# MissionSite top unreached locations

Mount Crested Butten Sherrelwood Arvada Mount ARVADA, CO

**Arvada** Bennett Ophir Lyons Basalt Loghill CENSUS TRACT: 08059010210 Security-Vint<del>er Park</del> Multiply Salt Creek Eldorado Springs Erie JREGION: Front Rangeberaw Franktown Breckenri Eagle-Vail Elizabeth Gypsum Towa ASSOCIATION: Mile High oud Keenesburg Ramah Breckenri COUNTY: Deffersion Wiley Las Animas Berkley In partnership with the: Aspen Park Stonegate Two Buttes SITESCAPE: Cityscape Aurora W Ibran Severance Walsenburg Carbondale Intercultural Institute illage Louisville Ba DENSITY PATTERN: K k for Contextual Ministry PICOLORADO Bantistskes Seil Silver Cliff Nunn Meeker ookside Wellington Silt Cripple Creek Laporte w©Copyright/2014, Intercultural Institute for Contextual Ministry r Victor Edwards

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#### Site Location Summary

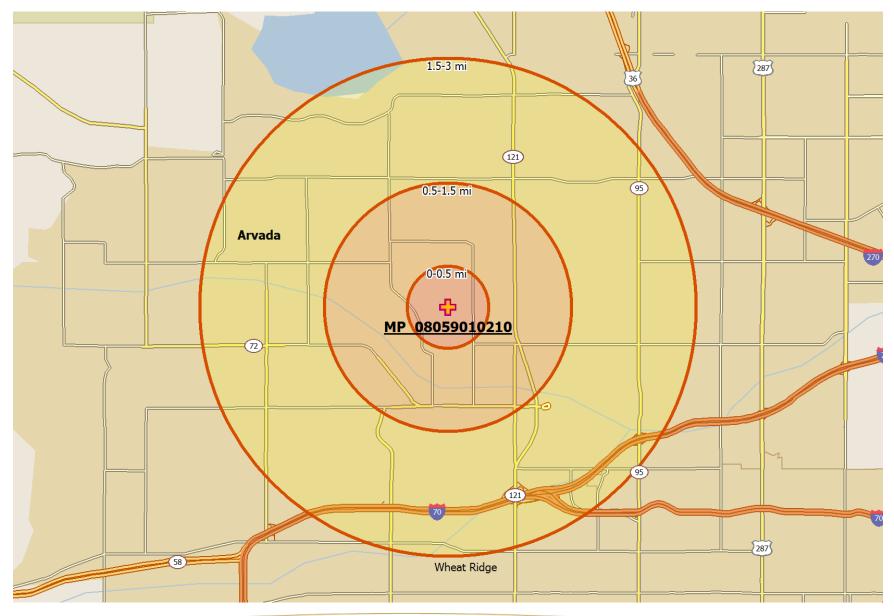
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has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

	Location Typography	CODE	LOCATION
1	Region	08R01	Front Range
2	Association	08A08	Mile High
3	County Location	08059	Jefferson
4	Zipcode	80004	Jefferson
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
8	Sitescape Density Pattern	K	250000-1000000-1000000



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



Strasburg Sterling Oak Creek Antonito Manitou Springs Leadville Hillrose Ridgway Alamosa East P See Caryl Laporte Woodmoor Cripple Creek Lincoln Park Fleming Blue **Port Rediands Victor Larkspur** ley Wray Ignacio Monte Vista Sedgwick Deer Trail Parachute East Ple for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	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 Locale Codes	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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### 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	2,635	28,346	84,988
2010 Households	1,023	11,553	34,142
2010 Group Quarters Population	45	452	731

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	75	75	80
Language Diversity National Index	49	70	71
Foreign Born Diversity National Index	65	13	13
Ancestry Diversity National Index	84	47	43
Racial Diversity National Index	41	65	71

ge Morrison <u>Benanza Dove Creek Downieville-Lawson-Dumont</u> Limon Flagler Vail Montezuma Ward Steamboat Springs Minturn Niwot Berkley Empire Fairplay Cascade-Cher Park Milliken Raymer Kre Joodland Park Hartman Ignacio Merino Hot Sulphur Springs Hillrose K JooConfextual Ministry Del Norte 16 Copyright 2014, Intercultural Institute for Contextual 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

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City Pueblo Hontevista North Washington Wray Niwot Grand View Estates Head Peetz Crowley He Heridian Del Norte Wiggins Montezuma Federal Heights Montrose Eldora Blue River Edwards Stratton Fountain Eads Silver Plume Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

### Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 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	846	82.7%
Mainstay Communities	Established, Diverse Households	77	7.53%
Working Communities	Blue-collar, Working Families	79	7.72%
Country Communities	Rural, Agri. & Mining Families	11	1.08%
Aspiring Communities	Young Singles / Aspiring-Multihousing	9	0.88%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

glenn Timnath <u>Mountain View Red Cliff Otis Holyoke Denver</u> Crook Gitcrest Alamosa Severance File Springs Merino Dove Creek Lake City Log Lane Village Beulah Valley <u>Intercultural Institute</u> Manzanola Englewood Wiley Starkville Castle Pines North Snowmas *Intercultural Institute Joi Confertual Ministry* Colorado Springs Chevenne Wells Winter Park Dinos 8 Colorado Springs Chevenne Wells Village Cherry Hills Village

# 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.

oghill Village Crewley Manitou Springs Idaho Springs Log Lane Village New Castle Hooper Battlement Mer Fruita Roxborough Park Orchard Mesa The Pinery Castle Rock Crawford Charles Blue River Aspen Pa stone Ovid Raymer Lake City Silverton Ward Fleming Brighton Love for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	154,237	690	0.45%
Unreached %	70.37%	67.47%	95.89
Religious But NOT Evangelical HH	34,846	163	0.47%
Religious But NOT Evangelical %	15.9%	15.89%	99.94
Spiritual But NOT Relig or Evang HH	25,782	106	0.41%
Spiritual But NOT Relig or Evang %	11.76%	10.34%	87.89
Not Evangelical, Not Interested HH	93,636	422	0.45%
Not Evangelical, Not Interested %	42.72%	41.24%	96.55



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 Castle Pines North
 Mecker
 Garden City
 Moffat
 St. Mary's
 Boone
 Buena Vista
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 La Veta
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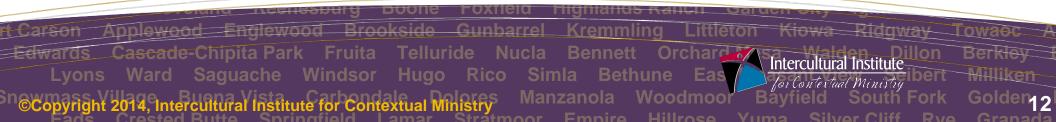
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 Arboles
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 Antonito
 Mount Crested Butte
 Spring

# **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	3,604	22.13%
Active Evangelical Percent	7.43%	7.72%	103.81
Inactive Evangelical Households	48,667	10,768	22.13%
Inactive Evangelical Percent	22.20%	23.05%	103.81
# New Churches Needed	110	23	21.31%





# 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.

Nederland Craig Dove Creek Englewood Golden Blanca Vilas Bennett Lyons West Pleasant View Pagosa Springs Akron Columbine Indian Hills Silverthorne Roxborough Intercultural Institute Perry Park Vail Crestone Alamosa Oak Creek Lafayette Rico Dolores (Sontextual Ministry Village Dacon Copyright 2014, Intercultural Institute for Contextual Ministry

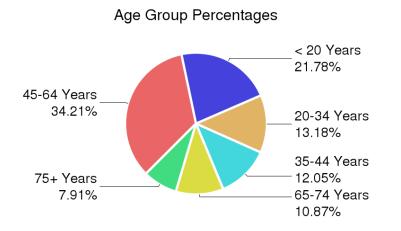
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSC	APE	COUNTY	BAND	% OF CO
1990 Population	437,133	2,416	0.55%	1990 Hous	seholds	166,089	883	0.53%
2000 Population	525,330	2,679	0.51%	2000 Hous	seholds	205,424	1,008	0.49%
2010 Population	541,182	2,635	0.49%	2010 Hous	seholds	219,195	1,023	0.47%
			n this Missi			Location Typ	pe	0-0.5mi Band
🔲 0-0.5mi Bar	nd 🗌 0.5-1	.5mi Band	🗖 1.5-3mi	Band 📃 County		Residential		997
250,000						Residential A	pt.	63
200,000						Residential N	lon-Apt.	934
150,000						Business		4
130,000						Seasonal		1
100,000						USPS Reside	ential	1,148
50,000 0 usntial	Apt.	- Apt.		nal untial in		USPS Busine	ess	4
0 Residential Apt. Residential Non-Apt. Business USPS Residential USPS Business								

Center Wellington Fowler Starkville Hudson Battlement Mesa Limon Walsh Downleville Lawson-Dume Seibert Timnath Frisco Greenwood Village Grand Junction Sawpit Red Cliff Eckley Merino Vilas Hayden Hillrose Arriba Pueblo West for Contextual Institute for Contextual 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.

