# MissionSite top unreached locations

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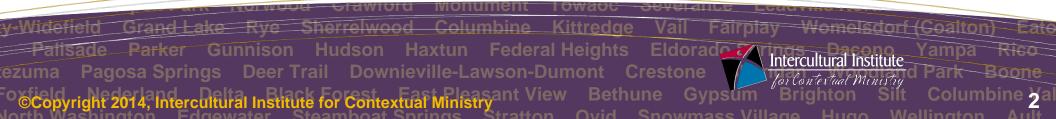
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Aguilar Air Force Academy Branson CENSUS TRACT: 08035013906 Ken Fraser Pueblo West Niwot Raymer REGION: Front Range Wells Edgewater Crested Butte Las Animas Silver Cliff ASSOCIATION: Mile High ler Bethune Eagle-Vail a Crested Butte Las Animas Silver Cliff Sanford C ard Tabernash Wiley Hotchkiss Limon Campo COUNTY: DouglasRidgway In partnership with the: Collins Gleneagle Grand Junction SITESCAPE: Suburbscape gl SITESCAPE: Suburbscape glenn Eckley Winter Pa Intercultural Institute Lafayette Westcreek Frestone Olney Springs Snowmass for Contextual Ministry Erie Sheridan Lake Manager Grand Montrose Stratmoor Del Norte Grand Lake New Cast COLORADO **Deer Trail** Walden Leadville North st Pleasant View Colorado City Mar

Coocopyright 2014, Intercultural Institute for Contextual Ministry Nederland Laporte Eads Lochbuie Pitkin Beulah Valley

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#### Site Location Summary

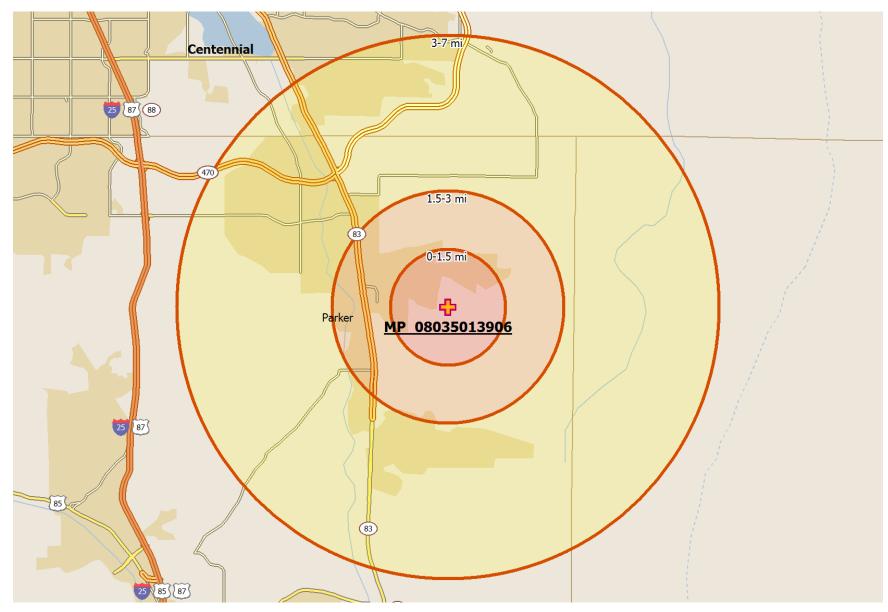
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	08035	Douglas
4	Zipcode	80138	Douglas
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.2	Medium Suburbs
7	Sitescape Subgroup	3.22	Medium suburbs nearby suburbs adjacent a city
8	Sitescape Density Pattern	13	50000-100000-250000



Welby Two Buttes Fleming Grand Junction Cascade-Chipita Park Todd Creek Holly Superior Springfield and the second a Junta Holyoke Walsh Yuma Niwot Sedgwick Nederland Hillrose Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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



Wheat Ridge Cherry Hills Village El Jebel Glenwood Springs Orchard City Nunn Alamosa East Crests Siver Plume Aspen Park Derby Bennett Leadville North Julesburg Intercultural Institute Williamsburg Ward Avondale Raymer Salida Two Buttes Calhan Grave Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD E	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
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

Greeley Durango Olathe Two Bulles P

Applewood Glenwood Springs Del Norte Berkley Black Forest Todd Creven Stering Park Arvada Montezuna Confectual Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	13,999	16,022	93,043
2010 Households	4,380	5,317	29,294
2010 Group Quarters Population	13	95	6

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	36	38	50
Language Diversity National Index	29	28	54
Foreign Born Diversity National Index	90	86	78
Ancestry Diversity National Index	90	93	90
Racial Diversity National Index	24	33	42

Lins La Junta <u>Glendale Basalt Kiowa Vona Monte Vista Gleneagle</u> Caste Pines Mount Crested Butte Liphur Springs Aristocrat Ranchettes Wray Battlement Mesa Crestone <u>Intercultural Institute</u> ar Orchard City Westcreek Vilas Tabernash Jamestown North Washing <u>Intercultural Institute</u> <sup>C</sup>Copyright 2014, Intercultural Institute for Contextual Ministry <sup>C</sup>Copyright 2014, Intercultural Institute for Contextual Ministry

#### Site Location Summary - County Environment

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

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

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

ampa Seibert <u>Telluride Thornton Empire Clifton Crested Butte</u> Eaton Sawpit Las Animas Rangely B ance Stonegate Estes Park Alma Timnath Lake City El Jebel Cortez <u>Intercultural Institute</u> Indian Hills Blanca Castle Pines Nederland Ward Sheridan Lake Wals <u>Jor Contextual Ministry</u> Valley Creede Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,382	100.05%
Mainstay Communities	Established, Diverse Households	0	0%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Raymer Monument Edgewater Seibert Haxtun Firestone Glenwood Springs Bonanza Fruitvale Silve Evans Idaho Springs Cheraw Genoa Cascade-Chipita Park Salt Creek Intercultural Institute restminster La Jara Eldora Durango Nunn Atwood Rangely Silvertho Field Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

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

#### Issues for Your Consideration

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

ake City Manzanola Silver Plume Pierce Silt Paoli Fountain Gleneagle Granby Hayden Indian Hills G Antonito Cascade-Chipita Park Arriba Genoa Niwot Ramah Gilcrest Intercultural Institute Heights Loghill Village Silver Cliff Westcliffe Gunnison Superior Sague for Contextual Ministry Geopyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry And Village Palisade Eldorado Springs Williamsburg 50

## 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?



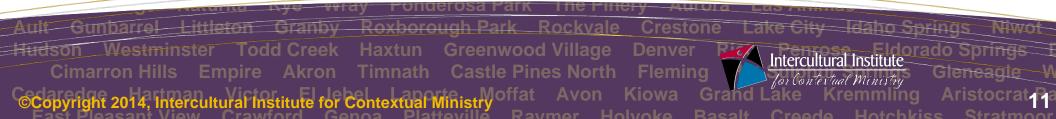
## Spirituality Indicators Overview - Evangelscape

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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	70,487	2,994	4.25%
Unreached %	71.69%	68.36%	95.35
Religious But NOT Evangelical HH	15,855	660	4.16%
Religious But NOT Evangelical %	16.13%	15.07%	93.45
Spiritual But NOT Relig or Evang HH	13,272	627	4.72%
Spiritual But NOT Relig or Evang %	13.5%	14.31%	106
Not Evangelical, Not Interested HH	41,363	1,707	4.13%
Not Evangelical, Not Interested %	42.07%	38.98%	92.66
	,	,	





### **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	6,108	635	10.4%
Active Evangelical Percent	6.21%	6.55%	105.41
Inactive Evangelical Households	21,725	2,258	10.4%
Inactive Evangelical Percent	22.10%	23.29%	105.41
# New Churches Needed	49	5	9.86%





## 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

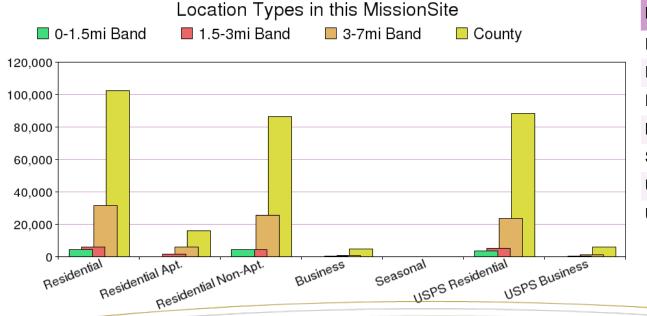
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Fleming Julesburg Crawford Salida Ovid Blanca Louisville Castle Pines Seibert Limon Gypsum R Hill Gunbarrel Breckenridge Blue River Hillrose Hugo Campion Eagle in Dinesaur Avon Grand E Cripple Creek Wheat Ridge Castle Rock Raymer Strasburg Alamosa to Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Page Loveland Rifle Cherry Hills Village Windsor Ed13

