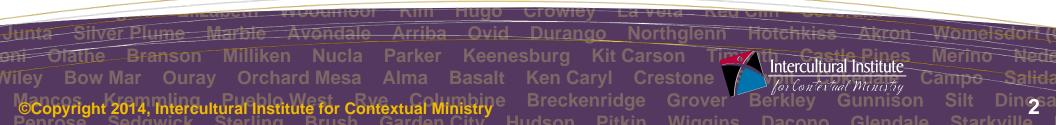
# MissionSite top unreached locations

Gity Fort Garland Stonegate Blanca Florence Brush Arriba

City Victor Sherrelwood Westcreek Highlands Racensus TRACT: 08005007079 Taberi amest Multiplyak Creek Pitkin Romeo Estes Park I ill Villagereproduction Rangely Centennial Lake City Parker **REGION: Front Range** ASSOCIATION: Mile High <sup>psum</sup> Fort Carson Ward Bayfield Holyoke Welby Mount COUNTY: Arapahoe Berkley Cai; 1/2 on City wood In partnership with the: Garden City Edwards Fruita WindscSITESCAPE: Cityscapeary Intercultural Institute Flagler Cherry Hills V Testone Vail Silt Platteville **Dolores** for Contextual Ministry COLORADO Batotietre West Pleasant View Cascade-Ouray Monte Vista Montrose Fruitvale Coal Creek Ophir Derbv ©Copyright 2014, Intercultural Institute for Contextual Ministry lement Mesa Hartman Greeley Haxtun Bonanza

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#### Site Location Summary

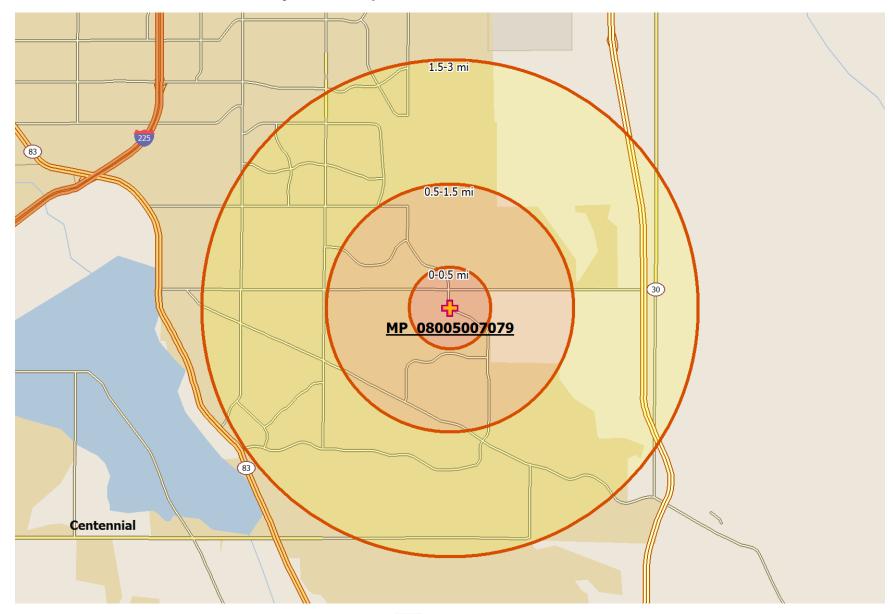
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has 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
1	Region	08R01	Front Range
2	Association	08A08	Mile High
3	County Location	08005	Arapahoe
4	Zipcode	80015	Arapahoe
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.15	Small cities adjacent to a small city in metro area
8	Sitescape Density Pattern	13	250000-250000-1000000

0.5-1.5 mi 0-0.5 mi MP 08005007079

Stratmoor Trinidad Eldorado Springs Pierce Alma Keenesburg San Luis Boulder New Castle La Junta Clifton Ault Aristocrat Ranchettes Silverthorne Manzanola Gypsum Intercultural Institute a Veta Mead Fowler Evergreen Kiowa Yuma Fraser Greeley Brush Intercultural Institute Silver Plume L ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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



Sterling Severance The Pinery Eaton Loveland Salida Fort Collins Snowmass Village Federal Heights Derby Hayden Alma Ridgway Gold Hill Pierce Penrose Winter Park Ministry Crook Caï; ½on City Superior Fort Lupton Sedalia Hartman Louvive Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Montate Carbondale Atwood Logbill Village Monument

#### 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
Metro or Non-Metro	1	Metro
Urban Influence	1	Large-in a metro area with at least 1 million residents or more
Rural / Urban Continuum	1	County in metro area with 1 million population or more
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
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
IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
Value		
Percent Commuting to	0	Percent commuting from non metro to metro areas
Metro		
	Metro or Non-Metro Urban Influence Rural / Urban Continuum NCHS Rural Urban Codes NCES Urban Centric Locale Codes IICM RUCA Values Index ERS RUCA Commuting Value Percent Commuting to	Metro or Non-Metro1Urban Influence1Rural / Urban Continuum1NCHS Rural Urban Codes2NCES Urban Centric11Locale Codes100IICM RUCA Values Index100ERS RUCA Commuting1Value0

Nederland Florence Greeley Superior Nunn Hotchkiss Buena Vista Antonito Alamosa East Green Ho Rangely Windsor Silver Plume Fort Lupton Littleton Alamosa Toder Arboles Firestone Eagle dge Vilas Calhan Fruitvale Hugo Englewood New Castle Lake City Jor Confectual Ministry Collbran La Copyright 2014, Intercultural Institute for Contextual Ministry Lafayette Cascade-Chipita Park Bethune Edgewater 5<sup>C</sup>

### 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	4,351	41,049	91,756
2010 Households	1,404	13,412	30,037
2010 Group Quarters Population	0	2	327

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	80	60	73
Language Diversity National Index	58	66	71
Foreign Born Diversity National Index	83	75	24
Ancestry Diversity National Index	80	64	57
Racial Diversity National Index	56	60	68



## 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

Rifle Blanca Minturn Coal Creek Genoa Rye Yuma West Pleasant View Flagler Salida Commerce Del Norte Derby Timnath St. Mary's Delta Grand View Estates Mana <u>Intercultural Institute</u> Flagler Stonegate B Woodmoor Crawford Aguilar Branson Parachute Bethune Red Cliff For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 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	1,307	93.09%
Mainstay Communities	Established, Diverse Households	97	6.91%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

asburg El Jebel Steamboat Springs Branson Greenwood Village Naturita Gunbarrel Cai: ½ Ch City New G Saguache Boulder Franktown Fountain Cripple Creek Pierce Meridiano Intercultural Institute by Poncha Springs Monument Idaho Springs Monte Vista Kim Arvada Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Naturita Maniteu Springs Aurora La Jara Lakeside Mountain Village Elizabeth Estes Park Boulder Lou atton Creede Brush Holly Fruita Empire Edwards Yampa Mount Creede Brush Holly Fruita Empire Edwards Yampa Mount Creede Brush Holly Eaton North Downleville-Lawson-Dumont Air Force Academy Westcliffe Dacono Sherida for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# 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	980	0.64%
Unreached %	71.28%	69.77%	97.87
Religious But NOT Evangelical HH	34,698	233	0.67%
Religious But NOT Evangelical %	16.12%	16.58%	102.89
Spiritual But NOT Relig or Evang HH	25,828	159	0.62%
Spiritual But NOT Relig or Evang %	12%	11.35%	94.59
Not Evangelical, Not Interested HH	92,973	587	0.63%
Not Evangelical, Not Interested %	43.19%	41.84%	96.88





# **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	4,162	21.48%
Active Evangelical Percent	9.00%	9.28%	103.08
Inactive Evangelical Households	42,437	9,114	21.48%
Inactive Evangelical Percent	19.71%	20.32%	103.08
# New Churches Needed	108	22	20.84%



