# MissionSite top unreached locations

Brush Roxborough Park Genoa Branson Westellin ARVADA, CO Ken Carvl Boone sum Glenwood Springs Longmont Raymer Cai; <sup>1</sup>/<sub>2</sub>on City San Luis Dinosaur CENSUS TRACT: 08059010206 Force Munitipy Lakes Lochbuie Flagler Towaoc Todd Creek REGION: Front Range ASSOCIATION: Mile High a Junta Acres Green **Crowley** Olathe wood West Pleasa aoli Evergreen Sterling Fort Lupton Ponderosa Parl In partnership with the Brillings Montezuma Gilcrest Carbondale Wiggins C COUNTY: Jefferson Intain View Aspen Park Blanca **SITESCAPE:** Cityscape ncha Intercultural Institute La Salle Lafayette WDENSITY PATTERN: Knction for Contextual Ministry liverthorne Sugar City Superior Burlington Beulah Valley Hotchkiss Northgle COLORADO Bappenstiguntain Fa enesbur i Kin ©Copyright 2014 Untercultural Institute for Contextual Ministry Hillrose

#### MissionSite (TM) Table of Contents

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



#### Site Location Summary

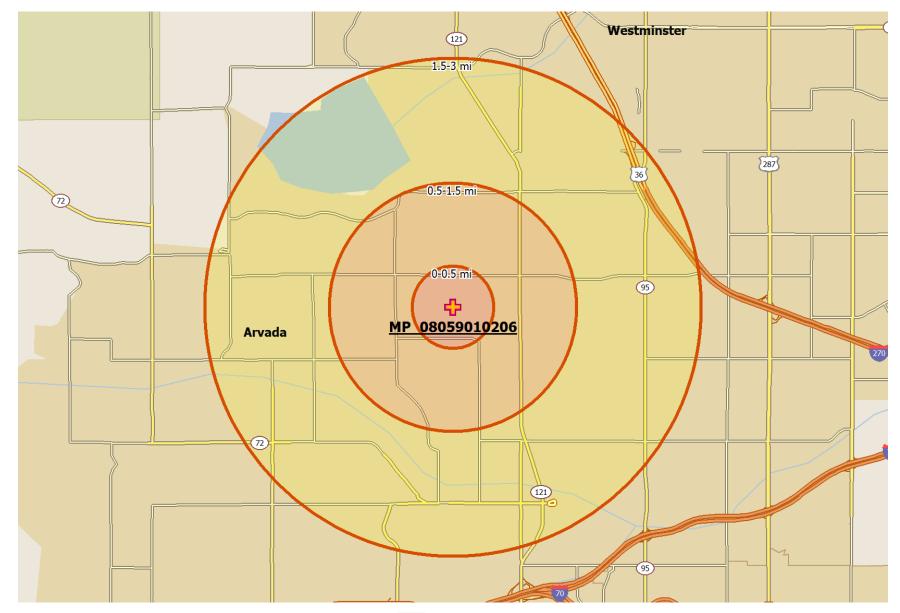
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Location Typography	CODE	LOCATION
Region	08R01	Front Range
Association	08A08	Mile High
County Location	08059	Jefferson
Zipcode	80005	Jefferson
Sitescape Category	4	Cityscape
Sitescape Group	4.1	Small Cities
Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
Sitescape Density Pattern	K	250000-1000000-1000000
	RegionAssociationCounty LocationZipcodeSitescape CategorySitescape GroupSitescape Subgroup	Region08R01Association08A08County Location08059Zipcode80005Sitescape Category4Sitescape Group4.1Sitescape Subgroup4.16



Lakeside Peetz Aspen Park Brighton Edgewater Black Forest Leadville North Wheat Ridge Dolores Be Fy Hills Village West Pleasant View Greeley Commerce City Brookside Olores Intercultural Institute son Atwood St. Mary's Alma Kersey Fort Morgan Yuma Naturita Our ForContextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Second Village Sherrelwood St. Severance Indian Hills Air Force Aca

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



K Bennett Aristocrat Ranchettes Edgewater Cherry Hills Village Sugar City Colorado Springs Allenspark Figure 1 Al

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more
			population who do not qualify as large central
5	NCES Urban Centric	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with
	Locale Codes		population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to	0	Percent commuting from non metro to metro areas
	Metro		

n Kremming Arboles Ovid Fruitvale Louviers Sedalia Jamestown Cainan Ridgway Moffat Denver Ethinister Foxfield Allenspark Meeker Towaoc Cimarron Hills Williamsburg Dek Crock Vilas Niwot Kie Indian Hills Strasburg Peetz Eldora Red Feather Lakes Estes Park Confectual Ministry inple Creek Sik Confectual Ministry Rocky Ford 5 E

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	3,579	25,182	87,069
2010 Households	1,388	10,174	34,114
2010 Group Quarters Population	12	205	721

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	75	74	77
Language Diversity National Index	48	67	73
Foreign Born Diversity National Index	75	18	9
Ancestry Diversity National Index	84	54	38
Racial Diversity National Index	41	58	74

Woodland Park Cascade-Chipita Park Morrison Telluride Grand Lake Seibert Lake City Keenesburg F Heodmoor Kersey Red Feather Lakes Padroni Cheyenne Wells Littleton Intercultural Institute Lochbuie Beulah Valley Durango Saguache Eldora Trinidad Monte Vis Jor Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### Site Location Summary - County Environment

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

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

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

Sheridan Lake <u>Gleneagle</u> Dacono <u>Security-Widefield Keystone</u> Cripple Creek Parker Palmer Lake Boo Windsor Log Lane Village Inster Fruita West Pleasant View Meridian Arriba Poncha Springs Wheat Intercultural Institute To Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,117	80.48%
Mainstay Communities	Established, Diverse Households	26	1.87%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	245	17.65%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Mar Cortez Georgetown Blue River Buena Vista Arboles Beulah Valley Akron Poncha Springs Haswe Coal Creek Dolores Sanford Superior Green Mountain Falls Deer Trail Pleasant View Eaton Dove Lafayette Perry Park Meridian Romeo Kit Carson Yuma Aguilar Charles Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

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

#### Issues for Your Consideration

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



## Using the Site Location Summary

#### Issues for Your Consideration - continued

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



## Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	154,237	961	0.62%
Unreached %	70.37%	69.26%	98.42
Religious But NOT Evangelical HH	34,846	213	0.61%
Religious But NOT Evangelical %	15.9%	15.32%	96.37
Spiritual But NOT Relig or Evang HH	25,782	159	0.61%
Spiritual But NOT Relig or Evang %	11.76%	11.42%	97.09
Not Evangelical, Not Interested HH	93,636	590	0.63%
Not Evangelical, Not Interested %	42.72%	42.51%	99.52



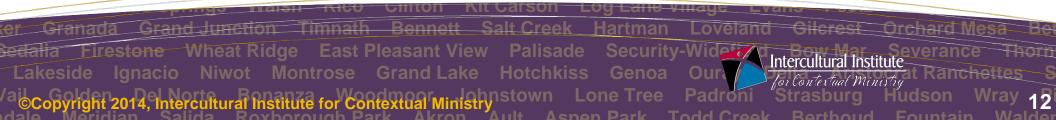


### **Spirituality Indicators - Churchscape**

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	16,291	3,512	21.56%
Active Evangelical Percent	7.43%	7.69%	103.46
Inactive Evangelical Households	48,667	10,492	21.56%
Inactive Evangelical Percent	22.20%	22.97%	103.46
# New Churches Needed	110	23	20.84%





### 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.

Al Creek Fowler Haswell Ault Burlington Thornton Empire Rifle Arboies Derver Williamsburg General Frintidad Merino Severance Eagle Parachute Wellington Akron Louis Flagler Grover Twin Lakes Gleneagle Mountain View Mead Wiley Romeo Manassa Grand Junction For Contextual Ministry Contextual Ministry Contextual Ministry Lake Columbine Valley Gunnison Garden City La Jar13