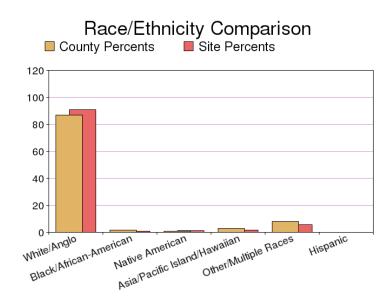


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.87%	3.68%	75.56
4-5 Years	2.39%	1.9%	79.5
6-8 Years	3.55%	3.23%	90.99
9-11 Years	3.62%	3.19%	88.12
12-13 Years	2.44%	2.39%	97.95
14-17 Years	5.04%	4.74%	94.05
18-19 Years	2.56%	2.69%	105.08
0-5 Years	7.26%	5.58%	76.86
6-12 Years	8.39%	7.63%	90.94
13-19 Years	8.82%	8.61%	97.62
< 20 Years	24.47%	21.82%	89.17
20-34 Years	18.54%	13.21%	71.25
35-44 Years	13.23%	12.07%	91.23
45-64 Years	30.4%	34.27%	112.73
65-74 Years	7.64%	10.89%	142.54
75+ Years	5.72%	7.93%	138.64
Median Age	40	48	119.61
Median Age (Male)	39	47	120.73
Median Age (Female)	42	49	118.69

ville North Columbine Valley Victor Windsor Jamestown Fruita Hugo Greeley Paoli Julesburg Byers Lakeside Centennial Yuma Ouray Lyons Ault Burlington Monument Intercultural Institute creek Minturn Mount Crested Butte Swink Florence Johnstown Firestor Firestor For Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.71%	90.97%	104.91
Black, African-American	1.61%	0.76%	47.13
Native American	0.97%	1.06%	109.96
Asian	2.63%	1.63%	62.04
Pacific Island, Hawaiian	0.13%	0.04%	30.25
Other/Multiple Races	7.96%	5.54%	69.61
Hispanic	0%	11.39%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	375,072	1,942	
Less than 9th Grade	1.95%	3.14%	62.02
No High School Diploma	5 51%	6 /0%	84.86

Total Adults over age 25 years.	375,072	1,942	
Less than 9th Grade	1.95%	3.14%	62.02
No High School Diploma	5.51%	6.49%	84.86
High School Graduate	23.01%	26.47%	86.95
Some College, no degree	24.4%	25.54%	95.55
Associate Degree	7.66%	8.6%	89.13
College Degree	24.95%	20.55%	121.42
Graduate/Prof. degree	12.52%	9.22%	135.8

City Indian Hills West Pleasant View Keystone Golden Kittredge Westminster Timnath Norwood Tellur Byers Louviers Grand View Estates Kim Acres Green Womelsdorf (Contextual Institute nwood Village Aurora Sedgwick Beulah Valley Parachute Cortez Berkle Gordeviud Ministry Creede Mor <sup>9</sup> Copyright 2014, Intercultural Institute for Contextual Ministry Silverthorne Columbine Simila Paoli Meridian Su16

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%	2.93%	74.99
\$10,000 to \$19,999	5.51%	6.06%	109.94
\$20,000 to \$29,999	7.01%	7.82%	111.58
\$30,000 to \$49,999	17.17%	18.87%	109.9
\$50,000 to \$59,999	8.44%	7.72%	91.46
\$60,000 to \$69,999	7.76%	8.21%	105.88
\$70,000 to \$79,999	8.23%	8.02%	97.45
\$80,000 to \$89,999	6.94%	6.26%	90.21
\$90,000 to \$99,999	5.33%	6.06%	113.73
\$100,000 to \$124,999	11.21%	12.12%	108.12
\$125,000 to \$149,999	7.22%	6.45%	89.4
\$150,000 to \$199,999	6.86%	3.32%	48.48
\$200,000 to \$249,999	1.86%	1.66%	89.3
\$250,000 or more	3.14%	4.59%	146.25
Median Household	70,937	68,861	97.07
Average Household	92,140	100,187	108.73
Per Capita Household	38,033	39,244	103.18
Family/Non-Family Household			
Income			
Median Family Income	83,419	78,982	94.68
Average Family Income	107,473	111,380	103.64
Median Non-Family Income	46,918	43,947	93.67
Average Non-Family Income	60,399	56,168	92.99

Kersey Garden City Cheyenne Wells Littleton Mancos Vilas Alamosa Georgetown Perry Park Rom Downieville-Lawson-Dumont Black Hawk Red Feather Lakes Fruita <u>Intercultural Institute</u> Brush Taber Silver Cliff Dillon Gypsum Ault Coal Creek Boone Hugo Ken Caryl Gol Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-0.5 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%	75.56%	112.06
Families with Children	33.9%	31.67%	93.41
Families without Children	33.52%	43.89%	130.93
Non-Family Households			
% Non-Family Households	32.57%	24.44%	75.03
Non-Families with Children	0.3	0.29	97.54
Non-Families without Children	32.27	24.14	74.82
Housing Units			Index
Total Housing Units	229,542	1,048	
Vacant percent	4.51%	2.39%	52.92
Owned percent	69.24%	80.25%	115.9%
Rented Percent	26.26%	17.37%	66.14
Households by Size			Index
Avg household size	2.43	2.53	104.12
Avg family hh size	2.98	2.93	98.32
Avg non-family hh size	1.31	1.31	100
Households By Count of Persons			Percent
One	56,297	200	0.36%
Two	80,261	416	0.52%
Three or Four	66,379	330	0.5%
Five+	16,258	78	0.48%

Keenesburg Hot Sulphur Springs Buena Vista Akron Cottonwood Thornton Kittredge Severance Idah Burlington Loghill Village Springfield Indian Hills La Junta Ordway Intercultural Institute ookside Genesee Starkville Palmer Lake Blue River Bayfield Pritchett Copyright 2014, Intercultural Institute for Contextual Ministry Store Fads Telluride Johnstown Montezuma Bethune Gynsum

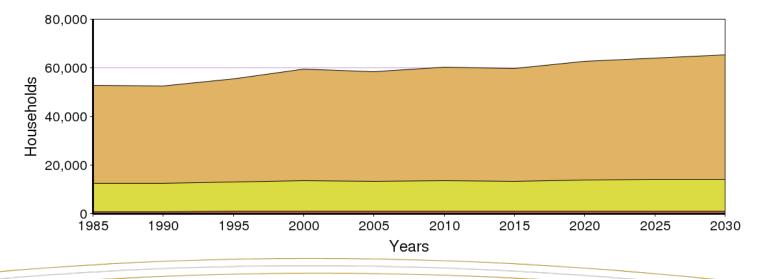
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 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	2,416	0.55%
2000 Population	525,330	2,679	0.51%
2010 Population	541,182	2,635	0.49%
2015 Population	562,475	2,656	0.47%