Mancos Nucla Welby Stratmoor Paonia Green Mountain Falls Silverthorne Wray El Jebel Blanca Sawpit Orchard City Larkspur Gunbarrel Twin Lakes Air Force Academy Intercultural Institute ville Parachute Pueblo West Eads Clifton Sheridan Beulah Valley Eld ForConfertual Ministry Gecopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

# 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.



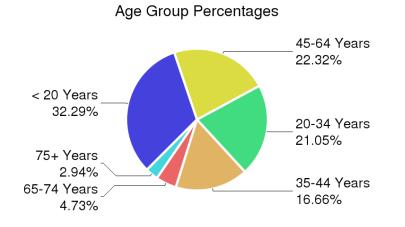
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMO	OSCAPE	COUNTY	BAND	% OF CC
1990 Population	391,720	2,270	0.58%	1990	Households	154,833	774	0.5%
2000 Population	487,967	3,918	0.8%	2000	Households	190,909	1,298	0.68%
2010 Population	576,330	4,351	0.75%	2010	Households	215,270	1,404	0.65%
								0-0.5mi Band
🔲 0-0.5mi Bar	nd 📃 0.5-1	.5mi Band	📕 1.5-3mi	Band 🗌 Coun	ity	Residential		1,433
300,000						Residential A	pt.	133
250,000						Residential N	on-Apt.	1,300
200,000						Business		11
150,000						Seasonal		0
100,000						USPS Reside	ential	1,791
50,000						USPS Busine	ess	10
Residential Apt. Business Seasonal USPS Residential USPS Business								

Laporte Fruitvale Eldora Salt Creek Silverthorne Green Mountain Falls Buena Vista Nederland Vilas Re New Castle Limon Arvada Bow Mar Lake City Snowmass Village Mountain Falls Intercultural Institute stes Park East Pleasant View Empire Denver Moffat Granby Security-V Foi Contextual Ministry Merino Mount ( OCopyright 2014, Intercultural Institute for Contextual Ministry Breckenridge Fairplay Marble Starkville Walden E14

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.

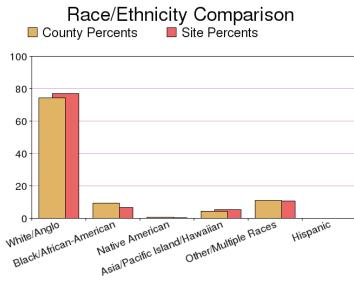


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	6.34%	118.73
4-5 Years	2.84%	3.38%	119.01
6-8 Years	4.35%	5.52%	126.9
9-11 Years	4.22%	5.06%	119.91
12-13 Years	2.74%	3.22%	117.52
14-17 Years	5.35%	5.95%	111.21
18-19 Years	2.63%	2.83%	107.6
0-5 Years	8.18%	9.72%	118.83
6-12 Years	9.95%	12.18%	122.41
13-19 Years	9.35%	10.39%	111.12
< 20 Years	27.48%	32.29%	117.5
20-34 Years	20.29%	21.05%	103.75
35-44 Years	13.94%	16.66%	119.51
45-64 Years	26.25%	22.32%	85.03
65-74 Years	6.61%	4.73%	71.56
75+ Years	5.42%	2.94%	54.24
Median Age	37	34	92.18
Median Age (Male)	35	33	94.56
Median Age (Female)	38	34	89.8

La Junta Fort Collins Coal Creek Genesee Montezuma Crawford Federal Heights Num Alamosa Cam Let Ordway Grand View Estates Walsenburg Silt Peetz Keenesburg La Veta Eldora Sterling Derby Dillon Rocky Ford Evergreen Dur for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 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%	76.9%	103.32
Black, African-American	9.42%	6.55%	69.5
Native American	0.77%	0.46%	59.94
Asian	4.35%	5.26%	121.09
Pacific Island, Hawaiian	0.16%	0.05%	29.57
Other/Multiple Races	10.88%	10.8%	99.32
Hispanic	0%	15.61%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	381,452	2,745	
Less than 9th Grade	3.99%	2.3%	173.78
No High School Diploma	5.5%	3.5%	157.33

l otal Adults over age 25 years.	381,452	2,745	
Less than 9th Grade	3.99%	2.3%	173.78
 No High School Diploma	5.5%	3.5%	157.33
 High School Graduate	22.92%	23.53%	97.38
Some College, no degree	21.3%	23.21%	91.8
 Associate Degree	7.58%	9.44%	80.31
College Degree	25.01%	26.52%	94.29
Graduate/Prof. degree	13.71%	11.51%	119.07

Holyoke Pagesa Springs Orchard Mesa Lakewood Iliff Lake City Byers Eldorado Springs Johnstown Englewood Basalt Oak Creek Brush Redlands Cokedale Hugo Alaro Intercultural Institute n Timnath Eckley Kit Carson Nucla Columbine Strasburg Paonia Hugo for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 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%	0.21%	4.13
\$10,000 to \$19,999	7.81%	2.92%	37.4
\$20,000 to \$29,999	8.61%	2.49%	28.96
\$30,000 to \$49,999	18%	16.1%	89.45
\$50,000 to \$59,999	8.2%	12.82%	156.33
\$60,000 to \$69,999	7.82%	12.68%	162.15
\$70,000 to \$79,999	7.07%	14.03%	198.52
\$80,000 to \$89,999	5.65%	9.97%	176.35
\$90,000 to \$99,999	4.11%	5.77%	140.28
\$100,000 to \$124,999	10.29%	12.39%	120.38
\$125,000 to \$149,999	5.39%	4.91%	91.12
\$150,000 to \$199,999	6.03%	2.92%	48.45
\$200,000 to \$249,999	1.96%	0.85%	43.64
\$250,000 or more	3.37%	1.92%	56.98
Median Household	61,913	72,298	116.77
Average Household	81,867	82,305	100.54
Per Capita Household	31,079	26,559	85.46
Family/Non-Family Household			
Income			
Median Family Income	77,939	78,649	100.91
Average Family Income	100,607	90,516	89.97
Median Non-Family Income	40,758	57,067	140.01
Average Non-Family Income	49,140	56,305	114.58

Northglenn Vilas Craig Minturn Seibert Fort Lupton Paonia Branson Sait Creek Blanca Atwood F Morrison Crestone Georgetown Kiowa Firestone Hugo The Pinery Intercultural Institute Hillrose Aspen Park Twin Lakes Telluride Penrose Edgewater Rama for Contextual Ministry Coal Creek Redlands Deer Trail Springfield Cheraw 1 Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 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%	77.28%	121.53
Families with Children	32.19%	44.73%	138.97
Families without Children	31.4%	32.55%	103.65
Non-Family Households			
% Non-Family Households	36.41%	22.72%	62.4
Non-Families with Children	0.37	0.57	152.94
Non-Families without Children	36.04	22.15	61.46
Housing Units			Index
Total Housing Units	235,740	1,469	
Vacant percent	8.68%	4.49%	51.74
Owned percent	61.68%	84.68%	137.29%
Rented Percent	29.63%	10.89%	36.75
Households by Size			Index
Avg household size	2.65	3.10	116.98
Avg family hh size	3.47	3.68	106.05
Avg non-family hh size	1.22	1.14	93.44
Households By Count of Persons			Percent
One	66,974	252	0.38%
Two	53,286	304	0.57%
Three or Four	68,714	625	0.91%
Five+	26,296	221	0.84%



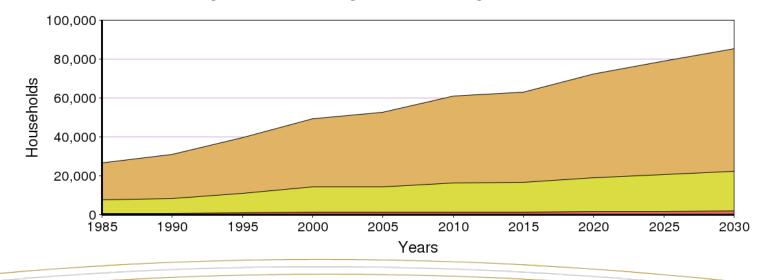
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 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	2,270	0.58%
2000 Population	487,967	3,918	0.8%
2010 Population	576,330	4,351	0.75%
2015 Population	631,167	4,578	0.73%

Household Change from 1985 to 2030

0-0.5mi Ring 0-1.5mi Ring

🔲 0-3mi Ring

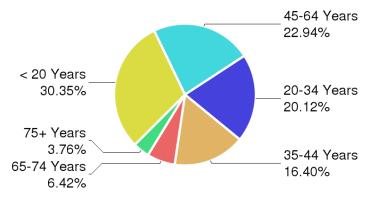


orgetewn Snowmass Village Boulder Air Force Academy Sherrelwood Edgewater Montrose Orchard City ison Marble Leadville North Idaho Springs Pierce Louviers Holly Nucles Intercultural Institute Montral Bethune Kiowa New Castle South Fork Ramah Alma Columbin (Sol Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Winter Park, Castle Rock, Red Feather Lakes, Haswer

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.