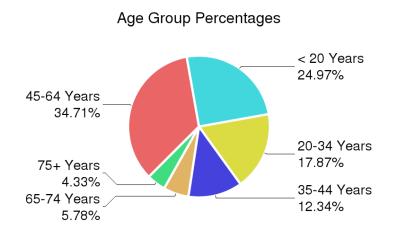
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	437,133	3,672	0.84%	1990 Households	166,089	1,244	0.75%
2000 Population	525,330	3,748	0.71%	2000 Households	205,424	1,391	0.68%
2010 Population	541,182	3,579	0.66%	2010 Households	219,195	1,388	0.63%
			n this Missi		Location Typ	)e	0-0.5mi Ban
🔲 0-0.5mi Bar	nd 📃 0.5-1	.5mi Band	🗖 1.5-3mi	Band 🔲 County	Residential		1,345
250,000					Residential Ap	pt.	282
200,000					Residential No	on-Apt.	1,063
150,000					Business		42
150,000					Seasonal		0
100,000					USPS Reside	ential	1,233
50,000	NP <sup>L</sup>	- h <sup>pt</sup>		nal untial iness	USPS Busine	SS	49
0 Residential Apt. Business Seasonal USPS Residential USPS Business							

Seibert Sherrelwood Security-Widefield Burlington Delta Lakeside Pueblo Otis Westellife Pritchel Ce City Columbine Valley Longmont Florence Durango Battlement Mese intercultural Institute Hugo Two Buttes Del Norte Blue River Calhan Rockvale Lake City Intercultural Institute Fruite Eldor Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

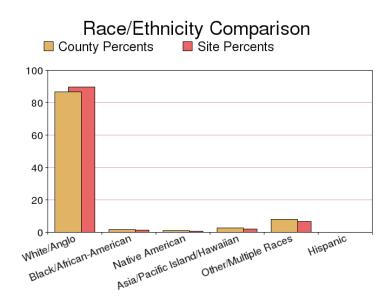


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.87%	4.44%	91.17
4-5 Years	2.39%	2.4%	100.42
6-8 Years	3.55%	3.63%	102.25
9-11 Years	3.62%	3.63%	100.28
12-13 Years	2.44%	2.46%	100.82
14-17 Years	5.04%	5.39%	106.94
18-19 Years	2.56%	3.02%	117.97
0-5 Years	7.26%	6.85%	94.35
6-12 Years	8.39%	8.49%	101.19
13-19 Years	8.82%	9.64%	109.3
< 20 Years	24.47%	24.98%	102.08
20-34 Years	18.54%	17.88%	96.44
35-44 Years	13.23%	12.35%	93.35
45-64 Years	30.4%	34.73%	114.24
65-74 Years	7.64%	5.78%	75.65
75+ Years	5.72%	4.33%	75.7
Median Age	40	42	102.67
Median Age (Male)	39	41	104.46
Median Age (Female)	42	42	101.68

Dolores Crestone Paoli Cokedale Gunnison Peetz Evans Lakeside Columbine Coal Creek Westmins Durango Pagosa Springs Eckley Niwot Stratton Rocky Ford Sheridan Intercultural Institute Vail Burlington Hudson Silt Rye Sedalia Kremmling Sugar City e Copyright 2014, Intercultural Institute for Contextual Ministry Denver Romeo Hayden Federal Heights Parker Brus 15 barred Fiscon Haytun Pritchett Fast Pleasant Vie

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.71%	89.63%	103.38
Black, African-American	1.61%	1.29%	79.81
Native American	0.97%	0.67%	69.39
Asian	2.63%	1.79%	67.98
Pacific Island, Hawaiian	0.13%	0.06%	44.54
Other/Multiple Races	7.96%	6.57%	82.49
Hispanic	0%	11.76%	0
Education of Adults (25 yrs+)			

······································			
Total Adults over age 25 years.	375,072	2,448	
Less than 9th Grade	1.95%	2.08%	93.51
No High School Diploma	5.51%	5.43%	101.34
High School Graduate	23.01%	23.28%	98.84
Some College, no degree	24.4%	25.94%	94.08
Associate Degree	7.66%	10.5%	73.01
College Degree	24.95%	22.71%	109.84
Graduate/Prof. degree	12.52%	10.05%	124.56

Hartman Manassa Springfield Arriba Palisade Dolores Craig Cottonwood Brookside Norwood Erie en Oak Creek Beulah Valley Woodmoor Westminster Coal Creek Lead in Intercultural Institute n Lone Tree Salida Timnath Indian Hills Campion Sherrelwood Arvad for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	3.34%	1.01%	25.79
\$10,000 to \$19,999	5.51%	4.39%	79.73
\$20,000 to \$29,999	7.01%	5.91%	84.3
\$30,000 to \$49,999	17.17%	14.41%	83.93
\$50,000 to \$59,999	8.44%	8.14%	96.42
\$60,000 to \$69,999	7.76%	5.4%	69.68
\$70,000 to \$79,999	8.23%	8.57%	104.24
\$80,000 to \$89,999	6.94%	8.43%	121.54
\$90,000 to \$99,999	5.33%	6.99%	131.14
\$100,000 to \$124,999	11.21%	13.33%	118.89
\$125,000 to \$149,999	7.22%	13.47%	186.68
\$150,000 to \$199,999	6.86%	4.68%	68.31
\$200,000 to \$249,999	1.86%	1.59%	85.17
\$250,000 or more	3.14%	3.6%	114.67
Median Household	70,937	77,670	109.49
Average Household	92,140	101,868	110.56
Per Capita Household	38,033	39,513	103.89
Family/Non-Family Household			
Income			
Median Family Income	83,419	91,693	109.92
Average Family Income	107,473	113,236	105.36
Median Non-Family Income	46,918	52,413	111.71
Average Non-Family Income	60,399	72,296	119.7

Celorado Springs Campo Montezuma Alamosa Manzanola Pitkin Coal Creek Greenwood Village Se Sete Hill Ault Lochbuie Ophir Marble Black Forest Cheraw Pagosa Spring Intercultural Institute Noodmoor Creede Olney Springs Moffat Golden Cortez Burlington Maron Maron Intercultural Institute Join 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 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	67.43%	70.97%	105.25
Families with Children	33.9%	36.96%	109.01
Families without Children	33.52%	34.01%	101.44
Non-Family Households			
% Non-Family Households	32.57%	29.03%	89.14
Non-Families with Children	0.3	0.58	191.71
Non-Families without Children	32.27	28.46	88.18
Housing Units			Index
Total Housing Units	229,542	1,424	
Vacant percent	4.51%	2.53%	56.08
Owned percent	69.24%	78.79%	113.8%
Rented Percent	26.26%	18.68%	71.15
Households by Size			Index
Avg household size	2.43	2.57	105.76
Avg family hh size	2.98	3.06	102.68
Avg non-family hh size	1.31	1.38	105.34
Households By Count of Persons			Percent
One	56,297	300	0.53%
Two	80,261	499	0.62%
Three or Four	66,379	466	0.7%
Five+	16,258	123	0.76%

Pritchett Columbine Valley Lone Tree Mountain View Littleton Edwards Pueblo Applewood Pierce Basalt Gilcrest Vilas Kiowa Fountain Louisville Del Norte Bennett Angle Sinta Lakeside Mont Kremmling Johnstown Brighton Lincoln Park Delta Avon Blanca Copyright 2014, Intercultural Institute for Contextual Ministry

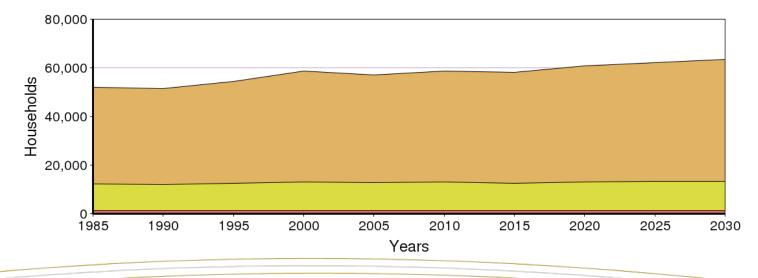
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	437,133	3,672	0.84%
2000 Population	525,330	3,748	0.71%
2010 Population	541,182	3,579	0.66%
2015 Population	562,475	3,595	0.64%

