	Korean	28	424	1,005
Cajun)				Mon-Khmer,	0	19	231
French Creole	0	0	14	Cambodian			
Italian	5	48	51	Miao, Hmong	0	16	24
Portuguese	0	22	53	Thai	0	0	228
German	124	163	759	Laotian	39	7	69
Yiddish	0	0	23	Vietnamese	12	313	687
Other West Germanic	0	8	90	Other Asian	0	21	194
A Scandinavian	0	13	32	Tagalog	82	230	293
Language				Other Pacific Is	0	101	236
Greek	44	49	139	Other languages	239	698	1,183
Russian	46	222	1,408	Navajo	0	6	8
Polish	0	66	119	Other Native N.	0	0	70
Serbo-Croatian	0	51	196	American			
Other Slavic Language	0	73	200	Hungarian	0	64	35
Armenian	0	0	28	Arabic	50	229	399
Persian	19	67	164	Hebrew	0	26	115
Gujarathi	0	0	59	African languages	182	373	546
Hindi	0	68	220	Other unspecified	7	0	10
Urdu	0	13	99				

Englewood Sawpit Brighton Is

Durango Air Force Academy Black Hawk Arboles Eads Larkspur Georgetown Silverthorne Edwards ayette Blue River Dinosaur Sheridan Applewood Holyoke Campion Loss Windsor Aspen Red Clin Saguache Fort Carson Gleneagle Del Norte Golden Carbondale Mead (Solder Ministry) <sup>od</sup>©Copyright 2012, Intercultural Institute for Contextual Ministry Date Tabernash Salida Nucla Raymer Basalt Cheraw Norte

# 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Reporting ancestry	5,876	30,662	105,179
Arab	59	336	598
Armenian	0	0	50
Austrian	23	63	150
British	22	74	393
Canadian	18	58	141
Croatian	20	40	61
Czech	30	99	209
Czechoslovak	13	45	222
Danish	57	110	467
Dutch	11	295	1,060
English	488	1,966	6,395
European	82	236	1,125
Finnish	14	81	159
French (not	28	419	1,738
Basque)			
French Canadian	18	178	521
German	1,010	3,888	14,494
Greek	66	67	464
Hungarian	11	131	234
Iranian	14	48	146

est Aguilar Aspen Fraser Red Feather Lakes Dacono Garden City Atwood Rifle Byers Frisco Genoa Gence Castle Pines Milliken Delta Sanford The Pinery Grand Junction Intercultural Institute Tayfield Eagle Bethune Pierce Sherrelwood Applewood Strasburg Eas For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Convertight 2012, Intercultural Institute for Contextual Ministry Convertight 2012, Intercultural Institute for Contextual Ministry

### Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Morrison Manassa Gypsum Pierce Aurora De Beque Fort Lupton Springfield Fowler Coal Creek Arva Leadville North Kiowa Monument Atwood Denver Silt Gleneagle Moura Intercultural Institute In Loveland Yuma Iliff Granby Creede Deer Trail East Pleasant View Intercultural Institute Avon L Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

#### Issues for Your Consideration - continued

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



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

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



Mary's Laporte Sheridan Sherrelwood Yampa Orchard City Ken Caryl Ponderosa Park Hugo Applewood Raymer Leadville Eagle Bennett La Veta Estes Park Fraser Winter Para Intercultural Institute Jamestown Morrison Seibert Paonia Rockvale Loghill Village Palisad for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry Windsor Crosted Button Carbondalo Caria Vene City Spring

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,833	100%	1,253	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	961	52.43%	647	51.64%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	934	50.95%	627	50.04%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	27	1.47%	20	1.6%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	99	5.4%	67	5.35%
2nd City Homebodies	24	1.31%	17	1.36%
Prime Middle America	0	0%	0	0%
Urban Optimists	26	1.42%	18	1.44%
Family Convenience	18	0.98%	11	0.88%
Mid-Market Enterprise	31	1.69%	21	1.68%

Mountain Falls Loveland Bayfield Palmer Lake Pagosa Springs Dacono Brighton Superior Branson C Fort Morgan Cai; ½on City Norwood Aspen Park Mancos Paonia Welby Intercultural Institute Ridgway Greenwood Village Vilas Edgewater Bow Mar Ophir Pue for Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,833	100%	1,253	100%
BLUE COLLAR BACKBONE	40	2.18%	28	2.23%
Nuevo Hispanic Fam.	40	2.18%	28	2.23%
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	533	29.08%	366	29.21%
Steadfast Conservative	264	14.4%	181	14.45%
Moderate Conventionalists	128	6.98%	86	6.86%
Southern Blues	141	7.69%	99	7.9%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

