# MissionSite top unreached locations



Me for Contextual Ministry mass Village Franktown curity-Widefield Fort Lupton Milliken Idaho Springs Black Forest Avoingale Acres Green Estes Park Willia le Cherry Hills Village Granby Gilcrest Sugar City Oak Creek Alam as East Brighton Antonito Salt Creek of ©Copyright 2012, Intercultural Institute for Contextual Ministry/alley Montrose Calhan Keenesburg Lincoln Park Ward

#### MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65



#### Site Location Summary

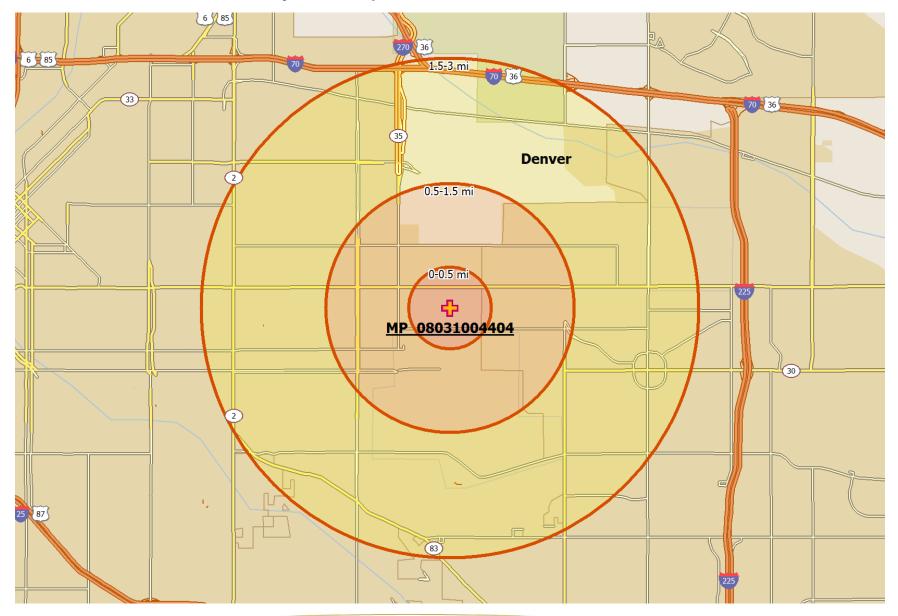
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has 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	08031	Denver
4	Zipcode	80220	Denver
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
8	Sitescape Density Pattern	K	250000-1000000-1000000



Castle Mancos Williamsburg Fairplay Greenwood Village Gypsum Walsenburg Sedgwick Arvada Colum Paonia Aspen Park Palmer Lake Fort Morgan Fort Collins Merino Averate Keystone Byers Beulah Edwards Eckley Sawpit Niwot Severance Calhan Wray Simla Deer Intercultural Institute for Contextual Ministry <sup>Io</sup>©Copyright 2012, Intercultural Institute for Contextual Ministry Edwards 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

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



Aurora Cherry Hills Village Alt Force Academy Loveland Chevenne Wells Eaton Fort Carson Kim Bright Springfield Winter Park Crook Breckenridge Bennett Fort Lupton Eagler Intercultural Institute fartman Boone Kit Carson Ponderosa Park Del Norte Seibert Sawpit Confectual Ministry Scopyright 2012, Intercultural Institute for Confectual Ministry Scopyright 2012, Intercultural Institute for Confectual Ministry

### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric Locale	11	City: Large: Territory inside an urbanized area and inside a principal city with
	Codes		population of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Creek Crawford Lakewood Acres Green Romeo Atwood Northglenn Bayfield Parachute San Luis Hilfs Firestone Calhan Alma Mead Cortez Ignacio Denver La Veta Loche Intercultural Institute Arriba Vona Idaho Springs Moffat Timnath Buena Vista Bow Mar Cere Intercultural Institute Solution Monistry Cortextual Ministry Village Lamar Palisade Starkville Mountain View Mo

#### 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	7,768	43,701	113,891
2010 Households	2,750	15,523	45,403
2010 Group Quarters Population	6	340	4,130

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	84	83	83
Language Diversity National Index	79	74	73
Foreign Born Diversity National Index	18	20	13
Ancestry Diversity National Index	30	41	37
Racial Diversity National Index	88	80	76

Salt Creek Manassa Pitkin Grand View Estates Cortez Vona Todd Creek Sherrelwood Cascade-Chipita East Pleasant View Green Mountain Falls Garden City Bethune Redlands Intercultural Institute ark Glendale Poncha Springs Center Silverthorne Kittredge Kit Carson for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Seibert

## Site Location Summary - County Environment

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

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

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

Crested Butte Meridian Silverthorne Grand View Estates Gypsum Fairplay Pagosa Springs Eagle E den Bayfield The Pinery Tabernash Evergreen Ordway Hartman Arriber Intercultural Institute heyenne Wells Grand Lake Walsh Center Berkley Bow Mar Gold Hill Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 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	28	1.02%
Mainstay Communities	Established, Diverse Households	14	0.51%
Working Communities	Blue-collar, Working Families	911	33.13%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	809	29.42%
Urban Communities	High Density, Inner-city Neighborhoods	990	36%

Springs Black Forest Niwot Rico Otis Walden Columbine Fort Carson Ouray Breckenridge Simila A Herce City Sugar City Ponderosa Park Basalt Palmer Lake Hartman Atwood Eckley Womelsdorf (Coalton) Applewood Cimarron Hills Cropertural Institute Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Monument Wray Conserve Bonanza North Washington

# 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.

Sugar City Olathe Indian Hills Ridgway St. Mary's Avon Ovid Raymer Cripple Creek Tabernash S Cheraw Ignacio Boulder Crested Butte Ramah Colorado City Wellingter Listel Sedawick Black Have prings Welby Log Lane Village Columbine Valley Dillon Cedaredge Lov To Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# 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	181,458	1,946	1.07%
Unreached %	72.55%	70.78%	97.56
Religious But NOT Evangelical HH	42,369	625	1.48%
Religious But NOT Evangelical %	16.94%	22.74%	134.21
Spiritual But NOT Relig or Evang HH	29,293	201	0.69%
Spiritual But NOT Relig or Evang %	11.71%	7.3%	62.36
Not Evangelical, Not Interested HH	109,839	1,124	1.02%
Not Evangelical, Not Interested %	43.91%	40.88%	93.08



tain View Rico <u>Genoa Delta Sedgwick Columbine Valley</u> Fort Lupton Mead Fraser Bethune Evans R Pueblo Coal Creek Haswell Manassa Wheat Ridge Cheraw Burlington <u>Intercultural Institute</u> Fairplay Arva Hugo Eldorado Springs Superior Snowmass Village Dillon Colorado Cit for Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Corona Englewood Eckley The Pinery Kiowa Todd Cr11

# **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	15,068	3,916	25.99%
Active Evangelical Percent	6.02%	6.15%	102.09
Inactive Evangelical Households	53,595	13,929	25.99%
Inactive Evangelical Percent	21.43%	21.88%	102.09
# New Churches Needed	125	32	25.46%





# 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.



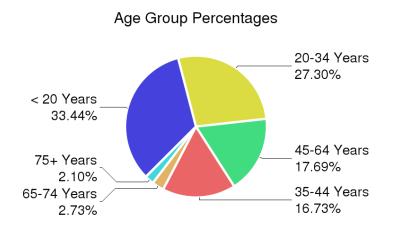
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO		DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	467,400	4,878	1.04%		1990 Households	210,834	2,237	1.06%
2000 Population	554,636	7,144	1.29%		2000 Households	239,235	2,804	1.17%
2010 Population	626,118	7,768	1.24%		2010 Households	250,120	2,750	1.1%
			n this Missi			Location Ty	ре	0-0.5mi Band
📕 0-0.5mi Ban	d 🗌 0.5-1	.5mi Band	🗖 1.5-3mi	Band	County	Residential		2,938
400,000						Residential A	Apt.	1,453
300,000						Residential N	Non-Apt.	1,485
						Business		262
200,000						Seasonal		0
						USPS Resid	ential	2,998
100,000 Residential Apt. Residential Non-Apt. Business USPS Business USPS Business USPS Business								

Ouray Greeley Stratton Cai, 1/2 on City Acres Green Hooper Boulder St. Mary's Fort Lupton Ridgwa asant View Paonia Eldorado Springs Silverton Alamosa Fort Collins Intercultural Institute Berkley Wray Ault Hillrose Green Mountain Falls Milliken Holyoke for Contextual Ministry Meridian Gra Copyright 2012, Intercultural Institute for Contextual Ministry Towaoc Las Animas Aguilar Montrose Montezur 14

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.