Household Change from 1985 to 2030

0-0.5mi Ring

🔲 0-3mi Ring

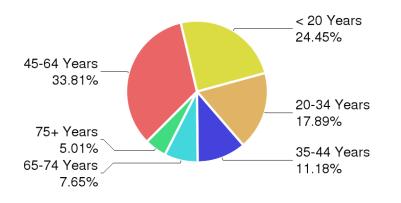


Lue River Hugo Ward Aristocrat Ranchettes Kittredge Two Buttes Penrose Gunnison Dillon Fleming H Womelsdorf (Coalton) Buena Vista St. Mary's Cascade-Chipita Park Intercultural Institute Caï; <sup>1</sup>/2on City Downieville-Lawson-Dumont Alma Hot Sulphur Springs Ed Contextual Ministry Contextual Ministry Campo Arriba Allenspark Cottonwood Derby Louvige Copyright 2014, Intercultural Institute for Contextual Ministry Campo Arriba Allenspark Cottonwood Derby Louvige

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

For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

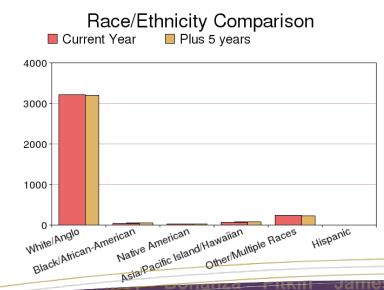


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.44%	4.76%	107.21
4-5 Years	2.4%	2.48%	103.33
6-8 Years	3.63%	3.62%	99.72
9-11 Years	3.63%	3.56%	98.07
12-13 Years	2.46%	2.31%	93.9
14-17 Years	5.39%	5.03%	93.32
18-19 Years	3.02%	2.7%	89.4
0-5 Years	6.85%	7.23%	105.55
6-12 Years	8.49%	8.32%	98
13-19 Years	9.64%	8.9%	92.32
< 20 Years	24.98%	24.45%	97.88
20-34 Years	17.88%	17.89%	100.06
35-44 Years	12.35%	11.18%	90.53
45-64 Years	34.73%	33.8%	97.32
65-74 Years	5.78%	7.65%	132.35
75+ Years	4.33%	5.01%	115.7
Median Age	40	43	105.71
Median Age (Male)	39	42	107.32
Median Age (Female)	42	43	103.33

Longmont Telluride Ault The Pinery Walsh Padroni Clifton Leadville North Bew Mar Commerce G Carson Branson Eagle-Vail Pueblo West San Luis Green Mountain Faller Intercultural Institute Niwot Frederick Arvada Louisville Bennett Victor Air Force Academy Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	89.63%	89.12%	99.43
Black, African-American	1.29%	1.5%	116.87
Native American	0.67%	0.75%	112
Asian	1.79%	2.06%	115.11
Pacific Island, Hawaiian	0.06%	0.11%	199.11
Other/Multiple Races	6.57%	6.48%	98.71
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,448	2,475	
Less than 9th Grade	2.08%	2.02%	96.97
No High School Diploma	5.43%	5.17%	95.19
High School Graduate	23.28%	23.52%	100.99
Some College, no degree	25.94%	25.37%	97.82
Associate Degree	10.5%	10.71%	101.99
College Degree	22.71%	23.03%	101.4
Graduate/Prof. degree	10.05%	10.18%	101.32

er Lake Denver Eagle Brush Evergreen Wellington Aspen Park Coal Creek Sedgwick East Pleasant View akewood Otis Black Hawk Applewood Redlands Brookside Calhan Wellington Intercultural Institute Feather Lakes Lone Tree Mountain Village Silt Keenesburg Berkley New Tor Contextual Ministry Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	1.01%	1.03%	102.51
\$10,000 to \$19,999	4.39%	4.14%	94.11
\$20,000 to \$29,999	5.91%	5.24%	88.76
\$30,000 to \$49,999	14.41%	12.78%	88.67
\$50,000 to \$59,999	8.14%	7.68%	94.35
\$60,000 to \$69,999	5.4%	5.83%	107.98
\$70,000 to \$79,999	8.57%	7.9%	93.9
\$80,000 to \$89,999	8.43%	8.86%	101.63
\$90,000 to \$99,999	6.99%	6.94%	99.34
\$100,000 to \$249,999	13.33%	14.33%	107.5
\$125,000 to \$149,999	13.47%	14.18%	105.25
\$150,000 to \$199,999	4.68%	5.47%	116.7
\$200,000 to \$249,999	1.59%	1.77%	111.83
\$250,000 or more	3.6%	4.06%	112.76
Median Household	77,670	82,643	106.4
Average Household	101,868	111,354	109.31
Per Capita Household	39,513	41,946	106.16
Family/Non-Family Household			
Income			
Median Family Income	91,693	96,459	105.2
Average Family Income	113,236	125,101	110.48
Median Non-Family Income	52,413	56,997	108.75
Average Non-Family Income	72,296	80,587	111.47

mpion Timnath Highland's Ranch Monument Merino Clifton Niwot Larkspur Silver Cliff Vilas Hotchkis wood Yampa Del Norte Stonegate West Pleasant View Castle Rock Two Manzanola Cimaron Hill Ouray Grand View Estates Eaton Westcliffe Lincoln Park Green Moun (a) Contextual Ministry (b) Contextual Ministry (b) Contextual Ministry (c) Contextual Mi

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	70.97%	71.42%	100.64
Families with Children	36.96	36.56	98.91
Families without Children	34.01	33.53	98.6
Non-Family Households			
% Non-Family Households	29.03%	28.58%	98.44
Non-Families with Children	0.58	0.59	98.44
Non-Families without	28.46	27.99	98.36
Children			
Housing Units			
Total Housing Units	1,424	1,388	97.47%
Vacant percent	2.53%	2.45%	96.89
Owned percent	78.79%	79.18%	100.49
Rented Percent	18.68%	18.37%	98.35
Households by Size			
Avg household size	2.57	2.65	103.11%
Avg family hh size	3.06	3.14	102.61%
Avg non-family hh size	1.38	1.40	101.45%
Households By Count of			
Persons			
One	300	296	98.67%
Two	499	440	88.18%
Three or Four	466	474	101.72%
Five+	123	144	117.07%

Genesburg West Pleasant View Kittredge Red Cliff Aspen Cedaredge Woodland Park Two Buttes Meeke Hooper Coal Creek Ward Larkspur Greeley Welby Romeo Williamsburg Intercultural Institute Grand View Estates Applewood Palisade Salt Creek Eldora Fowler Dillo Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Blanca Parts Apple Salt Creek Eldora Contextual Ministry

## Ethnographic Summary

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

BORN IN:	0-0.5	0.5-1.5	1.5-3	BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	267	1,053	5,236	Eastern Africa	Eastern Africa 6	Eastern Africa 6 4
Northern Europe	23	81	241	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	32	100	291	Northern Africa	Northern Africa 0	Northern Africa 0 2
Southern Europe	21	56	61	Southern Africa	Southern Africa 0	Southern Africa 0 30
Eastern Europe	47	111	1,182	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	51	108	377	Oceania	Oceania 0	Oceania 0 11
So. Central Asia	23	48	379	Caribbean	Caribbean 0	Caribbean 0 0
SE Asia	19	225	1,005	Central Amer.	Central Amer. 8	Central Amer. 8 142
Western Asia	12	45	142	South America	South America 6	South America 6 28
Other Asia	0	0	6	North America	North America 19	North America 19 62
				Born at sea	Born at sea 0	Born at sea 0 0



## Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
English only	4,296	22,560	69,049	Other Indo-Euro	10	28	32
Spanish	88	1,014	3,776	Asian/PI languages	0	0	0
Other Indo-Euro	167	422	2,602	Chinese	11	104	195
language			_,	Japanese	0	47	89
French (incl. Patois,	6	57	280	Korean	9	27	86
Cajun)				Mon-Khmer,	0	18	7
French Creole	0	0	0	Cambodian			
Italian	34	51	181	Miao, Hmong	0	81	528
Portuguese	0	0	23	Thai	0	14	26
German	58	140	425	Laotian	5	133	371
Yiddish	0	0	0	Vietnamese	0	77	447
Other West Germanic	0	9	20	Other Asian	7	30	92
A Scandinavian	6	15	62	Tagalog	9	32	116
Language				Other Pacific Is	0	0	0
Greek	0	8	12	Other languages	7	150	302
Russian	0	25	581	Navajo	7	35	38
Polish	29	47	217	Other Native N.	0	3	6
Serbo-Croatian	0	3	102	American			
Other Slavic Language	8	18	280	Hungarian	0	29	79
Armenian	0	0	0	Arabic	0	77	145
Persian	0	16	222	Hebrew	0	6	16
Gujarathi	0	0	0	African languages	0	0	0
Hindi	10	2	80	Other unspecified	0	0	18
Urdu	0	0	18				