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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	60,391	1,160	1.92%
2000 Population	175,766	7,757	4.41%
2010 Population	296,358	13,999	4.72%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	20,842	381	1.83%
2000 Households	60,924	2,551	4.19%
2010 Households	98,320	4,380	4.45%

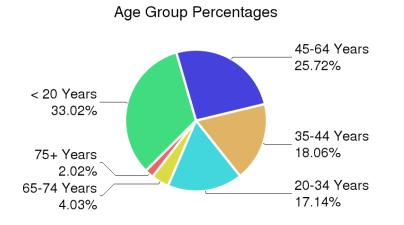


Location Type	0-1.5mi Band
Residential	4,478
Residential Apt.	3
Residential Non-Apt.	4,475
Business	8
Seasonal	0
USPS Residential	3,571
USPS Business	4

st Pleasant View Fort Morgan Avondale Bethune Lafayette Englewood Loghill Village Keystone Morfat Hanza Craig Elizabeth Pagosa Springs Rangely Columbine Valley Fowler Contextual Institute offield Akron Black Hawk Mead St. Mary's Norwood Ordway Poncha Softwards Ophir Parker Beulah Valley De Beque Westmi 14

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

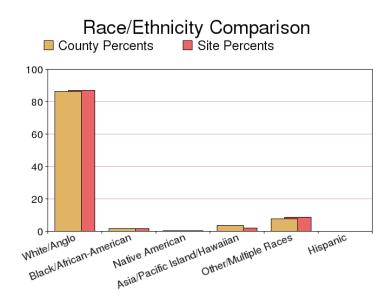


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.1%	7.11%	116.56
4-5 Years	3.19%	3.4%	106.58
6-8 Years	4.86%	5.12%	105.35
9-11 Years	4.94%	5.19%	105.06
12-13 Years	3.32%	3.5%	105.42
14-17 Years	6.03%	5.89%	97.68
18-19 Years	2.88%	2.8%	97.22
0-5 Years	9.3%	10.52%	113.12
6-12 Years	11.46%	12.06%	105.24
13-19 Years	10.57%	10.44%	98.77
< 20 Years	31.33%	33.02%	105.39
20-34 Years	15.81%	17.14%	108.41
35-44 Years	17.43%	18.06%	103.61
45-64 Years	27.9%	25.72%	92.19
65-74 Years	5.08%	4.03%	79.33
75+ Years	2.46%	2.02%	82.11
Median Age	37	36	99.18
Median Age (Male)	36	36	98.79
Median Age (Female)	37	37	98.95

Campo Hot Sulphur Springs Johnstown Delta Lakewood Ovid La Jara Durango Campion Highlands Ranc 15 Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.35%	87.06%	100.83
Black, African-American	1.82%	1.69%	93.17
Native American	0.48%	0.44%	92.17
Asian	3.51%	2.04%	58.05
Pacific Island, Hawaiian	0.06%	0.02%	38.03
Other/Multiple Races	7.79%	8.74%	112.2
Hispanic	0%	7.39%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	188,231	8,757	

Total Adults over age 25 years.	188,231	8,757	
Less than 9th Grade	0.74%	0.16%	462.24
No High School Diploma	1.32%	0.75%	175.73
High School Graduate	14.4%	14.11%	101.99
Some College, no degree	20.36%	20.81%	97.84
Associate Degree	9.13%	10.44%	87.45
College Degree	36.59%	38.19%	95.81
Graduate/Prof. degree	17.47%	15.54%	112.42

Leadville North Crowley Ouray Meridian Rockvale Las Animas Columbine Valley Keystone Several Walsenburg Cokedale Victor Gold Hill Hudson Brookside Haxtun Intercultural Institute City Delta La Junta Dinosaur Lochbuie Rye South Fork Leadville Hor Confectual Ministry Coloring Confectual Ministry Copyright 2014, Intercultural Institute for Confectual Ministry Confectual Ministry Free Gleneagle Estes Park Simla Lincoln Park Fires 16

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	1.78%	0.66%	26.25
\$10,000 to \$19,999	2.04%	1.28%	62.79
\$20,000 to \$29,999	3.75%	1.69%	45.04
\$30,000 to \$49,999	11.52%	10.8%	93.75
\$50,000 to \$59,999	5.98%	5.78%	96.54
\$60,000 to \$69,999	6.72%	8.04%	119.63
\$70,000 to \$79,999	6.18%	8.29%	134.15
\$80,000 to \$89,999	6.2%	8.01%	129.29
\$90,000 to \$99,999	7.1%	8.15%	114.84
\$100,000 to \$124,999	15.55%	19.04%	122.42
\$125,000 to \$149,999	10.49%	11.69%	111.42
\$150,000 to \$199,999	11.14%	11.92%	107.03
\$200,000 to \$249,999	3.98%	2.49%	62.5
\$250,000 or more	7.58%	2.17%	28.63
Median Household	98,215	96,878	98.64
Average Household	119,786	103,449	86.36
Per Capita Household	39,819	32,367	81.29
Family/Non-Family Household			
Income			
Median Family Income	107,734	101,896	94.58
Average Family Income	134,382	109,232	81.28
Median Non-Family Income	60,552	62,645	103.46
Average Non-Family Income	74,481	69,508	93.32

Naturita Swink Ordway Merino Delta Laporte Parachute New Castle Sawpit Silvertherne Meeke Tand Starkville Eaton Dove Creek Kittredge Grand Junction Ignacio Intercultural Institute Cripple Creek Morrison Eads Berthoud Vona Gunnison Lyons Tabern for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	75.63%	82.17%	108.64
Families with Children	42.94%	47.81%	111.34
Families without Children	32.69%	34.36%	105.1
Non-Family Households			
% Non-Family Households	24.37%	17.83%	73.18
Non-Families with Children	0.21	0.14	65.38
Non-Families without Children	24.16	17.69	73.24
Housing Units			Index
Total Housing Units	103,989	4,660	
Vacant percent	5.45%	6.01%	110.22
Owned percent	77.67%	88.84%	114.38%
Rented Percent	16.88%	5.17%	30.64
Households by Size			Index
Avg household size	3.01	3.19	105.98
Avg family hh size	3.57	3.63	101.68
Avg non-family hh size	1.28	1.18	92.19
Households By Count of Persons			Percent
One	19,105	641	3.36%
Two	24,058	1,057	4.39%
Three or Four			
	41,000	1,952	4.76%

Pueblo West Greeley Gunbarrel Blue River Vona Centennial Granada South Fork Highlands Ranch Olathe Pitkin Yampa Womelsdorf (Coalton) Windsor Glenwood Spring Intercultural Institute Applewood Frederick Yuma Pagosa Springs Salt Creek Lyons Rocky For For Contextual Ministry Jacopyright 2014, Intercultural Institute for Contextual Ministry add Bonanza Roxborough Park Wheat Ridge Hayden Olney Springs Del Norte Frie Atwood Silverton

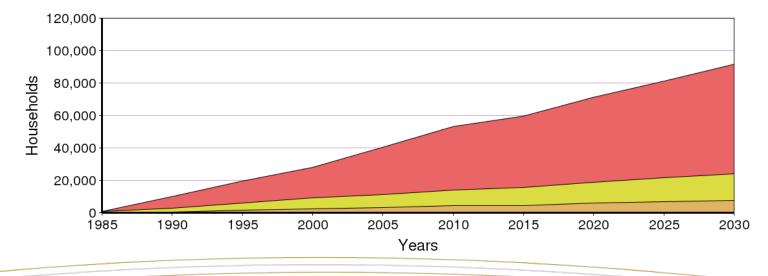
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	60,391	1,160	1.92%
2000 Population	175,766	7,757	4.41%
2010 Population	296,358	13,999	4.72%
2015 Population	337,018	15,423	4.58%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 📃 0-3mi Ring