Household Change from 1985 to 2030

0-0.5mi Ring

🔲 0-3mi Ring

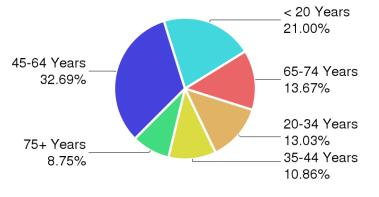


nowmass Village New Castle Collbran Superior Hotchkiss Meeker Olathe Keenesburg Saguache Pueb Lyons Rangely Lincoln Park East Pleasant View Greeley Romeo Merio Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-0.5 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

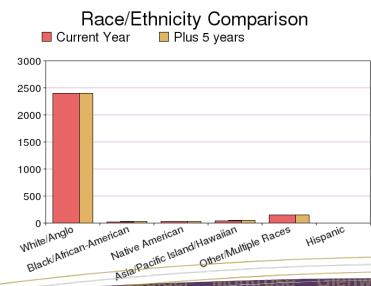


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.68%	3.99%	108.42
4-5 Years	1.9%	1.88%	98.95
6-8 Years	3.23%	3.2%	99.07
9-11 Years	3.19%	2.9%	90.91
12-13 Years	2.39%	2.07%	86.61
14-17 Years	4.74%	4.48%	94.51
18-19 Years	2.69%	2.52%	93.68
0-5 Years	5.58%	5.87%	105.2
6-12 Years	7.63%	7.12%	93.32
13-19 Years	8.61%	8.06%	93.61
< 20 Years	21.82%	21.05%	96.47
20-34 Years	13.21%	13.06%	98.86
35-44 Years	12.07%	10.88%	90.14
45-64 Years	34.27%	32.76%	95.59
65-74 Years	10.89%	13.7%	125.8
75+ Years	7.93%	8.77%	110.59
Median Age	40	50	123.76
Median Age (Male)	39	49	124.25
Median Age (Female)	42	52	123.79

Laporte Alamosa Cedaredge Ordway Timnath Aristocrat Ranchettes North Washington Yuma Monte S Saguache Morrison Twin Lakes Ward Pueblo West Gunnison Crawford Franktown Cimarron Hills Lake ler Lake City Nunn Pueblo Cottonwood Crowley Perry Park Ken Cary For Contextual Ministry on Green Mour ©Copyright 2014, Intercultural Institute for Contextual Ministry Coal Creek Aurora Aspen Park Glendale Sterling 20

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	90.97%	90.29%	99.25
Black, African-American	0.76%	0.98%	128.97
Native American	1.06%	1.13%	106.3
Asian	1.63%	1.96%	119.97
Pacific Island, Hawaiian	0.04%	0.08%	198.42
Other/Multiple Races	5.54%	5.57%	100.57
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,942	1,979	
Less than 9th Grade	3.14%	2.83%	90.09
No High School Diploma	6.49%	6.27%	96.57
High School Graduate	26.47%	26.73%	100.99
Some College, no degree	25.54%	24.91%	97.54
Associate Degree	8.6%	8.94%	104.01
College Degree	20.55%	21.02%	102.31
Graduate/Prof. degree	9.22%	9.3%	100.87

ai 1/en City Cortez Parachute Julesburg Lincoln Park Iliff Redlands Gunnison Dacono Avondale With the Village Cheyenne Wells Mead Akron Paonia Evergreen Merino Gunnison Dacono Avondale With se Todd Creek Creede Sheridan Lake Franktown Eagle-Vail Larkspur Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for 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	2.93%	2.49%	85
\$10,000 to \$19,999	6.06%	5.88%	97.06
\$20,000 to \$29,999	7.82%	6.68%	85.42
\$30,000 to \$49,999	18.87%	17.45%	92.48
\$50,000 to \$59,999	7.72%	6.98%	90.37
\$60,000 to \$69,999	8.21%	8.57%	104.42
\$70,000 to \$79,999	8.02%	7.48%	97.02
\$80,000 to \$89,999	6.26%	6.58%	101.99
\$90,000 to \$99,999	6.06%	6.08%	100.35
\$100,000 to \$249,999	12.12%	13.16%	108.57
\$125,000 to \$149,999	6.45%	6.78%	105.08
\$150,000 to \$199,999	3.32%	3.99%	119.99
\$200,000 to \$249,999	1.66%	1.99%	119.99
\$250,000 or more	4.59%	5.58%	121.52
Median Household	68,861	73,512	106.75
Average Household	100,187	111,555	111.35
Per Capita Household	39,244	42,464	108.21
Family/Non-Family Household			
Income			
Median Family Income	78,982	85,004	107.62
Average Family Income	111,380	123,702	111.06
Median Non-Family Income	43,947	45,148	102.73
Average Non-Family Income	56,168	63,537	113.12

Haxtun La Salle Peetz Byers Lafayette Mead Ophir Hooper Fort Lupton Granby Steamboat Springs Harble Aspen Park Dolores Eldora New Castle Caï; ½on City Holly Intercultural Institute Frederick Eads Lochbuie Genesee Branson Todd Creek Creede Lap (or Contextual Ministry) Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	75.56%	75.77%	100.28
Families with Children	31.67	31.41	99.16
Families without Children	43.89	43.47	99.04
Non-Family Households			
% Non-Family Households	24.44%	24.23%	99.14
Non-Families with Children	0.29	0.1	99.14
Non-Families without	24.14	24.13	99.93
Children			
Housing Units			
Total Housing Units	1,048	1,027	98%
Vacant percent	2.39%	2.34%	97.96
Owned percent	80.25%	80.72%	100.59
Rented Percent	17.37%	16.94%	97.56
Households by Size			
Avg household size	2.53	2.60	102.77%
Avg family hh size	2.93	3.02	103.07%
Avg non-family hh size	1.31	1.30	99.24%
Households By Count of			
Persons			
One	200	198	99%
Two	416	378	90.87%
Three or Four	330	339	102.73%
Five+	78	89	114.1%

The Wells Hotchkiss Lochbuic Franktown Mancos Rangely Cottonwood Seibert Broomfield Denver La Winter Park Fruita Hillrose Vona Granada Dinosaur Paoli Lafayette Intercultural Institute Rifle Coal Creek Garden City Fleming Antonito Sheridan Lake Arboles Joi Contextual Ministry Of Copyright 2014, Intercultural Institute for Contextual Ministry New Castle Salt Creek Lincoln Park Strasburg Wes 23

# **Ethnographic Summary**

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

BORN IN:	0-0.5	0.5-1.5	1.5-3	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	6	1,735	4,689	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	0	73	229	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	0	81	374	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	32	103	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	1	807	749	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	0	167	363	Oceania	Oceania 0	Oceania 0 9
So. Central Asia	3	90	151	Caribbean	Caribbean 0	Caribbean 0 0
SE Asia	1	207	871	Central Amer.	Central Amer. 0	Central Amer. 0 124
Western Asia	0	13	133	South America	South America 0	South America 0 55
Other Asia	0	0	3	North America	North America 1	North America 1 77
				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	1,098	27,575	70,678	Other Indo-Euro	15	41	22
Spanish	114	1,039	3,720	Asian/PI languages	0	0	0
Other Indo-Euro	46	1,154	2,200	Chinese	0	100	236
language				Japanese	0	23	113
French (incl. Patois,	10	48	275	Korean	0	10	103
Cajun)				Mon-Khmer,	0	0	20
French Creole	0	0	0	Cambodian			
Italian	6	78	228	Miao, Hmong	0	41	553
Portuguese	0	0	0	Thai	0	2	38
German	9	140	604	Laotian	0	59	351
Yiddish	0	0	0	Vietnamese	0	51	484
Other West Germanic	0	0	26	Other Asian	0	6	75
A Scandinavian	0	13	75	Tagalog	0	82	85
Language				Other Pacific Is	0	0	0
Greek	0	8	15	Other languages	0	102	331
Russian	0	431	291	Navajo	0	16	52
Polish	0	112	249	Other Native N.	0	9	0
Serbo-Croatian	0	87	18	American			
Other Slavic Language	3	112	190	Hungarian	0	56	99
Armenian	0	0	0	Arabic	0	14	143
Persian	3	72	94	Hebrew	0	7	7
Gujarathi	0	0	0	African languages	0	0	12
Hindi	0	12	66	Other unspecified	0	0	18
Urdu	0	0	0				