гатра Акгоп коскуате этегит

Manassa Acres Green Idaho Springs Silver Plume Carbondale Castle Pines North Frestone Central Gir Sugar City Poncha Springs Ponderosa Park Castle Pines Lyons Orchar Intercultural Institute Confectual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

## Ancestry Summary

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

ANCESTRY	0-0.5	0.5-1.5	1.5-3	ANCES
	MILES	MILES	MILES	
Reporting ancestry	4,352	22,157	70,181	Irish
Arab	14	77	342	Italian
Armenian	5	4	0	Lithuar
Austrian	11	112	217	Norweg
British	12	86	369	Polish
Canadian	25	28	86	Portuge
Croatian	7	92	104	Roman
Czech	26	92	366	Russia
Czechoslovak	8	40	121	Scandi
Danish	66	268	697	Scotch
Dutch	55	238	852	Scottis
English	604	2,515	6,845	Slovak
European	56	285	737	Subsah
Finnish	0	46	135	
French (not	101	518	1,726	Swedis
Basque)				Swiss
French Canadian	31	119	421	Ukraini
German	912	5,001	15,357	US/Am
Greek	25	92	184	Welsh
Hungarian	23	108	257	West Ir
Iranian	0	17	151	Yugosl
				Other

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	496	2,410	6,648
Italian	286	1,588	4,633
Lithuanian	4	67	78
Norwegian	110	633	1,718
Polish	108	628	1,368
Portuguese	9	51	91
Romanian	6	6	28
Russian	19	92	788
Scandinavian	18	72	236
Scotch-Irish	63	378	1,296
Scottish	114	496	1,568
Slovak	9	22	148
Subsaharan African	0	11	59
Swedish	175	695	1,693
Swiss	26	77	222
Ukrainian	8	18	321
US/American	226	1,199	4,094
Welsh	18	135	393
West Indian	0	4	38
Yugoslavian	12	15	128
Other	663	3,820	15,666

assa Limon <u>The Pinery Parker Brighton Fairplay Erie</u> Jamestown Calhan Sheridan Lake Lake City Fund Louisville Twin Lakes Glenwood Springs Red Feather Lakes Frank <u>Intercultural Institute</u> Wray Kit Carson Perry Park Firestone Nunn Downieville-Lawson-Duran <u>Intercultural Institute</u> for Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry San Luis Eagle-Vail Beulah Valley Naturita Clifton 26

## 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

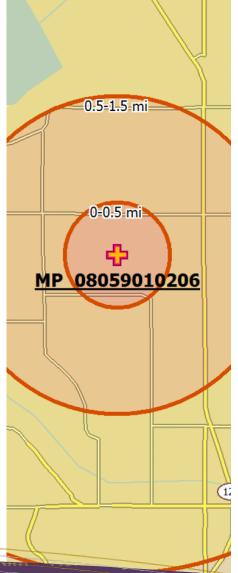
#### Issues for Your Consideration - continued

- 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.



Manassa La Jara Seibert Fleming Fraser Ward Salida Palisade Rifle Battlement Mesa Englewood and Springs Byers Crawford Fort Carson San Luis Severance Wray Womelsdorf (Coalton) Mancos Walden Craig Towaoc Green Mountain For Intercultural Institute Jos Contextual Ministry Breckenridge Columbine Lamar 29

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,388	100%	961	100%
AFFLUENT SUBURBIA	365	26.3%	253	26.33%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	365	26.3%	253	26.33%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	752	54.18%	513	53.38%
Status Conscious Consumers	16	1.15%	11	1.14%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	632	45.53%	424	44.12%
Solid Suburban Mix	41	2.95%	31	3.23%
2nd Generation Success	11	0.79%	8	0.83%
Successful Urban Sprawl	52	3.75%	39	4.06%
SM TWN SUCCESS	11	0.79%	8	0.83%
2nd City Homebodies	11	0.79%	8	0.83%
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%

wmass Village <u>Dove Creek Ovid Berkley Hayden Frederick</u> Cimarron Hills Strasburg Manassa Oak Cre Freckenridge La Junta Grand Lake Walden Gunbarrel Colorado Springs <u>Intercultural Institute</u> Alamosa Ma by La Veta Dinosaur Castle Pines Edwards Springfield Redlands Mon (on Confertual Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Minis

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,388	100%	961	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	15	1.08%	10	1.04%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	15	1.08%	10	1.04%
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%

Bow Mar Kit Carson Woodmoor Columbine Paoli Branson Westminster West Pleasant View Littleton Evans Atwood Carbondale Highlands Ranch Stonegate Strasburg Derior Platteville Applewood Grand View Estates Eckley Olney Springs Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,388	100%	961	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	245	17.65%	177	18.42%
Young Cosmopolitans	18	1.3%	14	1.46%
Minority Metro Communities	0	0%	0	0%
Stable Careers	198	14.27%	143	14.88%
Aspiring Hispania	29	2.09%	20	2.08%
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%

Nucla Lincoln Park Cheyenne Wells Fort Lupton Aristocrat Ranchettes Mead Columbine Burlington Bet Cos Greenwood Village Empire Brighton Crestone Ignacio Minturn Contentiation Edgewater Parker Station ai 21/2 on City Crested Butte Atwood Dacono Cimarron Hills Orchard City Contentiat Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Inst

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,388	100%	961	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%

Moffat Stonegate Bayfield Sawpit Redlands Alamosa East Kersey Palmer Lake Columbine Valley eenesburg Eads Campion Haxtun Williamsburg Sherrelwood Parachute Intercultural Institute win Lakes Monte Vista Air Force Academy Arboles Aristocrat Ranchettes for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Woodland Park, Eoxfield, Paoli, Loveland, Fort Collins

## Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Aristocrat Ranchettes Minturn Hot Sulphur Springs Montezuma Welby Highlands Ranch Olathe Pitkin tez Walsh Broomfield Haswell Walden Deer Trail Moffat Eaton Manager Intercultural Institute Thornton Starkville Avondale Fowler Julesburg Loveland Commerce for Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

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

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

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



en Rico Strasburg Collbran Nederland Johnstown Dillon Swink Castle Pines Todd Creek Cherry Hills A Sawpit Fraser Two Buttes Avon Battlement Mesa Downieville-Lawson Intercultural Institute t Las Animas Aurora Genesee Pagosa Springs Breckenridge Columbin 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 - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
PC-HH Own	84%	84%	82%
Use Comp. for Internet/E-mail	72%	71%	69%
Internet Use: E-Mail	61%	60%	58%
Use Comp. for Word	51%	50%	48%
Processing			
Use Comp. for Comp. Games	46%	46%	44%
Use Comp. for Shopping	45%	44%	42%
Use Comp. for Banking	42%	41%	39%
Use Comp. for Digital Camera	41%	41%	39%
Photo Editing			
Use Comp. for Education	40%	39%	37%
HH Owns DVD Player	35%	34%	33%

eadville North Sherrelwood Springfield Fowler Woodland Park Walsh Pritchett Hotchkiss Pueblo Kittre Files Eagle Crestone Log Lane Village Erie Stonegate Dolores Woodland Ant Monument Yuma Ca hitou Springs Antonito Fleming Indian Hills Castle Rock Swink Lafayet for Contextual Ministry Dillon Walder Comparison of Contextual Ministry Applewood Reckenridge Grand View Estates Timnath 36 Applewood Reckenridge Reckenridge City Larkspur Commerce City

Internet Use: Travel

Reservations

16%

15%

14%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	71%	71%	70%
Dining Out (Not Fast Food)	67%	66%	64%
Reading Books	58%	58%	57%
Go To A Beach/Lake	46%	45%	43%
Card Games	43%	43%	42%
Cooking for Fun	39%	38%	38%
Gardening	36%	37%	36%
Board Games	35%	35%	34%
Visit Museum	26%	25%	24%
Going To	25%	23%	23%
Bars/Nightclubs/Dancing			