📕 0-7mi Ring

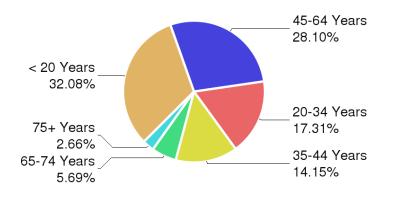


Walsenburg Akron Ponderosa Park Poncha Springs Salida Georgetown Las Animas Towaoc Redia Glathe Manitou Springs Winter Park Cimarron Hills Crawford Snowmass in Intercultural Institute ne Wells Eckley Otis Marble Sawpit Rico Fleming Edwards Welby for Contextual Ministry Contextual Ministry Del Norte Frisco Gilcrest 19 Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-1.5 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

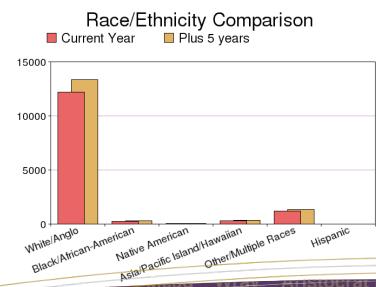


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.11%	6.81%	95.78
4-5 Years	3.4%	3.09%	90.88
6-8 Years	5.12%	4.73%	92.38
9-11 Years	5.19%	4.77%	91.91
12-13 Years	3.5%	3.27%	93.43
14-17 Years	5.89%	6.26%	106.28
18-19 Years	2.8%	3.15%	112.5
0-5 Years	10.52%	9.89%	94.01
6-12 Years	12.06%	11.16%	92.54
13-19 Years	10.44%	11.03%	105.65
< 20 Years	33.02%	32.08%	97.15
20-34 Years	17.14%	17.31%	100.99
35-44 Years	18.06%	14.15%	78.35
45-64 Years	25.72%	28.1%	109.25
65-74 Years	4.03%	5.69%	141.19
75+ Years	2.02%	2.66%	131.68
Median Age	37	37	100.98
Median Age (Male)	36	36	100.17
Median Age (Female)	37	38	101.21

outh Fork Alamosa East Security-Widefield Acres Green Florence Ignacio Eagle Yong Antonito Nucla Crowley Bennett Raymer Yampa Walsenburg Gleneagle Coal Creek Intercultural Institute Dolores Victor Limon Hotchkiss Hooper Iliff Redlands Colorado Jor Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry San Luis Poncha Springs Minturn Centennial Westere

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 0-1.5 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	87.06%	86.51%	99.36
Black, African-American	1.69%	1.82%	107.62
Native American	0.44%	0.42%	95.16
Asian	2.04%	2.33%	114.33
Pacific Island, Hawaiian	0.02%	0.03%	151.28
Other/Multiple Races	8.74%	8.88%	101.59
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,757	9,532	
Less than 9th Grade	0.16%	0.16%	98.43
No High School Diploma	0.75%	0.49%	65.42
High School Graduate	14.11%	14.46%	102.42
Some College, no degree	20.81%	18.72%	89.95
Associate Degree	10.44%	11.46%	109.76
College Degree	38.19%	38.28%	100.25
Graduate/Prof. degree	15.54%	16.44%	105.77

ort Morgan Nucla Erie Mancos Leadville North Crowley Blue River Pueblo Rifle Sheridan Pritchett Fort Lupton Cimarron Hills Empire Hugo Leadville Columbine Red Intercultural Institute Montrose Raymer Kittredge Johnstown Silver Plume Englewood Frederic Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 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 0-1.5 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 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	0.66%	0.61%	92.23
\$10,000 to \$19,999	1.28%	1.16%	90.41
\$20,000 to \$29,999	1.69%	1.64%	96.82
\$30,000 to \$49,999	10.8%	10.05%	93.11
\$50,000 to \$59,999	5.78%	5.1%	88.35
\$60,000 to \$69,999	8.04%	7.26%	90.37
\$70,000 to \$79,999	8.29%	7.85%	93.95
\$80,000 to \$89,999	8.01%	7.76%	97.98
\$90,000 to \$99,999	8.15%	7.74%	94.99
\$100,000 to \$249,999	19.04%	20.09%	105.49
\$125,000 to \$149,999	11.69%	13%	111.2
\$150,000 to \$199,999	11.92%	12.89%	108.16
\$200,000 to \$249,999	2.49%	2.6%	104.29
\$250,000 or more	2.17%	2.38%	109.61
Median Household	96,878	100,760	104.01
Average Household	103,449	109,379	105.73
Per Capita Household	32,367	32,517	100.46
Fomily/Non Fomily Household			
Family/Non-Family Household Income			
Median Family Income	101,896	106,085	104.11
Average Family Income	109,232	117,435	107.51
Median Non-Family Income	62,645	64,689	103.26
Average Non-Family Income	69,508	77,694	111.78

w Mar Raymer Kim Palisade Branson Air Force Academy Pueblo West Beutah Valley Silver Plume Bout Gewater Columbine Cimarron Hills Hudson Craig Elizabeth Westcliffe Angles Stonegate Silver Cliffe Yampa Fleming Black Forest Hotchkiss Walsenburg Sedalia Starkvil (or Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Mini

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 0-1.5 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 0-1.5 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 0-1.5 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	82.17%	79.17%	96.35
Families with Children	47.81	45.19	94.53
Families without Children	34.36	33.5	97.5
Non-Family Households			
% Non-Family Households	17.83%	20.83%	116.81
Non-Families with Children	0.14	0.22	116.81
Non-Families without	17.69	20.61	116.48
Children			
Housing Units			
Total Housing Units	4,660	4,868	104.46%
Vacant percent	6.01%	5.81%	96.75
Owned percent	88.84%	91.13%	102.57
Rented Percent	5.17%	3.06%	59.18
Households by Size			
Avg household size	3.19	3.36	105.33%
Avg family hh size	3.63	3.94	108.54%
Avg non-family hh size	1.18	1.14	96.61%
Households By Count of			
Persons			
One	641	796	124.18%
Two	1,057	758	71.71%
Three or Four	1,952	2,132	109.22%
Five+	729	898	123.18%

Greeley Arriba Monte Vista Julesburg Broomfield Rockvale Sedalia Brighton Blue River Fruitvale H tone Loghill Village Cherry Hills Village Center Peetz Avon Redlands <u>Intercultural Institute</u> Louviers G Caryl Grand Junction The Pinery Fleming Sawpit Elizabeth Indian Hills <u>Intercultural Institute</u> Blance Gene Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Ethnographic Summary**

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	383	249	1,445	Eastern Africa	Eastern Africa 9	Eastern Africa 9 0
Northern Europe	49	38	261	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	34	21	150	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	10	11	26	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	39	22	103	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	16	56	222	Oceania	Oceania 5	Oceania 5 16
So. Central Asia	18	3	35	Caribbean	Caribbean 0	Caribbean 0 0
SE Asia	90	22	158	Central Amer.	Central Amer. 18	Central Amer. 18 9
Western Asia	56	4	42	South America	South America 4	South America 4 7
Other Asia	0	0	3	North America	North America 35	North America 35 40
				Born at sea	Born at sea 0	Born at sea 0 0

Federal Heights Northgienn Delta Ward Downieville-Lawson-Dumont Greeley Starkville Durango El Jebe Hontezuma Columbine Valley Penrose Golden Aurora Idaho Springs Intercultural Institute ittleton Brush Bayfield Oak Creek Erie Leadville North Sheridan Edw Jor Confertual Ministry Lochbuie W Coopyright 2014, Intercultural Institute for Contextual Ministry Strasburg Longmont Stratton Sawpit Keystone 24

## Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES	SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	8,012	8,345	30,723	Other Indo-Euro	2	4	16
Spanish	229	158	740	Asian/PI languages	0	0	0
Other Indo-Euro	165	281	679	Chinese	8	30	118
language				Japanese	7	2	12
French (incl. Patois,	4	54	159	Korean	2	2	156
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	1	29	25	Miao, Hmong	0	0	0
Portuguese	2	2	34	Thai	62	0	0
German	65	126	224	Laotian	0	0	0
Yiddish	0	8	28	Vietnamese	6	0	38
Other West Germanic	7	8	15	Other Asian	0	0	54
A Scandinavian	17	15	23	Tagalog	0	0	21
Language				Other Pacific Is	1	19	5
Greek	6	4	25	Other languages	52	8	53
Russian	31	11	55	Navajo	0	0	13
Polish	0	7	16	Other Native N.	0	0	12
Serbo-Croatian	0	8	2	American			
Other Slavic Language	16	2	23	Hungarian	0	8	5
Armenian	0	0	0	Arabic	0	0	23
Persian	0	0	27	Hebrew	15	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	12	0	4	Other unspecified	37	0	0
Urdu	0	0	0				