San Luis Silver Cliff Hudson Moffat Mountain Village Wiggins Padroni Wray Greenwood Village Arbok Manassa IIiff Sheridan Aspen Bonanza Naturita Norwood Raymer Intercultural Institute almer Lake Minturn Air Force Academy Eckley Campo Haswell Highlar For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Westcreek South Fork Mancos Maad Seibert Alma Yuma Cortez Downieville-Lawson-Dumont Nucla

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,833	100%	1,253	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	42	2.29%	31	2.47%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	42	2.29%	31	2.47%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Fort Carson Wheat Ridge Centennial Aspen Park Ovid Towaoc Salida Moffat Fleming Cascade-Gh Burlington Minturn Sheridan Lake Applewood Brush Fort Collins Intercultural Institute to Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 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	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,833	100%	1,253	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	158	8.62%	114	9.1%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	158	8.62%	114	9.1%
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%

Grand View Estates Rye Johnstown Gleneagle Raymer Sawpit Marble Northglenn Mount Crested Butter Lamar De Beque Glendale Crowley Broomfield Garden City South Intercultural Institute Federal Heights Aurora Iliff Eads Fountain Mountain Village Avonda Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

Within the 0-0.5 mile, 0.5-1.5 mile and 1.5-3 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?

tain View St. Mary's Ophir Evans Commerce City Battlement Mesa Ken Caryl Columbine Valley Loveland one free Denver Brighton Palmer Lake Silverton Centennial East Pleased Intercultural Institute Tabernash Branson Campion Parker Center Paoli Olney Springs For Collins Womelsdorf (Coalton) 34 Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

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

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

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



Devrieville-Lawson-Dumont Commerce City Creede Ward Blue River Wray Parker La Junta Firestone Kiowa Aspen Nederland Florence Telluride Gilcrest Log Lane Village Intercultural Institute Windsor Calhan Lincoln Park Meeker Brush Grand Lake El Jebel Intercultural Institute Kittredge De B Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
PC-HH Own	79%	74%	74%
Use Comp. for Internet/E-mail	64%	58%	57%
Internet Use: E-Mail	54%	50%	49%
Use Comp. for Word	42%	38%	37%
Processing			
Use Comp. for Comp. Games	41%	36%	34%
Use Comp. for Shopping	35%	34%	34%
Use Comp. for Banking	33%	32%	32%
Use Comp. for Digital Camera	33%	29%	29%
Photo Editing			
Use Comp. for Education	33%	32%	31%
HH Owns DVD Player	30%	29%	28%

Severance Salt Creek Fowler Sherrelwood Grand View Estates Del Norte Trinidad Grover Federal Heigh Foxfield Keystone Franktown Timnath Haswell Tabernash Columbia agle Avon Olney Springs San Luis Dolores West Pleasant View Cimaria Intercultural Institute it Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Purchase

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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	67%	66%	67%
Dining Out (Not Fast Food)	59%	55%	55%
Reading Books	55%	54%	55%
Card Games	41%	38%	37%
Go To A Beach/Lake	39%	35%	35%
Cooking for Fun	37%	36%	36%
Gardening	36%	26%	25%
Board Games	34%	31%	29%
Visit Museum	22%	21%	21%
Going To	22%	22%	21%
Bars/Nightclubs/Dancing			

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	66%	64%	64%
Gen./Fam. Practitioner	42%	38%	37%
Dentist	30%	28%	28%
None Of These	22%	21%	21%
Eye Dr.	21%	21%	21%
Backache	21%	19%	19%
High Cholesterol	18%	17%	18%
Hypertension/High Blood	18%	18%	19%
Pressure			
Any Arthritis	15%	14%	14%
Overweight (30 Pounds Or More)	13%	14%	13%



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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	29.97%	28.37%	28.89%
Live Theater	22.56%	20.5%	21.53%
Live Theater Most Often	19%	16.8%	17.68%
Rock/Pop Concerts Most	17.41%	16.49%	16.43%
Often			
Comedy Club	10.17%	10.56%	10.38%
Dance Performance	9.57%	9.1%	9.88%
Movies: Comedy	40.37%	38.67%	38.2%
Movies: Action/Adventure	40.34%	38.29%	37.54%
Movies: Romantic Comedy	20.67%	19.27%	19.6%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Fam.	19.83%	19.11%	18.66%
Movies: Drama	19.79%	20.5%	21.22%
Movies: Mystery	16.63%	16.1%	16.73%
MLB Baseball Reg.	9.11%	8.12%	8.47%
Season			
NFL Football Reg.	7.5%	6.96%	6.68%
Season			
College Football Reg.	6.59%	5.28%	4.99%
Season			
NHL Hockey Reg.	3.66%	3.2%	3.47%
Season			
NBA Basketball Reg.	3.37%	3.9%	4.18%
Season			
College Basketball Reg.	3.29%	2.58%	3.12%
Season			