Projected Age Group Percentages

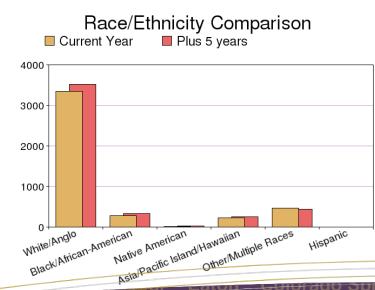


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.34%	5.24%	82.65
4-5 Years	3.38%	3.01%	89.05
6-8 Years	5.52%	5%	90.58
9-11 Years	5.06%	4.89%	96.64
12-13 Years	3.22%	3.25%	100.93
14-17 Years	5.95%	6.03%	101.34
18-19 Years	2.83%	2.91%	102.83
0-5 Years	9.72%	8.26%	84.98
6-12 Years	12.18%	11.49%	94.33
13-19 Years	10.39%	10.59%	101.92
< 20 Years	32.29%	30.34%	93.96
20-34 Years	21.05%	20.12%	95.58
35-44 Years	16.66%	16.4%	98.44
45-64 Years	22.32%	22.94%	102.78
65-74 Years	4.73%	6.42%	135.73
75+ Years	2.94%	3.76%	127.89
Median Age	37	35	96.39
Median Age (Male)	35	35	99.52
Median Age (Female)	38	35	93.29

e Brookside Eldora Black Forest Firestone Acres Green Fairplay La Veta Basalt Walsh San Luis So bek Eckley Alamosa East Bethune Nederland Glenwood Springs Norwood Intercultural Institute food Creede Elizabeth Cortez Evergreen Lakeside Cimarron Hills Sug for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Bood Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-0.5 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	76.9%	76.98%	100.1
Black, African-American	6.55%	7.43%	113.38
Native American	0.46%	0.55%	118.8
Asian	5.26%	5.44%	103.34
Pacific Island, Hawaiian	0.05%	0.07%	142.56
Other/Multiple Races	10.8%	9.55%	88.37
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,745	2,961	
Less than 9th Grade	2.3%	2.5%	108.89
No High School Diploma	3.5%	3.38%	96.57
High School Graduate	23.53%	24.89%	105.76
Some College, no degree	23.21%	21.11%	90.96
Associate Degree	9.44%	9.42%	99.86
College Degree	26.52%	26.55%	100.09
Graduate/Prof. degree	11.51%	12.16%	105.61

Indian Hills Monte Vista Derby Buena Vista Security-Widefield Iliff Otis Weby Las Animas Blanca Delta Silver Cliff Minturn Mancos Milliken South Fork Morrison Intercultural Institute Stratmoor Manzanola Applewood Lamar Silver Plume Peetz Seibert Joi Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 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	0.21%	0.21%	99.29
\$10,000 to \$19,999	2.92%	3.11%	106.56
\$20,000 to \$29,999	2.49%	2.55%	102.13
\$30,000 to \$49,999	16.1%	15.63%	97.1
\$50,000 to \$59,999	12.82%	11.24%	87.71
\$60,000 to \$69,999	12.68%	13.01%	102.64
\$70,000 to \$79,999	14.03%	13.44%	97.28
\$80,000 to \$89,999	9.97%	9.83%	100
\$90,000 to \$99,999	5.77%	5.87%	101.74
\$100,000 to \$249,999	12.39%	13.58%	109.56
\$125,000 to \$149,999	4.91%	5.59%	113.68
\$150,000 to \$199,999	2.92%	2.97%	101.71
\$200,000 to \$249,999	0.85%	0.85%	99.29
\$250,000 or more	1.92%	1.91%	99.29
Median Household	72,298	73,735	101.99
Average Household	82,305	86,513	105.11
Per Capita Household	26,559	26,721	100.61
Family/Non-Family Household			
Income			
Median Family Income	78,649	81,027	103.02
Average Family Income	90,516	97,005	107.17
Median Non-Family Income	57,067	57,449	100.67
Average Non-Family Income	56,305	55,462	98.5

en Ignacio Thornton Woodland Park Grover Indian Hills Minturn Ponderosa Park Laporte Sheridan La Limon Sanford Stratton Superior Ophir Allenspark Tabernash Dolored Rapoly La Junta Downievil son Westcliffe Timnath Mount Crested Butte Collbran Fort Collins Wigo (onfectual Ministry) Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Fort Carland, Creede Clandale Firestone Franktown Silverthorne Montezuma Jamestown Antonito

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	77.28%	76.03%	98.38
Families with Children	44.73	41.58	92.97
Families without Children	32.55	31.61	97.12
Non-Family Households			
% Non-Family Households	22.72%	23.97%	105.52
Non-Families with Children	0.57	0.57	105.52
Non-Families without	22.15	23.41	105.68
Children			
Housing Units			
Total Housing Units	1,469	1,480	100.75%
Vacant percent	4.49%	4.53%	100.76
Owned percent	84.68%	84.53%	99.82
Rented Percent	10.89%	10.95%	100.5
Households by Size			
Avg household size	3.10	3.24	104.52%
Avg family hh size	3.68	3.92	106.52%
Avg non-family hh size	1.14	1.06	92.98%
Households By Count of			
Persons			
One	252	274	108.73%
Two	304	235	77.3%
Three or Four	625	642	102.72%
Five+	221	263	119%

Olney Springs Delta La Veta Applewood Meeker Julesburg Ignacio Stratmoor Windsor Columbine Par Log Lane Village Simla Paoli Florence Parachute Gilcrest Ouray Intercultural Institute Granada Vail Cottonwood Olathe Hudson Coal Creek Peetz Leadville (or Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Biver Security, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-0.5	0.5-1.5	1.5-3	BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	172	3,110	6,049	Eastern Africa	Eastern Africa 0	Eastern Africa 0 61
Northern Europe	0	128	319	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	5	142	328	Northern Africa	Northern Africa 0	Northern Africa 0 67
Southern Europe	0	18	52	Southern Africa	Southern Africa 0	Southern Africa 0 6
Eastern Europe	76	443	947	Western Africa	Western Africa 0	Western Africa 0 70
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 2
Eastern Asia	21	700	1,102	Oceania	Oceania 0	Oceania 0 8
So. Central Asia	0	103	480	Caribbean	Caribbean 0	Caribbean 0 46
SE Asia	14	555	941	Central Amer.	Central Amer. 5	Central Amer. 5 481
Western Asia	7	55	126	South America	South America 0	South America 0 121
Other Asia	0	1	5	North America	North America 44	North America 44 103
				Born at sea	Born at sea 0	Born at sea 0 0

Columbine Valley Gunnison Cokedale Timnath Louviers Coal Creek Paonia Cascade-Chipita Park Victor er Crook Sheridan Kremmling Pueblo West Sheridan Lake Longmont Intercultural Institute itkin Nederland Lakewood Twin Lakes Red Feather Lakes La Salle Cen Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry exercise Parker Outray Matter for Contextual Ministry Byers Genesee Carbondale Williamsburg Ward Silver