Silverthorne Crowley Eaton Beulah Valley Hayden Berkley Rocky Ford Gunnison Laporte Brighte Ous Broomfield Milliken Cottonwood Woodland Park Branson Intercultural Institute Hotchkiss Crestone Crested Butte Nunn Columbine Todd Creek Haxt Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	8,272	8,224	29,436	Irish	Irish 1,124	Irish 1,124 897
Arab	2	2	116	Italian	Italian 461	Italian 461 548
Armenian	4	11	39	Lithuanian	Lithuanian 2	Lithuanian 2 3
Austrian	14	29	121	Norwegian	Norwegian 273	Norwegian 273 221
British	88	143	196	Polish	Polish 197	Polish 197 212
Canadian	39	22	191	Portuguese	Portuguese 10	Portuguese 10 2
Croatian	27	38	14	Romanian	Romanian 0	Romanian 0 20
Czech	6	25	188	Russian	Russian 85	Russian 85 40
Czechoslovak	34	10	113	Scandinavian	Scandinavian 52	Scandinavian 52 75
Danish	140	59	377	Scotch-Irish	Scotch-Irish 177	Scotch-Irish 177 123
Dutch	214	191	636	Scottish	Scottish 252	Scottish 252 224
English	819	858	3,243	Slovak	Slovak 17	Slovak 17 15
European	63	102	321	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	18	16	78	Swedish	Swedish 299	Swedish 299 155
French (not Basque)	108	189	875	Swiss	Swiss 24	Swiss 24 16
French Canadian	75	89	213	Ukrainian	Ukrainian 7	Ukrainian 7 8
German	2,022	1,879	6,813	US/American	US/American 447	US/American 447 771
Greek	41	45	225	Welsh	Welsh 27	Welsh 27 117
Hungarian	18	29	106	West Indian	West Indian 26	West Indian 26 4
Iranian	0	0	38	Yugoslavian	Yugoslavian 34	Yugoslavian 34 8
				Other	Other 1,025	Other 1,025 1,029

Longmont Blue River Red Cliff Empire Grand Lake Aguilar Silver Cliff Cathan Merrison Gunnison E Lake City Grand Junction Burlington Nucla Collbran Columbine Beyer Intercultural Institute Mar Gunbarrel Romeo Dolores Pitkin Bonanza Holyoke Black Hawk for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Eldorado

### Using the Demographic Indicators

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

#### Issues for Your Consideration

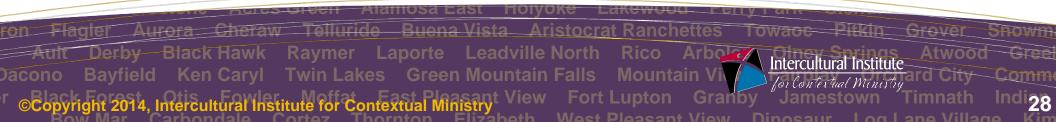
- 1. The Demoscape information on page 19 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing,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



## Using the Demographic Indicators

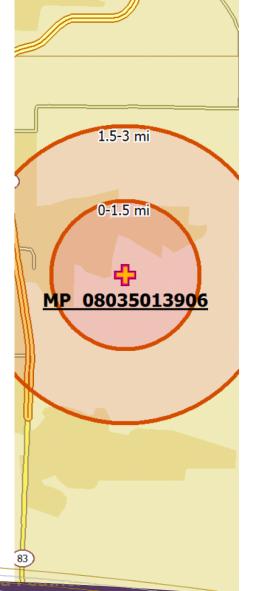
#### Issues for Your Consideration - continued

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



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

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



ado Springs Sugar City Welby Clifton Vail Frisco Niwot Eagle Kiowa Palisade Breckenridge Glenda E Beque Fort Garland Walden Kersey Aspen Park Paoli Penrose Eator Intercultural Institute Sedgwick Winter Park Yuma Brush Grand Lake Castle Pines North Confertual Ministry <sup>n</sup>©Copyright 2014, Intercultural Institute for Contextual Ministry <sup>n</sup>©Copyright 2014, Intercultural Institute for Contextual Ministry <sup>n</sup>©Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	4,380	100%	2,996	100%
AFFLUENT SUBURBIA	4,377	99.93%	2,992	99.87%
America's Wealthiest	0	0%	0	0%
Dream Weavers	138	3.15%	99	3.3%
White Collar Suburbia	191	4.36%	156	5.21%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	195	4.45%	131	4.37%
Small Town Success	265	6.05%	184	6.14%
New Suburbia Fam.	3,588	81.92%	2,422	80.84%
UPSCALE AMERICA	5	0.11%	4	0.13%
Status Conscious Consumers	5	0.11%	4	0.13%
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	0	0%	0	0%
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%



The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	4,380	100%	2,996	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

ont Silver Plume Lakeside Walden Applewood Naturita Stratton Edwards San Luis Platteville Evergre South Fork Niwot La Salle Sheridan Lake Silt Del Norte Greeley Bree rides Gold Hill Georgetown oeth Crawford Fruita Montezuma Green Mountain Falls Hugo Eagle-Vai for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	0-1.5 HH & Percen	t	Unreached HH &	& Percent
Total	4,380	100%	2,996	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

ke Evergreen Johnstown Crook Springfield Steamboat Springs New Castle Kiewa Edgewater Olney Spring Intercultural Institute dan Lake Kit Carson Cheraw Berthoud Stonegate Leadville North Harth For Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	4,380	100%	2,996	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Grand View Estates Frie Red Cliff Log Lane Village Craig Brush Sugar City Genoa Yuma Mead Print North Washington Center Cherry Hills Village Firestone Eagle-Vail Cascade-Chipita Park Arriba Orchard Mesa Nucla Air Force Academy Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Identifying Focus Groups in this Location

Cottonwood

Intercultural Institute for Contextual Ministry

**Del Norte** 

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

Ouray

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Pueblo

34

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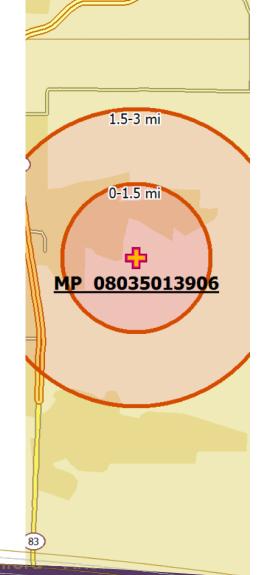
#### **Potential Cultural Bridges**

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).



Dove Creek Greeky Yuma Minturn Salida Pitkin Lamar Cortez Meeker Tabernash Keenesburg Park Lyons Jamestown Clifton Mountain View Fort Garland Crook Fare Intercultural Institute Ramah Nucla Westcliffe Fruita Paonia Englewood Bonanza Louisvil Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Cultural 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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
PC-HH Own	94%	90%	92%
Use Comp. for Internet/E-mail	85%	80%	83%
Internet Use: E-Mail	71%	68%	71%
Use Comp. for Word	65%	61%	65%
Processing			
Use Comp. for Shopping	62%	56%	57%
Use Comp. for Banking	58%	54%	53%
Use Comp. for Digital Camera	53%	48%	50%
Photo Editing			
Use Comp. for Education	52%	48%	48%
Use Comp. for Comp. Games	52%	49%	50%
HH Owns DVD Player	44%	41%	43%

The Pinery Superior Marble Basalt Ken Caryl Gunbarrel Bonanza Evergreen Federal Heights Tode Cortez Tabernash Hotchkiss La Veta Granada Alamosa Stratton Intercultural Institute hune Orchard Mesa Pierce Montrose Edgewater Branson Mountain Viller (or Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Purchase

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	72%	71%	71%
Dining Out (Not Fast Food)	66%	66%	69%
Reading Books	59%	59%	62%
Card Games	48%	46%	47%
Go To A Beach/Lake	46%	45%	47%
Board Games	40%	38%	40%
Cooking for Fun	36%	37%	40%
Gardening	34%	33%	37%
Going To	27%	26%	25%
Bars/Nightclubs/Dancing			
Visit Museum	26%	26%	30%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	60%	62%	63%
Gen./Fam. Practitioner	39%	40%	39%
Dentist	34%	34%	36%
None Of These	27%	26%	25%
Eye Dr.	19%	20%	21%
OB/GYN	16%	15%	16%
Backache	16%	17%	17%
High Cholesterol	15%	16%	17%
Acid Reflux Disease (GERD)	12%	12%	12%
Nasal Allergies/Hay Fever	11%	11%	11%