Columbine Valley Franktown Steamboat Springs Loghill Village Castle Pines North West Pleasant View Employed and Park Blue River Delta Campion Denver Womelsdorf (Coalton) Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	43.27%	39.85%	39.87%	Backpacking/Hiking	Backpacking/Hiking 10.93%	Backpacking/Hiking 10.93% 10.33%
Swimming	32.88%	31.11%	31.33%	Aerobics	Aerobics 10.33%	Aerobics 10.33% 9.99%
Bowling	21.18%	19.76%	19.2%	Football	Football 9.85%	Football 9.85% 9.65%
Billiards/Pool	20.09%	18.56%	18.21%	Target Shooting	Target Shooting 9.39%	Target Shooting9.39%7.73%
Camping Trips	16.88%	13.86%	13.12%	Power Boating	Power Boating 9.26%	Power Boating 9.26% 6.43%
Weight Training	16.5%	15.58%	15.9%	Volleyball	Volleyball 8.66%	Volleyball 8.66% 7.36%
Using Cardio	15.68%	14.16%	14.81%	Hunting	Hunting 8.28%	Hunting 8.28% 6.66%
Machine				Soccer	Soccer 8.02%	Soccer 8.02% 8.9%
Golf	15.67%	11.48%	11.47%	Canoeing/Kayaking	Canoeing/Kayaking 7.93%	Canoeing/Kayaking 7.93% 6.52%
Freshwater Fishing	15.5%	13.56%	12.63%	Softball	Softball 7.92%	Softball 7.92% 7.27%
Basketball	15.4%	15.03%	14.23%	Yoga	Yoga 7.62%	Yoga 7.62% 7.87%
Jogging/Running	15.12%	15.16%	15.7%	Tennis	Tennis 7.21%	Tennis 7.21% 7.13%
Mountain/Road	13.76%	12.17%	12%	Saltwater Fishing	Saltwater Fishing 6.9%	Saltwater Fishing 6.9% 5.96%
Biking				Motorcycling	Motorcycling 6.8%	Motorcycling 6.8% 5.65%
Stationary Cycling	13.7%	12.22%	12.11%			
Baseball	12.29%	11.46%	10.66%			

ide Julesburg Acres Green Denver Crawford Fountain North Washington Westchiffe Fraser Silver Plume Coal Creek Paonia Palmer Lake Fort Lupton Bennett Ponderosa Park Intercultural Institute Ophir Collbran Loghill Village Yampa Vilas Cortez Hudson Marble For Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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 0-0.5 0.5-1.5 1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
MILES MILES MILES		MILES	MILES MILES
Roller Skating         6.1%         5.61%         5.61%	Snowboarding	Snowboarding 4.48%	Snowboarding 4.48% 4.02%
Horseback Riding 5.34% 5.06% 5.12%	Hockey	Hockey 4.18%	Hockey 4.18% 3.8%
Downhill & X-Country 5.22% 4.82% 4.83%	Racquetball	Racquetball 4.13%	Racquetball 4.13% 3.67%
Skiing	Snowmobiling	Snowmobiling 4.04%	Snowmobiling 4.04% 3.14%
Water Skiing 5.1% 4.17% 3.84%	Martial Arts	Martial Arts 3.84%	Martial Arts 3.84% 4.13%
Ice Skating 5.08% 4.65% 5.05%	Auto Racing	Auto Racing 3.45%	Auto Racing 3.45% 3.12%
Snorkeling 5.07% 4.52% 4.67%	Surfing &	Surfing & 3.43%	Surfing & 3.43% 2.92%
Archery 4.94% 3.95% 3.48%	Windsurfing	Windsurfing	Windsurfing
Jet Skiing 4.93% 3.91% 3.73%	Sailing	Sailing 3.3%	Sailing 3.3% 2.86%
Rock Climbing         4.79%         4.41%         4.06%	Skateboarding	Skateboarding 3.23%	Skateboarding 3.23% 3.05%
			Rowing 3.18% 2.86%

al City Alamosa Cimarron Hills Boulder Twin Lakes Edwards Laporte Ovid Saguache Granby St. Mar Lakewood Brighton Nederland Coal Creek Wray Towaoc West Pless Intercultural Institute an Delta Hudson Cedaredge Westminster Eckley Hooper Granada ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Walsenburg Seibert Oldev Springs Olathe Fadle-V

#### 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.



Orchard City Eagle Vali Williamsburg South Fork Beulah Valley Monument Kit Carson Elizabeth Crest Larkspur Lyons Dove Creek Starkville Loghill Village Silver Cliff <u>Intercultural Institute</u> (Coalton) Rock ede Castle Pines North Towaoc Foxfield Frederick Kremmling Hotchki (Soutextual Ministry venne Wells La Copyright 2012, Intercultural Institute for Contextual Ministry Allenspark Indian Hills Marble Sheridan Lake Gyp41