# 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	2,819	26,319	55,377	Other Indo-Euro	0	22	35
Spanish	134	1,376	2,934	Asian/PI languages	0	0	0
Other Indo-Euro	77	1,127	2,556	Chinese	13	327	463
language				Japanese	34	199	60
French (incl. Patois,	0	90	397	Korean	0	436	1,005
Cajun)				Mon-Khmer,	0	7	86
French Creole	0	29	0	Cambodian			
Italian	0	32	27	Miao, Hmong	0	0	0
Portuguese	0	16	118	Thai	0	19	111
German	1	256	395	Laotian	0	0	0
Yiddish	8	0	6	Vietnamese	27	286	507
Other West Germanic	0	15	9	Other Asian	0	102	138
A Scandinavian	8	23	35	Tagalog	0	135	360
Language				Other Pacific Is	0	22	47
Greek	0	19	95	Other languages	0	211	345
Russian	10	384	790	Navajo	0	0	0
Polish	49	49	84	Other Native N.	0	0	0
Serbo-Croatian	0	52	43	American			
Other Slavic Language	0	12	57	Hungarian	0	0	24
Armenian	0	9	65	Arabic	0	83	187
Persian	1	23	153	Hebrew	0	18	22
Gujarathi	0	6	70	African languages	0	103	108
Hindi	0	0	57	Other unspecified	0	7	4
Urdu	0	11	94				

Cokedale Cimarron Hills Aldinosa

Florence Manassa diney springs Orchard City Boulder Security-Wideffeld Komeo Stratton Silver Cit Bit Louisville Montezuma Hooper Coal Creek Crawford Bow Mar Saur Springfield Red Feather Lakes Salt Creek Littleton Pierce Wellingt for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Reporting ancestry	2,821	28,234	59,789
Arab	0	140	281
Armenian	2	12	95
Austrian	16	81	213
British	31	130	347
Canadian	53	96	261
Croatian	0	8	24
Czech	0	66	251
zechoslovak	15	62	115
Danish	9	141	575
outch	65	398	813
nglish	287	2,417	5,307
uropean	37	388	762
innish	0	65	200
rench (not	20	728	1,240
Basque)			
rench Canadian	11	179	429
erman	516	5,544	11,464
Greek	9	125	336
lungarian	3	37	266
ranian	7	20	127

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	388	2,749	5,860
Italian	139	1,393	2,969
Lithuanian	12	61	166
Norwegian	107	774	1,493
Polish	187	602	1,301
Portuguese	15	36	181
Romanian	0	3	52
Russian	41	432	1,109
Scandinavian	9	81	171
Scotch-Irish	51	519	1,113
Scottish	55	583	1,442
Slovak	41	23	27
Subsaharan African	7	258	588
Swedish	65	554	1,245
Swiss	0	94	199
Ukrainian	17	49	207
US/American	121	1,544	3,090
Welsh	8	142	374
West Indian	0	22	74
Yugoslavian	0	41	108
Other	477	7,636	14,916

Vilas Lochbuie Durango Severance Granada Black Forest Springfield Rico Arvada Eldora Genese Cokedale The Pinery Winter Park Castle Rock Stonegate Palmer Lake Intercultural Institute Oak Creek Black Hawk Eaton Orchard City Eads Caï; ½on City Well Confectual Ministry Copyright 2014, 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?



# 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?

Vail Wheat Ridge Palmer Lake Simla La Junta Berkley Pritchett Holyoke Thornton Creede Mountain Gundarrel Calhan Perry Park Cedaredge Norwood Coal Creek Hooper Intercultural Institute Foxfield Golden Julesburg Frederick Telluride Kit Carson Arriba Short for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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.

0.5-1.5 mi 0-0.5 mi MP 08005007079

Pranktown Manitou Springs Salt Creek Clifton Fort Carson Rocky Ford Victor Severance Woodland Park Rico Sterling Moffat Roxborough Park Dillon Granby Acres Green Orchard City Foxfield Windsor Walsenburg Grand View Estates Salve Intercultural Institute Contextual Ministry Contextual Ministry Bush Cimarron Hills Sugar City 29

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 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	1,404	100%	979	100%
AFFLUENT SUBURBIA	994	70.8%	683	69.77%
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	690	49.15%	478	48.83%
New Suburbia Fam.	304	21.65%	205	20.94%
UPSCALE AMERICA	313	22.29%	233	23.8%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	85	6.05%	65	6.64%
2nd Generation Success	228	16.24%	168	17.16%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	97	6.91%	63	6.44%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	80	5.7%	52	5.31%
Urban Optimists	0	0%	0	0%
Family Convenience	17	1.21%	11	1.12%
Mid-Market Enterprise	0	0%	0	0%

Buena Vista Manassa Acres Green Westcliffe Northglenn Norwood Central City Louisville Julesburg Center Sterling Moffat Beulah Valley Indian Hills Berthoud Idaho Spring <u>Intercultural Institute</u> Colorado S Alma Walsenburg Log Lane Village El Jebel Eldorado Springs Williams (Confectual Ministry) Oak Greek A Confectual Institute for Contextual Ministry Play Fort Morgan Fort Garland Empire Haxtun Pon30 Confectual Ministry Confectual Ministry Play Fort Morgan Fort Garland Empire Haxtun Pon30

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	1,404	100%	979	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Lengmont Benanza IIII Timnath Carbondale Acres Green Niwot Silverthorne Tabernash Leadville A Loveland Oak Creek Sanford Del Norte Littleton Kit Carson Rock Paris Firestone Bethune Penrose Golden Pueblo West Brush Monte Vista Ridgway Bayfield for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Redlands Stonegate Delta Simla Vail Larkspur

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	1,404	100%	979	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	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	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%

raig Bethune <u>De Beque</u> Wellington <u>Ponderosa Park</u> Snowmass Village Firestone <u>Cai</u> / on City Berkley Coal Creek Mountain Village Yampa Parachute Nucla Woodland Park <u>Intercultural Institute</u> Longmont St Red Feather Lakes Evans Glendale Center West Pleasant View Eckley *for Confectual Ministry* Columbine Val Copyright 2014, Intercultural Institute for Contextual Ministry Kaymer Pierce Jamestown Creede Green Mountain Fa

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	1,404	100%	979	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Collbran Loghill Village Mancos Log Lane Village Limon Avondale Greeley Silverton Clifton Cedaredge and Motfat Padroni Columbine Genoa Aurora Johnstown Burlington Intercultural Institute Welby Timnath Derby Castle Rock Springfield Silver Cliff Keyston <sup>e</sup> Copyright 2014, Intercultural Institute for Contextual Ministry <sup>e</sup> Copyright 2014, 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?

Norwood Genoa Greeley El Jebel Ovid Hugo Estes Park Marble Cottonwood Sedgwick Walden F to City Beulah Valley Del Norte Greenwood Village Cortez Lakeside Apple Intercultural Institute Inett Castle Pines Bethune Manassa Pueblo West Silverthorne Castle For Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