es Park Federal Heights Arvada Hayden Battlement Mesa Pitkin Lakeside Sterling Crowley Red Cliff The Yampa Kersey Aristocrat Ranchettes Highlands Ranch Rockvale Kersey Intercultural Institute Tay Arboles Flagler Mead Campo Manzanola Dolores Lochbuie Atwork Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-0.5	0.5-1.5	1.5-3	
	MILES	MILES	MILES	
Reporting ancestry	1,110	27,097	71,033	
Arab	0	27	333	
Armenian	0	0	9	
Austrian	8	96	260	
British	17	122	288	
Canadian	0	31	128	
Croatian	4	18	153	
Czech	4	95	417	
Czechoslovak	9	51	93	
Danish	21	379	572	
Dutch	14	333	750	
English	158	2,895	7,818	
European	16	292	762	
Finnish	6	41	162	
French (not	30	570	1,816	
Basque)				
French Canadian	0	196	448	
German	220	5,937	15,388	
Greek	0	89	201	
Hungarian	10	121	244	
Iranian	0	37	109	

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	112	2,710	7,368
Italian	84	1,920	5,038
Lithuanian	0	51	106
Norwegian	42	710	1,736
Polish	28	543	1,612
Portuguese	5	86	111
Romanian	0	24	50
Russian	5	515	433
Scandinavian	3	95	181
Scotch-Irish	12	540	1,272
Scottish	15	627	1,486
Slovak	0	55	72
Subsaharan African	0	2	49
Swedish	32	698	2,127
Swiss	5	92	175
Ukrainian	2	192	182
US/American	50	1,859	4,238
Welsh	0	125	431
West Indian	0	5	47
Yugoslavian	0	97	56
Other	198	4,820	14,310

Wellington Peetz New Castle Wiggins Cherry Hills Village Nederland Pueblo Larkspur Keystone G dville North Cortez Del Norte Julesburg Ignacio Lakewood Aspen Park Intercultural Institute Winter Park Lamar Yuma Victor Monument Georgetown Arboles for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Bethune Salt Creek Two Butters Vona Centernal Lafavette Breckepridge Paopia Num Hillrose Arrib

# 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?

The Pines Cokedale wheat Ridge Palisade Fraser Colorado Springs Lone Tree Prichett Dinosaur West eta Walsenburg Pagosa Springs Stonegate Rifle Towaoc Perry Park Ford Orchard City Bayle Pitkin Hot Sulphur Springs Arvada Aspen Clifton Olney Springs Buen for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

#### Issues for Your Consideration - continued

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

Byers Antonito Foxfield Cheyenne Wells Acres Green Center Paonia Log Lane Village Brush Allens Beulah Valley Boulder Julesburg Gleneagle Monument Rockvale Par Intercultural Institute Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



and Junction Orchard Mesa Manassa Simla Seibert Northglenn Glendale vitas Berkley Sedgwick Mou Centennial Central City Littleton Cai; ½on City Crowley Ordway Crawley Intercultural Institute Bethune Brush Loghill Village IIIff Telluride Wheat Ridge Lincoln Park Jos Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 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	1,023	100%	690	100%
AFFLUENT SUBURBIA	58	5.67%	40	5.8%
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	58	5.67%	40	5.8%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	788	77.03%	533	77.25%
Status Conscious Consumers	7	0.68%	5	0.72%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	734	71.75%	493	71.45%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	18	1.76%	13	1.88%
Successful Urban Sprawl	29	2.83%	22	3.19%
SM TWN SUCCESS	58	5.67%	37	5.36%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	23	2.25%	15	2.17%
Urban Optimists	6	0.59%	4	0.58%
Family Convenience	29	2.83%	18	2.61%
Mid-Market Enterprise	0	0%	0	0%

th Fork Carbondale Telluride Vona Monument Norwood Fruitvale Windsor Trinidad Keystone Durang Rifle Sedalia Greenwood Village Sugar City Platteville Hotchkiss Welling Intercultural Institute Bayfield Glendale San Luis Tabernash Elizabeth Castle Pines Monte Intercultural Institute sa Penrose O Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,023	100%	690	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	19	1.86%	14	2.03%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	19	1.86%	14	2.03%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	79	7.72%	53	7.68%
Steadfast Conservative	8	0.78%	5	0.72%
Moderate Conventionalists	71	6.94%	48	6.96%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Last reason view Applewood Alamosa Platteville Ever

Meridian Pueblo Vest Two Buttes Oak Creek Telluride Genesee Brush Grand View Estates North Was Burgy Sugar City Pueblo Winter Park Red Feather Lakes Avondale Intercultural Institute Salida Severance Columbine Valley Rico Calhan Golden Eldora Wellin (Soutextual Ministry Corough Park J Coropyright 2014, Intercultural Institute for Contextual Ministry Foxfield Kit Carson Penrose Naturita Sheridan Lake 31

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	1,023	100%	690	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	9	0.88%	6	0.87%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	9	0.88%	6	0.87%
RURAL VILLAGES & FARMS	11	1.08%	7	1.01%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	11	1.08%	7	1.01%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Copyright 2014, Intercultural Institute for Contextual Ministry Cropyright 2014, Intercultural Institute for Contextual Ministry Crook Aurora Campion Village Ville Astronomy Crook Aurora Campion Village Ville Astronomy Contextual Ministry Crook Aurora Campion Village Ville Avon Rifle 32

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,023	100%	690	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%

Poncha Springs Elizabeth Wiley The Pinery Penrose Leadville North Antonito Flerence Monument R Hountain Village Timnath Eldorado Springs Cripple Creek Hayden De Intercultural Institute Yampa Coal Creek Castle Pines Security-Widefield Sanford Eaton for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Highlands Banch Balmer Lake Swink Air Force Acade

# 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?

Red Feather Lakes Pueblo West Kit Carson Walden Ignacio Ordway Lake City Kremmling Aspen Park Federal Heights Glendale Cokedale Castle Pines Buena Vista Sheridan Intercultural Institute uilar Eldorado Springs Pierce Silverton Kersey Brighton Hayden Nort Cortextual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry Cocopyright 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).



unt Crested Butte Columbine Valley Bow Mar Cheraw Palmer Lake Eagle-Vail Clifton Granada Vail Buer Avon Florence Mountain Village Todd Creek Mancos Fowler Fairplay Intercultural Institute Fron Hills Raymer Cheyenne Wells Arboles Commerce City Frederick Lov for Confectual Ministry Confectual Ministry Openation Sheridan Fagle Eads Dolores Black Hawk Estes Park Marble 35 Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry Blue River, Genoa, East Pleasant View, The Pinerv