Von Frisco Longmont Louviers Rocky Ford Green Mountain Falls Alamosa East Milliken Foxfield Seve Hentezuma Gunnison Aguilar Dinosaur Ponderosa Park Eads Bow Mar <u>Intercultural Institute</u> Sheridan Walden Jamestown Beulah Valley Roxborough Park Love for Contextual Ministry <sup>Ib</sup> Copyright 2014, Intercultural Institute for Contextual Ministry <sup>Ib</sup> Contextual Ministry <sup>Ib</sup> Copyright 2014, Intercultural Institute for Contextual Ministry <sup>Ib</sup> Contextual Ministry <sup>Ib</sup> Copyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	35.74%	35.23%	36.37%
Live Theater	24.58%	25.43%	30.62%
Rock/Pop Concerts Most	21.58%	21.38%	20.54%
Often			
Live Theater Most Often	19.48%	20.58%	25.35%
Comedy Club	13.65%	12.61%	12.06%
Comedy Club Most Often	11.08%	9.98%	9.06%
Movies: Action/Adventure	48.22%	46.71%	46.49%
Movies: Comedy	47.86%	46.02%	46.53%
Movies: Fam.	27.45%	24.92%	24.65%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Drama	25.98%	25.82%	27.63%
Movies: Romantic Comedy	24.91%	24.61%	26.89%
Movies: Mystery	18.56%	18.39%	19.14%
MLB Baseball Reg.	12.54%	12.56%	14.44%
Season			
College Football Reg.	12.53%	10.89%	12.13%
Season			
NFL Football Reg. Season	12.16%	11.33%	11.92%
College Basketball Reg.	8.42%	7.19%	8.15%
Season			
NBA Basketball Reg.	7.22%	6.89%	7.54%
Season			
NHL Hockey Reg. Season	6.32%	5.98%	6.2%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	49.87%	48.06%	49.37%	Aerobics	Aerobics 12.7%	Aerobics 12.7% 12.31%
Swimming	44.5%	42%	43.45%	Baseball	Baseball 12.06%	Baseball 12.06% 11.23%
Bowling	30.82%	27.52%	27.42%	Tennis	Tennis 11.98%	Tennis 11.98% 11.26%
Using Cardio Machine	25.43%	23.37%	23.57%	Soccer	Soccer 10.65%	Soccer 10.65% 9.97%
Neight Training	24.82%	24.19%	25.64%	Power Boating	Power Boating 9.81%	Power Boating 9.81% 8.95%
Golf	24.09%	21.22%	24.29%	Football	Football 9.79%	Football 9.79% 9.15%
Jogging/Running	23.99%	22.33%	22.58%	Volleyball	Volleyball 9.37%	Volleyball 9.37% 8.2%
Billiards/Pool	23.19%	21.84%	20.36%	Yoga	Yoga 8.87%	Yoga 8.87% 9.37%
Basketball	19.58%	17.76%	17.04%	Target Shooting	Target Shooting 8.65%	Target Shooting8.65%7.98%
lountain/Road Biking	19.29%	17.71%	18.83%	Downhill & X-Country	Downhill & X-Country 8.17%	Downhill & X-Country 8.17% 8.02%
Camping Trips	16.6%	16%	15.32%	Skiing	Skiing	Skiing
Stationary Cycling	15.91%	15.14%	16.15%	Jet Skiing	Jet Skiing 7.83%	Jet Skiing 7.83% 6.73%
Freshwater Fishing	13.09%	12.92%	12.55%	Saltwater Fishing	Saltwater Fishing 7.49%	Saltwater Fishing 7.49% 6.97%
Backpacking/Hiking	12.8%	13.08%	14.07%	Ice Skating	Ice Skating 7.27%	Ice Skating 7.27% 6.88%
				Water Skiing	Water Skiing 7.2%	Water Skiing   7.2%   6.04%

Hayden Oak Creek Salida Lakewood Superior Black Hawk Loveland Fountain Cascade Chipita Park estcreek Columbine Valley Indian Hills Branson Ordway Boone Chevery Intercultural Institute Rockvale Julesburg Fort Lupton Granby Gunnison El Jebel Penro for Contextual Ministry or Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Softball	7.08%	6.8%	6.49%
Roller Skating	6.96%	6.37%	5.78%
Motorcycling	6.89%	6.32%	5.99%
Canoeing/Kayaking	6.12%	6.58%	7.73%
Hunting	6.02%	6%	5.17%
Snorkeling	5.67%	5.52%	6.11%
Martial Arts	5.65%	5.13%	4.77%
Rock Climbing	5.05%	4.68%	3.97%
Horseback Riding	4.72%	4.72%	5.01%
Racquetball	4.22%	3.89%	4.13%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snowboarding	3.98%	3.99%	3.7%
Auto Racing	3.83%	3.33%	2.92%
Sailing	3.8%	3.67%	4.11%
Rowing	3.68%	3.39%	3.18%
Fly Fishing	3.51%	3.53%	3.61%
Hockey	3.49%	3.31%	3.56%
Archery	3.3%	3.33%	3.19%
Skateboarding	2.94%	2.96%	2.71%
Snowmobiling	2.78%	2.69%	2.78%
Surfing & Windsurfing	2.59%	2.66%	2.47%

Haxtun Kiewa Saguache Franktown Mountain Village Sanford Boulder Hudson Sterling Lyons E Flering Cheraw Sawpit Rye El Jebel Florence Pueblo West Pierce for Contextual Ministry PCopyright 2014, Intercultural Institute for Contextual Ministry PCOPyright 2014, Int

#### 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.



mpo Louviers <u>Westcreek Monte Vista Orchard City Montrose</u> Roxborough Park Battlement Mesa Loghild Williamsburg Eckley Vail Security-Widefield Crested Butte Florence <u>Intercultural Institute</u> Cliff New Castle Woodland Park Mead Hugo Brighton Salida Walden ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Cliff New Castle Woodland Park Mead Hugo Brighton Salida Delta Wiley Pierce Redlands Ramah 41

#### 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.

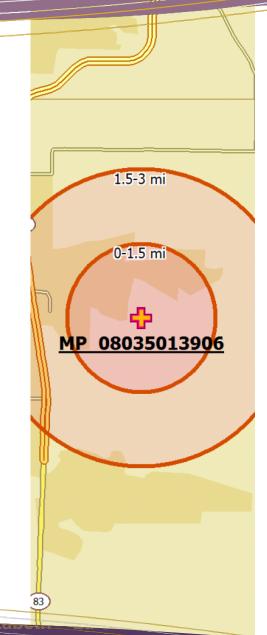
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Buena Vista Rico Estes Park Vona Craig Hudson Louviers Cherry Hills Village Fort Morgan Federal Berkley Alamosa East Lamar Gleneagle Nunn Sedgwick Cokedale Intercultural Institute Caï //2on City Gilcrest Central City Greenwood Village Erie Julesburg Confextual Ministry Eads Ordway Simila Eagle-Vail Campion Cedare 42

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	49%	49%	49%	Too Much Sponsorship In Arts/Sports	21%	21%	19%
Find It Difficult To Say No To My Kids	44%	42%	40%	Like to Stand Out In A Crowd Like To Pursue	18% 17%	18% 18%	18% 18%
Prefer To Have Few Possessions As Possible	37%	40%	44%	Challenge/Novelty/Change I Am A Workaholic	17%	17%	16%
Woman's Place Is In The Home Speak My Mind Even If It	37% 32%	36% 32%	34% 31%	Rarely Sit Down to a Meal Together At Home	15%	15%	15%
Upsets People If Won Lottery Would Never	32%	32%	35%	We Should Strive for Equality for All	14%	14%	13%
Work Again Like Control Over People And	31%	30%	29%	Only Work Current Job for The Money	13%	13%	13%
Resources Friends More Important Than	26%	27%	30%	Happy With My Standard Of Living	12%	13%	14%
My Fam. Don't Judge People/Way They	25%	26%	27%	Indulge My Kids With The Little Extras	8%	9%	8%
Live Life Like To Do Unconventional	25%	24%	25%	On Whole People Get What They Deserve	8%	9%	9%
Things	_0,0	, 0	_0,0	I Am A Perfectionist	7%	8%	6%
Marijuana Should Be Legalized Money Is Best Measure Of Success	23% 23%	23% 24%	24% 24%	Little I Can Do To Change My Life	6%	6%	6%

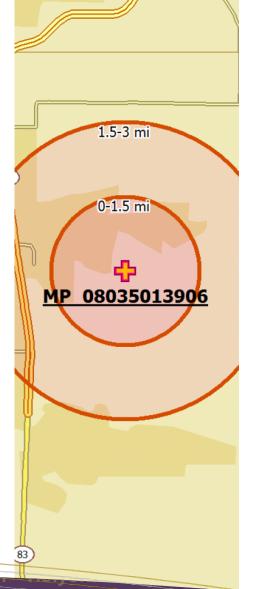
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#### **Potential Cultural Themes**

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.



