# MissionSite top unreached locations

Hugo Longmont ARVADA, CO Air Force Academy View Ordway Aspen Kim Antonito CENSUS TRACT: 08059010405-Johnstown ruitva Multip visville Highlands Ranch Garden City REGION: Front Range ASSOCIATION: Mile High View Paonia Loveland Fox COUNTY: Jeffersonnesee In partnership with the: Superior Victor Fort Garland SITESCAPE: Cityscapembine Green Mountain Falls Intercultural Institute Derby Manzanola Derby Manzanola Derby Manzanola Derby Manzanola DDENSITY PATTERN: Mpringfield Pitkin Woodland COLORADOne Sa projectase Golde for Contextual Ministryhe Grand Junction e Arriba Cottonwood Montrose Arvada India Rve St. Marv's Mountain Village **Berthoud** g © Copyright 2012, Intercultural Institute for Contextual Ministryphur Springs Oak Creek Grand View Estates Edwards Ele

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#### Site Location Summary

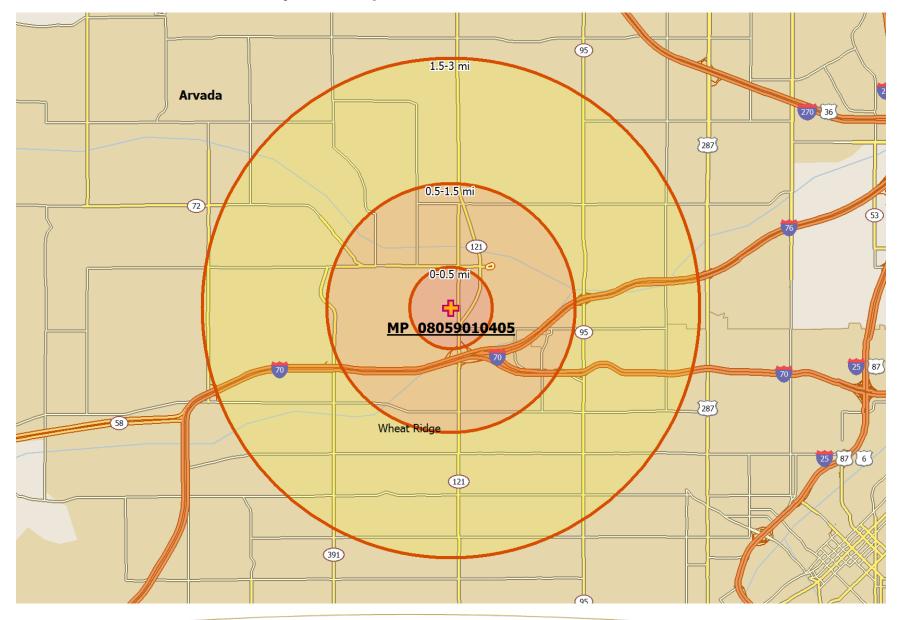
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has 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                   | 80002 | 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 | М     | 250000-1000000-1000000                                 |



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



Jamestown Monument Mead Seibert Frederick Columbine The Pinery Silver Cliff Eric East Pleasant Gaid Hill Longmont Dacono Limon Parachute Log Lane Village Sterling Intercultural Institute Cortez Coal Creek Fleming Aguilar La Junta Grover Durango Elizabeti for Contestual Ministry Copyright 2012, 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      | 21   | Suburb: Large: Territory outside a principal city and inside an urbanized area with   |
|   | Locale Codes            |      | population of 250,000 or more.  |
| 6 | IICM RUCA Values Index  | 100  | Metropolitan core commuting: No additional code                                       |
| 7 | ERS RUCA Commuting      | 1    | Metropolitan area core: primary flow within an urbanized area                         |
|   | Value                   |      |   |
| 8 | Percent Commuting to    | 0    | Percent commuting from non metro to metro areas                                       |
|   | Metro                   |      |   |

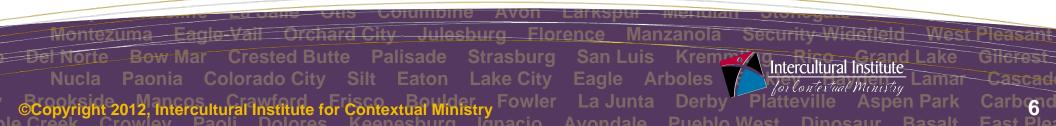
Gunnison Campo Rocky Ford Fraser Westcliffe Strasburg Englewood Berthoud Crowley Manitou S cade-Chipita Park Clifton Westminster Saguache Crook St. Mary's Flered Intercultural Institute ek Indian Hills Boone Sugar City Mancos Ordway Yampa Berkley for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Comparison De Beque Cottonwood Kersey Weign