#### **Potential Cultural Bridges**

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

BRIDGES	0-0.5	0.5-1.5	1.5-3		BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
PC-HH Own	83%	81%	82%		HH Owns DVD Player	HH Owns DVD Player 31%	HH Owns DVD Player 31% 31%
Use Comp. for Internet/E-mail	70%	67%	67%		Internet Use: Banking	Internet Use: Banking 30%	Internet Use: Banking 30% 28%
Internet Use: E-Mail	59%	56%	57%		Use Comp. for News/Info./Data	Use Comp. for News/Info./Data 28%	Use Comp. for News/Info./Data 28% 27%
Use Comp. for Word	48%	45%	47%		Service	Service	Service
Processing					PC-Network-HH Has One	PC-Network-HH Has One 24%	PC-Network-HH Has One 24% 22%
Use Comp. for Comp. Games	44%	42%	43%		Use Comp. for Personal	Use Comp. for Personal 18%	Use Comp. for Personal 18% 16%
Use Comp. for Shopping	41%	39%	41%		Financial Mngmnt	Financial Mngmnt	Financial Mngmnt
Use Comp. for Digital Camera	39%	37%	38%		Internet Use: Shopping:	Internet Use: Shopping: 17%	Internet Use: Shopping: 17% 16%
Photo Editing					Gathered Info. for Shopping	Gathered Info. for Shopping	Gathered Info. for Shopping
Use Comp. for Banking	38%	36%	38%		Use Comp. for Accounting	Use Comp. for Accounting 16%	Use Comp. for Accounting 16% 15%
Use Comp. for Education	37%	36%	37%		Use Comp. for Filing/DB Mngmnt	Use Comp. for Filing/DB Mngmnt 15%	Use Comp. for Filing/DB Mngmnt 15% 14%
Internet Use: News/ Weather	33%	32%	32%		Internet Use: Shopping: Made A	Internet Use: Shopping: Made A 14%	Internet Use: Shopping: Made A 14% 13%
					Purchase	Purchase	Purchase

Pleasant View Sherrelwood Black Forest Snowmass Village Estes Park Sugar City Louisville Gilcrest Horrison Parker Fort Lupton Colorado Springs Fraser Salida Grand Intercultural Institute Leadville North Las Animas Eaton Lincoln Park Cherry Hills Village Aurora Antonito Marble Sedgv 36 Copyright 2014, Intercultural Institute for Contextual Ministry

Internet Use: Research/

Education

14%

13%

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%	70%	70%
Dining Out (Not Fast Food)	65%	63%	63%
Reading Books	57%	57%	57%
Go To A Beach/Lake	44%	42%	42%
Card Games	43%	42%	42%
Gardening	39%	36%	36%
Cooking for Fun	38%	38%	38%
Board Games	35%	34%	34%
Visit Museum	25%	24%	24%
Going To	24%	23%	23%
Bars/Nightclubs/Dancing			

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	69%	68%	68%
Gen./Fam. Practitioner	45%	43%	42%
Dentist	35%	33%	32%
Eye Dr.	23%	23%	22%
None Of These	21%	21%	21%
Backache	21%	21%	21%
High Cholesterol	20%	19%	19%
Hypertension/High Blood	19%	19%	18%
Pressure			
Any Arthritis	15%	15%	14%
Acid Reflux Disease (GERD)	14%	14%	14%

Morrison Granby Colorado City East Pleasant View Gleneagle Campo Federal Heights La Junta Fox Cherry Hills Village Manzanola Lakewood Hayden Strasburg Hotchkiss Mintercultural Institute De Beque Gilcrest Aristocrat Ranchettes Starkville Poncha Springs For Contextual Ministry Contextual Ministry Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-0.5 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	33.66%	32.21%	32.63%
Live Theater	26.62%	24.9%	24.46%
Live Theater Most Often	22.91%	21.01%	20.5%
Rock/Pop Concerts Most	19.79%	18.83%	19.26%
Often			
Comedy Club	10.47%	10.21%	10.18%
Dance Performance	9.85%	9.61%	9.59%
Movies: Comedy	41.64%	41.01%	41.07%
Movies: Action/Adventure	40.28%	39.56%	40.36%
Movies: Romantic Comedy	22.56%	21.63%	21.76%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Drama	21.25%	21.51%	21.5%
Movies: Fam.	19.09%	19.34%	20.19%
Movies: Mystery	17.13%	16.88%	16.39%
MLB Baseball Reg.	11.24%	10.26%	10.58%
Season			
NFL Football Reg.	9.45%	8.5%	8.7%
Season			
College Football Reg.	8.42%	7.47%	7.49%
Season			
College Basketball Reg.	4.62%	4.27%	4.48%
Season			
NBA Basketball Reg.	4.51%	4.39%	4.98%
Season			
NHL Hockey Reg.	4.42%	3.8%	4.16%
Season			

Rangely Meridian Louisville Lamar El Jebel Ponderosa Park Cortez Rico Littleton Fort Collins G mas Granby Avon Greeley Alamosa East Vilas Stratton Dillon Durano Franktown Aspen Cripple G Hudson Gold Hill Westcreek Fort Lupton Longmont Silt Paoli Aspen Gifertual Ministry Confectual Ministry Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-0.5	0.5-1.5	1.5-3		BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	46.14%	43.91%	43.74%	1	Aerobics	Aerobics 11.78%	Aerobics 11.78% 10.98%
Swimming	37.9%	36.29%	36.96%		Baseball	Baseball 11.24%	Baseball 11.24% 10.93%
Bowling	23.76%	21.95%	22.31%		Power Boating	Power Boating 10.87%	Power Boating 10.87% 9.39%
Billiards/Pool	20.57%	19.48%	19.96%		Target Shooting	Target Shooting 9.19%	Target Shooting 9.19% 8.67%
Weight Training	19.37%	18.33%	19.17%		Football	Football 9.13%	Football 9.13% 8.68%
Golf	19.25%	16.69%	16.16%		Canoeing/Kayaking	Canoeing/Kayaking 9.02%	Canoeing/Kayaking 9.02% 8.18%
Using Cardio	18.16%	16.76%	16.94%		Volleyball	Volleyball 8.61%	Volleyball 8.61% 8.31%
Machine					Hunting	Hunting 8.48%	Hunting 8.48% 8.11%
Camping Trips	17.89%	16.35%	17.13%		Yoga	Yoga 8.08%	Yoga 8.08% 8.19%
Jogging/Running	17.06%	16.17%	16.49%		Saltwater Fishing	Saltwater Fishing 8.05%	Saltwater Fishing 8.05% 7.52%
Freshwater Fishing	16.74%	15.98%	15.84%		Tennis	Tennis 8%	Tennis 8% 7.93%
Mountain/Road	15.42%	14.38%	14.9%		Softball	Softball 7.8%	Softball 7.8% 7.66%
Biking					Soccer	Soccer 7.09%	Soccer 7.09% 7.52%
Stationary Cycling	15.14%	14.12%	14.13%		Motorcycling	Motorcycling 6.77%	Motorcycling 6.77% 6.42%
Dealisthall							
Basketball	15.02%	14.5%	14.37%				

Fowler Lone Tree Black Hawk Golden Wray Downieville-Lawson-Dumont Fairplay Poncha Springs L Haxtun Kersey Fort Morgan Westcreek Ignacio Campo Edgewater Intercultural Institute Manzanola Grand Lake Stratmoor Vilas Crawford San Luis Ordway for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-0.5	0.5-1.5	1.5-3		BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Jet Skiing	5.99%	5.41%	5.53%		Rock Climbing	Rock Climbing 4.73%	Rock Climbing         4.73%         4.38%
Snorkeling	5.99%	5.58%	5.69%		Racquetball	Racquetball 4.29%	Racquetball 4.29% 3.97%
Downhill & X-Country	5.88%	5.63%	5.65%	ę	Snowmobiling	Snowmobiling 4.13%	Snowmobiling 4.13% 3.75%
Skiing				F	Hockey	Hockey 4.11%	Hockey 4.11% 3.99%
Roller Skating	5.74%	5.31%	5.71%	Ν	Martial Arts	Martial Arts 3.82%	Martial Arts 3.82% 3.69%
Ice Skating	5.54%	5.2%	5.49%	:	Surfing &	Surfing & 3.77%	Surfing & 3.77% 3.21%
Horseback Riding	5.3%	5.35%	5.22%	١	Windsurfing	Windsurfing	Nindsurfing
Water Skiing	5.28%	4.8%	4.87%	S	kateboarding	kateboarding 3.59%	kateboarding 3.59% 3.26%
Archery	5.16%	4.48%	4.46%	S	Sailing	Sailing 3.56%	Sailing 3.56% 3.44%
Snowboarding	5.02%	4.37%	4.41%	ľ	Rowing	Rowing 3.34%	Rowing 3.34% 3.16%
Fly Fishing	4.94%	4.32%	4.49%		Auto Racing	Auto Racing 3.01%	Auto Racing 3.01% 3.06%