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

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

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



son Towaoc Longmont Coal Creek Green Mountain Falls Eaton Estes Park Frederick Larkspur Mount G the Las Animas Sedgwick Ward Fort Collins Merino La Salle Wray Intercultural Institute bert Wiley Silver Cliff Ken Caryl Padroni Romeo Bayfield Saguache Jecopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 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	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
PC-HH Own	90%	89%	89%	Internet Use: News/ Weather	Internet Use: News/ Weather 38%	Internet Use: News/ Weather 38% 37%
Use Comp. for Internet/E-mail	79%	77%	78%	Internet Use: Banking	Internet Use: Banking 38%	Internet Use: Banking 38% 38%
Internet Use: E-Mail	66%	65%	66%	Use Comp. for News/Info./Data	Use Comp. for News/Info./Data 37%	Use Comp. for News/Info./Data 37% 36%
Use Comp. for Word	60%	58%	59%	Service	Service	Service
Processing				PC-Network-HH Has One	PC-Network-HH Has One 32%	PC-Network-HH Has One 32% 32%
Use Comp. for Shopping	55%	53%	53%	Use Comp. for Personal	Use Comp. for Personal 24%	Use Comp. for Personal 24% 24%
Use Comp. for Comp. Games	52%	49%	49%	Financial Mngmnt	Financial Mngmnt	Financial Mngmnt
Use Comp. for Banking	52%	50%	50%	Use Comp. for Accounting	Use Comp. for Accounting 23%	Use Comp. for Accounting 23% 21%
Use Comp. for Digital Camera	50%	47%	47%	Internet Use: Shopping:	Internet Use: Shopping: 22%	Internet Use: Shopping: 22% 19%
Photo Editing				Gathered Info. for Shopping	Gathered Info. for Shopping	Gathered Info. for Shopping
Use Comp. for Education	48%	47%	47%	Use Comp. for Filing/DB Mngmn	Use Comp. for Filing/DB Mngmnt 22%	Use Comp. for Filing/DB Mngmnt 22% 19%
HH Owns DVD Player	42%	40%	41%	Use Comp. for Telecommuting	Use Comp. for Telecommuting 21%	Use Comp. for Telecommuting 21% 20%
				Internet Use: Travel	Internet Use: Travel 19%	Internet Use: Travel 19% 16%

Pueblo West <u>Honte Vista</u> Sugar City Center Frisco Berkley Larkspur Manitou Springs Aurora Oak G Friend Flagler Yuma Wiley Granby Montrose Craig Walsenburg Rye <u>Intercultural Institute</u> Coderedge Cokedale Palmer Lake Broomfield Paonia Telluride Wiggins Cimarron Hills How for Contestual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Reservations

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	74%	71%	71%
Dining Out (Not Fast	68%	64%	66%
Food)			
Reading Books	57%	57%	59%
Go To A Beach/Lake	49%	45%	45%
Card Games	46%	44%	45%
Gardening	39%	35%	35%
Cooking for Fun	38%	37%	38%
Board Games	37%	36%	37%
Visit Museum	26%	25%	27%
Visit Zoo	25%	23%	24%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	64%	63%	63%
Gen./Fam. Practitioner	39%	39%	39%
Dentist	33%	33%	34%
None Of These	24%	25%	24%
Eye Dr.	21%	20%	20%
Backache	19%	18%	18%
High Cholesterol	17%	16%	16%
Hypertension/High Blood	14%	14%	14%
Pressure			
OB/GYN	14%	14%	14%
Acid Reflux Disease (GERD)	12%	12%	12%



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	37.57%	34.89%	35.41%
Live Theater	26.81%	24.56%	26.46%
Rock/Pop Concerts Most	23.04%	21.15%	21.05%
Often			
Live Theater Most Often	22.35%	20.21%	21.86%
Comedy Club	10.95%	11.48%	11.64%
Dance Performance	10.31%	9.77%	10.12%
Movies: Action/Adventure	47.75%	46.16%	46.13%
Movies: Comedy	45.41%	44.67%	45.2%
Movies: Fam.	25.59%	24.36%	24.45%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Romantic	24.61%	23.55%	24.52%
Comedy			
Movies: Drama	23.5%	23.6%	24.93%
Movies: Mystery	16.99%	17.57%	18.07%
MLB Baseball Reg.	12.68%	12.21%	12.87%
Season			
NFL Football Reg.	9.63%	10.07%	10.53%
Season			
College Football Reg.	9.37%	9.29%	10%
Season			
NBA Basketball Reg.	7.16%	6.69%	6.89%
Season			
College Basketball Reg.	6.17%	6.1%	6.63%
Season			
NHL Hockey Reg.	5.01%	5.21%	5.46%
Season			

Dillon Kim Swink Marble Meeker Evergreen Caï, ½on City Vilas Louisville Kremmling Boulder Super Campion Mancos Georgetown San Luis Mountain View Bethune Intercultural Institute Milliken Brush Fort Garland Williamsburg Boone Trinidad Beulah Valle for Contextual Ministry Ibecopyright 2014, Intercultural Institute for Contextual Ministry Ibecopyright 2014, 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
alking for Exercise	47.37%	46.67%	47.44%	F	Power Boating	Power Boating 11.59%	Power Boating 11.59% 9.47%
Swimming	42.92%	41.06%	41.98%	F	Baseball	Baseball 11.45%	Baseball 11.45% 11.25%
Bowling	26.61%	26.53%	26.6%	Т	arget Shooting	arget Shooting 11.09%	arget Shooting 11.09% 9.12%
Weight Training	23.75%	23.29%	23.53%	A	erobics	erobics 10.88%	erobics 10.88% 11.51%
Billiards/Pool	22.56%	22.04%	21.49%	Τe	ennis	ennis 9.82%	ennis 9.82% 10.17%
Using Cardio	20.88%	21.38%	21.91%	Y	′oga	'oga 9.32%	Yoga 9.32% 9.17%
Machine				ç	Soccer	Soccer 9.06%	Soccer 9.06% 9.75%
Jogging/Running	20.37%	20.69%	21.27%		Volleyball	Volleyball 9.04%	Volleyball 9.04% 8.78%
Camping Trips	19.71%	17.47%	16.93%		Hunting	Hunting 8.91%	Hunting 8.91% 7.2%
Golf	19.42%	19.29%	20.7%	F	ootball	ootball 8.74%	ootball 8.74% 9.03%
Mountain/Road	19.03%	17.49%	17.93%	Salt	water Fishing	water Fishing 8.73%	water Fishing 8.73% 7.75%
Biking				Can	oeing/Kayaking	oeing/Kayaking 7.65%	noeing/Kayaking 7.65% 6.87%
Basketball	17.17%	17.37%	17.07%	N	lotorcycling	Notorcycling 7.6%	Notorcycling 7.6% 6.67%
Freshwater Fishing	15.97%	14.44%	13.74%	ç	Softball	Softball 7.3%	Softball 7.3% 7.1%
Stationary Cycling	14.99%	14.7%	15.17%				
Backpacking/Hiking	12.86%	12.77%	13.08%				

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Battlemen Bellert Saguache Downieville-Lawson-Dumont Rico Deer Trail Wheat Ridger Horsey Num Las Animas Brighton Caï; ½on City Marble Rangely Security-Widefield Blanca Of Contextual Institute Contextual Ministry Geographic Contextual Ministry Geographic Contextual Ministry Geographic Contextual Ministry Contextual Contextual Ministry Contextual Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contex

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
Downhill & X-Country	7.24%	6.8%	7.54%		Sailing	Sailing 4.43%	Sailing 4.43% 3.83%
Skiing					Martial Arts	Martial Arts 4.31%	Martial Arts 4.31% 4.81%
Jet Skiing	7.09%	6.61%	6.48%		Archery	Archery 4.21%	Archery 4.21% 3.6%
Snorkeling	6.88%	6.03%	6.14%	A	Auto Racing	Auto Racing 4.08%	Auto Racing 4.08% 3.62%
Roller Skating	6.74%	6.36%	6.16%	F	Racquetball	Racquetball 3.93%	Racquetball 3.93% 4.03%
Ice Skating	6.14%	6.33%	6.69%	F	Rowing	Rowing 3.84%	Rowing 3.84% 3.33%
Water Skiing	5.83%	5.7%	5.75%	S	kateboarding	kateboarding 3.4%	kateboarding 3.4% 3.21%
Rock Climbing	4.8%	4.48%	4.38%	Sn	owmobiling	owmobiling 3.28%	owmobiling 3.28% 2.91%
Fly Fishing	4.51%	3.94%	3.79%	S	Surfing &	Surfing & 3.08%	Surfing & 3.08% 2.92%
Horseback Riding	4.47%	4.66%	4.77%		Windsurfing	Windsurfing	Windsurfing
Snowboarding	4.46%	4.16%	4.17%		Hockey	Hockey 2.82%	Hockey 2.82% 3.23%

Merino Breckenridge Kiowa Lincoln Park Olathe Salida Firestone Calhan Grand Lake Pagosa Spring Way Meeker Gilcrest Arvada The Pinery Sedgwick Stonegate De Berrow Fi Jobel Andewood Kittredg Grand View Estates Wray New Castle Bayfield Greeley Leadville Black for Contextual Institute of Copyright 2014, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

#### **BIBLICAL BARRIERS**

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

#### ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring t oan ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.