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	68%	68%	67%
Gen./Fam. Practitioner	42%	43%	42%
Dentist	35%	34%	33%
Eye Dr.	23%	23%	22%
None Of These	21%	21%	21%
Backache	19%	20%	20%
High Cholesterol	19%	19%	18%
Hypertension/High Blood	18%	18%	18%
Pressure			
Any Arthritis	14%	14%	14%
Acid Reflux Disease (GERD)	14%	14%	14%
()			

Las Animas Ault Calhan Lyons Cascade-Chipita Park Crested Butte Lafayette Center Pagosa Spring Monte Vista Yampa Jamestown Eagle Vail Dillon Air Force Acader Intercultural Institute Wiggins Towaoc Ken Caryl La Jara Aspen Park Idaho Springs Revealed for Contextual Ministry Ocopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Contextual Ministry Copyright 2014, Contextual Ministry Contextual Co

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	36.32%	34.71%	33.17%
Live Theater	27.97%	27.21%	24.93%
Live Theater Most Often	23.65%	22.93%	20.85%
Rock/Pop Concerts Most	21.7%	20.31%	19.65%
Often			
Dance Performance	10.35%	9.79%	9.65%
Comedy Club	10.24%	10.35%	10.21%
Movies: Comedy	43.66%	42.79%	41.96%
Movies: Action/Adventure	42.23%	41.36%	41.06%
Movies: Romantic Comedy	23.73%	23.11%	22.27%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Drama	22.75%	22.49%	21.89%
Movies: Fam.	20.42%	20.6%	20.47%
Movies: Mystery	17.18%	16.94%	16.88%
MLB Baseball Reg.	11.32%	11.22%	10.95%
Season			
NFL Football Reg.	9.38%	9.37%	8.78%
Season			
College Football Reg.	7.9%	8.03%	7.57%
Season			
NBA Basketball Reg.	5.66%	5.38%	5.08%
Season			
College Basketball Reg.	4.79%	4.85%	4.71%
Season			
NHL Hockey Reg.	4.6%	4.24%	4.29%
Season			

Cimarron Hills Black Hawk Applewood Pritchett Grand Lake Avondale Mount Crested Butte Monument Cedaredge Cheyenne Wells Black Forest Morrison Dinosaur Mountain Cloude Federal Heights Gold Hill Brookside Holyoke Aspen Park Lone Tree Greenwood Village for Confectual Ministry De Copyright 2014, Intercultural Institute for Contextual Ministry athe Berkley Rye Westminster Superior Westcreek 38

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

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	46.07%	45.72%	44.37%	Aerobics	Aerobics 11.73%	Aerobics 11.73% 11.59%
Swimming	39.71%	39.41%	37.65%	Power Boating	Power Boating 10.64%	Power Boating 10.64% 10.28%
Bowling	23.6%	22.95%	22.52%	Baseball	Baseball 10.2%	Baseball 10.2% 10.44%
Weight Training	20.75%	20.14%	19.4%	Target Shooting	Target Shooting 9.39%	Target Shooting9.39%9.16%
Billiards/Pool	20.27%	19.94%	20.16%	Yoga	Yoga 8.97%	Yoga 8.97% 8.45%
Using Cardio	18.6%	17.99%	17.41%	Tennis	Tennis 8.82%	Tennis 8.82% 8.41%
Machine				Canoeing/Kayaking	Canoeing/Kayaking 8.57%	Canoeing/Kayaking 8.57% 8.36%
Golf	18.03%	18.01%	16.55%	Football	Football 8.49%	Football 8.49% 8.49%
Jogging/Running	17.99%	17.51%	17.02%	Soccer	Soccer 8.15%	Soccer 8.15% 7.54%
Camping Trips	16.93%	16.94%	17.04%	Volleyball	Volleyball 7.92%	Volleyball 7.92% 7.82%
Mountain/Road	16.45%	15.69%	15.17%	Hunting	Hunting 7.66%	Hunting 7.66% 7.8%
Biking				Saltwater Fishing	Saltwater Fishing 7.62%	Saltwater Fishing 7.62% 7.81%
Freshwater Fishing	14.95%	15.67%	15.78%	Softball	Softball 7.46%	Softball 7.46% 7.59%
Basketball	14.81%	14.61%	14.57%	Motorcycling	Motorcycling 6.82%	Motorcycling 6.82% 6.68%
Stationary Cycling	14.66%	14.39%	14.08%			
Backpacking/Hiking	12.91%	12.41%	12.08%			

mbline Fowler Walsh Wray Eagle Pueblo West Crestone Grand View Estates Laporte Walden Orchar Felian Hills Cascade-Chipita Park Hillrose Glendale Durango Palmer Lake Intercultural Institute ort Carson Red Cliff Buena Vista Edgewater Avondale East Pleasant View For Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Chevenne Wells Royborough Park Pagosa Springs Berkle

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGE	ES	ES 0-0.5	ES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Snorkeling	6.52%	6.2%	5.8%	Martial Arts		4.31%	4.31% 3.82%
Downhill & X-Country	6.23%	5.85%	5.63%	Archery		4.3%	4.3% 4.29%
Skiing				Sailing		4.01%	4.01% 3.85%
Jet Skiing	6.2%	5.88%	5.5%	Racquetball		3.96%	3.96% 4.01%
Roller Skating	5.79%	5.6%	5.65%	Snowmobiling		3.74%	3.74% 3.79%
Ice Skating	5.37%	5.31%	5.35%	Hockey		3.7%	3.7% 3.62%
Water Skiing	5.28%	4.97%	4.77%	Rowing		3.47%	3.47% 3.31%
Horseback Riding	5.26%	5.33%	5.29%	Skateboarding		3.29%	3.29% 3.22%
Rock Climbing	4.98%	4.57%	4.33%	Surfing &		3.18%	3.18% 3.33%
Snowboarding	4.67%	4.63%	4.32%	Windsurfing			
Fly Fishing	4.43%	4.44%	4.3%	Auto Racing		3.15%	3.15% 3.08%

Silverthorne <u>Cimarron Hills Empire Woodland Park Pierce</u> Edwards Brush Highlands Ranch Burlingto tratton Ramah Rifle Golden Beulah Valley Parachute Silverton Crawler <u>Intercultural Institute</u> entennial Grand View Estates Meridian La Jara Buena Vista Erie Fount <u>Joi Confectual Ministry</u> In Louviers S ©Copyright 2014, Intercultural Institute for Contextual Ministry Yampa Montrose Dinosaur Red Feather Lakes Nu40

#### 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.



Rewood Lone Tree Clathe Aguilar Kit Carson Atwood Stratton Iliff Poncha Springs Castle Pines Gyps Meeker Central City Hudson Crested Butte Roxborough Park Womer Intercultural Institute ort Collins Keenesburg Aspen Northglenn La Veta Raymer Vona Clift of Contextual Ministry © Copyright 2014, Intercultural Institute for Contextual Ministry © Copyright 2014, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### Unreached People Group

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



Peetz Fowler Eldora Castle Rock Gilcrest Sanford Sterling Aristocrat Ranchettes Gypsum Evans His Fruita Pierce Fort Collins Timnath Rockvale Mount Crested Butte agosa Springs Naturita Montezuma Georgetown Gleneagle Columbine Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