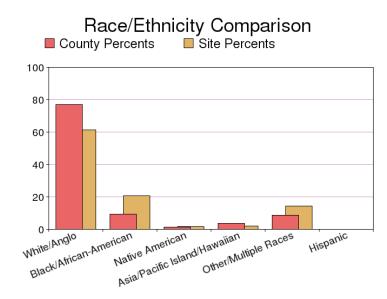


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.66%	9.68%	145.35
4-5 Years	3.09%	4.02%	130.1
6-8 Years	4.51%	5.77%	127.94
9-11 Years	3.75%	4.54%	121.07
12-13 Years	2.17%	2.6%	119.82
14-17 Years	3.86%	4.66%	120.73
18-19 Years	1.76%	2.14%	121.59
0-5 Years	9.74%	13.7%	140.66
6-12 Years	9.35%	11.61%	124.17
13-19 Years	6.69%	8.1%	121.08
< 20 Years	25.78%	33.41%	129.6
20-34 Years	25.77%	27.28%	105.86
35-44 Years	16.13%	16.72%	103.66
45-64 Years	21.66%	17.68%	81.63
65-74 Years	5.59%	2.73%	48.84
75+ Years	5.06%	2.1%	41.5
Median Age	34	30	89
Median Age (Male)	34	30	89.67
Median Age (Female)	35	30	87.86

r Loghill Village Fairplay Bow Mar Woodmoor Norwood Cherry Hills Village Campion Buene Vista Hask e Leadville North Pueblo West Woodland Park Central City Westcreek Intercultural Institute Northglenn to Springs Romeo Erie Bonanza Sanford Mountain View Craig Crowle for Contextual Ministry <sup>na</sup>©Copyright 2012, Intercultural Institute for Contextual Ministry Black Hawk La Veta Hot Sulphur Springs Grand Lake

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	77.13%	61.23%	79.38
Black, African-American	9.37%	20.65%	220.37
Native American	1.29%	1.83%	142.14
Asian	3.27%	1.66%	50.79
Pacific Island, Hawaiian	0.24%	0.45%	185.48
Other/Multiple Races	8.7%	14.19%	163.07
Hispanic	0%	45.57%	0

28,335	4,649	
7.63%	12.35%	61.81
7.76%	11.85%	65.46
22.94%	28.57%	80.31
6.48%	19.14%	86.07
5.27%	5.18%	101.66
23.04%	14.41%	159.85
6.89%	8.5%	198.76
	7.63% 7.76% 22.94% 6.48% 5.27% 23.04%	7.63%12.35%7.76%11.85%22.94%28.57%6.48%19.14%5.27%5.18%3.04%14.41%

Firestone Saguache Merino Sheridan Eckley Tabernash Loveland Lakeside Fruitvale Buena Vista Com Selerado Springs Acres Green Boone Leadville North Crook East Pleasan Intercultural Institute Sedalia Lake City Johnstown Applewood Lakewood Monument Severan Confectual Ministry Grand Junction Nunn Kersey Eaton Todd Creek Cro16 Confectual 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	10.16%	14.47%	175.91
\$10,000 to \$19,999	12.77%	18.73%	146.62
\$20,000 to \$29,999	12.04%	20.76%	172.48
\$30,000 to \$49,999	20.28%	19.64%	96.81
\$50,000 to \$59,999	7.68%	6.36%	82.87
\$60,000 to \$69,999	6.81%	4.91%	72.1
\$70,000 to \$79,999	5.47%	3.89%	71.19
\$80,000 to \$89,999	4.1%	2.98%	72.69
\$90,000 to \$99,999	2.78%	1.56%	56.21
\$100,000 to \$124,999	6.2%	2.04%	32.86
\$125,000 to \$149,999	3.95%	1.82%	46.03
\$150,000 to \$199,999	3.74%	2.07%	55.44
\$200,000 to \$249,999	1.2%	0.36%	30.22
\$250,000 or more	2.82%	0.51%	18.07
Median Household	44,493	28,159	63.29
Average Household	69,321	42,093	60.72
Per Capita Household	28,757	14,916	51.87
Family/Non-Family Household			
Income			
Median Family Income	56,352	32,802	58.21
Average Family Income	87,346	48,390	55.4
Median Non-Family Income	35,551	26,017	73.18
Average Non-Family Income	52,938	35,109	66.32

Louisville Acres Green Black Forest Loghill Village Craig Rangely Fort Carson Evans Nivot Ea Intercultural Institute Gold Hill Gypsum Evergreen Timnath Eckley Iliff Two Buttes Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	47.61%	53.35%	112.04
Families with Children	25.06%	35.64%	142.18
Families without Children	22.55%	17.71%	78.53
Non-Family Households			
% Non-Family Households	52.39%	46.65%	89.06
Non-Families with Children	0.08	0.29	351.51
Non-Families without Children	52.3	46.36	88.64
Housing Units			Index
Total Housing Units	282,261	3,127	
Vacant percent	11.39%	12.06%	105.88
Owned percent	49.38%	34.06%	68.98%
Rented Percent	39.24%	53.85%	137.25
Households by Size			Index
Avg household size	2.45	2.82	115.1
Avg family hh size	3.77	4.08	108.22
Avg non-family hh size	1.25	1.39	111.2
Households By Count of Persons			Percent
One	110,223	1,065	0.97%
Two	51,899	451	0.87%
Three or Four	54,770	715	1.31%
Five+	33,228	519	1.56%

Sheridan Lake Craig Bennett Kersey Avon Orchard City Meridian Fort Garland Aristocrat Ranchettes Federal Heights Vilas Leadville North Woodland Park Branson Aspen <u>Intercultural Institute</u> View Breckenric Rockvale Monte Vista La Salle Windsor Delta Crested Butte Foun Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Rockvale Monte Vista La Salle Windsor Delta Crested Butte Foun Confectual Ministry Confectual Ministry

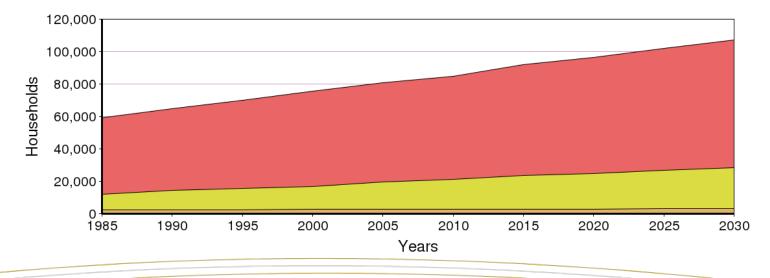
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 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	467,400	4,878	1.04%
2000 Population	554,636	7,144	1.29%
2010 Population	626,118	7,768	1.24%
2015 Population	704,977	8,410	1.19%

Household Change from 1985 to 2030

🔲 0-0.5mi Ring 👘 🔲 0-1.5mi Ring

📕 0-3mi Ring

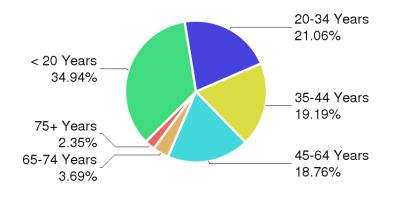


Ironi Mancos Montezuma Edgewater Genoa Boulder Williamsburg Louviers Crosted Butte Montrose Hittesa Avon Delta Walsenburg Fruita Florence Erie Glendale Crosted Intercultural Institute asalt The Pinery Wiggins Silverton Elizabeth Foxfield Idaho Springs Intercultural Institute for Contextual Ministry Commerce City Meridian Norwood Downieville-Lawso19 Oak Creek Penrose Rifle Swink Sterling Arriba

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

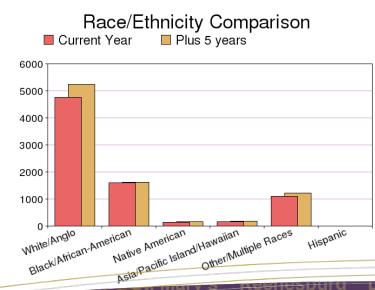


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	9.68%	8.35%	86.26
4-5 Years	4.02%	3.94%	98.01
6-8 Years	5.77%	5.9%	102.25
9-11 Years	4.54%	5.39%	118.72
12-13 Years	2.6%	3.4%	130.77
14-17 Years	4.66%	5.46%	117.17
18-19 Years	2.14%	2.5%	116.82
0-5 Years	13.7%	12.28%	89.64
6-12 Years	11.61%	12.98%	111.8
13-19 Years	8.1%	9.66%	119.26
< 20 Years	33.41%	34.92%	104.52
20-34 Years	27.28%	21.05%	77.16
35-44 Years	16.72%	19.18%	114.71
45-64 Years	17.68%	18.75%	106.05
65-74 Years	2.73%	3.69%	135.16
75+ Years	2.1%	2.35%	111.9
Median Age	34	32	94.51
Median Age (Male)	34	33	96.19
Median Age (Female)	35	32	92.41

e Limon Genoa Hillrose Jamestown Ault Black Forest Fort Garland Centering Hereine Lake Thornton Paturita Durango Rifle Evergreen Sanford Westcliffe Keenesburg Dis Cost Creek Fowler Pueblo e Limon Genoa Hillrose Jamestown Ault Black Forest Fort Morgan Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Contextual Ministry Confectual 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	61.23%	62.24%	101.65
Black, African-American	20.65%	19.18%	92.88
Native American	1.83%	1.83%	100.17
Asian	1.66%	1.71%	103.11
Pacific Island, Hawaiian	0.45%	0.52%	116.12
Other/Multiple Races	14.19%	14.52%	102.34
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,649	5,010	
Less than 9th Grade	12.35%	12.08%	97.81