Wot Hugo Tabernash Cai / on City Aspen Park Penrose Laporte Paoli Sheridan Lake Gilcrest Sague Alenspark Hillrose Twin Lakes Rangely North Washington Cheraw New Castle Lakewood Hartman Indian Hills Loveland Nunn Red Cliff Intercultural Institute Geopyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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

#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



eystone Leadville Gold Hill De Beque Hooper East Pleasant View Olathe Byers Pueblo Yuma South E Eagle Wheat Ridge Monte Vista Seibert Oak Creek Nunn Sawpit Weston <u>Intercultural Institute</u> Flagler Johns Mead Rifle Larkspur Winter Park Towaoc Bennett Eldora Foxfie <u>Intercultural Institute</u> Marble 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.



o Remeo Peetz Calhan Montrose Hartman Yuma Silt Thornton Windsor Delta Vona Haswell Rox LeadVille North Fort Morgan Sedgwick Gleneagle Castle Rock West Plant Intercultural Institute Junction Swink Tabernash Manassa Northglenn Saguache Keystone Jos Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	48%	49%	48%	Like to Stand Out In A Crowd Too Much Sponsorship In	19% 19%	19% 21%	19% 20%
Prefer To Have Few Possessions As Possible	45%	42%	41%	Arts/Sports Like To Pursue	19%	20%	19%
Find It Difficult To Say No To My Kids	38%	38%	38%	Challenge/Novelty/Change Rarely Sit Down to a Meal	17%	16%	16%
Woman's Place Is In The Home	34%	34%	34%	Together At Home Happy With My Standard Of	15%	15%	14%
Speak My Mind Even If It	34%	35%	34%	Living			
Upsets People If Won Lottery Would Never Work Again	32%	31%	30%	I Am A Workaholic Only Work Current Job for The Money	15% 13%	16% 14%	16% 13%
Like Control Over People And Resources	30%	31%	31%	We Should Strive for Equality for All	12%	13%	12%
Friends More Important Than My Fam.	30%	30%	29%	On Whole People Get What They Deserve	9%	10%	10%
Don't Judge People/Way They Live Life	28%	28%	28%	Indulge My Kids With The Little Extras	8%	9%	8%
Like To Do Unconventional Things	28%	28%	28%	Little I Can Do To Change My Life	7%	7%	7%
Money Is Best Measure Of Success	27%	26%	26%	Willing To Give Up Time With Fam. To Advance	6%	6%	6%
Marijuana Should Be Legalized	22%	21%	21%				

Edgewater Severance Peetz Calhan Leadville Hot Sulphur Springs Alamosa Silverthorne Cortez H Hederland Colorado City Montezuma Bow Mar Central City Cherry Hills Alamosa Silverthorne Lakeside South te Pierce Manitou Springs Orchard Mesa Aurora Granada Wheat Ridge Intercultural Institute for Confectual Ministry Roxborough 43 ©Copyright 2014, Intercultural Institute for 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.



imla Kittredge <u>Vilas Center Two Buttes Meeker</u> Burlington Ignacio Buena vista <u>Castle Pines North</u> G that Crestone Woodland Park Ridgway Crested Butte Orchard City St. <u>Intercultural Institute</u> Highlands Ranch Wray Severance Eads Naturita Holyoke Mount Crest *for Contextual Ministry* ©Copyright 2014, Intercultural Institute for Contextual Ministry Conversion Park Avon Salt Creek Brighton Indian Hills Pritche 44 Pritche 44

## **Potential Cultural Themes:**

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

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important To Respect Customs And Beliefs	67%	65%	65%	Consider Myself Interested In The Arts	17%	18%	18%
You Should Seize Opportunities In Life	56%	57%	56%	Is An Important Part Of Who I Am	16%	16%	16%
Prefer To Have Few	45%	42%	41%	Real Men Don't Cry	15%	16%	16%
Possessions As Possible Like To Understand About	38%	38%	38%	Looking for New Ideas To Improve Home	15%	15%	15%
Nature				Try Not To Worry About The	14%	14%	14%
Important Feel Respected By My Peers	34%	34%	33%	Future Enjoy Spending Time With My	12%	12%	12%
Prefer Work Part Of Team Than Alone	32%	32%	31%	Fam. Provide My Kids With The Little	9%	10%	10%
Have Keen Sense Of	27%	27%	26%	Extras	0,0		
Adventure				Feel Very Alone In The World	5%	5%	5%
Important To Juggle Various Tasks	27%	28%	28%	Like Spending Most Time With Fam.	5%	5%	5%
Good At Fixing Things	26%	27%	27%	Children Should Be Allowed To	5%	6%	6%
Like To Just Enjoy Life	26%	25%	25%	Express Themselves			
People Have To Take Me As They Find Me	25%	25%	24%	Would Like To Set Up Own Business	4%	4%	4%
Worried About Pollution Caused By Cars	19%	20%	21%	Decor Particular Interest To Me	4%	4%	4%

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#### **Potential Shared Places**

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



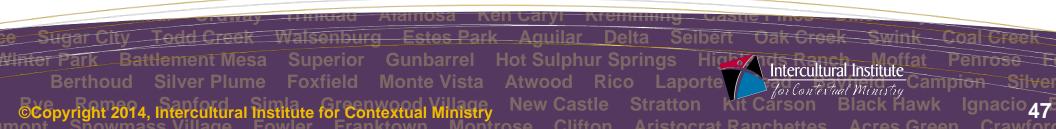
Hot Sulphur Springs Haxtun Ponderosa Park Telluride Mancos Saguache Avon Akron Walsh Snowma estereek Grand Lake Creede Aurora Castle Pines Granby Center Bland, Nerwood Genesee Edwards Moffat Silver Cliff Seibert Womelsdorf (Coalton) Crested Butte Sedali ©Copyright 2014, Intercultural Institute for Contextual Ministry Dester Collins South Fork Ken Carva Manassa Aquilar

### **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	86.51%	84.15%	83.99%
Houses-Visit Any			
Fast Food/Drive-In	85.53%	84.59%	84.73%
Restaurant-Visit Any			
McDonald's	54.67%	54.53%	54.97%
Burger King	37.57%	37.63%	37.5%
Applebee's	32.48%	31.29%	31.25%
Subway	32.31%	30.81%	31.11%
Wendy's	32.08%	30.16%	30.33%
Taco Bell	29.66%	29.19%	29.34%
Olive Garden	24.32%	22.79%	22.52%
Kentucky Fried Chicken	24.26%	24.99%	25.49%
(KFC)			
Arby's	22.72%	21.62%	21.67%
Outback Steakhouse	20.14%	18.16%	17.48%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Pizza Hut	18.76%	19.39%	20.24%
Dairy Queen	17.69%	17.13%	17.03%
Red Lobster	17.22%	16.46%	16.08%
Cracker Barrel	15.78%	14.32%	13.82%
Dunkin' Donuts	15.47%	13.85%	13.01%
TGI Friday's	15.2%	13.69%	13.82%
Chili's Grill and Bar	15.07%	14.03%	14.96%
Starbucks	14.56%	13.79%	15.04%
IHOP (International House	13.92%	14.32%	14.33%
Of Pancakes)			
Denny's	12.78%	12.99%	13.17%
Panera Bread	12.75%	11.36%	11.57%
Domino's Pizza	12.67%	13.3%	13.62%