#### Site Location Summary - Band Composition

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

| BAND COMPOSITION               | 0-0.5 MILES | 0.5-1.5 MILES | 1.5-3 MILES |
|--------------------------------|-------------|---------------|-------------|
| 2010 Population                | 4,503       | 25,331        | 83,392      |
| 2010 Households                | 2,182       | 11,018        | 33,966      |
| 2010 Group Quarters Population | 6           | 297           | 1,675       |

| BAND COMPOSITION                      | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index     | 75        | 82        | 81         |
| Language Diversity National Index     | 54        | 73        | 67         |
| Foreign Born Diversity National Index | 48        | 9         | 20         |
| Ancestry Diversity National Index     | 75        | 41        | 53         |
| Racial Diversity National Index       | 48        | 68        | 64         |



#### 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      |

Westcreek Durango Grand Junction Byers Georgetown New Castle Stratton Orchard City Lincoln Park Williamsburg Cottonwood Granby Genesee Berkley Mancos Akron Sulphur Springs Edwards Inta Fort Lupton Minturn Glenwood Springs Mountain Village Otis Sague for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

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

| SOCIAL ENVIRONMENT   | 0-0.5 MI BAND                          | HHLDS | PERCENT |
|----------------------|--|-------|---------|
| Upscale Communities  | Affluent, White-collar Families        | 54    | 2.47%   |
| Mainstay Communities | Established, Diverse Households        | 41    | 1.88%   |
| Working Communities  | Blue-collar, Working Families          | 1,549 | 70.99%  |
| Country Communities  | Rural, Agri. & Mining Families         | 0     | 0%      |
| Aspiring Communities | Young Singles / Aspiring-Multihousing  | 115   | 5.27%   |
| Urban Communities    | High Density, Inner-city Neighborhoods | 424   | 19.43%  |

okedale Peetz Frederick Dove Creek Louisville Aguilar Sheridan Lake Moffat Springfield Eads Kittree Cliff Hot Sulphur Springs Boulder Byers Northglenn Woodland Park Kit Corson Eagle-Vail Be Rocky Ford Mountain Village Nunn Walsenburg Julesburg Campion for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

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

#### Issues for Your Consideration

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

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## 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 | 1,520           | 0.99%   |
| Unreached %                         | 70.37%  | 69.67%          | 99.01   |
| Religious But NOT Evangelical HH    | 34,846  | 364             | 1.05%   |
| Religious But NOT Evangelical %     | 15.9%   | 16.7%           | 105.03  |
| Spiritual But NOT Relig or Evang HH | 25,782  | 181             | 0.7%    |
| Spiritual But NOT Relig or Evang %  | 11.76%  | 8.29%           | 70.49   |
| Not Evangelical, Not Interested HH  | 93,636  | 975             | 1.04%   |
| Not Evangelical, Not Interested %   | 42.72%  | 44.68%          | 104.59  |



moor Bow Mar <u>Ault Penrose Poncha Springs Haxtun Las Animas Perry Park Orchard Mesa La Jara Ha</u> Silver Cliff Julesburg Rico Campion Erie Todd Creek Fruitvale Bethurg Freser Crock Morrison Se Ophir Ordway Vona Eldorado Springs Byers Broomfield Eckley Air For for Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### **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 | 3,687  | 22.63%  |
| Active Evangelical Percent      | 7.43%  | 7.82%  | 105.18  |
| Inactive Evangelical Households | 48,667 | 11,015 | 22.63%  |
| Inactive Evangelical Percent    | 22.20% | 23.35% | 105.18  |
| # New Churches Needed           | 110    | 24     | 21.52%  |





### 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.

Swink Holly La Salle Ward Greenwood Village Loghill Village Evergreen Derver Stonegate Fountain Hilleton Kremmling Ordway Grand Junction Georgetown Genesee Value Intercultural Institute Jara Campo Yuma Niwot Sedgwick Norwood Welby Dillon Golden for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Recover Brings North Green Mountain Falls Hot St

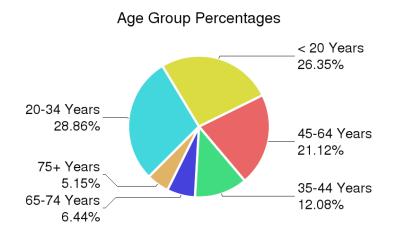
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

| DEMOSCAPE   | COUNTY     | BAND      | % OF CO         | DEMOSCAPE       | COUNTY        | BAND     | % OF CC      |
|---|------------|-----------|-----------------|-----------------|---------------|----------|--------------|
| 1990 Population   | 437,133    | 3,166     | 0.72%           | 1990 Households | 166,089       | 1,482    | 0.89%        |
| 2000 Population   | 525,330    | 4,034     | 0.77%           | 2000 Households | 205,424       | 1,885    | 0.92%        |
| 2010 Population   | 541,182    | 4,503     | 0.83%           | 2010 Households | 219,195       | 2,182    | 1%           |
|   |            |           | n this MissionS |                 | Location Typ  | ре       | 0-0.5mi Band |
| 🔲 0-0.5mi Bar   | nd 🔲 0.5-1 | .5mi Band | 🔲 1.5-3mi Ban   | d 📃 County      | Residential   |          | 2,278        |
| 250,000   |            |           |                 |                 | Residential A | pt.      | 1,402        |
| 200,000   |            |           |                 |                 | Residential N | lon-Apt. | 876          |
| 150,000   |            |           |                 |                 | Business      |          | 174          |
| 100,000   |            |           |                 |                 | Seasonal      |          | 2            |
| 100,000   |            |           |                 |                 | USPS Reside   | ential   | 2,438        |
| 50,000  |            |           |                 |                 | USPS Busine   | ess      | 179          |
| Residential Apt.<br>Residential Non-Apt.<br>Business<br>USPS Residential<br>USPS Business |            |           |                 |                 |               |          |              |