Total Adults over age 25 years.	4,649	5,010	
Less than 9th Grade	12.35%	12.08%	97.81
No High School Diploma	11.85%	9.68%	81.68
High School Graduate	28.57%	29.9%	104.67
Some College, no degree	19.14%	17.43%	91.02
Associate Degree	5.18%	5.29%	102.04
College Degree	14.41%	15.45%	107.2
Graduate/Prof. degree	8.5%	10.18%	119.81

Elizabeth Basalt Lyons Aristocrat Ranchettes Lake City Caï, /2on City Orchard City Byers Dillon G Center Montrose Twin Lakes Crestone Coal Creek Nunn Buena Vister Intercultural Institute Superior Red Cliff La Junta Creede Redlands Fort Garland Pueblo (or Contextual Ministry A Contextual Ministry Loghill Village Hugo Kiowa Yampa Burlington Arva 21 Contextual Ministry Loghill Village Hugo Kiowa Yampa Burlington Arva 21

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	14.47%	14.65%	101.23
\$10,000 to \$19,999	18.73%	18.78%	100.28
\$20,000 to \$29,999	20.76%	19.95%	96.08
\$30,000 to \$49,999	19.64%	19%	96.75
\$50,000 to \$59,999	6.36%	6.07%	95.31
\$60,000 to \$69,999	4.91%	4.97%	101.22
\$70,000 to \$79,999	3.89%	4.09%	102.35
\$80,000 to \$89,999	2.98%	2.96%	100.47
\$90,000 to \$99,999	1.56%	1.75%	112.16
\$100,000 to \$249,999	2.04%	2.41%	118.42
\$125,000 to \$149,999	1.82%	2.12%	116.55
\$150,000 to \$199,999	2.07%	2.3%	111.05
\$200,000 to \$249,999	0.36%	0.37%	100.47
\$250,000 or more	0.51%	0.51%	100.47
Median Household	28,159	28,505	101.23
Average Household	42,093	44,398	105.48
Per Capita Household	14,916	14,462	96.96
Family/Non-Family Household			
Income			
Median Family Income	32,802	32,831	100.09
Average Family Income	48,390	51,501	106.43
Median Non-Family Income	26,017	25,660	98.63
Average Non-Family Income	35,109	36,480	103.9

ekvale Morrison Silver Cliff Gunbarrel Branson Idaho Springs Commerce City Eads Leadville Gunnison Federal Heights Sedgwick Cheraw Pueblo Ault Parachute Intercultural Institute Crestone Genesee Oak Creek Monument Applewood Gleneagle Der For Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Minis

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	53.35%	53.09%	99.52
Families with Children	35.64	35.48	99.55
Families without Children	17.71	17.28	97.59
Non-Family Households			
% Non-Family Households	46.65%	46.91%	100.55
Non-Families with Children	0.29	0.33	100.55
Non-Families without	46.36	46.58	100.47
Children			
Housing Units			
Total Housing Units	3,127	3,102	99.2%
Vacant percent	12.06%	11.73%	97.33
Owned percent	34.06%	34.36%	100.9
Rented Percent	53.85%	53.9%	100.09
Households by Size			
Avg household size	2.82	3.07	108.87%
Avg family hh size	4.08	4.60	112.75%
Avg non-family hh size	1.39	1.34	96.4%
Households By Count of			
Persons			
One	1,065	1,093	102.63%
Тwo	451	275	60.98%
Three or Four	715	726	101.54%
Five+	519	645	124.28%

Georgetown Silverton Manzanola Lamar Colorado Springs Niwot Minturn Pagosa Springs Bennett Laxiun Starkville Evans Arboles Eagle-Vail Mount Crested Butte Gunnis <u>Intercultural Institute</u> Iar Bow Mar Federal Heights Oak Creek La Jara Centennial Avondale <sup>y</sup> Copyright 2012, Intercultural Institute for Contextual Ministry <sup>y</sup> Copyright 2012, Intercultural Institute for Contextual Ministry For Contextual Ministry Womelsdorf (Coalton) Eovijeld El Jebel Basalt Alma

# **Ethnographic Summary**

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

BORN IN:	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Foreign Born Pop	1,890	9,413	18,559
Northern Europe	12	42	398
Western Europe	41	138	504
Southern Europe	9	25	163
Eastern Europe	8	60	1,461
Other Europe	0	0	0
Eastern Asia	29	106	811
So. Central Asia	3	81	821
SE Asia	15	223	991
Western Asia	33	21	325
Other Asia	19	22	3

Fort Carson Fairplay Severance Peetz Colorado City Fowler Salt Creek Roxborough Park Gunnison Intale Laporte Hudson Georgetown Wray Grand Lake Aguilar Broom Intercultural Institute Grand Junction Ordway Victor Brush Boulder Pueblo West Avondale Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual

# 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-: MIL
English only	4,006	17,130	70,614	Other Indo-Euro	0	9	151
Spanish	1,516	10,193	15,762	Asian/PI languages	0	0	0
Other Indo-Euro	129	522	3,498	Chinese	15	25	445
language				Japanese	15	7	164
French (incl. Patois,	78	181	595	Korean	0	15	311
Cajun)				Mon-Khmer,	0	27	185
French Creole	0	5	36	Cambodian			
Italian	16	34	109	Miao, Hmong	0	14	0
Portuguese	0	12	46	Thai	0	19	101
German	6	81	575	Laotian	0	0	7
Yiddish	0	6	110	Vietnamese	0	14	426
Other West Germanic	0	13	90	Other Asian	0	0	355
A Scandinavian	0	0	55	Tagalog	8	27	217
Language				Other Pacific Is	17	38	153
Greek	9	42	223	Other languages	636	264	1,21
Russian	0	34	844	Navajo	0	16	11
Polish	15	4	97	Other Native N.	0	23	70
Serbo-Croatian	0	31	107	American			
Other Slavic Language	0	9	125	Hungarian	0	4	103
Armenian	0	11	13	Arabic	168	45	316
Persian	0	8	59	Hebrew	3	13	214
Gujarathi	0	0	5	African languages	465	153	457
Hindi	0	0	110	Other unspecified	0	10	47
Urdu	5	20	14				

rson wardle Avondale Policelosa i

erry Hills Village Bransen Winter Park Log Lane Village Paoli Pueblo Aspen Ault Haxtun Redlands De Seamboat Springs Loveland Manitou Springs Lake City Idaho Springs Intercultural Institute Rico Grover Keystone Rifle Julesburg Mancos Strasburg Wellingt Institute Jos Confectual Ministry Confectual Ministry Limon Gold Hill Stering Swink Lone Tree Sagua 25

# 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	ANCESTRY
	MILES	MILES	MILES	
Reporting ancestry	6,327	26,221	86,901	Irish
Arab	67	91	452	Italian
Armenian	0	9	48	Lithuanian
Austrian	3	22	199	Norwegian
British	12	72	506	Polish
Canadian	0	3	158	Portuguese
Croatian	0	6	93	Romanian
Czech	0	75	214	Russian
Czechoslovak	0	9	162	Scandinavian
Danish	18	91	349	Scotch-Irish
Dutch	36	129	787	Scottish
English	228	1,014	5,507	Slovak
European	7	209	1,174	Subsaharan A
Finnish	3	23	146	
French (not	83	290	1,183	Swedish
Basque)				Swiss
French Canadian	3	53	286	Ukrainian
German	508	2,225	9,025	US/American
Greek	9	75	373	Welsh
Hungarian	0	34	375	West Indian
Iranian	0	4	83	Yugoslavian
				Othor