#### 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.



Kiss Monte Vista Veedland Park Rockvale Cascade-Chipita Park Del Norte Lincoln Park La Salle Victor Buena Vista Vall Firestone Winter Park New Castle Silver Plume tis Mount Crested Butte Viet Lakeside Laporte Eagle Center Cortez Strasburg Kremmling Foun for Contextual Ministry ©Copyright 2012, 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES		0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	48%	49%	49%	Marijuana Should Be Legalized	20%	20%	20%
Prefer To Have Few Possessions As Possible	41%	37%	39%	Like To Pursue Challenge/Novelty/Change	20%	21%	23%
Find It Difficult To Say No To My Kids	36%	35%	34%	Like to Stand Out In A Crowd I Am A Workaholic	19% 16%	18% 19%	18% 19%
Speak My Mind Even If It Upsets People	34%	35%	35%	Rarely Sit Down to a Meal Together At Home	15%	14%	14%
Woman's Place Is In The Home	34%	35%	35%	Happy With My Standard Of Living	15%	16%	16%
Like Control Over People And Resources	31%	34%	35%	Only Work Current Job for The Money	14%	16%	16%
If Won Lottery Would Never Work Again	30%	28%	28%	We Should Strive for Equality for All	12%	15%	15%
Friends More Important Than My Fam.	29%	28%	30%	On Whole People Get What They Deserve	10%	11%	11%
Don't Judge People/Way They Live Life	28%	29%	29%	Indulge My Kids With The Little Extras	9%	11%	11%
Like To Do Unconventional Things	26%	25%	26%	I Am A Perfectionist Little I Can Do To Change My	7% 7%	9% 8%	9% 8%
Money Is Best Measure Of Success	25%	25%	26%	Life			
Too Much Sponsorship In Arts/Sports	22%	24%	23%				

s Simla Boulder Avendale Saguache Trinidad Eads Collbran Two Buttes Gunnison Laporte Delta Deve Creek Las Animas Walsh Mount Crested Butte Poncha Springs Eagle Intercultural Institute nowmass Village Palmer Lake West Pleasant View Englewood Evans Deve for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Columbine Valley Granada Byers Kim Blanca Ault Naturita Franktown Crestone Stratmoor Plate The Pinery Parker Larkspur Rico Applewood Kit Carson Lakewood Kiowa Westminster Highlands R for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important To Respect Customs And Beliefs	61%	59%	58%	Consider Myself Interested In The Arts	17%	19%	19%
You Should Seize Opportunities In Life	56%	57%	58%	Is An Important Part Of Who I Am	16%	17%	17%
Prefer To Have Few Possessions As Possible	41%	37%	39%	Looking for New Ideas To Improve Home	16%	16%	16%
Like To Understand About	38%	38%	38%	Real Men Don't Cry	16%	18%	19%
Nature				Try Not To Worry About The	14%	15%	15%
Important Feel Respected By	34%	35%	35%	Future			
My Peers				Enjoy Spending Time With My	12%	13%	13%
Prefer Work Part Of Team	30%	32%	32%	Fam.			
Than Alone				Provide My Kids With The Little	10%	13%	13%
Important To Juggle Various	30%	32%	32%	Extras			
Tasks				Children Should Be Allowed To	5%	7%	7%
Have Keen Sense Of	26%	26%	26%	Express Themselves			
Adventure				Feel Very Alone In The World	5%	6%	7%
Good At Fixing Things	26%	29%	29%	Like Spending Most Time With	5%	6%	6%
Like To Just Enjoy Life	25%	25%	26%	Fam.			
People Have To Take Me As They Find Me	22%	23%	24%	Would Like To Set Up Own Business	4%	4%	4%
Worried About Pollution Caused By Cars	18%	21%	22%	Decor Particular Interest To Me	4%	5%	5%

inta <del>Silver Plume Greenwood Village Twin Lakes Wellington Ken Caryl Bonanza Vona Edwards Beulah</del> Tose Kutredge Hotchkiss Carbondale Creede Avondale Lamar Crester <u>Intercultural Institute</u> getown Derby Windsor Moffat Springfield Aurora Trinidad Center Robert Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Provide Contextual Ministry Contextual Ministry Ophir Westminster Dove Creek Vail Alamosa East R45

#### **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.



Black Forest <u>Hilliansburg Manassa Granby Evans</u> Wellington Granada Castle Rock Larkspur Vail Berkley Columbine Valley Gleneagle Sedalia Springfield Cedaredge For Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Brush Elizabeth Glenedale Ouray Delta Salt Granada