Walden Applewood Timnath Gunnison Campion Estes Park Loveland Center Grand Lake Johnston Black Forest Wheat Ridge Red Feather Lakes Rocky Ford Red Cliff State Intercultural Institute and City Castle Rock West Pleasant View Gleneagle Parker Hooper Ken for Contextual Ministry ple Creek Nun Contextual Ministry Kim Flagler Bonanza Auto Keystone Fraser La Sal 44 ©Copyright 2014, Intercultural Institute for Contextual Ministry Kim Flagler Bonanza Auto Keystone Fraser La Sal 44

## **Potential Cultural Themes:**

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	78%	75%	77%	Consider Myself Interested In The Arts	19%	19%	17%
You Should Seize Opportunities	56%	56%	56%	Real Men Don't Cry	17%	17%	16%
In Life				Looking for New Ideas To Improve	16%	15%	15%
Like To Understand About	40%	39%	40%	Home			
Nature				Try Not To Worry About The	16%	15%	15%
Prefer To Have Few	37%	40%	44%	Future			
Possessions As Possible				Is An Important Part Of Who I Am	13%	14%	13%
Prefer Work Part Of Team Than Alone	34%	32%	32%	Enjoy Spending Time With My Fam.	12%	12%	11%
People Have To Take Me As They Find Me	30%	29%	30%	Provide My Kids With The Little Extras	8%	8%	7%
Important Feel Respected By My Peers	29%	30%	31%	Like Spending Most Time With Fam.	6%	5%	4%
Worried About Pollution Caused	28%	27%	26%	Decor Particular Interest To Me	5%	4%	4%
By Cars				Feel Very Alone In The World	4%	4%	4%
Good At Fixing Things	26%	26%	24%	Children Should Be Allowed To	4%	5%	4%
Have Keen Sense Of Adventure	25%	25%	27%	Express Themselves			
Important To Juggle Various Tasks	25%	25%	25%	Would Like To Set Up Own Business	2%	3%	3%
Like To Just Enjoy Life	23%	24%	24%				

Montezuma Blanca Black Hawk Ouray Parker Niwot Ophir Julesburg Mead Bennett Severance F Swink Franktown Sterling Sawpit Manassa Mountain Village Allensport <u>Intercultural Institute</u> Campion Twin Lakes Sheridan Ordway Estes Park Lakeside Castly *Intercultural Institute Jor Contextual Ministry* Gilcres Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

Tarkville Castle Pines Fleming Coal Creek Westminster Rocky Ford Mead Central City Lakeside Frisco Carbondale Downieville-Lawson-Dumont Monument Rifle Manzanola Delo Intercultural Institute Flagler Saguache Strasburg Keenesburg Idaho Springs Dacono Way To Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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## **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fam. Restaurants/Steak	89.43%	86.56%	86.5%
Houses-Visit Any			
Fast Food/Drive-In	88.22%	86.33%	85.01%
Restaurant-Visit Any			
McDonald's	59.84%	57.68%	57.71%
Subway	37.07%	34.54%	32.58%
Wendy's	36.73%	34.24%	34.09%
Applebee's	36.45%	33.51%	32.41%
Burger King	34.93%	35.58%	33.92%
Taco Bell	34.05%	32.13%	30.15%
Olive Garden	28.72%	26.32%	26.65%
Arby's	28.34%	24.96%	23.58%
Kentucky Fried Chicken (KFC)	27.16%	26%	24.13%
Chick-Fil-A	24.87%	20.74%	20.1%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Chili's Grill and Bar	24.36%	21.67%	23.31%
Starbucks	23.91%	22.22%	23.49%
Outback Steakhouse	22.12%	20.54%	20.6%
Pizza Hut	21.73%	20.9%	19.12%
Cracker Barrel	18.99%	15.97%	16.26%
Sonic	18.72%	15.88%	13.77%
TGI Friday's	18.19%	16.94%	17.24%
IHOP (International House Of	16.87%	16.62%	16.62%
Pancakes)			
Quiznos Sub	16.68%	15.6%	14.89%
Red Lobster	16.53%	15.89%	16.48%
Dairy Queen	15.17%	14.88%	14.69%
Ruby Tuesday	14.94%	13.08%	12.82%

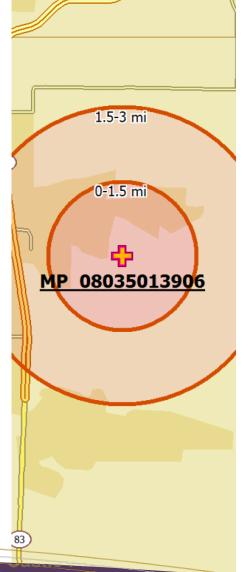
Saguache Burlington Genesee Black Forest Allenspark Dacono Ignacio Columbine Valley Nederland Thornton Granada Glenwood Springs Fleming Frisco Limon Jules Intercultural Institute na Romeo Windsor Lyons Aspen Park Commerce City Crawford Greet for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

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

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

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



Padroni Pueblo West Rockvale Grand Junction Vilas Tabernash Vorgen Intercultural Institute ral City Fort Collins Hayden Downieville-Lawson-Dumont Lakewood Whe for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	51.58%	50.39%	54.39%
Recycled products	46.13%	44.96%	48.28%
Worked as volunteer (non political)	23.03%	22.07%	24.61%
Engaged in fund raising	12.58%	12.31%	14.21%
Religious club member	8.23%	7.99%	8.47%
Wrote to elected offcl about publ bus	7.48%	7.26%	8.22%

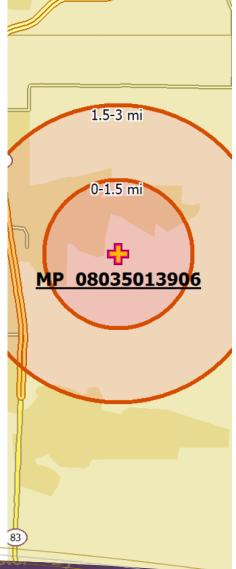
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Addressed a public meeting	6.72%	6.19%	6.6%
Wrote to editor of mag or	6.42%	6.46%	7.07%
newspaper			
Charitable Organization	5.44%	5.65%	7.01%
Wrote to editor of mag or	5.16%	4.92%	5.17%
newspaper			
Took active part in local civic	5.1%	5.09%	5.67%
issue			
Union member	4.9%	5.03%	5.15%

Burlington The Pinery Orchard Mesa Mancos Indian Hills Ordway Walsh Orchard City Estes Park Fras Westcreek Ward Rico Saguache Salt Creek Genesee Sugar City And Intercultural Institute Trail Granada Lone Tree Aspen Rocky Ford Pueblo West Fowler Prito (or Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to begin shaping targeted messages to your intended audience.



ruitvale Greenwood Village Foxfield Granby Leadville Roxborough Park La Salle Campo Highlands Rang Wheat Ridge Sherrelwood Empire Kiowa Gold Hill Colorado City Intercultural Institute Palmer Lake Englewood Fraser Alma Otis Coal Creek Pueblo Fort Confectual Ministry Lamosa East F ©Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	23.39%	23.13%	25.36%
Children's Books	17.96%	17.04%	17.35%
Mystery	15.69%	15.4%	16.34%
Cookbooks	11.51%	12.03%	12.35%
Personal/Business	11.4%	10.56%	10.76%
Self-help			
History	10.49%	10.18%	10.7%
Religious (not Bibles)	10.1%	9.43%	9.04%
Romance	8.88%	8.31%	8.08%
Biography	8.79%	8.75%	9.58%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	73.19%	72.44%	75.13%
Gen. Editorial	47.49%	47.77%	49.92%
Womens	47.44%	46.1%	46.57%
Service	41.86%	40.18%	42.94%
Business/Finance	25.4%	24.65%	28.31%
Mens	21.89%	21.51%	20.55%
Sports	20.54%	19.49%	20.19%
Parenthood	17.81%	16.47%	15.73%
Health	14.47%	14.15%	13.83%