Niwot Granada Beulah Valley Atwood Ward Eagle-Vail Gunbarrel Boulder Woodland Park Norwood Centennial Wellington Evergreen Applewood Ridgway Saguache Salida Green Mountain Falls Mountain View Hugo Parker Kremmling ©Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

#### **Unreached People Group**

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



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## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-0.5 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	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning	48%	49%	49%	Like to Stand Out In A Crowd	19%	19%	18%
New Things Find It Difficult To Say No To	43%	42%	41%	Too Much Sponsorship In Arts/Sports	19%	21%	20%
My Kids	4370	42 /0	41/0	I Am A Workaholic	17%	18%	17%
Prefer To Have Few Possessions As Possible	40%	40%	42%	Rarely Sit Down to a Meal Together At Home	17%	16%	15%
Woman's Place Is In The Home	36%	36%	36%	Like To Pursue Challenge/Novelty/Change	16%	18%	18%
Speak My Mind Even If It Upsets People	32%	32%	32%	We Should Strive for Equality for All	12%	14%	13%
If Won Lottery Would Never Work Again	32%	32%	32%	Only Work Current Job for The Money	12%	13%	13%
Like Control Over People And Resources	28%	30%	30%	Happy With My Standard Of Living	11%	13%	13%
Like To Do Unconventional Things	26%	25%	25%	On Whole People Get What They Deserve	8%	9%	9%
Friends More Important Than My Fam.	26%	27%	29%	Indulge My Kids With The Little Extras	8%	8%	8%
Don't Judge People/Way They	26%	27%	27%	I Am A Perfectionist	7%	8%	7%
Live Life Money Is Best Measure Of Success	23%	24%	24%	Little I Can Do To Change My Life	7%	7%	7%
Marijuana Should Be Legalized	22%	22%	23%				

Harkville Two Buttes Wray Dinosaur Hudson Bennett Elizabeth Poncha Springs Olathe Deer Trail San Victor Walden Haswell Fruitvale Nunn Brighton Gleneagle Lochbular Huge Cimarron Hills Cascade rood Platteville Byers Fort Carson St. Mary's Mount Crested Butte North Jor Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Springs Eldorado Springs Bayfield Palmer Lake Cam 43

#### **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.



City Fruitvale Montrose Sherrelwood Kittredge Eads Rangely Romeo Lochbule Brush Merino Fe Ciff Aurora Lamar Raymer Flagler Marble Wellington Perry Park Intercultural Institute Beulah Valley South Fork Fowler Silver Plume Platteville Green Moun Confextual Ministry Rico Ben44 Copyright 2014, 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 MILE
Important To Respect Customs And Beliefs	75%	74%	74%	Consider Myself Interested In The Arts	16%	18%	18%
You Should Seize Opportunities In Life	54%	55%	56%	Real Men Don't Cry Looking for New Ideas To	16% 15%	17% 15%	17% 15%
Prefer To Have Few Possessions As Possible	40%	40%	42%	Improve Home Try Not To Worry About The	14%	14%	15%
Like To Understand About	38%	38%	39%	Future			12%
Nature Prefer Work Part Of Team	31%	32%	32%	Enjoy Spending Time With My Fam.	13%	13%	
Than Alone Important Feel Respected By	30%	31%	31%	Is An Important Part Of Who I Am	13%	14%	14%
My Peers People Have To Take Me As	26%	27%	28%	Provide My Kids With The Little Extras	8%	9%	8%
They Find Me Have Keen Sense Of	25%	25%	26%	Children Should Be Allowed To Express Themselves	6%	5%	5%
Adventure Worried About Pollution	25%	25%	25%	Like Spending Most Time With Fam.	4%	5%	5%
Caused By Cars				Feel Very Alone In The World	4%	4%	4%
Important To Juggle Various Tasks	24%	26%	26%	Decor Particular Interest To Me Would Like To Set Up Own	4% 3%	4% 3%	4% 3%
Good At Fixing Things	23%	26% 23%	25% 24%	Business			
Like To Just Enjoy Life	22%	23%	24%				

of Frederick Ovid Leadville North Aurora Breckenridge Alamosa Salida Grover Crowley Roxberoug d Ordway Denver Sterling Timnath Nucla Orchard City Keenesburg Intercultural Institute Haxtun Kersey Battlement Mesa Deer Trail Holly Crook Limon Nunn S Copyright 2014, Intercultural Institute for Contextual Ministry Converted for Contextual Ministry

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#### **Potential Shared Places**

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



0.5-1.5 mi

0-0.5 mi

MP 08005007079

### **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
Fam. Restaurants/Steak	87.24%	86.1%	86.34%
Houses-Visit Any			
Fast Food/Drive-In	85.8%	86.03%	85.54%
Restaurant-Visit Any			
McDonald's	56.42%	56.59%	56.85%
Subway	34.77%	34.14%	33.25%
Applebee's	34.25%	33%	32.66%
Burger King	33.66%	35.09%	34.72%
Wendy's	31.78%	32.47%	32.73%
Taco Bell	29.22%	31.28%	30.89%
Kentucky Fried Chicken	26.43%	26.6%	25.53%
(KFC)			
Olive Garden	26.15%	25.63%	25.87%
Arby's	23.36%	23.56%	23.36%
Pizza Hut	21.4%	21.21%	20.39%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Starbucks	21.2%	20.66%	21.13%
Chili's Grill and Bar	20.32%	20.77%	21.22%
Outback Steakhouse	19.12%	19.59%	19.91%
Quiznos Sub	17.11%	15.95%	15.33%
Chick-Fil-A	16.93%	17.96%	18.1%
Dairy Queen	16.52%	15.33%	14.98%
TGI Friday's	15.85%	16.04%	16.45%
Red Lobster	15.82%	15.76%	15.98%
Cracker Barrel	15.17%	14.71%	15.09%
Sonic	15.04%	14.98%	14.11%
IHOP (International House	14.9%	15.69%	15.79%
Of Pancakes)			
Domino's Pizza	13.62%	13.97%	13.61%

anktown Hot Sulphur Springs rolt

Latayette Avendate Hormon Hillrose Pueblo West Florence Carbondate Gascade Chipita Park New Lettey Loveland Gilcrest Idaho Springs Berthoud Womelsdorf (Coalton Intercultural Institute Indian Hills Aristocrat Ranchettes Westminster Louviers Glenwood Sterling Park Montrose Ha Copyright 2014, 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!

0.5-1.5 mi 0-0.5 mi MP 08005007079

Pagosa Springs Naturita Littleton La Veta Breckenridge Lincoln Park Cheraw Greeley Dove Creek Aspensolden Orchard Mesa Lake City Minturn Crested Butte Derby Coal Creek Aspenvale Hayden Hillrose Green Mountain Falls Fort Lupton Dinosaur Lakew (Intercultural Institute) (or Contextual Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Deer Trail Frederick, Ophir Bamah, Yampa Limon, Autor

### **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	52.92%	50.36%	51.84%
Recycled products	46.13%	44.42%	45.55%
Worked as volunteer (non political)	22.56%	21.27%	22.28%
Engaged in fund raising	13.76%	12.32%	12.94%
Religious club member	8.58%	8.15%	8.26%
Wrote to elected offcl about publ bus	7.64%	7.19%	7.53%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to editor of mag or	7.47%	6.71%	6.85%
newspaper			
Addressed a public meeting	7.02%	6.25%	6.3%
Union member	6.27%	5.64%	5.52%
Charitable Organization	6.21%	5.65%	6.09%
Took active part in local	5.51%	5.25%	5.45%
civic issue			
Wrote to editor of mag or	5%	4.79%	4.85%
newspaper			

tz Simla Silverton Kersey Meeker Georgetown Haswell Colorado Springs Gunnison Cokedale Two Bu Estes Park Loveland Morrison Cripple Creek Center Pritchett Center Intercultural Institute Junbarrel Naturita Dacono Montrose Ken Caryl Coal Creek Otis Cherry (on Confectual Ministry) Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute 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.