### **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fast Food/Drive-In	85.79%	83.96%	82.39%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.9%	79.07%	77.88%
Houses-Visit Any			
McDonald's	54.15%	53.02%	52.38%
Burger King	40.07%	39.61%	37.32%
Wendy's	31.1%	27.7%	26.16%
Taco Bell	31.05%	28.52%	27.54%
Applebee's	30.51%	27.06%	25.4%
Subway	30.19%	28.63%	27.35%
Kentucky Fried Chicken	26.34%	26.04%	24.17%
(KFC)			
Arby's	21.65%	18.84%	17.37%
Olive Garden	21.2%	18.84%	18.86%
Pizza Hut	20.95%	21.03%	19.87%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Outback Steakhouse	17.73%	15.19%	14.51%
Dairy Queen	17.63%	15.35%	13.86%
Red Lobster	17.52%	15.81%	14.82%
Cracker Barrel	14.57%	11.2%	9.77%
Domino's Pizza	14.55%	15.51%	14.84%
Chili's Grill and Bar	14.44%	13.31%	13.07%
Dunkin' Donuts	14.39%	12.78%	11.71%
IHOP (International House	14.39%	15.47%	15.04%
Of Pancakes)			
Denny's	14.12%	14.08%	14.56%
TGI Friday's	13.97%	12.81%	12.24%
Starbucks	13.27%	12.42%	12.89%
Sonic	12.77%	11.91%	10.78%

Silver Cliff Timpath Orchard Mesa Las Animas Marble Avondale Wray Perry Park Derby Golden Le Berrelwood Keystone Gilcrest Aurora Wellington Olney Springs Aprophysic Creen Mountain Fails Ienn Pueblo West Palmer Lake Federal Heights Larkspur Boulder Hartn For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

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

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

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



Trada Yampa Aguilar Padroni Eagle Collbran Vilas Rangely St. Mary's Fruita Seibert Castle Pines R Ordway Palmer Lake Towaoc Eckley Coal Creek Grover Bennett Intercultural Institute Firestone Eldora Grand Lake Commerce City Glenwood Springs Win for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	51.12%	44.24%	43.83%
Recycled products	39.67%	35.39%	35.99%
Worked as volunteer (non political)	19.54%	16.03%	15.94%
Engaged in fund raising	11.74%	10.47%	10.05%
Religious club member	7.88%	7.21%	6.94%
Wrote to elected offcl about publ bus	6.67%	5.64%	5.83%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to editor of mag or	6.48%	5.92%	5.88%
newspaper			
Union member	5.97%	5.04%	4.53%
Fraternal order member	5.89%	4.59%	4.29%
Took active part in local	5.79%	4.83%	4.83%
civic issue			
Charitable Organization	5.3%	4.87%	5.2%
Addressed a public meeting	4.79%	4.25%	4.31%

Laporte Naturita Clifton Minturn East Pleasant View Ramah Breckenridge Cripple Creek Empire Wight and Del Norte Frederick Rocky Ford Steamboat Springs Golden Northour Intercultural Institute Buttes Black Forest Cherry Hills Village Antonito Seibert Longmont Se for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Comparison For Contextual Ministry

#### **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.



Redlands Air Force Academy Fowler Chevenne Wells Sterling Carbondale Windsor Franktown Derby Cypsum Rockvale Woodland Park Walsh Eckley Granada Poncha Intercultural Institute Aristocrat Ranchettes Springfield Dillon Crested Butte Arriba Elizabeth for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	18.87%	18.14%	18.44%
Children's Books	13.68%	12.73%	12.62%
Mystery	12.9%	12.02%	12.7%
Cookbooks	11.9%	11.08%	11.01%
Religious (not Bibles)	8.6%	8.26%	7.9%
Biography	7.94%	7.36%	7.4%
Personal/Business	7.83%	7.13%	7.06%
Self-help			
History	7.34%	7.54%	8.04%
Romance	6.84%	6.4%	6.46%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	72.41%	67.5%	66.85%
Gen. Editorial	46.91%	47.23%	47.27%
Womens	41.41%	42.03%	41.4%
Service	36.55%	32.52%	31.83%
Business/Finance	20.04%	18.49%	17.98%
Mens	19.24%	20.65%	20.7%
Sports	16.45%	16.05%	15.97%
Parenthood	14.14%	13.38%	12.76%
Automotive	14%	13.6%	13.29%

Garden City Crestone Rocky Ford Golden Kremmling South Fork Lake City Byers Columbine Eagle Loty San Luis Westcreek East Pleasant View Yampa Englewood Redland Intercultural Institute one Air Force Academy Blue River Manzanola Johnstown Pierce Stone (Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Courter Force Academy Blue River Manzanola Johnstown Pierce Stone (Coalton) Steamboat Spring 51 Courter Contextual Ministry Courter Force Academy Blue River Manzanola Johnstown Pierce Stone (Coalton) Steamboat Spring 51 Courter Contextual Ministry Courter Force Academy Blue River Force Contextual Ministry Courter Fo