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	203	1,433	6,102
Italian	124	523	2,180
Lithuanian	0	33	202
Norwegian	41	160	946
Polish	34	304	1,557
Portuguese	0	24	61
Romanian	0	7	159
Russian	59	176	1,679
Scandinavian	0	81	160
Scotch-Irish	54	292	1,324
Scottish	46	371	1,304
Slovak	4	16	94
Subsaharan African	863	472	1,393
Swedish	59	247	1,145
Swiss	11	89	221
Ukrainian	3	29	290
US/American	185	869	3,691
Welsh	17	63	306
West Indian	3	80	206
Yugoslavian	0	6	164
Other	3,644	16,513	42,599

26

K HAWK FOXTIEID Eaton Grand

Sanford Walsenburg Beulan Valley Romeo Durango Norwood Arboles Colorado City Peetz She Nederland Wellington Boone San Luis Cheyenne Wells Leadville North Intercultural Institute keside Bayfield Brighton Grand Lake Mountain View Delta Centennial for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Boot Springs Collbran Mancos Cottonwood

# 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?

Convertient Fails Cold Hill Ramah Rangely Kersey Dinosaur Dolores Crested Butte Fort Carson Twin Lake Cathan Julesburg Byers Arriba Longmont Applewood Alamosa Part Intercultural Institute Woodmoor Orchard City Monte Vista Brookside Acres Green Hotch for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

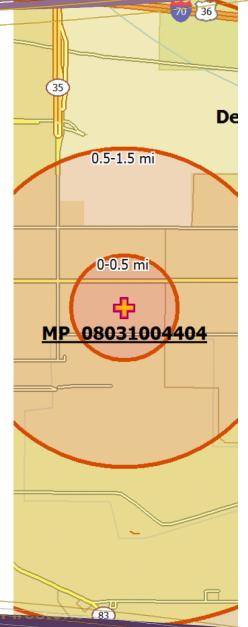
#### Issues for Your Consideration - continued

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

Fort Morgan Romeo The Pinery Milliken Silver Plume Breckenridge Greeley Las Animas Granada Keystone Empire Rico Perry Park Deer Trail Calhan Woodland Part Glendale Seibert B Evans Platteville Loveland Stratmoor Kersey Lincoln Park Nunn Confectual Ministry Centennial Red Cliff Confectual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Centernial Red Cliff

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.



Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 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	2,750	100%	1,944	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	28	1.02%	21	1.08%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	28	1.02%	21	1.08%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

omeo Cascade-Chipita Park Kremmling Crook Alma Ramah Grand Junction Firestone Glendale Gunba Lanassa Sedgwick Naturita Towaoc Castle Pines Timnath Woodmoor Intercultural Institute on Dolores Simla Las Animas Raymer Breckenridge Edgewater Seda for Contextual Ministry le Laporte No Copyright 2012, Intercultural Institute for Contextual Ministry Nederland Poncha Springs Calhan Padroni Campion 30

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	2,750	100%	1,944	100%
BLUE COLLAR BACKBONE	75	2.73%	52	2.67%
Nuevo Hispanic Fam.	54	1.96%	38	1.95%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	21	0.76%	14	0.72%
AMER. DIVERSITY	14	0.51%	9	0.46%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	14	0.51%	9	0.46%
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	836	30.4%	582	29.94%
Steadfast Conservative	504	18.33%	345	17.75%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	215	7.82%	151	7.77%
Urban Grit	117	4.25%	86	4.42%
Grass-Roots Living	0	0%	0	0%



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	2,750	100%	1,944	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	809	29.42%	591	30.4%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	691	25.13%	512	26.34%
Stable Careers	0	0%	0	0%
Aspiring Hispania	118	4.29%	79	4.06%
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%

Dove Creek Alamosa Sherrelwood North Washington Silverton Lochbule Woodland Park Haswell Eagle Hillrose Grand View Estates Montezuma Crook Stratmoor Westcliffer Intercultural Institute For Confectual Ministry Fountain Otis Copyright 2012, Intercultural Institute for Contextual Ministry Holyoke Meridian Ouray Crested Butte Victor Colum 32

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 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	2,750	100%	1,944	100%
STRUGGLING SOCIETIES	319	11.6%	223	11.47%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	205	7.45%	139	7.15%
Struggling city Centers	69	2.51%	47	2.42%
College Town Communities	45	1.64%	37	1.9%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	671	24.4%	466	23.97%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	525	19.09%	367	18.88%
Urban Diversity	15	0.55%	11	0.57%
New Generation Activists	131	4.76%	88	4.53%
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%

ethune Bayfield Woodmoor Brush Littleton Lone Tree Moffat Mancos Elizabeth Avondale Palisade West Crestone Colorado City Gilcrest Peetz Kit Carson Manzanola Sharing Intercultural Institute olyoke Oak Creek Lafayette Frisco Cascade-Chipita Park Morrison Din Intercultural Institute of Confertual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

Within the 0-0.5 mile, 0.5-1.5 mile and 1.5-3 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

#### Issues for Your Consideration

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

Paoli Grand Lake Aurora Romeo Hot Sulphur Springs Black Forest Lyons Vail Downieville-Lawson-During thoud Saguache Walsh Evergreen Swink Lafayette Leadville North Contextual Institute Orchard City Ramah Crested Butte Alamosa East Fowler Gunnison Hart Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012,

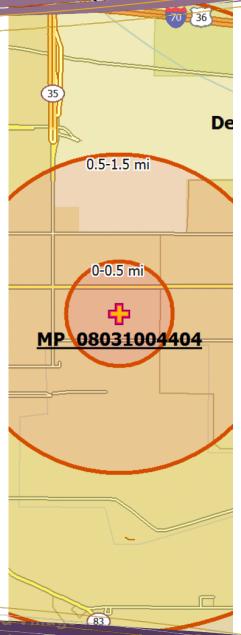
#### **Potential Cultural Bridges**

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).



Lincoln Park Dove Creek Carbondale Louviers Clifton Cortez Rye Basalt Salida Fewaoc Acres Green Brighton Orchard City Garden City Williamsburg Green Mountain Faller, Intercultural Institute etz Wellington Berthoud Bethune Federal Heights Granada East Pleasa for Confectual Ministry daho Springs Copyright 2012, Intercultural Institute for Contextual Ministry Boone Woodland Park Aspen Park Pagosa Spring 35

#### **Potential Cultural Bridges**

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 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	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	68%	73%	75%	Internet Use: News/ Weather	22%	31%	31%
Use Comp. for Internet/E-mail	46%	56%	59%	Internet Use: Banking	20%	23%	27%
Internet Use: E-Mail	41%	49%	52%	Use Comp. for News/Info./Data	18%	20%	24%
Use Comp. for Comp. Games	32%	32%	34%	Service			
Use Comp. for Word	29%	31%	37%	PC-Network-HH Has One	15%	16%	18%
Processing				Internet Use: Research/	11%	19%	17%
Use Comp. for Education	28%	37%	34%	Education			
Use Comp. for Shopping	24%	28%	32%	Internet Use: Read Magazines/	10%	12%	13%
Use Comp. for Banking	23%	26%	31%	Newspapers			
HH Owns DVD Player	23%	30%	30%	Use Comp. for Personal	10%	12%	15%
Use Comp. for Digital Camera	23%	25%	29%	Financial Mngmnt			
Photo Editing				HH Owns Video/Webcam	9%	8%	10%
				Internet Use: Movie Info./	9%	9%	10%
				Reviews/ Showtimes			
				Internet Use: Instant	9%	8%	9%

Castle Rock Todd Creek Sawpit Jamestown Tabernash Oak Creek South Fork Red Feather Lakes Rife Cedaredge Paoli Limon Fairplay Hillrose Black Hawk Ouray Swipp Intercultural Institute Haswell Evergreen Columbine Valley Eagle-Vail Colorado City Sagua for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Messaging (Im)

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	65%	67%	67%
Reading Books	50%	48%	54%
Dining Out (Not Fast Food)	47%	46%	53%
Card Games	37%	37%	38%
Cooking for Fun	34%	37%	38%
Go To A Beach/Lake	29%	28%	33%
Board Games	28%	28%	29%
Gardening	27%	24%	26%
Going To	18%	16%	19%
Bars/Nightclubs/Dancing			
Visit Museum	18%	20%	22%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	64%	62%	64%
Gen./Fam. Practitioner	34%	34%	36%
Dentist	21%	25%	28%
None Of These	21%	23%	22%
Backache	21%	19%	19%
Hypertension/High Blood	19%	14%	17%
Pressure			
Eye Dr.	19%	18%	21%
High Cholesterol	16%	14%	17%
Overweight (30 Pounds Or	14%	14%	13%
More)			
Any Arthritis	13%	11%	13%

rinidad Leadville North Eckley Crowley Two Buttes Windsor Green Mountain Falls Red Cliff Deer Trail Poncha Springs Highlands Ranch Eaton Georgetown Burlington Manage Intercultural Institute etz Mount Crested Butte Basalt Walden Mead Florence Cascade-Chipita for Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Monument Genesee Breckenridge Haswell Centennic Age Palmer Lake Frie Hartman Fountain Elizabeth Granby Cripple Creek Naturita Sheridan