0.5-1.5 mi

0-0.5 mi

MP 08005007079

## **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	22.76%	22.4%	23.17%
Children's Books	16.91%	16.57%	16.7%
Mystery	15.46%	15.1%	15.46%
Cookbooks	12.07%	11.86%	11.97%
History	9.73%	9.68%	9.83%
Personal/Business	9.72%	9.77%	10.05%
Self-help			
Religious (not Bibles)	9.27%	9.13%	9.01%
Romance	8.49%	8.14%	8.05%
Biography	8.3%	8.44%	8.79%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	72.78%	71.43%	72.8%
Gen. Editorial	46.87%	46.77%	47.84%
Womens	43.55%	44.35%	44.91%
Service	40.09%	39.16%	40.14%
<b>Business/Finance</b>	23.1%	22.66%	24.35%
Mens	19.29%	20.53%	20.52%
Sports	18.1%	18.37%	18.87%
Parenthood	15.38%	15.95%	15.69%
Health	12.84%	13.52%	13.63%

Fighten Burlington Caiz / Context Morgan Snowmass Village Grand View Estates Fowler Keystone For Walsh Crowley De Beque Arriba Fairplay Limon Paoli Yampa Intercultural Institute Silver Plume eld Byers Olathe Coal Creek Severance Dacono Sedalia Pueblo West Contextual Ministry View Manitou Silver Plume Viecopyright 2014, Intercultural Institute for Contextual Ministry Allenspark New Castle Bow Mar Woodland Park 51

### Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 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	59.45%	58.41%	59.21%
Business/Finance	37.34%	35.88%	37.27%
Sport	36.18%	35.32%	35.83%
Editorial Page	32.38%	30.23%	30.7%
Classified	31.04%	30.28%	29.48%
Movie Listings &	30.27%	29.57%	30.03%
Reviews			
Comics	27.94%	26.84%	27.03%
Food/Cooking	27.15%	26.51%	27.23%
Travel	25.75%	24.72%	25.58%
Home/Gardening	25.29%	24.19%	25%
TV/Radio Listings	23.53%	22.74%	23.39%
Science/Technology	22.5%	21%	21.54%
Fashion	15.74%	15.64%	16.07%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Adult Contemporary	22.87%	23.79%	23.58%
Country	21.17%	20.44%	19.21%
CHR Contemp Hit Radio	19.82%	20.96%	20.12%
News/Talk	18.42%	17.14%	18.36%
Rock	15.31%	14.63%	14.33%
Classic Rock	14.62%	13.29%	13.36%
Alternative	13.45%	14.56%	14.99%
Oldies	12.99%	12.19%	12.37%
Soft Contemporary	10.76%	10.06%	10.1%
Variety	8.83%	8.57%	8.47%
Religious	7.33%	7.09%	7.23%
Sports	7.2%	7.2%	7.55%
Urban Contemporary	7.14%	9.02%	8.88%
All News	6.33%	6.72%	7.83%
All Talk	6.33%	6.19%	6.33%
Classic Hits	5.86%	5.63%	5.51%
Jazz	4.82%	5.3%	5.6%
Classical	4.34%	4.34%	4.84%



### **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	71.86%	69.96%	70.17%
Satellite Dish	67.89%	64.53%	63.71%
Soapnet	54.17%	54.77%	55.51%
Sci-Fi Channel	42.5%	40.7%	40.39%
Other	41.4%	42.98%	42.95%
Video-On-Demand			
MSNBC	41.19%	39.04%	38.1%
Comedy Central	40.84%	40.83%	43.2%
Adult Pay Per View TV	37.76%	35.57%	35.32%
Video-On-Demand	35.76%	33.48%	33%
Movies			
Nickelodeon	34.8%	32.64%	31.55%
Hallmark Channel	34.31%	32.47%	32.56%
ABC Fam.	33.37%	33.44%	34.27%

Central City Paoli West Pleasant View Leadville Arboles Vilas Eagle Kersey Telluride Manassa Alma ast Pleasant View De Beque Coal Creek Crawford Greenwood Village Agent Ken Carve Victor Fort Colling den Federal Heights Frederick Cortez Wray Georgetown Grand Juncti For Contextual Ministry <sup>e</sup>Copyright 2014, Intercultural Institute for Contextual Ministry Bayfield Ault Salida Alamosa East Firestone Loghil 53

#### **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.



Guilar Hillrose Woodmoor Derby Fort Collins Alma Franktown Collbran Stonegate Hooper Castle Ros Durango Oak Creek Littleton Nederland Walsh Cascade-Chipita Park Intercultural Institute San Luis Arboles Florence Mount Crested Butte Twin Lakes Log Lan for Contextual Ministry Copyright 2014, 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.

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	26.25%	25.56%	26.01%
Medium Users (4-6)	14.29%	14.37%	14.42%
Light Users (1-3)	21.21%	21.18%	21.44%
Quintiles (20%)			
Newspaper I	1.11%	1.63%	1.5%
(Heavy)			
Newspaper II	1.19%	1.19%	1.21%
Newspaper III	2.57%	2.64%	2.66%
Newspaper IV	0.46%	0.51%	0.47%
Newspaper V	1.07%	1.06%	1.05%
(Light)			

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.48%	21.55%	21.6%
Magazines II	8.28%	9.16%	8.98%
Magazines III	9.77%	10.2%	10.19%
Magazines IV	12.19%	12.73%	12.83%
Magazines V (Light)	0.71%	0.58%	0.57%
Outdoor I (Heavy)	5.89%	6.84%	7.17%
Outdoor II	2.95%	2.55%	2.54%
Outdoor III	2.82%	3.39%	3.54%
Outdoor IV	13.62%	14.72%	14.62%
Outdoor V (Light)	21.96%	21.81%	22.09%
Yellow Pages I	13.07%	12.93%	12.43%
(Heavy)			
Yellow Pages II	4.41%	5.44%	5.64%
Yellow Pages III	4.73%	4.76%	4.67%
Yellow Pages IV	17.9%	18.82%	18.11%
Yellow Pages V (Light)	1.94%	2.49%	2.51%

Florence Frisce Kremmling Hooper Blue River Minturn Ault Red Feather Lakes Granada De Beque E Fanktown Fountain Cottonwood Womelsdorf (Coalton) Lincoln Park Basel Florence Padroni Woodmoor Spen Columbine Valley Lake City Orchard City Eagle-Vail Salt Creek Log Gordettual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Clangade Chevenne Wells Edwards Centennial Grand View Estates Brush Springfield Cripple Creek

## 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	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	าร		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	2.42%	2.62%	2.54%	Prime Time I & II (Heavy)	3.15%	3.08%	3.09%
Drive Time III (Medium)	0.13%	0.14%	0.29%	Prime Time III (Medium)	1.74%	1.99%	1.98%
Radio IV & V (Light)	2.5%	2.22%	2.08%	Prime Time IV & V (Light)	10.57%	11.21%	10.71%
Radio Media Quntiles (fifths	/			TV Early/Late Fringe Quntile	s		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	10.35%	11.03%	11.33%	Fringe I & II (Heavy)	35.68%	37.2%	38.55%
Radio III (Medium)	5.81%	5.99%	5.84%	Fringe III (Medium)	47.13%	47.15%	47.35%
Radio IV & V (Light)	3%	3.11%	2.99%	Fringe IV (Light)	52.93%	51.32%	51.5%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	21.11%	19.13%	18.78%	All Day I & II (Heavy)	11.91%	12.93%	12.68%
Cable III (Medium)	5.1%	4.83%	4.73%	All Day III (Medium)	21.14%	22.29%	22.66%
Cable IV & V (Light)	30.32%	31.74%	32.18%	All Day IV (Light)	11.51%	12.2%	12.58%

Den Louviers Hartman Aguilar Montezuma Arboles Evergreen Fort Morgan Alamosa East La Junta Se Swink Boone Branson Delta Gunnison Sawpit Wiggins Peetz Gold Intercultural Institute Northglenn Seibert Cheraw Sheridan Lake Simla Deer Trail Eagle Word for Contextual Ministry St Copyright 2014, Intercultural Institute for Contextual Ministry St Copyright 2014, Intercultural Institute for Contextual 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.