#### **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!



eek Westminster El lebel Sheridan Beulah Valley Timnath Byers Arboles Foxfield Lyons Hartman k Eraw Columbine Gunbarrel Dinosaur Eagle Haxtun Breckenridge Ward Intercultural Institute Chute Manzanola Ouray Sheridan Lake Walden Silver Cliff Colorado Cit 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	55.57%	52.13%	51.48%
Recycled products	43.36%	41.12%	41.4%
Worked as volunteer (non political)	22.41%	20.15%	20.12%
Engaged in fund raising	13.22%	12.17%	12.32%
Religious club member	8.35%	7.84%	7.79%
Wrote to elected offcl about publ bus	7.88%	7.2%	7.09%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Wrote to editor of mag or	6.88%	6.55%	6.66%
newspaper			
Union member	6.61%	6.04%	5.99%
Took active part in local	6.34%	5.8%	5.68%
civic issue			
Fraternal order member	6.23%	5.44%	5.2%
Charitable Organization	5.87%	5.76%	5.82%
Addressed a public meeting	5.54%	5.25%	5.42%

Gilcrest Las Animas Leadville North Craig Chevenne Wells Alamosa Kit Carson Mancos Minturn Lyon Derby Redlands Lincoln Park Saguache Silver Plume Greeley Pagosa Intercultural Institute ur Glenwood Springs Cascade-Chipita Park Ovid Eaton Empire La Junt for Contextual Ministry OCopyright 2014, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Eldorado Springs Dinosaur Ward Two Buttes Perry Park Black Forest Granada Colorado Springs G Pines Centennial Castle Rock East Pleasant View Gilcrest Sawpit Colured Intercultural Institute Bayfield Greenwood Village Welby Air Force Academy Applewood Ster for Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Blanca Ponderosa Park Pueblo West Sheridan Silt Pueb 0 Blanca Ponderosa Park Pueblo West Sheridan Silt Pueb 0

## **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	20.69%	19.93%	20.17%
Children's Books	15.57%	14.3%	14.42%
Mystery	14.12%	13.65%	13.78%
Cookbooks	12.96%	12.29%	12.21%
Personal/Business	8.97%	8.14%	8.2%
Self-help			
Biography	8.79%	8.23%	8.02%
Religious (not Bibles)	8.65%	8.48%	8.5%
History	7.69%	7.97%	8.13%
Romance	7.64%	7.18%	7.3%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	75.52%	72.8%	72.38%
Gen. Editorial	47.32%	47.13%	47.2%
Womens	41.64%	41.38%	41.57%
Service	39.05%	36.98%	37.05%
<b>Business/Finance</b>	22.63%	20.32%	20.34%
Mens	18.23%	18.97%	19.29%
Sports	16.8%	16.54%	16.77%
Mature Market	15%	13.87%	13.35%
Parenthood	14.11%	13.48%	13.58%

ray Granby Rangely Berkley Eagle-Vail Crestone Evergreen Parker Cheraw Louviers Edgewater Edge

## 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	61.24%	59.08%	58.57%
Business/Finance	36.37%	33.71%	33.61%
Sport	33.82%	33.5%	33.7%
Editorial Page	33.62%	32.51%	32.35%
Classified	31.11%	31.5%	31.91%
Comics	29.98%	29.07%	28.93%
Movie Listings &	29.82%	28.38%	28.59%
Reviews			
Food/Cooking	29.54%	27.65%	27.26%
TV/Radio Listings	25.81%	25.11%	24.71%
Home/Gardening	25.05%	23.44%	23.35%
Travel	23.55%	22.31%	22.44%
Science/Technology	22.29%	20.51%	20.52%
Fashion	16.17%	15.23%	14.99%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Adult Contemporary	20.63%	20.19%	20.39%
News/Talk	19.41%	16.42%	16.43%
Country	18.07%	18.42%	19.01%
CHR Contemp Hit Radio	16.7%	18.59%	18.95%
Rock	15.54%	14.76%	14.9%
Alternative	14.82%	13.09%	12.88%
Oldies	14.41%	13.1%	13.03%
Classic Rock	12.64%	11.88%	12.32%
Variety	10.08%	9.73%	9.53%
Soft Contemporary	8.76%	7.97%	8%
Urban Contemporary	8.72%	9.83%	9.86%
Religious	7.8%	6.93%	6.82%
All News	7.68%	7.07%	6.6%
Sports	6.08%	5.25%	5.31%
All Talk	5.43%	5.26%	5.22%
Jazz	5.33%	4.92%	4.62%
Classical	5.32%	4.78%	4.68%
Classic Hits	5.05%	4.99%	5.1%



#### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3	MULT
	MILES	MILES	MILES	
Fox News Channel	65.28%	65.07%	65.42%	Nickel
Satellite Dish	59.8%	55.63%	56.75%	BET (
Soapnet	53.16%	52.18%	52.51%	TV)
Other Video-On-Demand	42.64%	41.34%	39.96%	Hallma
Adult Pay Per View TV	41.46%	36.41%	34.96%	ESPN
Comedy Central	39.52%	38.28%	37.95%	ESPN
Sci-Fi Channel	37.26%	37.2%	37.99%	The G
MSNBC	34.15%	34.23%	34.98%	TV Inf
Subscribe Digital Cable	32.67%	29.09%	28.68%	TCM (
Adult Swim	32.6%	29.55%	29.88%	Movie
TV Info From Sunday TV	30.35%	29.92%	29.97%	USA N
Magazine				Nick A
ABC Fam.	29.67%	28.98%	29.06%	Video
				T\/ lof

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Nickelodeon	29.11%	29.19%	29.6%
BET (Black Entertainment TV)	28.97%	27.57%	26.94%
Hallmark Channel	28.43%	27.6%	27.62%
ESPN2	28.39%	26.53%	26.12%
ESPN Classic	27.86%	26.69%	26.5%
The Golf Channel	27.85%	26.93%	26.6%
TV Info From Newspapers	27.48%	26.89%	27.06%
TCM (Turner Classic	27.37%	26.52%	26.79%
Movies)			
USA Network	26.65%	25.72%	25.48%
Nick At Nite	26.56%	25.7%	26.55%
Video-On-Demand Movies	26.31%	23.59%	25.47%
TV Info From Monthly Cable Guide	25.08%	24.12%	24.73%

Olathe Kersey Saguache Buena Vista Franktown Ramah Vona Sanford Greeley Longmont North Wa Hot Sulphur Springs Palisade Lakeside Lakewood Womelsdorf (Coaltor Intercultural Institute Carbondale Louisville Avondale Sedgwick Gleneagle Wray Las Avon Long Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

#### **Communication Media Usage**

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

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

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



Voodmoor Air Force Academy Frisco Pierce Derby Woodland Park Oak Creek Walden Dillon Grand Lak Fruitvale Fleming Cortez The Pinery Silverton Highlands Ranch Pales Intercultural Institute oghill Village Winter Park Hot Sulphur Springs Johnstown Mountain Village Louviers Aguilar Rockvale Williamsburg Walsenb 54 Coopyright 2014, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	23.43%	22.54%	22.96%
Medium Users (4-6)	12.93%	12.28%	12.34%
Light Users (1-3)	21.85%	21.53%	21.4%
Quintiles (20%)			
Newspaper I	1.6%	1.88%	1.85%
(Heavy)			
Newspaper II	1.16%	1.42%	1.44%
Newspaper III	1.93%	1.81%	1.92%
Newspaper IV	0.09%	0.45%	0.46%
Newspaper V	1.17%	1.09%	1.2%
(Light)			

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	16.37%	17.29%	18.29%
Magazines II	7.67%	7.96%	8.15%
Magazines III	8.81%	8.87%	9.44%
Magazines IV	9.14%	9.89%	10.58%
Magazines V (Light)	0.82%	0.64%	0.66%
Outdoor I (Heavy)	7.04%	7.58%	7.3%
Outdoor II	2.44%	2.63%	2.78%
Outdoor III	2.85%	3.2%	3.18%
Outdoor IV	15.8%	15.86%	15.71%
Outdoor V (Light)	25.96%	25.32%	24.81%
Yellow Pages I	15.04%	15.07%	14.69%
(Heavy)			
Yellow Pages II	6.36%	6.45%	6.15%
Yellow Pages III	5.22%	5.91%	5.53%
Yellow Pages IV	18.78%	20.83%	20.59%
Yellow Pages V	3.06%	3.3%	3.17%
(Light)			