## 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Gen. News	58.39%	53.15%	52.94%
Sport	32.77%	30.85%	31.3%
Business/Finance	32.49%	28.28%	28.67%
Classified	32.07%	31.25%	30.21%
Editorial Page	31.55%	27.35%	27.47%
Comics	29.07%	26.34%	26.11%
Movie Listings &	28.43%	26.27%	26.1%
Reviews			
Food/Cooking	27.7%	23.8%	23.69%
TV/Radio Listings	24.8%	22.48%	22.96%
Home/Gardening	22.99%	19.44%	18.97%
Travel	21.34%	18.82%	19.47%
Science/Technology	20.01%	16.84%	16.39%
Fashion	14.76%	14.06%	13.7%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Adult Contemporary	19.1%	18.03%	18.1%
CHR Contemp Hit Radio	18.43%	21.25%	21.56%
Country	17.76%	15.25%	15.49%
News/Talk	16%	12.18%	11.98%
Rock	14.5%	12.76%	12.21%
Oldies	13.18%	11.47%	11.27%
Alternative	13.07%	10.77%	10.45%
Classic Rock	11.7%	10.24%	9.9%
Urban Contemporary	10.99%	16.59%	15.01%
Variety	10.06%	10.75%	10.42%
Soft Contemporary	7.37%	6.58%	6.41%
Religious	7.29%	6.42%	5.96%
All News	6.38%	6.53%	6.44%
Jazz	5.09%	5.66%	5.34%
Sports	4.88%	4.25%	4.38%
Classic Hits	4.71%	4.17%	3.97%
Classical	4.69%	4.19%	4.4%
All Talk	4.45%	4.74%	4.94%

otral City Gypsum Bayfield Foxfield Glendale Campion Security-Widefield Hugo Montrose Seibert Gar Johnstown Nucla Gold Hill Redlands Romeo Ophir Center Leader <u>Intercultural Institute</u> Goal Ga Breckenridge Fort Garland Centennial Avon Louviers Federal Heights for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry

### **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fox News Channel	63.22%	60.62%	60.32%
Satellite Dish	56.46%	48.32%	47.18%
Soapnet	50.73%	50%	51.02%
Other Video-On-Demand	40.29%	38.76%	40.09%
Adult Pay Per View TV	37.34%	28.37%	27.01%
Sci-Fi Channel	36.01%	35.33%	34.74%
Comedy Central	35.09%	32.11%	33.14%
MSNBC	33.28%	32.36%	31.67%
Adult Swim	30.89%	24.79%	24.1%
Subscribe Digital Cable	29.58%	26.14%	26.12%
ABC Fam.	28.31%	27.4%	27.92%
TV Info From Sunday TV Magazine	28.12%	27.92%	29.09%

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Nickelodeon	27.28%	27.21%	26.8%
BET (Black Entertainment TV)	27.05%	24.03%	23.87%
ESPN2	26.59%	22.96%	22.28%
TCM (Turner Classic	25.9%	24.65%	24.57%
Movies)			
TV Info From Newspapers	25.86%	24.32%	23.92%
Nick At Nite	25.57%	24.41%	23.53%
USA Network	24.29%	22.51%	23.39%
TV Info From Monthly	24.11%	22.02%	21.26%
Cable Guide			
ESPN Classic	24.04%	22.05%	22.92%
Hallmark Channel	24.02%	23.03%	23.8%
The Golf Channel	23.83%	22.09%	22.54%
E (Entertainment TV)	22.79%	19.49%	18.31%

Cliff Frisco Crestone Crawford Montezuma Dolores Welby Springfield Orchard City Ouray Sedgwick North Washington Castle Pines Fairplay Holyoke Alma Superior Deproved Intercultural Institute Granby Erie Federal Heights Allenspark Haswell Milliken Craig Snown Gol Confertual Ministry Coopyright 2012, Intercultural Institute for Confextual Ministry Coopyright 2012, Intercultural Institute for Confextual Ministry Coopyright 2012, Intercultural Institute for Confextual Ministry

#### **Communication Media Usage**

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

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

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



Ovid Central City Collbran Romeo Winter Park West Pleasant View Norwood Red Feather Lakes Highlan Silver Cliff Trinidad Cascade-Chipita Park Kremmling Silverthorne Intercultural Institute Holly Mount Crested Butte Springfield Boulder Genoa Salt Creek Little Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Williamsburg Orchard City Denver Parker Elizabeth State Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
21.3%	20.17%	20.41%
11.95%	11.25%	11.45%
21.61%	21.04%	21.1%
1.72%	2.64%	2.25%
1.75%	2.02%	1.94%
1.53%	1.5%	1.82%
0.19%	0.53%	0.57%
1.13%	0.94%	0.93%
	MILES 21.3% 11.95% 21.61% 1.72% 1.75% 1.53% 0.19%	MILES       MILES         21.3%       20.17%         11.95%       11.25%         21.61%       21.04%         1.72%       2.64%         1.75%       2.02%         1.53%       1.5%         0.19%       0.53%