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	25.66%	24.25%	28.25%
Live Theater	17.97%	16.35%	21.68%
Live Theater Most Often	13.97%	12.92%	17.54%
Rock/Pop Concerts Most	13.9%	13.53%	15.37%
Often			
Dance Performance	10.81%	9.1%	10.37%
Comedy Club	10.1%	8.76%	9.92%
Movies: Comedy	39.63%	38.61%	39.23%
Movies: Action/Adventure	37.57%	38.12%	38.43%
Movies: Fam.	20.82%	23.16%	20.68%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Drama	19.86%	18.54%	21.24%
Movies: Romantic	19.63%	21.37%	21.43%
Comedy			
Movies: Mystery	16.31%	15.04%	16.93%
NFL Football Reg.	5.18%	5.32%	6.51%
Season			
MLB Baseball Reg.	4.96%	6.16%	8.5%
Season			
College Football Reg.	4.51%	3.9%	5.43%
Season			
College Basketball Reg.	3.47%	2.85%	3.91%
Season			
NBA Basketball Reg.	2.78%	3.22%	4.29%
Season			
NHL Hockey Reg.	2.34%	2.46%	3.55%
Season			

Greeley Wellington Meridian Gleneagle Oak Creek Campion Longmont Glicrest Niwot Grand Junction a Veta Keenesburg Buena Vista Seibert La Junta Indian Hills Haswell ers Hartman Craig Silverthorne Genesee Arriba Rye Dolores Holly foi Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Eagle-Vail Avon Palisade Kiowa Thornton Hot Su38

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3		BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	37.74%	34.43%	38.89%		Golf	Golf 9.89%	Golf 9.89% 11.47%
Swimming	24.38%	34.07%	33.27%		Volleyball	Volleyball 9.77%	Volleyball 9.77% 14.5%
Bowling	20.95%	19.67%	19.85%		Soccer	Soccer 9.7%	Soccer 9.7% 11.48%
Billiards/Pool	18.56%	19.32%	18.5%		Camping Trips	Camping Trips 9.1%	Camping Trips 9.1% 13.56%
Basketball	17.64%	16.36%	15.29%		Softball	Softball 8.29%	Softball 8.29% 8.65%
Jogging/Running	15.94%	15.99%	16.45%		Backpacking/Hiking	Backpacking/Hiking 7.69%	Backpacking/Hiking 7.69% 7.94%
Baseball	13.64%	18.27%	14.12%		Target Shooting	Target Shooting 7.2%	Target Shooting 7.2% 6.63%
Football	13.55%	11.91%	10.37%		Tennis	Tennis 6.87%	Tennis 6.87% 8.07%
Weight Training	13.49%	13.74%	16.23%		Yoga	Yoga 6.61%	Yoga 6.61% 6.35%
Freshwater Fishing	13.03%	10.96%	11.59%		Roller Skating	Roller Skating 6.53%	Roller Skating 6.53% 7.15%
Using Cardio	11.53%	11.87%	14.67%		Saltwater Fishing	Saltwater Fishing 5.95%	Saltwater Fishing 5.95% 5.76%
Machine					Hunting	Hunting 5.81%	Hunting 5.81% 5.21%
Aerobics	11.26%	10.22%	11.11%		Ice Skating	Ice Skating 5.53%	Ice Skating 5.53% 6.61%
Stationary Cycling	10.61%	10.62%	12.24%		<b>Power Boating</b>	Power Boating 5.08%	Power Boating 5.08% 6.72%
Mountain/Road Biking	10.15%	13.95%	13.47%				

eming Byers <u>Dolores Downleville-Lawson-Dumont</u> Perry Park Paonia Olney Springs Louisville Aguilar erland Minturn De Beque Franktown Bayfield Kersey Milliken Apple Ridoway Bennett Cherry H pit Cascade-Chipita Park Empire Monte Vista Caï /2 on City Lincoln Par for Contextual Institute for Contextual Ministry ipple Creek Julesburg Cheyenne Wells Estes Park Page Copyright 2012, Intercultural Institute for Contextual Ministry ipple Creek Julesburg Cheyenne Wells Estes Park Page

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
	MILES	MILES	MILES
Motorcycling	5.04%	4.92%	5.03%
Racquetball	4.86%	6.32%	5.12%
Horseback Riding	4.76%	4.59%	4.98%
Canoeing/Kayaking	4.43%	4.8%	5.87%
Water Skiing	4.22%	5.42%	4.87%
Hockey	4.13%	5.23%	4.72%
Jet Skiing	3.94%	5.34%	4.87%
Archery	3.81%	3.32%	3.17%
Fly Fishing	3.78%	3.6%	3.42%
Martial Arts	3.62%	3.63%	4.02%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Skateboarding	3.46%	4.8%	4.01%
Rock Climbing	3.42%	3.26%	3.5%
Downhill & X-Country	3.32%	9.55%	7.87%
Skiing			
Snorkeling	3.27%	8.07%	6.76%
Snowmobiling	3.14%	4.51%	3.91%
Snowboarding	3%	5.21%	4.46%
Auto Racing	2.76%	2.83%	2.62%
Rowing	2.54%	2.35%	2.74%
Sailing	2.49%	4.38%	4.11%
Surfing & Windsurfing	2.27%	4.65%	3.76%

Hetchkiss Nerwood Seibert Alamosa East San Luis Poncha Springs Oak Creek Hudson Fruitvale Ge dewick Wellington Ponderosa Park Mancos Cokedale Frederick Green Intercultural Institute nturn Kiowa Johnstown Creede Stratton Bethune Merino Edgewater for Contextual Ministry Corpyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, 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.

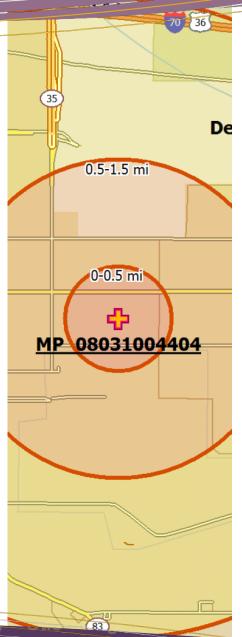
#### **BIBLICAL BARRIERS**

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.



Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry 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.

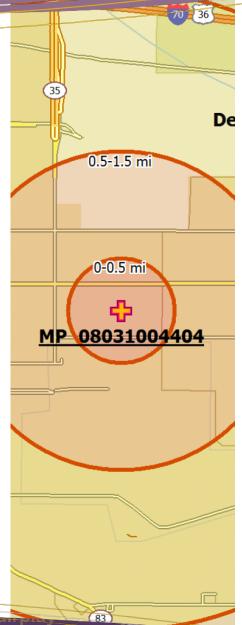
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Brookside Westminster Loveland Alamosa East Salt Creek Columbine Craig Akron Mead Blue River Tabernash Yuma Antonito Twin Lakes Caï /2 on City Pierce Haxtun Intercultural Institute Federal Heights Silverton Lafayette Monte Vista Dinosaur Seibert Of Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILE
Important Continue Learning New Things	50%	45%	47%	Friends More Important Than My Fam.	24%	26%	28%
Like Control Over People And Resources	38%	34%	33%	Marijuana Should Be Legalized	20%	20%	21%
Speak My Mind Even If It Upsets People	36%	33%	34%	Like to Stand Out In A Crowd Like To Pursue	20% 20%	18% 21%	18% 21%
Find It Difficult To Say No To My Kids	35%	37%	36%	Challenge/Novelty/Change Only Work Current Job for The	16%	15%	15%
Woman's Place Is In The Home	33%	32%	32%	Money We Should Strive for Equality	15%	14%	14%
Prefer To Have Few Possessions As Possible	32%	37%	39%	for All Rarely Sit Down to a Meal	15%	13%	14%
Too Much Sponsorship In Arts/Sports	30%	30%	25%	Together At Home On Whole People Get What	13%	12%	12%
Don't Judge People/Way They Live Life	28%	29%	29%	They Deserve Happy With My Standard Of	13%	16%	17%
Like To Do Unconventional Things	27%	24%	25%	Living Indulge My Kids With The	12%	13%	11%
I Am A Workaholic If Won Lottery Would Never Work Again	25% 25%	21% 24%	19% 27%	Little Extras I Am A Perfectionist Very Happy With My Life As It	11% 10%	9% 8%	9% 7%
Money Is Best Measure Of Success	24%	22%	25%	Is	10 /0	0 /0	1 /0