				_			
USAGE	0-0.5	0.5-1.5	1.5-3		USAGE	USAGE 0-0.5	USAGE 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Day-time Radio					Prime Time TV	Prime Time TV	Prime Time TV
Listeners					Viewers	Viewers	Viewers
Dayparts [summary]	12.48%	12.22%	12.75%		8:00-11:00pm	8:00-11:00pm 13.89%	8:00-11:00pm 13.89% 12.77%
6:00am - 10:00am	21.53%	21.69%	22.73%		Saturday:	Saturday: 8.26%	Saturday: 8.26% 8.08%
10:00am - 3:00pm	5.93%	6.95%	7.15%		8:00-11:00pm	8:00-11:00pm	8:00-11:00pm
3:00pm - 7:00pm	13.35%	13.75%	13.95%		Sunday: 7:00-11:00pm	Sunday: 7:00-11:00pm 12.65%	Sunday: 7:00-11:00pm 12.65% 12.3%
7:00pm - Midnight	15.03%	14.83%	15.47%		9:00am-1:00pm	9:00am-1:00pm 31.75%	9:00am-1:00pm 31.75% 30.4%
Midnight - 6:00am	5.29%	5.47%	5.48%		9:00am-4:00pm	9:00am-4:00pm 35.63%	9:00am-4:00pm 35.63% 34.09%
Weekend Radio					4:00pm-7:00pm	4:00pm-7:00pm 37.45%	4:00pm-7:00pm 37.45% 34.87%
Listeners					11:00pm-1:00am	11:00pm-1:00am 49.13%	11:00pm-1:00am 49.13% 47.27%
Dayparts [summary]	16.99%	16.13%	16.02%		AVG Prime time	AVG Prime time 3.37%	AVG Prime time 3.37% 3.34%
6:00am - 10:00am	4.29%	4.5%	4.88%		Mon-Sun	Mon-Sun	Mon-Sun
10:00am-3:00pm	7.5%	8.37%	8.81%				
3:00pm - 7:00pm	8.15%	7.81%	7.87%				
7:00pm - Midnight	10.32%	9.66%	9.98%				
Midnight - 6:00am	10.54%	10.76%	11.21%				

Brockside The Pinery Oak Creek Northglenn Orchard Mesa Applewood Collbran Columbine Valley Silt effins Ignacio Gleneagle Castle Pines Loveland Gold Hill Montezuma <u>Intercultural Institute</u> De Beque von Grover Aspen Silverthorne Stratton New Castle Lincoln Park Grover *Intercultural Institute* Fruita Nivot *[o: Contextual Ministry*] ©Copyright 2014, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-0.5 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	22.51%	20.98%	21.25%		Sat: 7-10am	Sat: 7-10am 21.98%	Sat: 7-10am 21.98% 22.28%
7-9am	26.2%	26.68%	27.88%		Sat: 10am-1pm	Sat: 10am-1pm 8.59%	Sat: 10am-1pm 8.59% 8.9%
9am-12noon	27.24%	25.91%	25.12%		Sat: 1-4pm	Sat: 1-4pm 27.43%	Sat: 1-4pm 27.43% 27.64%
12noon-4pm	8.39%	8.18%	8.06%		Sat: 4-6pm	Sat: 4-6pm 7.91%	Sat: 4-6pm 7.91% 8.34%
4-6pm	63.91%	60.49%	61.19%		Sat: 6-7pm	Sat: 6-7pm 2.23%	Sat: 6-7pm 2.23% 1.91%
6-7pm	21.26%	20.57%	20.19%		Sat: 7-8pm	Sat: 7-8pm 1.98%	Sat: 7-8pm 1.98% 1.6%
7-7:30pm	1.93%	2.09%	1.97%		Sat: 8-11pm	Sat: 8-11pm 8.26%	Sat: 8-11pm 8.26% 8.08%
7:30-8pm	12.79%	12.11%	11.46%		Sat: 11pm-1am	Sat: 11pm-1am 4.65%	Sat: 11pm-1am 4.65% 4.96%
8-11pm	13.89%	12.77%	12.75%		Sat: 1am-7pm	Sat: 1am-7pm 26.01%	Sat: 1am-7pm 26.01% 26.31%
11pm-12am	41.19%	39.04%	38.1%		Sun: 7-10am	Sun: 7-10am 1.94%	Sun: 7-10am 1.94% 2.03%
11pm-1am	49.13%	47.27%	46.02%		Sun: 10am-1pm	Sun: 10am-1pm 6.71%	Sun: 10am-1pm 6.71% 6.44%
1-6am	37.33%	37.24%	38.18%		Sun: 1-4pm	Sun: 1-4pm 8.37%	Sun: 1-4pm 8.37% 8.17%
					Sun: 4-7pm	Sun: 4-7pm 18.26%	Sun: 4-7pm 18.26% 16.79%
					Sun: 7-11pm	Sun: 7-11pm 12.65%	Sun: 7-11pm 12.65% 12.3%
					Sun: 11pm-1am	Sun: 11pm-1am 6.58%	Sun: 11pm-1am 6.58% 6.72%
					Sun: 1-7am	Sun: 1-7am 27.92%	Sun: 1-7am 27.92% 25.92%

nd Ponderosa Park Woodmoor Bennett Morrison Womelsdorf (Coalton) La Jara Downleville-Lawson-Dum Greede Byers Hudson Cascade-Chipita Park Granby Gleneagle Westcreet Intercultural Institute anford Parker Antonito Montezuma Aristocrat Ranchettes Paoli Merin (or Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

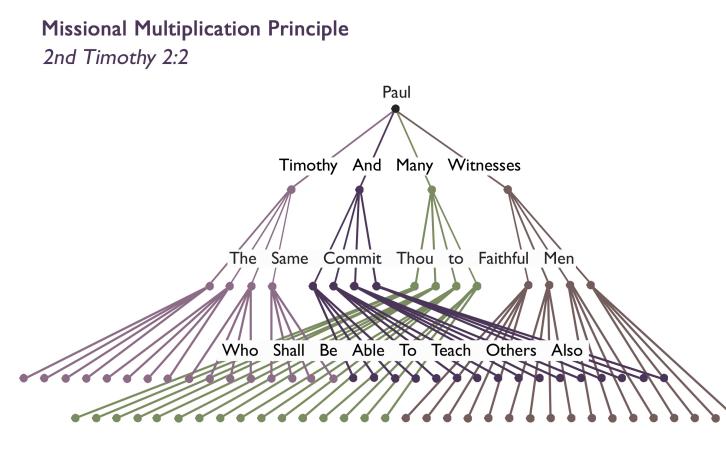
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

t Pleasant View Padroni Starkville Basalt Eldora Platteville Littleton Security-Widefield Avendale Erie Hudson Columbine Valley Silver Plume Derby Palmer Lake Golden Nord Campo Naturita Victor Calhan Bennett Allenspark Highlands Ranch Wellington Commerce City For Contextual Ministry ista Cai Von C Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Mediands Mount Crested Butte Antonito Alamosa East Meeker

## **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.



Laporte Granby Cortez Avon Kit Carson Salida East Pleasant View Brighton Elizabeth Paoli La Salle Padroni Kim Meridian Columbine Valley Mountain Village Security-With Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Plume Branch Longmont Redlands 61

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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





#### Your MissionSite and the Missional Suite

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

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

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



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## Notes and Sources

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

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