## **Potential Cultural Barriers:**

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

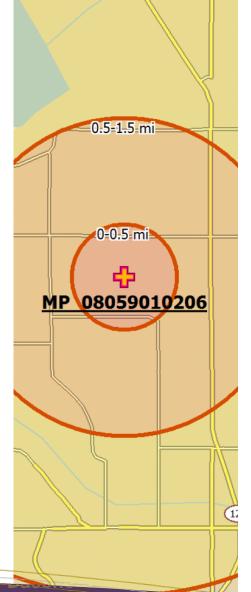
ARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	49%	49%	49%
Prefer To Have Few Possessions As Possible	43%	43%	42%
Find It Difficult To Say No To My Kids	40%	40%	39%
Woman's Place Is In The Home	34%	34%	34%
Speak My Mind Even If It Upsets People	33%	34%	34%
If Won Lottery Would Never Work Again	32%	32%	30%
Like Control Over People And Resources	30%	30%	31%
Friends More Important Than My Fam.	29%	29%	29%
Don't Judge People/Way They Live Life	28%	28%	28%
Like To Do Unconventional Things	27%	28%	27%
Money Is Best Measure Of Success	26%	26%	26%
Marijuana Should Be Legalized	21%	21%	21%

by Columbine Pitkin Windsor Limon Marble Crested Butte Laporte Motfat Kersey Chevenne Wells Georgetown Manitou Springs Cedaredge Louviers Collbran Erie Intercultural Institute Todd Creek Rico Walden Oak Creek Kremmling Timnath Fowler Love Contextual Ministry Jon Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Ault Leadville North East Pleasant View Downieville-Lawson-Dumont Starkville Keenesburg Frederick Trinidad Aspen Park Telluride Gilcrest Gypsum Atwood Collbran Intercultural Institute by Salt Creek Ken Caryl Sterling Avon New Castle Wellington Antoni for Contextual Ministry st Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important To Respect Customs And Beliefs	69%	69%	67%
You Should Seize	57%	57%	57%
Opportunities In Life			
Prefer To Have Few	43%	43%	42%
Possessions As Possible	200/	200/	200/
Like To Understand About	39%	39%	38%
Nature Important Feel Respected By	34%	33%	33%
My Peers	0470	5570	5570
Prefer Work Part Of Team	32%	32%	31%
Than Alone			
mportant To Juggle Various	27%	27%	28%
Tasks			
Have Keen Sense Of	27%	27%	27%
Adventure			
Good At Fixing Things	26%	26%	26%
People Have To Take Me As	25%	26%	25%
They Find Me	050/	050/	050/
Like To Just Enjoy Life	25%	25%	25%
Worried About Pollution	22%	22%	21%
Caused By Cars			

t Carson Central City Black FOI

rton Sheridan Lake Indian Hills Holyoke Telluride Golden Glenwood Springs Berkley Castle Pines North Keystone Arvada Mount Crested Butte Carbondale Morrison Iliff Florence Fort Lupton Nunn Sterling Lincoln Park Gleneagle Meridian Eckley Eaton Severa Jor Confectual Ministry Beneft Mottat, Intercultural Institute for Contextual Ministry Colorado City Beulah Valley Granada Oak Creek Perr45 Aspen Wingins Aurora Georgetown Campo Walden Caï: 1/con City Franktown Alamosa Edwards

#### **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.

Stratton Bonanza South Fork Lakewood Arriba Gold Hill Minturn Severance Evans Acres Green Larkspur Timnath Downieville-Lawson-Dumont Lochbuie Womelsdor Intercultural Institute East Pleasant View Starkville Hooper Colorado City Green Mountain Fa Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

0.5-1.5 mi

0-0.5 m

MP 08059010206

12

### **Potential Shared Places:**

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

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fam. Restaurants/Steak	85.18%	85.74%	84.44%
Houses-Visit Any			
Fast Food/Drive-In	84.39%	84.69%	84.74%
Restaurant-Visit Any			
McDonald's	54.62%	55.58%	55.29%
Burger King	36.09%	36.44%	36.95%
Subway	32.06%	31.87%	31.31%
Applebee's	31.75%	32.12%	31.39%
Wendy's	30.55%	30.95%	30.58%
Taco Bell	27.79%	29.21%	29.46%
Kentucky Fried Chicken	24.48%	24.49%	25.33%
(KFC)			
Olive Garden	23.87%	23.51%	22.86%
Arby's	21.6%	21.97%	21.91%
Pizza Hut	19.14%	19.22%	19.93%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Outback Steakhouse	19.07%	19.07%	17.99%
Starbucks	16.34%	15.48%	15.41%
Dairy Queen	16.34%	16.57%	16.63%
Red Lobster	15.95%	16.06%	16.03%
Chili's Grill and Bar	15.85%	15.69%	15.35%
TGI Friday's	15.41%	14.61%	14.11%
Cracker Barrel	14.28%	14.62%	13.99%
IHOP (International House	14.04%	14.24%	14.27%
Of Pancakes)			
Dunkin' Donuts	13.97%	13.51%	12.93%
Quiznos Sub	13.88%	13.13%	12.74%
Panera Bread	13.4%	12.68%	11.87%
Domino's Pizza	13.28%	12.83%	13.37%

Paoli The Pinery Las Animas Starkville Eagle-Vail Eldora Wellington Woodland Park Laporte Eldorade count Crested Butte Avondale Del Norte Wiley Kremmling San Luis Lock Chipita Park Silve Sanford Grand Junction Beulah Valley Security-Widefield Craig Rang Jor Confextual Ministry Copyright 2014, Intercultural Institute 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!

0.5-1.5 mi 0-0.5 m MP 08059010206 12

Fort Collins Flagler Gold Hill Sugar City Foxfield Mountain View Edwards Granada San Luis Ouray G Estes Park Iliff Breckenridge Gypsum Hotchkiss Leadville Ignacio Dolores Trinidad Black Hawk Jamestown Craig Wray Fairplay Copyright 2014, Intercultural Institute 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-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	53.73%	53.57%	52%
Recycled products	43.91%	43.32%	42.16%
Worked as volunteer (non political)	22.31%	21.68%	20.52%
Engaged in fund raising	13.57%	13.05%	12.43%
Religious club member	8.18%	8.19%	7.92%
Wrote to elected offcl about publ bus	7.67%	7.74%	7.29%

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
7.22%	6.98%	6.77%
6.25%	6.17%	6.03%
6.11%	6.07%	5.9%
5.99%	5.79%	5.5%
5.98%	5.96%	5.76%
5.42%	5.43%	5.18%
	MILES   7.22%   6.25%   6.11%   5.99%   5.98%	MILES MILES   7.22% 6.98%   6.25% 6.17%   6.11% 6.07%   5.99% 5.79%   5.98% 5.96%

Broemfield Calhan Kiowa Platteville Granby Commerce City Cherry Hills Village Louviers Clendale G E La Veta St. Mary's Starkville Eads The Pinery Blanca Morrison Or Mary Intercultural Institute Hartman Black Forest Stratton Loghill Village Vail Greenwood Village For Contextual Ministry Contextual Institute for Contextual Ministry Meeker Towaoc Rocky Ford Sawpit Hayden Stratm 49 Contextual 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.

Allenspark De Beque Buena Vista Colorado Springs Rifle Peetz Derby Louviers Meridian Illif Firestone Wellington Gilcrest Crawford Redlands Lafayette Marble Intercultural Institute filas Basalt Highlands Ranch Minturn Hot Sulphur Springs Denver Hoto Sheridan Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

0.5-1.5 mi

0-0.5 mi

MP 08059010206

12

50

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	21.78%	21.39%	20.63%
Children's Books	15.66%	15.41%	14.75%
Mystery	14.67%	14.53%	14.07%
Cookbooks	13.26%	12.89%	12.4%
Personal/Business	9.2%	8.82%	8.5%
Self-help			
Biography	8.55%	8.46%	8.17%
Religious (not Bibles)	8.43%	8.72%	8.6%
History	8.37%	8.38%	8.27%
Romance	7.64%	7.63%	7.33%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	74.22%	73.74%	72.73%
Gen. Editorial	47.77%	47.43%	47.28%
Womens	41.69%	41.86%	41.87%
Service	37.83%	38.33%	37.44%
<b>Business/Finance</b>	23.04%	22.27%	20.9%
Mens	19.11%	18.96%	19.47%
Sports	17.54%	17.1%	16.98%
Mature Market	13.87%	13.92%	13.29%
Parenthood	13.54%	13.71%	13.75%