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### 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	60.56%	59.21%	60.51%
Business/Finance	38.23%	37.11%	40.62%
Sport	37.25%	36.04%	37.15%
Movie Listings & Reviews	30.86%	30.11%	30.84%
Classified	29.61%	29.38%	27.82%
Editorial Page	29.55%	29.63%	31.49%
Food/Cooking	27.17%	26.68%	28.3%
Travel	26.77%	25.67%	27.81%
Home/Gardening	25.86%	24.84%	27.01%
Comics	25.82%	26.28%	27.09%
TV/Radio Listings	22.88%	22.76%	24.11%
Science/Technology	21.42%	20.88%	22.63%
Fashion	16.92%	16.42%	16.89%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Adult Contemporary	25.57%	24.62%	24.11%
Country	22.12%	20.04%	17.59%
CHR Contemp Hit Radio	20.93%	21.02%	18.82%
News/Talk	19.14%	18.24%	20.67%
Alternative	17.08%	16.22%	16.07%
Classic Rock	14.31%	13.58%	13.47%
Rock	13.61%	14.01%	14.05%
Soft Contemporary	11.38%	10.32%	10.4%
Oldies	11.1%	11.55%	12.55%
Urban Contemporary	9.12%	9.84%	8.39%
Sports	8.64%	7.78%	8.32%
Religious	7.46%	7.12%	7.48%
Variety	7.29%	8.12%	7.74%
All News	6.31%	7.38%	10.32%
Jazz	6.1%	5.89%	6.19%
All Talk	5.91%	6.26%	6.98%
Classic Hits	5.64%	5.54%	5.56%
Public	4.96%	4.49%	5.63%

Evans Kiowa Rocky Ford Glendale Pueblo West Orchard City Byers Ramah Sterling Fraser Eldora Halsenburg Calhan Williamsburg Stratmoor Brookside Parachute Pierce Peer Trail Centennial Gunnis Fort Morgan Silverton Bayfield Seibert Welby Dacono Limon St. For Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Basal Mean Canada Branson Keenesbu

### **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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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

0-1.5	1.5-3	3-7
MILES	MILES	MILES
72.88%	70.53%	71.95%
70.63%	64.72%	63.78%
57.78%	55.96%	56.58%
45.46%	42.92%	42.3%
45.04%	44.01%	48.05%
40.98%	40.04%	40.32%
39.19%	37.89%	37.02%
36.11%	32.92%	32.28%
36.04%	33.24%	33.71%
36%	35.27%	36.48%
35.1%	33.83%	35.46%
35.05%	33.55%	34.93%
	MILES   72.88%   70.63%   57.78%   45.46%   45.04%   39.19%   36.11%   36.04%   36%   35.1%	MILES72.88%70.53%70.63%64.72%57.78%55.96%45.46%42.92%45.04%44.01%40.98%40.04%39.19%37.89%36.11%32.92%36.04%33.24%36%35.27%35.1%33.83%

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Hallmark Channel	34.46%	32.75%	34.05%
ESPN Classic	33.75%	33.39%	37.38%
Nickelodeon	32.6%	31.42%	29.84%
Subscribe Digital Cable	32.47%	30.48%	33.24%
Encore	32.1%	27.38%	27.39%
The Golf Channel	32.08%	30.43%	32.17%
TV Info From Newspapers	31.72%	30.01%	29.68%
Nick At Nite	31.12%	29.77%	28.38%
TCM (Turner Classic	30.23%	29.31%	30.59%
Movies)			
TV Info From Monthly Cable	29.71%	27.89%	27.21%
Guide			
ESPN2	29.38%	28.94%	30.22%
USA Network	29.29%	27.97%	30.44%

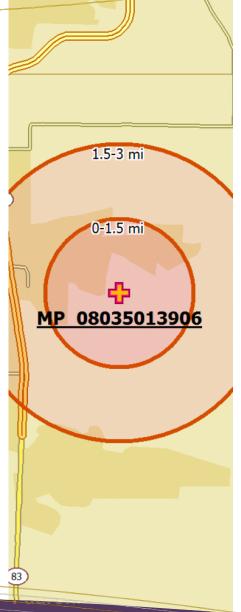
They Springs Manitou Springs Hartman Estes Park Thornton Highlands Ranch Derby Boulder Pueblo Wi Kittredge Rico Coal Creek Glenwood Springs Eldora Flagler Fairplay Intercultural Institute Franktown Westcliffe Hotchkiss Craig Evans Carbondale Holyoke All for Contestual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

#### **Communication Media Usage**

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

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

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



Franktown <u>St. Mary's Walden Lafayette Fraser Red Cliff</u> Genoa Welby Montrose Cascade-Chipita Gieneagle La Junta Aguilar Eads Alamosa Lincoln Park Louviers Intercultural Institute Vona Springfield Berkley Antonito South Fork Fruita Tabernash W for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	26.53%	26.09%	27.62%
Medium Users (4-6)	15.59%	14.76%	14.85%
Light Users (1-3)	21.94%	21.69%	21.95%
Quintiles (20%)			
Newspaper I (Heavy)	1.78%	2.06%	1.5%
Newspaper II	1.09%	1.26%	1.07%
Newspaper III	3.64%	3.1%	2.85%
Newspaper IV	0.82%	0.74%	0.45%
Newspaper V (Light)	1%	1.12%	1.13%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	25.58%	23.63%	21.91%
Magazines II	11.15%	10.34%	8.75%
Magazines III	11.49%	10.94%	10.12%
Magazines IV	15.08%	13.76%	13.29%
Magazines V (Light)	0.14%	0.34%	0.61%
Outdoor I (Heavy)	6.15%	7.29%	7.38%
Outdoor II	2.09%	2.38%	2.46%
Outdoor III	3.78%	3.7%	3.89%
Outdoor IV	13.73%	14.21%	13.46%
Outdoor V (Light)	20%	21.1%	22.59%
Yellow Pages I	11.21%	12.05%	11.23%
(Heavy)			
Yellow Pages II	5.13%	5.83%	5.77%
Yellow Pages III	3.35%	4.46%	4.43%
Yellow Pages IV	16.62%	17.97%	16.42%
Yellow Pages V	1.97%	2.46%	2.47%
(Light)			

ton Dove Creek Littleton Brookside Loghill Village Otis Wiley Berthoud Rangely Steamboat Springs A Salt Creek Telluride Lincoln Park Fort Lupton Womelsdorf (Coalton) <u>Intercultural Institute</u> Woodland Park The Pinery Olney Springs Eldorado Springs Gunnison Cimarron Hills Crook Contextual Ministry Copyright 2014, Intercultural Institute for Contextual

## Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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 0-1.5 1.5-3 3-7 M	MEDIUM 0	MEDIUM 0-1.5	MEDIUM 0-1.5 1.5-3
MILES MILES MILES	N	MILES	MILES MILES
Radio Drive Time Quntiles T	V Prime Time Quntiles (fifths	V Prime Time Quntiles (fifths	V Prime Time Quntiles (fifths
(fifths / 20%) / 2	0%)	0%)	0%)
Drive Time I & II (Heavy) 2.91% 3.09% 2.68% Pr	ime Time I & II (Heavy) 3	ime Time I & II (Heavy) 3.02%	ime Time I & II (Heavy) 3.02% 3.17%
Drive Time III (Medium) 0.06% 0.21% 0.65% Prim	ne Time III (Medium) 2	ne Time III (Medium) 2.73%	ne Time III (Medium) 2.73% 2.54%
Radio IV & V (Light) 1.93% 2.15% 1.89% Prime	Time IV & V (Light) 1	Time IV & V (Light) 13.92%	Time IV & V (Light) 13.92% 12.44%
Radio Media Quntiles (fifths / TV Ear	ly/Late Fringe Quntiles	ly/Late Fringe Quntiles	ly/Late Fringe Quntiles
20%) (fifths / 2	20%)	20%)	20%)
Radio I & II (Heavy) 14.01% 12.17% 11.85% Fringe I &	II (Heavy) 3	II (Heavy) 37.14%	II (Heavy) 37.14% 37.7%
Radio III (Medium)   6.7%   6.13%   5.34%   Fringe III (M	edium) 4	ledium) 45.62%	ledium) 45.62% 45.72%
Radio IV & V (Light) 3% 3.34% 3.09% Fringe IV (Light	) 4	) 47.9%	) 47.9% 49.32%
Cable TV Quntiles (fifths / TV All Day Quntil	les (fifths /	les (fifths /	les (fifths /
20%) 20%)			
Cable I & II (Heavy)   19.13%   18.6%   18.44%   All Day I & II (Heavy)	vy) 1	vy) 13.44%	vy) 13.44% 12.93%
Cable III (Medium)4.85%4.86%4.62%All Day III (Medium)	n) 2	n) 21.78%	n) 21.78% 22.13%
		40.000/	12.22% 12.49%