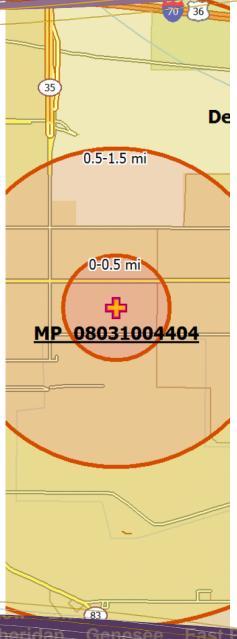
th washington Erie Diug

tone Glenwood Springs La Jara Fowler Central City Silt Genesee Silver Plume Hooper Security-Widefie Longmont De Beque Olathe Two Buttes Cimarron Hills Westminster Calban Merino Grand Jun wood Centennial Rocky Ford Twin Lakes Orchard City Crestone Keyst Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Cleneagle Roxborough Park Sugar City Ward Manzanola Haxtun Boulder Sheridan Genesee East P Hot Sulphur Springs Seibert Edwards Columbine Valley Westminster Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
You Should Seize Opportunities In Life	56%	54%	56%	Looking for New Ideas To Improve Home	20%	19%	16%
Important To Respect Customs And Beliefs	53%	55%	59%	Provide My Kids With The Little Extras	19%	14%	13%
Like To Understand About Nature	38%	34%	37%	Worried About Pollution Caused By Cars	18%	25%	24%
Prefer Work Part Of Team	37%	30%	31%	Real Men Don't Cry	17%	17%	17%
Than Alone	a = a (	<b></b>	<b>A</b> 1 A 1	Try Not To Worry About The	16%	15%	15%
Important To Juggle Various Tasks	35%	30%	31%	Future Is An Important Part Of Who I	15%	15%	15%
Important Feel Respected By My Peers	33%	31%	33%	Am Enjoy Spending Time With My	14%	12%	12%
Prefer To Have Few	32%	37%	39%	Fam.	1470	12/0	12/0
Possessions As Possible				Children Should Be Allowed To	8%	7%	7%
Good At Fixing Things	30%	37%	32%	Express Themselves			
Have Keen Sense Of Adventure	27%	27%	27%	Like Spending Most Time With Fam.	7%	7%	6%
People Have To Take Me As	22%	25%	25%	Feel Very Alone In The World	6%	7%	6%
They Find Me				Would Like To Set Up Own	4%	4%	4%
Like To Just Enjoy Life	21%	22%	24%	Business			
Consider Myself Interested In The Arts	21%	19%	19%	Decor Particular Interest To Me	4%	10%	7%

rrei wountain village war

Bayrield Bow Mar Arboles Eagle Sedalia Coal Creek Walden Grand Junction Beele Antonito Cash and Lake Naturita Wiley Grover La Salle Dacono Parachute Acres Grad Intercultural Institute Orchard City Akron Redlands Fort Carson Alamosa East Towaoc Super Joint Contextual Ministry Contex

#### **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.

Holly Pagesa Springs Fowler Windsor Arvada El Jebel Castle Pines Blue River Brookside Wiley Holly Pagesa Springs Fowler Windsor Arvada El Jebel Castle Pines Blue River Brookside Wiley Horry Hills Village Salt Creek Breckenridge Kit Carson Wheat Ridge Contextual Institute da Steamboat ©Copyright 2012, Intercultural Institute for Contextual Ministry

De

0.5-1.5 mi

0-0.5 mi

MP 08031004404

### **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	PLACE		0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES			MILES	MILES	MILES
Fast Food/Drive-In	84.35%	79.91%	80.86%	Red Lobster		18.29%	13.76%	14.57%
Restaurant-Visit Any				Olive Garden		17.89%	14.83%	17.77%
Fam. Restaurants/Steak	75.52%	77.33%	78.28%	IHOP (Interna	tional House	16.25%	13.24%	14.31%
Houses-Visit Any				Of Pancakes)				
McDonald's	54.24%	51.32%	51.52%	Dairy Queen		15.51%	12.13%	12.66%
Burger King	41.49%	39.9%	36.86%	Golden Corral	l	15.13%	9.64%	8.86%
Kentucky Fried Chicken	32.1%	27.22%	25.15%	Popeyes		14.74%	9.69%	8.81%
(KFC)				Denny's		14.61%	14.3%	13.14%
Wendy's	30.33%	25.12%	25.87%	Sonic		14.3%	12.8%	11.59%
Subway	28.12%	24.02%	25.29%	Chick-Fil-A		14.23%	11.7%	12.33%
Taco Bell	27.1%	27.43%	26.29%	TGI Friday's		13.51%	11.42%	12.62%
Applebee's	25.68%	25.35%	25.39%	Church's Fried	d Chicken	13.03%	8.73%	6.7%
Pizza Hut	24.79%	22.23%	20.27%	Starbucks		12.87%	12.46%	13.95%
Arby's	18.96%	14.71%	16.49%					
Domino's Pizza	18.53%	16.73%	15.1%					

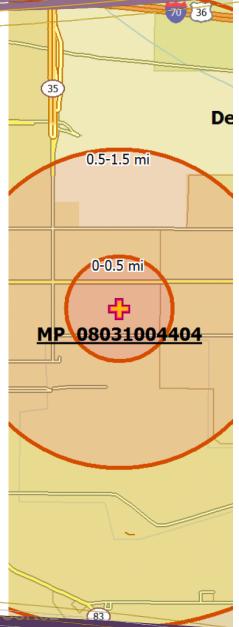
Uesburg Dolores Parker Perry Park Nucla Eads Empire Battlement Mesa Lake City Grover Severance son Red Feather Lakes Colorado Springs Denver Hartman Nunn Minture Intercultural Institute ass Village Olney Springs Ault Lakeside Sugar City Morrison Monte Vis Confextual Ministry Calhan Moffa Copyright 2012, Intercultural Institute for Contextual Ministry Action of Contextual Contextual Ministry Northglenn Oak Creek Roxborough Park Lakewood B

#### **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!



Durango Arvada Log Lane Village Hotchkiss Edwards Hayden Intercultural Institute Pueblo Yuma Byers Platteville Olathe Cimarron Hills Columbine Intercultural Institute Scopyright 2012, Intercultural Institute for Contextual Ministry Rye Vona Silver Plume Bow Mar Delta Monument 48

## **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	40.54%	38.2%	43.76%
Recycled products	27.24%	31.06%	35.45%
Worked as volunteer (non political)	12.26%	13.83%	16.22%
Engaged in fund raising	10.9%	9.49%	10.53%
Religious club member	7.47%	6.71%	7.19%
Church Board	5.97%	4.11%	4.46%

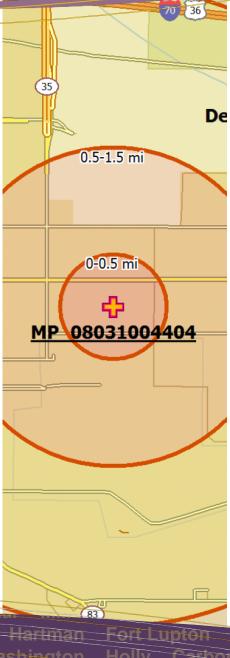
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Union member	4.75%	4.04%	4.42%
Wrote to editor of mag or	4.72%	4.79%	5.59%
newspaper			
Took active part in local	4.51%	4.16%	4.91%
civic issue			
Charitable Organization	4.51%	4.74%	5.54%
Wrote to elected offcl about	4.38%	4.66%	5.83%
publ bus			
Fraternal order member	4.19%	3.81%	4.22%

Poncha Springs Firestone IIII Applewood Paoli La Salle Woodland Park Nunn Westeliffe Lone Tres ritchett Platteville Black Hawk Welby Sheridan Lake Towaoc Windsor Intercultural Institute Snowmass Village Fort Lupton Niwot Blue River Louviers Hillrose S Copyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, 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.