Blue River Fruita Westminster Crook Silverthorne Greenwood Village Bethune Parachute Cai, 'on City Stratmoor Keenesburg Haswell Steamboat Springs La Salle Woodmer Intercultural Institute Air Force Academy Breckenridge Log Lane Village Olney Springs Silver Confextual Ministry Confextual Ministry Coal Creek Longmont Westcreek Burlington Sev 55

## Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5	
	MILES	MILES	MILES		MILES	MILES	
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	IS		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	2.73%	3.17%	3.05%	Prime Time I & II (Heavy)	3.49%	4.03%	
Drive Time III (Medium)	0.4%	0.75%	0.7%	Prime Time III (Medium)	2.05%	1.84%	
Radio IV & V (Light)	3.55%	3.53%	2.82%	Prime Time IV & V (Light)	6.14%	9.17%	
Radio Media Quntiles (fifths	s /		TV Early/Late Fringe Quntiles				
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.97%	8.86%	9.17%	Fringe I & II (Heavy)	38.66%	37.94%	
Radio III (Medium)	4.19%	4.88%	5.13%	Fringe III (Medium)	51.78%	51.51%	
Radio IV & V (Light)	3.28%	4.04%	3.77%	Fringe IV (Light)	51.7%	52.95%	
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	13.89%	13.16%	13.75%	All Day I & II (Heavy)	13.22%	13.73%	
Cable III (Medium)	4.29%	4.84%	4.76%	All Day III (Medium)	22.77%	23.4%	
Cable IV & V (Light)	31.23%	33.19%	34.1%	All Day IV (Light)	13.77%	14.97%	

Palisade Salida Branson Edgewater Silver Cliff Keenesburg Niwot Wray Pagosa Springs Rye Life Head Loghill Village Aspen Lochbuie Evans Kremmling Log Lane Ville Singla Black Forest Blanca incoln Park Thornton Craig Avondale Silverthorne Eagle New Castle Confectual Ministry Confectual Ministry Confectual Institute for Confectual Ministry Confectual Confectual Ministry

# 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 --0-0.5 miles, 0.5-1.5 miles, 1.5-3 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.

1.5-3

MILES

7.32%

8.61%

8.44%

23.53%

27.32%

28.66%

39.27%

2.91%

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	14.07%	11.96%	11.45%
6:00am - 10:00am	17.22%	16.45%	16.82%
10:00am - 3:00pm	8.87%	8.15%	7.63%
3:00pm - 7:00pm	16.93%	16.02%	15.01%
7:00pm - Midnight	16.81%	14.1%	13.95%
Vidnight - 6:00am	7.06%	6.61%	6.52%
Veekend Radio			
isteners			
ayparts [summary]	17.84%	16.18%	14.64%
:00am - 10:00am	5.45%	4.71%	4.54%
0:00am-3:00pm	6.93%	6.43%	6.65%
3:00pm - 7:00pm	8.07%	6.73%	6.58%
7:00pm - Midnight	9.84%	9.18%	8.95%
Vidnight - 6:00am	13.42%	11.87%	11.15%

			Phie Cie	er De t	seque	nersey	wancos	Graig	INIGI IIIO	Vinnungen			
							Eagle Roo					iton)	Strat
Lake	side	Brighton	Basalt	Arriba	Castle	Pines	Kremmling	Redla	nded/ P	torcultural Inct	i; ½on Ci	ty Em	pire
kenridge	Nunn	Creede	Holly	Ordway	Delta	Crowle	y Aristocı	rat Ranc	:he /	Contextual Mis	cade-	Chipita	Par
Convrid	d Sprin	Infercultura	Pleasan	t Viewnte	Beth Win	astr <mark>V</mark> ilas	Kremmling y Aristoci Colorado	City C	herry Hil	Is Village	Boone	Ophir	57
Mead	itis C	arbondale	Lama	r Cotto	wood	Glendal	le I one Tr		deral Hei	ahte Pue	hla West	John	stow