Bethune Branson Blue River Timnath Haswell Red Feather Lakes Silt Manitou Springs Manzanola Key North Washington La Salle Towaoc Deer Trail Hudson Byers Air Force Intercultural Institute Neeker Downieville-Lawson-Dumont Bayfield Berkley Brookside Denver Force Confectual Ministry 2 Copyright 2014, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Gen. News	59.58%	59.89%	58.95%
Business/Finance	36.35%	35.74%	34.28%
Sport	33.91%	33.99%	33.94%
Editorial Page	32.77%	33.06%	32.46%
Classified	30.3%	30.77%	31.53%
Movie Listings &	29.82%	29.17%	28.88%
Reviews			
Comics	28.78%	29.06%	28.84%
Food/Cooking	27.82%	27.93%	27.46%
TV/Radio Listings	24.83%	24.95%	24.67%
Home/Gardening	24.28%	24.13%	23.68%
Travel	24.02%	23.63%	22.9%
Science/Technology	22.24%	21.7%	20.98%
Fashion	15.91%	15.69%	15.26%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Adult Contemporary	20.84%	20.87%	20.76%
News/Talk	19.25%	18.29%	16.95%
CHR Contemp Hit Radio	18.37%	18%	18.95%
Country	16.88%	18.39%	18.88%
Rock	15.4%	15.24%	14.98%
Alternative	14.06%	13.79%	13.33%
Oldies	13.57%	13.45%	13.06%
Classic Rock	13.56%	13.05%	12.43%
Variety	10.18%	9.69%	9.48%
Urban Contemporary	9.24%	9.05%	9.57%
Soft Contemporary	8.85%	8.7%	8.24%
All News	7.56%	7.45%	6.81%
Religious	7.47%	7.38%	6.96%
Sports	6.39%	5.93%	5.59%
All Talk	6.05%	6.07%	5.42%
Classical	5.49%	5.14%	4.83%
Jazz	5.09%	5.05%	4.8%
Classic Hits	5.01%	5.16%	5.17%

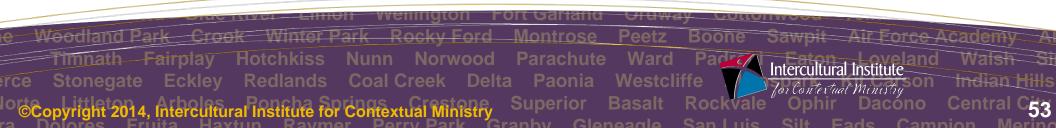
e Lakewood Commerce City Wiley Hillrose Byers Golden Calhan Lone Tree Palmer Lake Johnstown Genoa Sawpit Silver Plume Snowmass Village East Pleasant View Mount Stell Butte Las Animas Milli La Junta Otis Eagle Berkley Craig Sherrelwood Littleton Genesee for Confectual Ministry Confectual Ministry Fort Carland Copyright 2014, Intercultural Institute for Contextual Ministry Starkville Indian Hills Cascade-Chipita Park Grand View 52

### **Potential Multimedia Content:**

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

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
66.2%	66.5%	65.79%
58.68%	58.14%	57.21%
53.57%	53.39%	52.82%
40.62%	40.24%	38.75%
40.31%	41.22%	40.66%
38.63%	38.5%	38.08%
36.72%	36.92%	35.33%
35.51%	35.47%	35.24%
31.12%	30.21%	29.63%
31.04%	29.82%	28.88%
30.89%	30.84%	30.2%
30.19%	30.23%	29.74%
	MILES 66.2% 58.68% 53.57% 40.62% 40.31% 38.63% 36.72% 35.51% 31.12% 31.04% 30.89%	MILESMILES66.2%66.5%58.68%58.14%53.57%53.39%40.62%40.24%40.31%41.22%38.63%38.5%36.72%36.92%35.51%35.47%31.12%30.21%30.89%30.84%

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Adult Swim	29.83%	30.52%	30.24%
Hallmark Channel	29.6%	29.43%	28.19%
The Golf Channel	28.77%	28.39%	27.06%
ESPN Classic	28.55%	28.23%	27.13%
TV Info From Newspapers	28.06%	27.85%	27.36%
Video-On-Demand Movies	27.72%	27.65%	25.99%
TCM (Turner Classic	27.42%	27.31%	26.98%
Movies)			
BET (Black Entertainment	27%	26.97%	26.97%
TV)			
Nick At Nite	26.98%	27.12%	26.6%
ESPN2	26.9%	27.24%	26.48%
USA Network	26.53%	26.74%	25.91%
TV Info From Monthly	25.04%	25.44%	24.96%
Cable Guide			



#### **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.



Copyright 2014, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	ME
	MILES	MILES	MILES	
Book Readers				Qu
Heavy Users (7+)	24.89%	24.34%	23.51%	Ma
Medium Users (4-6)	12.91%	12.77%	12.54%	Ma
Light Users (1-3)	21.42%	21.62%	21.39%	Ma
Quintiles (20%)				Ma
Newspaper I	1.66%	1.57%	1.69%	Ma
(Heavy)				Out
Newspaper II	1.42%	1.39%	1.42%	Out
Newspaper III	1.9%	1.95%	1.94%	Out
Newspaper IV	0.24%	0.37%	0.41%	Out
Newspaper V	0.9%	1%	1.09%	Out
(Light)				Yel
				(니~

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.1%	17.69%	18.21%
Magazines II	7.56%	7.91%	8.1%
Magazines III	8.32%	8.94%	9.12%
Magazines IV	9.54%	9.87%	10.48%
Magazines V (Light)	0.9%	0.79%	0.7%
Outdoor I (Heavy)	7.34%	7.24%	7.37%
Outdoor II	2.45%	2.3%	2.55%
Outdoor III	2.99%	2.89%	3.17%
Outdoor IV	15.33%	15.31%	15.77%
Outdoor V (Light)	24.45%	24.65%	24.61%
Yellow Pages I	14.61%	14.14%	14.46%
(Heavy)			
Yellow Pages II	6.07%	5.92%	6.06%
Yellow Pages III	5.86%	5.39%	5.46%
Yellow Pages IV	19.39%	19.5%	20.58%
Yellow Pages V	2.96%	2.79%	3.05%
(Light)			

rwood Pueblo West Nunn Fruita Castle Rock Parker Fountain Milliken Berthoud Meridian La Salie E Frederick Berkley Todd Creek Orchard Mesa Edgewater Vail Cheraver De Norte Pueblo Rocky Ford Castle Pines Lafayette Ridgway Sterling Iliff Northglenn Fort Morgan Copyright 2014, Intercultural Institute for Contextual Ministry Sugar City La Jara Longmont Niwot Akron Bran 55

## Potential Multimedia Usage

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILE
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	ns		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	2.12%	2.34%	2.69%	Prime Time I & II (Heavy)	3.54%	3.41%	3.4%
Drive Time III (Medium)	0.2%	0.23%	0.36%	Prime Time III (Medium)	1.69%	1.82%	1.879
Radio IV & V (Light)	2.26%	2.19%	2.48%	Prime Time IV & V (Light)	7.64%	7.69%	7.799
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntile	s		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.23%	7.86%	8.05%	Fringe I & II (Heavy)	39.3%	40.31%	39.87
Radio III (Medium)	4.64%	4.96%	4.99%	Fringe III (Medium)	51.01%	50.97%	51.29
Radio IV & V (Light)	3.13%	3.18%	3.25%	Fringe IV (Light)	54.53%	54.63%	54.49
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	17.19%	16.91%	16.49%	All Day I & II (Heavy)	11.71%	11.91%	12.34
Cable III (Medium)	4.47%	4.24%	4.17%	All Day III (Medium)	22.5%	22.91%	23.23
Cable IV & V (Light)	31.32%	31.93%	31.88%	All Day IV (Light)	13.02%	12.55%	12.79



# Potential Audio & Prime Time TV Media Usage:

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

1.5-3

MILES

10.37%

10.78%

26.6%

30.69%

31.98%

42.37%

2.77%

8.7%

JSAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Day-time Radio			
isteners			
Dayparts [summary]	13.95%	13.61%	13.34%
6:00am - 10:00am	19.91%	19.22%	19.05%
10:00am - 3:00pm	6.68%	6.71%	6.67%
3:00pm - 7:00pm	13.54%	13.76%	13.92%
7:00pm - Midnight	17.67%	17.09%	16.04%
Vidnight - 6:00am	6.23%	6.2%	6.18%
Weekend Radio			
_isteners			
Dayparts [summary]	16.15%	16.1%	15.81%
6:00am - 10:00am	6.05%	5.73%	5.22%
10:00am-3:00pm	6.65%	6.37%	6.49%
3:00pm - 7:00pm	7.59%	7.67%	7.46%
7:00pm - Midnight	10.04%	10.1%	9.56%
Midnight - 6:00am	11.53%	11.48%	11.25%