Silt Julesburg Akron Edgewater Burlington La Veta Thornton Severance Hartman Fort Lupton B Swink Eagle-Vail Vilas Coal Creek Black Forest Merino Campion Intercultural Institute Rifle Franktown Monte Vista Castle Rock Parker Limon Lincoln P for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-0.5 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	13.7%	15.38%	18.36%
Children's Books	12.17%	12.41%	12.97%
Religious (not Bibles)	9.39%	8.31%	8.47%
Mystery	8.88%	10.6%	12.22%
Cookbooks	8.11%	8.92%	10.29%
Romance	6.56%	6.57%	6.68%
Personal/Business	6.13%	6.4%	7.26%
Self-help			
Biography	5.96%	6.57%	7.54%
History	5.79%	6.83%	7.88%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	64.24%	59.52%	65.48%
Gen. Editorial	48.56%	45.61%	48.42%
Womens	43.56%	41.39%	42.71%
Service	28.05%	29.41%	31.87%
Mens	19.45%	19.78%	20.26%
Music	17.84%	14.35%	13.49%
<b>Business/Finance</b>	16.99%	15.34%	19.18%
Sports	14.48%	14.64%	15.75%
Parenthood	13.71%	13.14%	12.6%

Laporte Moffat Niwot Granada Lamar Keenesburg Pueblo West Fort Lupton Crested Butte Dolore Selbert Coal Creek Telluride Ponderosa Park Eckley Columbine Valice Derby Fruita Aspen Silver Byers Norwood San Luis Minturn Nederland Creede Avondale Cliffor Intercultural Institute Secopyright 2012, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 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	47.5%	48.33%	52.51%	
Classified	32.41%	30.81%	29.61%	
Sport	29.59%	29.65%	31.54%	
Editorial Page	24.19%	24.84%	27.68%	
Movie Listings &	23.61%	24.37%	26.29%	
Reviews				
Business/Finance	23.53%	24.41%	28.93%	
Comics	22.6%	23.94%	25.22%	
Food/Cooking	20.87%	21.52%	24%	
TV/Radio Listings	20.74%	20.05%	22.59%	
Home/Gardening	17.7%	17.15%	19.43%	
Travel	16.44%	16.58%	20.08%	
Fashion	15.13%	13.64%	14.52%	
Science/Technology	14.24%	15.06%	17.02%	

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Urban Contemporary	31.92%	20.45%	18.4%
CHR Contemp Hit Radio	21.03%	21.68%	20.37%
Variety	11.85%	12.05%	10.99%
Country	11.71%	14.72%	14.32%
Adult Contemporary	11.17%	13.97%	15.89%
Oldies	9.94%	11.26%	10.93%
Jazz	8.89%	5.57%	6.66%
Hispanic	8.51%	13.52%	8.89%
Rock	8.4%	10.17%	10.59%
News/Talk	6.66%	8.67%	11.73%
All News	6.44%	5.46%	7.05%
Religious	5.99%	5.93%	6.07%
Classic Rock	5.74%	8.26%	8.88%
Alternative	5.43%	8.21%	9.74%
Gospel	5.37%	2.63%	2.49%
Soft Contemporary	4.89%	5.56%	6.2%
All Talk	3.69%	3.98%	4.81%
Sports	2.9%	3.37%	4.3%

Rifle Wheat Ridge Mancos Merino Sanford Empire Bow Mar Downleville Lawson Dumont Fraser Columbine Valley Kersey Greenwood Village Severance Arboles <u>Intercultural Institute</u> Denver Monument Wiggins Aspen Northglenn Dacono Wray Monteville Lawson Dumont Kit Car for Contextual Ministry Allenspark 52

### **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	r	MULTIMEDIA: TV	MULTIMEDIA: TV 0-0.5	MULTIMEDIA: TV 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	59.63%	59.95%	61.53%	١	Nick At Nite	Nick At Nite 23.91%	Nick At Nite 23.91% 23.78%
Satellite Dish	50.65%	51.16%	48.46%	ŀ	ABC Fam.	ABC Fam. 22.35%	ABC Fam. 22.35% 23.42%
Soapnet	48.62%	48.81%	50.72%	Г	TCM (Turner Classic	TCM (Turner Classic 22.25%	TCM (Turner Classic 22.25% 22.36%
Other Video-On-Demand	38.49%	38.02%	38.37%	Ν	Movies)	Movies)	Movies)
Sci-Fi Channel	34.74%	32.69%	33.91%	ŀ	Adult Swim	Adult Swim 22.17%	Adult Swim 22.17% 22.29%
Subscribe Digital Cable	32.93%	27.82%	28.25%	E	BET (Black Entertainment	BET (Black Entertainment 22.07%	BET (Black Entertainment 22.07% 20.67%
MSNBC	31.53%	29.94%	30.19%	Г	TV)	TV)	TV)
Adult Pay Per View TV	28.48%	26.89%	27.16%	ι	USA Network	USA Network 21.3%	USA Network 21.3% 19.49%
TV Info From Sunday TV	27.2%	27.9%	29.28%	ŀ	Hallmark Channel	Hallmark Channel 21.24%	Hallmark Channel 21.24% 23.29%
Magazine				٦	TV Info From Monthly	TV Info From Monthly 21.1%	TV Info From Monthly 21.1% 21.2%
Nickelodeon	25.46%	27.73%	26.55%	C	Cable Guide	Cable Guide	Cable Guide
TV Info From Newspapers	24.97%	25.45%	24.97%	L	Lifetime	Lifetime 20.51%	Lifetime 20.51% 20.5%
Comedy Central	24.09%	28.9%	34.01%	E	ESPN2	ESPN2 20.27%	ESPN2 20.27% 18.99%
				1	TV Info From Other	TV Info From Other 20.12%	TV Info From Other 20.12% 18.99%



Video-On-Demand Movies 19.05%

21.98%

21.4%

#### **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.



Lack Hawk Towace Hugo Rifle Johnstown Fort Garland Lone Tree Severance Genesee Eads Indian H Highlands Ranch Empire Greenwood Village Laporte Cokedale Bennett Intercultural Institute Je Cheraw Black Forest Haxtun Genoa Aguilar Grand Junction Pond For Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-0.5	0.5-1.5	1.5-3		MEDIUM	MEDIUM 0-0.5
	MILES	MILES	MILES			MILES
Book Readers					Quintiles (20%)	Quintiles (20%)
Heavy Users (7+)	15.82%	17.84%	20.23%		Magazines I (Heavy)	Magazines I (Heavy) 23.61%
Medium Users (4-6)	8.67%	9.71%	10.76%		Magazines II	Magazines II 10.2%
Light Users (1-3)	20.74%	20.63%	21.21%		Magazines III	Magazines III 12.22%
Quintiles (20%)					Magazines IV	Magazines IV 14.56%
Newspaper I	0.9%	0.96%	1.29%		Magazines V (Light)	Magazines V (Light) 1.12%
(Heavy)					Outdoor I (Heavy)	Outdoor I (Heavy) 8.87%
Newspaper II	1.98%	1.48%	1.64%		Outdoor II	Outdoor II 4.83%
Newspaper III	2.48%	1.99%	2.12%		Outdoor III	Outdoor III 5.3%
Newspaper IV	0.65%	0.65%	0.49%		Outdoor IV	Outdoor IV 15.81%
Newspaper V	0.75%	2.01%	1.51%		Outdoor V (Light)	Outdoor V (Light) 21.58%
(Light)					Yellow Pages I	Yellow Pages I 15.91%
					(Heavy)	(Heavy)
					Yellow Pages II	Yellow Pages II 8.26%
					Yellow Pages III	Yellow Pages III 8.2%
					Yellow Pages IV	Yellow Pages IV 23.91%

Magazines III	12.22%	12.31%	10.58%
Magazines IV	14.56%	14.59%	12.69%
Magazines V (Light)	1.12%	0.85%	0.91%
Outdoor I (Heavy)	8.87%	9.33%	9.21%
Outdoor II	4.83%	4.55%	3.68%
Outdoor III	5.3%	4.33%	4.13%
Outdoor IV	15.81%	16.15%	16.78%
Outdoor V (Light)	21.58%	21.4%	23.76%
Yellow Pages I	15.91%	13.58%	14.57%
(Heavy)			
Yellow Pages II	8.26%	7.12%	7.25%
Yellow Pages III	8.2%	6.85%	6.62%
Yellow Pages IV	23.91%	21.69%	22.1%
Yellow Pages V	5.18%	5.69%	4.78%

1.5-3

**MILES** 

20.47% 8.98%

Hotchkiss Nederland Crook intercultura nstitute Timnath Carbondale Intercultural Institute for Contextual Ministry 55

(Light)

## 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)	4.74%	3.23%	3.06%	Prime Time I & II (Heavy)	5.07%	3.6%	3.81%
Drive Time III (Medium)	1.2%	1.97%	1.39%	Prime Time III (Medium)	2.39%	1.96%	1.86%
Radio IV & V (Light)	3.93%	2.73%	2.63%	Prime Time IV & V (Light)	9.58%	9.94%	8.8%
Radio Media Quntiles (fifths	s /			TV Early/Late Fringe Quntile	S		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	11.59%	11.96%	10.09%	Fringe I & II (Heavy)	36.75%	36.64%	39.22%
Radio III (Medium)	4.06%	6.15%	5.27%	Fringe III (Medium)	52.11%	47.54%	49.13%
Radio IV & V (Light)	4.52%	3.62%	3.6%	Fringe IV (Light)	52.51%	51.75%	53.06%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.44%	13.55%	14.18%	All Day I & II (Heavy)	16.96%	14%	13.55%
Cable III (Medium)	5.2%	4.29%	4.3%	All Day III (Medium)	23.73%	22.94%	23.16%
Cable IV & V (Light)	33.95%	31.12%	32.94%	All Day IV (Light)	19.01%	16.92%	15.78%