## 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 -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 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	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	20.9%	18.84%	18.51%		Sat: 7-10am	Sat: 7-10am 18.56%	Sat: 7-10am 18.56% 18.08%
7-9am	26.59%	22.96%	22.28%		Sat: 10am-1pm	Sat: 10am-1pm 7.59%	Sat: 10am-1pm 7.59% 6.99%
9am-12noon	21.41%	20.14%	19.26%		Sat: 1-4pm	Sat: 1-4pm 24.62%	Sat: 1-4pm 24.62% 23.74%
12noon-4pm	8.51%	8.39%	8.06%		Sat: 4-6pm	Sat: 4-6pm 6.31%	Sat: 4-6pm 6.31% 6.38%
4-6pm	47.95%	46.16%	46.6%		Sat: 6-7pm	Sat: 6-7pm 3.04%	Sat: 6-7pm 3.04% 2.06%
6-7pm	17.89%	17.27%	16.99%		Sat: 7-8pm	Sat: 7-8pm 1.67%	Sat: 7-8pm 1.67% 1.5%
7-7:30pm	2.74%	2.57%	2.11%		Sat: 8-11pm	Sat: 8-11pm 8.44%	Sat: 8-11pm 8.44% 8.59%
7:30-8pm	9.2%	9.52%	10.26%		Sat: 11pm-1am	Sat: 11pm-1am 5.24%	Sat: 11pm-1am 5.24% 5.36%
8-11pm	9.13%	7.37%	7.32%		Sat: 1am-7pm	Sat: 1am-7pm 24.29%	Sat: 1am-7pm 24.29% 22.51%
11pm-12am	33.28%	32.36%	31.67%		Sun: 7-10am	Sun: 7-10am 3.5%	Sun: 7-10am 3.5% 2.95%
11pm-1am	40.5%	39.72%	39.27%		Sun: 10am-1pm	Sun: 10am-1pm 8.35%	Sun: 10am-1pm 8.35% 6.38%
1-6am	34.98%	33.55%	32.97%		Sun: 1-4pm	Sun: 1-4pm 5.91%	Sun: 1-4pm 5.91% 5.82%
					Sun: 4-7pm	Sun: 4-7pm 13.85%	Sun: 4-7pm 13.85% 12.25%
					Sun: 7-11pm	Sun: 7-11pm 10.98%	Sun: 7-11pm 10.98% 8.98%
					Sun: 11pm-1am	Sun: 11pm-1am 5.75%	Sun: 11pm-1am 5.75% 4.58%
					Sun: 1-7am	Sun: 1-7am 23.26%	Sun: 1-7am 23.26% 20.39%

Walsh De Beque Montrose Boulder Swink Westminster Perry Park Palmer Lake Cai 1/2 City Kim alyoke Winter Park Hudson Las Animas Bennett Edgewater Welby Contextual Institute Stratmoor Black Hawk Westcreek Aguilar Atwood Silverthorne Eldo a Contextual Ministry Eagle-Vail Holly Craig Copyright 2012, Intercultural Institute for Contextual Ministry Eagle-Vail Holly Craig Copyright 2012, Intercultural Institute for Contextual Ministry Eagle-Vail Holly Craig

# 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.

ores Olney Springs Hot Sulphur Springs Loveland Westcliffe Lyons Louisville Ken Carvi Greeley Generated City Columbine Arriba Eldora Oak Creek Lakewood Vail Haswell (Confectual Institute) eld Central City Parker Sedgwick Ordway De Beque Monte Vista Cent (Confectual Ministry South Fork Ma Copyright 2012, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry The Pinery San Luis Las Animas Lafayette Gypsum 59

# 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

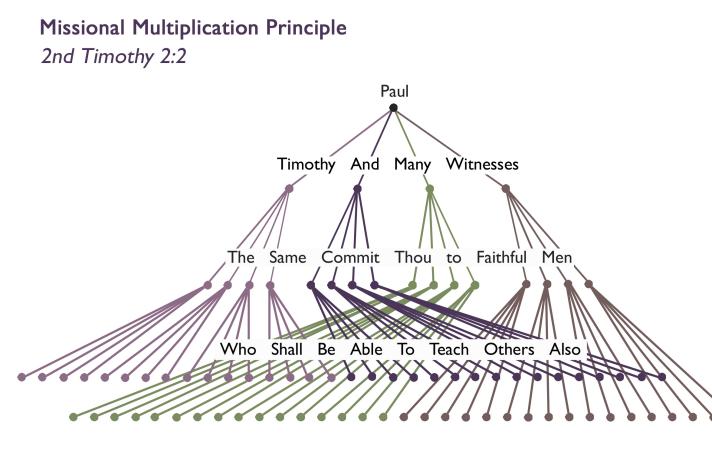
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Red Feather Lakes Ignacio Haswell Franktown Beulah Valley Brighton Lochbuie Arbotes Burlington F terino Pitkin Ovid Naturita Aristocrat Ranchettes Gunbarrel Swink Cases Intercultural Institute Golden Timnath La Junta Delta Marble Sugar City Perry Park Winds For Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Store Vilas Manitou Springs Acres Green Sherrelwood Wile

## **Biblical Missional Multiplication**

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

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



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Iden La Veta Delores Boone Eldorado Springs South Fork Lakeside Minturn Horrison Marble Collbrat Fowler Cherry Hills Village Lone Tree Durango Black Hawk Byers Intercultural Institute Manassa Sed Lincoln Park Berkley Steamboat Springs Wiley Applewood Longmont Jor Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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





#### Your MissionSite and the Missional Suite

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

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

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





### 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.

Otis Snowmass Village Hartman Federal Heights Aspen Park Fairplay Log Lane Village Lamar Woo trate Broomfield Dinosaur Kersey Naturita Bonanza Delta Lochbuie Intercultural Institute Genoa Parker Timnath Sedgwick Two Buttes Central City Silver Plus For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry



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