Pueblo Larkspur Loveland Holyoke Iliff Otis Olney Springs Berthoud Orchard City Lamar Lone Tress adroni Cokedale Central City Silver Plume Boulder Franktown Bow Mar Chard City Aurora Leadville S win Lakes Sterling Evergreen Aristocrat Ranchettes Center Castle Pines Intercultural Institute or Contextual Ministry Ignacio Kit Ca Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Contextual Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Contextual Contextual Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual

# Potential Multimedia Usage

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

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	2.58%	2.76%	2.97%
Drive Time III (Medium)	0.06%	0.36%	0.36%
Radio IV & V (Light)	2.6%	2.65%	2.74%
Radio Media Quntiles (fifths	; /		
20%)			
Radio I & II (Heavy)	6.51%	7.05%	7.93%
Radio III (Medium)	4.47%	4.75%	4.93%
Radio IV & V (Light)	3.48%	3.36%	3.43%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	16.14%	15.09%	16.37%
Cable III (Medium)	3.35%	3.87%	4.07%
Cable IV & V (Light)	31.24%	32.18%	31.54%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE
	MILES	MILES	MILES	
Day-time Radio				Prime Time TV
Listeners				Viewers
Dayparts [summary]	14.36%	13.46%	13.1%	8:00-11:00pm
6:00am - 10:00am	18.89%	18.4%	18.62%	Saturday:
10:00am - 3:00pm	7.14%	6.88%	6.5%	8:00-11:00pm
3:00pm - 7:00pm	13.83%	13.73%	13.87%	Sunday: 7:00-11:0
7:00pm - Midnight	18.88%	16.46%	15.82%	9:00am-1:00pm
Midnight - 6:00am	6.81%	6.5%	6.24%	9:00am-4:00pm
Weekend Radio				4:00pm-7:00pm
Listeners				11:00pm-1:00am
Dayparts [summary]	16.53%	15.79%	15.86%	AVG Prime time
6:00am - 10:00am	6%	5.28%	4.98%	Mon-Sun
10:00am-3:00pm	6.85%	6.53%	6.34%	
3:00pm - 7:00pm	7.84%	7.19%	7.38%	
7:00pm - Midnight	10.24%	9.57%	9.51%	
Midnight - 6:00am	12.03%	11.52%	11.34%	

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	10.82%	9.79%	9.93%
Saturday:	8.75%	8.61%	8.72%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.78%	10.42%	10.41%
9:00am-1:00pm	26.56%	25.7%	26.55%
9:00am-4:00pm	30.9%	29.71%	30.68%
4:00pm-7:00pm	32.1%	31.4%	31.79%
11:00pm-1:00am	40.86%	41.38%	42.18%
AVG Prime time	3.07%	2.78%	2.83%
Mon-Sun			

Silverthome Red Cliff Parker Cleneagle Denver Security-Widefield Air Force Academy Swink Hillrose Fampa Blanca De Beque Thornton La Veta Crestone Garden City airplay Craig Eaton Genesee Silver Plume Lake City Fowler Walsh Confectual Ministry Del Norte Pueblo West Ouray St. Mary's Columbine 57

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	20.32%	19.19%	19.91%		Sat: 7-10am	Sat: 7-10am 20.93%	Sat: 7-10am 20.93% 20.4%
7-9am	28.39%	26.53%	26.12%		Sat: 10am-1pm	Sat: 10am-1pm 8.6%	Sat: 10am-1pm 8.6% 7.9%
9am-12noon	22.84%	21.63%	22.46%		Sat: 1-4pm	Sat: 1-4pm 26.44%	Sat: 1-4pm 26.44% 25.8%
12noon-4pm	8.06%	8.08%	8.22%		Sat: 4-6pm	Sat: 4-6pm 6.86%	Sat: 4-6pm 6.86% 6.93%
4-6pm	55.29%	53.26%	53.13%		Sat: 6-7pm	Sat: 6-7pm 3.53%	Sat: 6-7pm 3.53% 2.83%
6-7pm	18.91%	18.92%	19.55%		Sat: 7-8pm	Sat: 7-8pm 2.06%	Sat: 7-8pm 2.06% 1.55%
7-7:30pm	2.75%	2.36%	2.3%		Sat: 8-11pm	Sat: 8-11pm 8.75%	Sat: 8-11pm 8.75% 8.61%
7:30-8pm	9.76%	10%	10.48%		Sat: 11pm-1am	Sat: 11pm-1am 5.92%	Sat: 11pm-1am 5.92% 5.52%
8-11pm	10.82%	9.79%	9.93%		Sat: 1am-7pm	Sat: 1am-7pm 26.65%	Sat: 1am-7pm 26.65% 25.72%
11pm-12am	34.15%	34.23%	34.98%		Sun: 7-10am	Sun: 7-10am 3.14%	Sun: 7-10am 3.14% 2.69%
11pm-1am	40.86%	41.38%	42.18%		Sun: 10am-1pm	Sun: 10am-1pm 8.22%	Sun: 10am-1pm 8.22% 7.4%
1-6am	35.04%	34.53%	34.99%		Sun: 1-4pm	Sun: 1-4pm 6.32%	Sun: 1-4pm 6.32% 6.52%
					Sun: 4-7pm	Sun: 4-7pm 13.93%	Sun: 4-7pm 13.93% 13.78%
					Sun: 7-11pm	Sun: 7-11pm 10.78%	Sun: 7-11pm 10.78% 10.42%
					Sun: 11pm-1am	Sun: 11pm-1am 5.35%	Sun: 11pm-1am 5.35% 4.93%
					Sun: 1-7am	Sun: 1-7am 23.38%	Sun: 1-7am 23.38% 22.45%

Stratmoor Las Animas La veta Ward Pitkin Acres Green Lafayette Gypsum Foxfield Keystone Rico Lake Boone Fruitvale Blue River Atwood Hillrose Meridian Firestory Intercultural Institute De Beque Salida Cheyenne Wells Westcliffe Evans Woodland Park Joi Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Saduache Rockvale Tabernash Simla Pueblo Lake

# 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

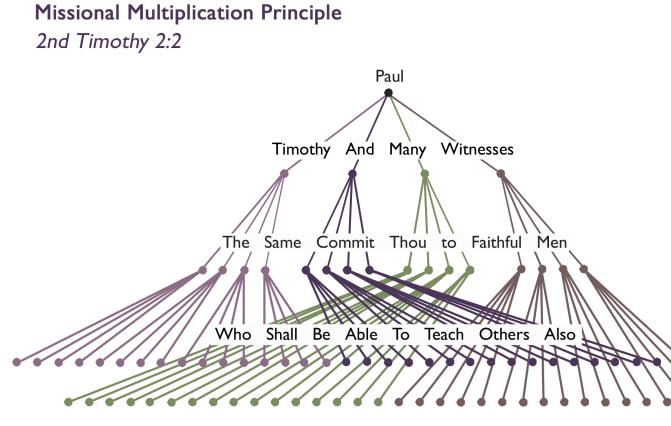
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Eagle Fort Mergan Campo Craig Aurora Romeo Cheraw Hudson Ouray Sitt Clifton Pitkin Strate State Byers Indian Hills Ault Parachute Eaton Arboles Aspen Park Intercultural Institute Verby Log Lan Contextual Ministry Center Dove Creek Pritchett 60 Hill Sand Springs Commerce City Center Dove Creek Pritchett 60 Hill Sand Springs Commerce City Center Dove Creek Pritchett 60

## **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.



Coal Creek Rye Fort Morgan Fruita Buena Vista Longmont Akron Mountain View Avon Broomfield Ignacio Franktown Salida Cascade-Chipita Park Dillon Bethune Ward Intercultural Institute on Red Feather Lakes Starkville Cheyenne Wells Pierce Walden Merino (Soute stud Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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





#### Your MissionSite and the Missional Suite

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

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

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



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### Notes and Sources

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

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