# Potential Audio & Prime Time TV Media Usage:

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

1.5-3

MILES

8.34% 7.89%

8.25%
23.1%
27.02%
29.07%
38.01%
3.57%

JSAGE	0-0.5	0.5-1.5	1.5-3	USAG	E	(
	MILES	MILES	MILES			ľ
Day-time Radio				Prime	Time TV	
Listeners				Viewe	rs	
Dayparts [summary]	11.38%	9.55%	11.32%	8:00-1	1:00pm	
6:00am - 10:00am	15.32%	17.26%	19.41%	Saturd	lay:	
10:00am - 3:00pm	11.43%	7.91%	8.32%	8:00-1	1:00pm	
3:00pm - 7:00pm	16.7%	18.74%	16.03%	Sunda	y: 7:00-11:00pm	
7:00pm - Midnight	11.3%	11.2%	13.54%	9:00ar	m-1:00pm	
Vidnight - 6:00am	6.58%	5.53%	6.53%	9:00ar	m-4:00pm	
Weekend Radio				4:00pr	m-7:00pm	
Listeners				11:00p	om-1:00am	
Dayparts [summary]	14.87%	17.69%	15.43%	AVG F	Prime time	
6:00am - 10:00am	2.87%	3.2%	4.26%	Mon-S	Sun	
10:00am-3:00pm	6.17%	7.87%	8.33%			
3:00pm - 7:00pm	7.45%	7.26%	6.89%			
7:00pm - Midnight	9.67%	8.26%	8.9%			
Midnight - 6:00am	13.24%	10.18%	11.45%			

ar City Acres Green Ault Eldora Dillon Peetz Arvada Blue River Brookside Yuma Bonanza Akron E Pleasant View Lincoln Park Westminster Genesee Firestone Julesburg Silverion Rye Flagler Grout Green Mountain Falls Kiowa Penrose Hillrose Morrison Las Animas Morrison Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Parada Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry 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	16.61%	19.62%	19.15%		Sat: 7-10am	Sat: 7-10am 16.37%	Sat: 7-10am 16.37% 16.33%
7-9am	20.27%	18.99%	22.08%		Sat: 10am-1pm	Sat: 10am-1pm 9.01%	Sat: 10am-1pm 9.01% 8.91%
9am-12noon	18.44%	18.44%	18.55%		Sat: 1-4pm	Sat: 1-4pm 22.97%	Sat: 1-4pm 22.97% 24.71%
12noon-4pm	9.84%	9.46%	8.47%		Sat: 4-6pm	Sat: 4-6pm 6.71%	Sat: 4-6pm 6.71% 6.21%
4-6pm	45.24%	45.31%	48.26%		Sat: 6-7pm	Sat: 6-7pm 1.59%	Sat: 6-7pm 1.59% 1.66%
6-7pm	16.78%	20.44%	18.14%		Sat: 7-8pm	Sat: 7-8pm 1.03%	Sat: 7-8pm 1.03% 1.1%
7-7:30pm	2.1%	2.07%	2%		Sat: 8-11pm	Sat: 8-11pm 8.45%	Sat: 8-11pm 8.45% 7.24%
7:30-8pm	10.69%	10.8%	10.53%		Sat: 11pm-1am	Sat: 11pm-1am 6.38%	Sat: 11pm-1am 6.38% 4.7%
8-11pm	5.95%	9.03%	8.34%		Sat: 1am-7pm	Sat: 1am-7pm 21.3%	Sat: 1am-7pm 21.3% 19.49%
11pm-12am	31.53%	29.94%	30.19%		Sun: 7-10am	Sun: 7-10am 2.83%	Sun: 7-10am 2.83% 2.55%
11pm-1am	41.15%	38.18%	38.01%		Sun: 10am-1pm	Sun: 10am-1pm 5.92%	Sun: 10am-1pm 5.92% 4.83%
1-6am	31.15%	31.51%	32.41%		Sun: 1-4pm	Sun: 1-4pm 4.83%	Sun: 1-4pm 4.83% 4.83%
					Sun: 4-7pm	Sun: 4-7pm 12.38%	Sun: 4-7pm 12.38% 10.54%
					Sun: 7-11pm	Sun: 7-11pm 9.03%	Sun: 7-11pm 9.03% 7.81%
					Sun: 11pm-1am	Sun: 11pm-1am 5.7%	Sun: 11pm-1am 5.7% 4.76%
					Sun: 1-7am	Sun: 1-7am 20.88%	Sun: 1-7am 20.88% 17.71%

Kim Monument Twin Lakes Eagle Burlington Cedaredge Cimarron Hills Black Forest Keenesburg attrita Merino Mountain Village Craig Padroni Genesee Hotchkiss Char Hills Village Deer Trail Rifle Lakeside Grover La Junta Strasburg Milliken Norwood Alamosa Second Intercultural Institute for Contextual Ministry Color Contextual Ministry Aspen Park Silt Stratmoor Calhan Palmer Lake Iliff 58

# 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.

Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

#### Issues for Your Consideration

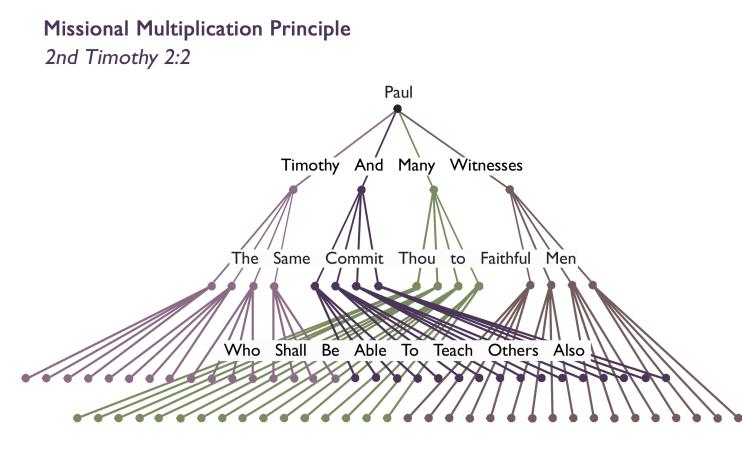
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Durango Bow Mar Womelsdorf (Coalton) Welby Greenwood Village Larkspur El Jebel Cascade Chipita Par Loveland Campo Parker Rye Crowley Ovid Woodland Park Black Ministry Intercultural Institute Littleton Eagle-Vail Northglenn Foxfield Ramah Walsenburg Penr Intercultural Institute for Confectual Ministry Cheraw Telluride Burlington Paoli Monte Vista Ca 60 Copyright 2012, Intercultural Institute for Contextual Ministry

## **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.



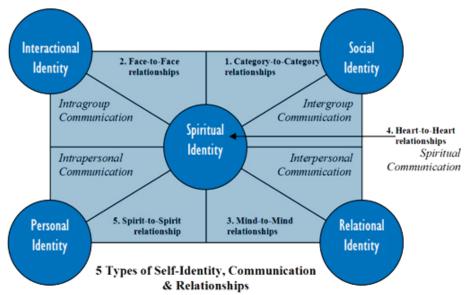
Wray Air Force Academy Orchard Mesa Padroni Silver Cliff Keystone Windsor Alma Derby Log Land Gunbarrel Firestone Ault Branson Rockvale De Beque Northglenn intercultural Institute Da Kiowa Sugar City Estes Park Commerce City Pritchett Simla Coke Contextual Ministry <sup>Ca</sup> © Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Manitou Springs Pueblo Thornton Gleneagle Fagle-Val

## **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



Battlement Mesa Sedgwick Cheyenne Wells Aspen Padroni Salt Creek Avondale Fort Collins Vona Gla Burango Calhan Indian Hills Black Forest Mead Glenwood Springs Olar Louisville Leadville North Ha Poncha Springs Avon Broomfield Eagle-Vail Windsor Gunnison Seibe Tot Confectual Ministry a Copyright 2012, Intercultural Institute for Contextual Ministry Meridian Colorado Springs Pueblo Sawpit Cherav

### Notes and Sources

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





6 Wateroak Court North Augusta, SC 29841 In Partnership with:



An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

#### CONTACT US:

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
	www.missionalcorps.org
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org
	www.missionalpartners.org