Eagle Edgewater Erie Aristocrat Ranchettes Hotchkiss Delta Hudson Fountain Bethune North Wa Horrison Beulah Valley Clifton Redlands Keenesburg Indian Hills Lord Intercultural Institute a Vista Burlington Alamosa Olathe Cimarron Hills Lakeside Bonanza Copyright 2014, Intercultural Institute for Contextual Ministry

# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands --0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.11%	12.26%	13.53%
6:00am - 10:00am	24.62%	23.96%	25.75%
10:00am - 3:00pm	8.01%	7.86%	7.81%
3:00pm - 7:00pm	14.02%	13.64%	13.52%
7:00pm - Midnight	14.71%	15.2%	16.49%
Midnight - 6:00am	5.2%	5.58%	5.56%
Weekend Radio			
Listeners			
Dayparts [summary]	16.04%	15.64%	15.23%
6:00am - 10:00am	4.22%	4.54%	5.24%
10:00am-3:00pm	10.61%	9.95%	10.41%
3:00pm - 7:00pm	8.06%	7.67%	7.74%
7:00pm - Midnight	9.43%	9.56%	10.59%
Midnight - 6:00am	10.86%	11.23%	12.55%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	14.79%	13.09%	12.92%
Saturday:	7.43%	7.98%	8.53%
8:00-11:00pm			
Sunday: 7:00-11:00pm	14.48%	12.68%	12.45%
9:00am-1:00pm	31.12%	29.77%	28.38%
9:00am-4:00pm	34.15%	33.12%	31.67%
4:00pm-7:00pm	34.6%	33.77%	35.27%
11:00pm-1:00am	47.85%	46.07%	44.6%
AVG Prime time	3.81%	3.48%	3.6%
Mon-Sun			



## 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7		<b>TV VIEWERS</b>	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	19.7%	20.22%	21.18%		Sat: 7-10am	Sat: 7-10am 23.97%	Sat: 7-10am 23.97% 23.67%
7-9am	29.38%	28.94%	30.22%		Sat: 10am-1pm	Sat: 10am-1pm 9.85%	Sat: 10am-1pm 9.85% 9.13%
9am-12noon	26.19%	25.17%	24.05%		Sat: 1-4pm	Sat: 1-4pm 30.59%	Sat: 1-4pm 30.59% 28.93%
12noon-4pm	7.96%	7.95%	7.61%		Sat: 4-6pm	Sat: 4-6pm 9.58%	Sat: 4-6pm 9.58% 8.97%
4-6pm	63.79%	61.19%	64.18%		Sat: 6-7pm	Sat: 6-7pm 1.3%	Sat: 6-7pm 1.3% 1.56%
6-7pm	20.63%	19.81%	19.39%		Sat: 7-8pm	Sat: 7-8pm 1.24%	Sat: 7-8pm 1.24% 1.44%
7-7:30pm	1.93%	2.2%	1.84%		Sat: 8-11pm	Sat: 8-11pm 7.43%	Sat: 8-11pm 7.43% 7.98%
7:30-8pm	11.59%	11.02%	10.25%		Sat: 11pm-1am	Sat: 11pm-1am 5.17%	Sat: 11pm-1am 5.17% 5.36%
8-11pm	14.79%	13.09%	12.92%		Sat: 1am-7pm	Sat: 1am-7pm 29.29%	Sat: 1am-7pm 29.29% 27.97%
11pm-12am	39.19%	37.89%	37.02%		Sun: 7-10am	Sun: 7-10am 1.88%	Sun: 7-10am 1.88% 1.96%
11pm-1am	47.85%	46.07%	44.6%		Sun: 10am-1pm	Sun: 10am-1pm 7.01%	Sun: 10am-1pm 7.01% 6.61%
1-6am	39.7%	38.34%	39.93%		Sun: 1-4pm	Sun: 1-4pm 9.04%	Sun: 1-4pm 9.04% 8.19%
					Sun: 4-7pm	Sun: 4-7pm 19.31%	Sun: 4-7pm 19.31% 17.26%
					Sun: 7-11pm	Sun: 7-11pm 14.48%	Sun: 7-11pm 14.48% 12.68%
					Sun: 11pm-1am	Sun: 11pm-1am 7.52%	Sun: 11pm-1am 7.52% 6.68%
					Sun: 1-7am	Sun: 1-7am 28.54%	Sun: 1-7am 28.54% 26.33%

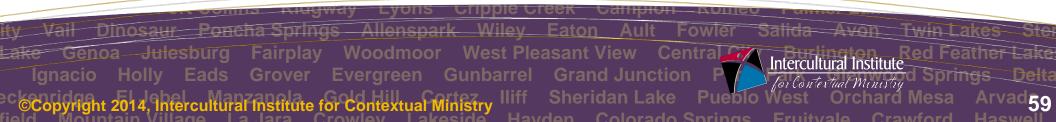
pire Arbotes Laporte Fort Carland Motfat Silverthorne Todd Creek Fowler Cokedale Towaoc Northgie The Morrison Cimarron Hills Monte Vista Cherry Hills Village Palisade <u>Intercultural Institute</u> Apple of Wellington Peetz Delta Seibert Perry Park Coal Creek Pritchett Sover Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

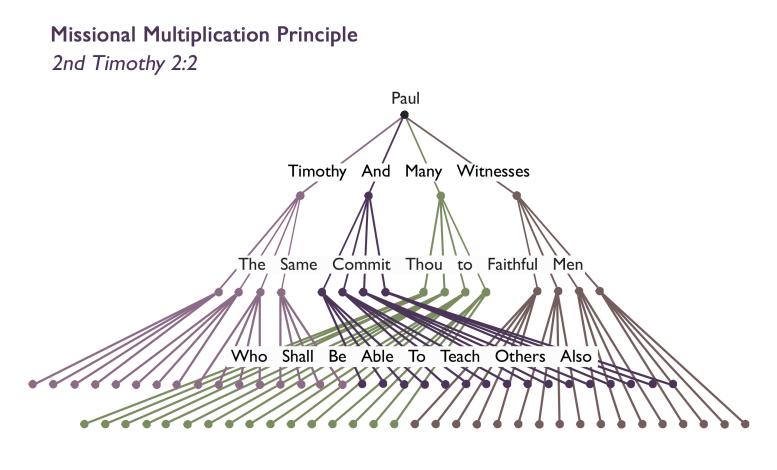
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



## **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.



hitou Springs Castle Pines North Evans Granada Lakewood Twin Lakes Red Cliff Hot Sulphur Springs For terming Campion Saguache Starkville Colorado Springs Alamosa East Intercultural Institute Cascade-Chipita Park Flagler Arvada Leadville Caï; ½on City Ordway i Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



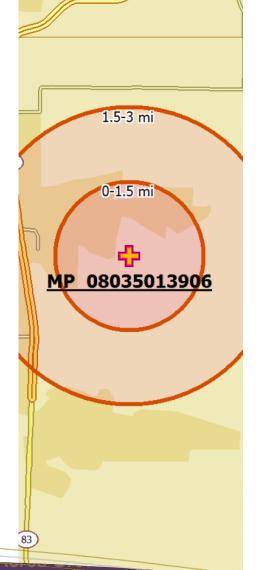


#### Your MissionSite and the Missional Suite

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

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

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



Meridian Paoli Strasburg Ramah Telluride Wellington Central City Eldora Snewmass Village Sprin gate Orchard City Wheat Ridge Broomfield Grand Junction Towaoc Line Highlands Ranch Caiz / on Cai Sawpit Derby Security-Widefield Silt Berthoud Grover Las Animas for Confectual Ministry Peetz La Jun Copyright 2014, Intercultural Institute for Contextual Ministry Coeffectual Ministry Colorado Springs 63 Wells View Composition Swink Tripidad Monte Vista Ken Carve

## Notes and Sources

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





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