THE DOWNEVINE-LAWSON-DUMONE VIIAS GENUA GOIDTAGO OPTINGO	
tain Lakeside Dacono Northglenn Wiley Two-Buttes Pueblo Collbran Montezuma Delta	a Rifle Ouray
Sanford Indian Hills North Washington Commerce City Walden Super Clip	ton Kiowa Go
Santord Indian Hills North Washington Commerce City Walden Super Intercultural Institute La Junta Lafayette Castle Rock Walsh Bonanza Julesburg Fraser for Contextual Ministry <sup>of Copyright</sup> 2014, Intercultural Institute for Contextual Ministry	alhan Wiggins
hit Carboles 2014 Intercultural Institute Butte on Gripple Creek Eldora Steamboat Springs Evans Deri	by Lakewood57
Starkville Loghill Village Fairplay Beulah Valley Sugar City Norwood Black Hawk La	Salle Vona Cr

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	21.04%	20.43%	20.15%		Sat: 7-10am	Sat: 7-10am 22.17%	Sat: 7-10am 22.17% 21.79%
7-9am	26.9%	27.24%	26.48%		Sat: 10am-1pm	Sat: 10am-1pm 8.36%	Sat: 10am-1pm 8.36% 8.32%
9am-12noon	23.37%	23.34%	22.6%		Sat: 1-4pm	Sat: 1-4pm 26.74%	Sat: 1-4pm 26.74% 26.54%
12noon-4pm	7.67%	7.89%	8.08%		Sat: 4-6pm	Sat: 4-6pm 7.41%	Sat: 4-6pm 7.41% 7.47%
4-6pm	57.07%	56.28%	53.89%		Sat: 6-7pm	Sat: 6-7pm 2.98%	Sat: 6-7pm 2.98% 2.91%
6-7pm	18.23%	19.34%	19.4%		Sat: 7-8pm	Sat: 7-8pm 1.94%	Sat: 7-8pm 1.94% 1.79%
7-7:30pm	1.89%	2.03%	2.17%		Sat: 8-11pm	Sat: 8-11pm 8.89%	Sat: 8-11pm 8.89% 8.75%
7:30-8pm	9.92%	10.27%	10.58%		Sat: 11pm-1am	Sat: 11pm-1am 5.51%	Sat: 11pm-1am 5.51% 5.36%
8-11pm	11.32%	11.12%	10.37%		Sat: 1am-7pm	Sat: 1am-7pm 26.53%	Sat: 1am-7pm 26.53% 26.74%
11pm-12am	35.51%	35.47%	35.24%		Sun: 7-10am	Sun: 7-10am 2.31%	Sun: 7-10am 2.31% 2.45%
11pm-1am	41.99%	42.18%	42.37%		Sun: 10am-1pm	Sun: 10am-1pm 7.03%	Sun: 10am-1pm 7.03% 7.25%
1-6am	34.94%	35.85%	35.02%		Sun: 1-4pm	Sun: 1-4pm 7.39%	Sun: 1-4pm 7.39% 7.31%
					Sun: 4-7pm	Sun: 4-7pm 14.51%	Sun: 4-7pm 14.51% 14.63%
					Sun: 7-11pm	Sun: 7-11pm 11.01%	Sun: 7-11pm 11.01% 10.99%
					Sun: 11pm-1am	Sun: 11pm-1am 4.77%	Sun: 11pm-1am 4.77% 4.95%
					Sun: 1-7am	Sun: 1-7am 24.27%	Sun: 1-7am 24.27% 23.76%

Red Feather Lakes Dinesaur Paonia Peetz Fort Morgan Granby Palisade Red Cliff Twin Lakes Monume Springfield Palmer Lake Tabernash Penrose Superior Deer Trail Times Intercultural Institute Creede Silver Plume Crested Butte West Pleasant View Paoli Carbo for Confectual Ministry of Copyright 2014, Intercultural Institute for Contextual Ministry Second Structure Plume Crested Butte West Pleasant View Paoli Carbo for Confectual Ministry Frisco Womelsdorf (Coalt 58

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



# 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

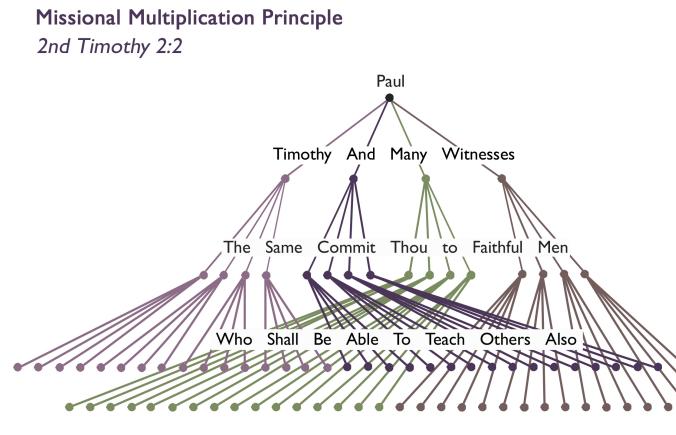
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Salt Creek Twin Lakes Paol Louviers Avondale Hot Sulphur Springs Otis Alamosa East Cherry Hills A Air Force Academy Del Norte Telluride Westcliffe Lake City Welby Intercultural Institute Aspen Arriba Franktown Arboles Keystone Salida Akron Saguach Copyright 2014, Intercultural Institute for Contextual Ministry Berrilley Parachute Stopedate Beullab Valley Eldorado Springs Silverthorne Haxtun Ordway Berthoud

## **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.



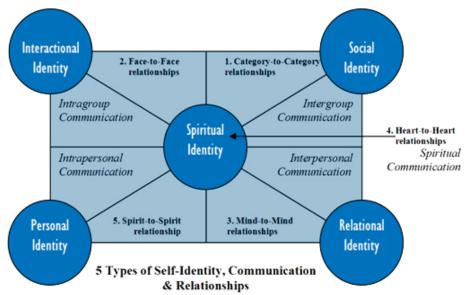
Akron Frederick Louisville Lake City Towaoc Manzanola Two Buttes Haxtun Castle Rock Walden Ge Springs Genoa Brush San Luis Mount Crested Butte Crook Castle Anthe Johnstown Byers fora Otis Fort Garland Antonito Vilas Welby Twin Lakes Center Padro Governant Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

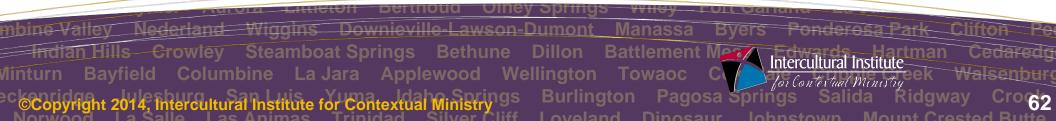
## **Establishing Redemptive Relationships**

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.



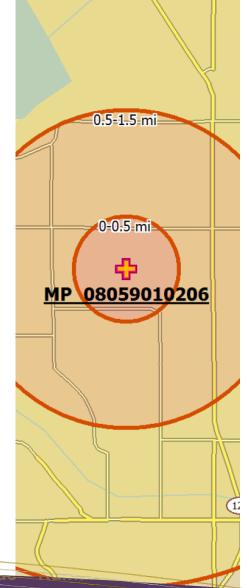


#### Your MissionSite and the Missional Suite

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



ado Springs Craig Eckley Rico Milliken St. Mary's Frisco Erie Hillrose Genea Springfield Center M testminster Dinosaur Womelsdorf (Coalton) De Beque Starkville Englework Intercultural Institute Federal Heights Sheridan Crawford Avon Georgetown Basalt Lyons Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Confectual Contextual Ministry Confectual Confectual Confectual Confectual Confectuation Confectual Confectual Confectuation Confectuat

## 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.

risco Arriba Castle Rock Battlement Mesa Northglenn Granby South Fork Nunn Manitou Springs Estes minster Arboles Crested Butte Crook Evergreen Branson La Salle Stratt in Woodland Park Lochbule Ridgway Nucla Merino Parachute Littleton Fountain Wheat Ridge Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Pitkin Port Carson Kiowa Blanca Moffat Acres



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



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

#### CONTACT US:

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