Center Breckenridge Winter Park Evergreen Poncha Springs Crook Thornton Alamosa Norwood Ga akedate Monte Vista Castle Pines North Paoli Twin Lakes Gleneagle Brit <u>Intercultural Institute</u> San Luis Orchan Vona Castle Rock Palmer Lake Rico Williamsburg Leadville North *Confectual Ministry* Air Force Academy Haxtun Cheraw Mancos Fort Ca14 Confectual 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.

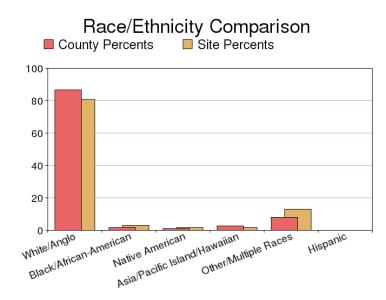


| 2010 POP. ESTIMATES | COUNTY | BAND   | INDEX  |
|---------------------|--------|--------|--------|
| 0-3 Years           | 4.87%  | 8.13%  | 166.94 |
| 4-5 Years           | 2.39%  | 2.75%  | 115.06 |
| 6-8 Years           | 3.55%  | 3.66%  | 103.1  |
| 9-11 Years          | 3.62%  | 3.02%  | 83.43  |
| 12-13 Years         | 2.44%  | 1.73%  | 70.9   |
| 14-17 Years         | 5.04%  | 4.66%  | 92.46  |
| 18-19 Years         | 2.56%  | 2.38%  | 92.97  |
| 0-5 Years           | 7.26%  | 10.88% | 149.86 |
| 6-12 Years          | 8.39%  | 7.55%  | 89.99  |
| 13-19 Years         | 8.82%  | 7.91%  | 89.68  |
| < 20 Years          | 24.47% | 26.34% | 107.64 |
| 20-34 Years         | 18.54% | 28.85% | 155.61 |
| 35-44 Years         | 13.23% | 12.08% | 91.31  |
| 45-64 Years         | 30.4%  | 21.12% | 69.47  |
| 65-74 Years         | 7.64%  | 6.44%  | 84.29  |
| 75+ Years           | 5.72%  | 5.15%  | 90.03  |
| Median Age          | 40     | 35     | 85.57  |
| Median Age (Male)   | 39     | 34     | 87.58  |
| Median Age (Female) | 42     | 35     | 84.02  |

Sedalia Salt Greek Dinosaur Franktown Boulder Branson Welby Gunnison Eagle Vail Sanford Lou Campo Womelsdorf (Coalton) Aguilar Arriba Delta Gilcrest Allenspark in City Koystone Minturn Kre Ile Ophir Cimarron Hills Lafayette Basalt Greenwood Village Edgewater for Contextual Ministry Contextual Ministry Kim Palmer Lake Columbine Otis Yuma Pagosa Sp15 Ort Carland Prisco Frisco Seibert Telluride Battle

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% | 80.55% | 92.89  |
| Black, African-American       | 1.61%  | 3.04%  | 188.93 |
| Native American               | 0.97%  | 1.82%  | 188.43 |
| Asian                         | 2.63%  | 1.51%  | 57.41  |
| Pacific Island, Hawaiian      | 0.13%  | 0.13%  | 106.2  |
| Other/Multiple Races          | 7.96%  | 12.97% | 162.93 |
| Hispanic                      | 0%     | 25.81% | 0      |
|                               |        |        |        |
| Education of Adults (25 yrs+) |        |        |        |

| Total Adults over age 25 years. | 375,072 | 2,807  |        |
|---------------------------------|---------|--------|--------|
| Less than 9th Grade             | 1.95%   | 1.78%  | 109.37 |
| No High School Diploma          | 5.51%   | 13.07% | 42.11  |
| High School Graduate            | 23.01%  | 35.91% | 64.09  |
| Some College, no degree         | 24.4%   | 27%    | 90.37  |
| Associate Degree                | 7.66%   | 7.77%  | 98.69  |
| College Degree                  | 24.95%  | 10.87% | 229.6  |
| Graduate/Prof. degree           | 12.52%  | 3.6%   | 347.88 |
|                                 |         |        |        |

Parker Antonito Aspen Loveland Ponderosa Park The Pinery Perry Park Milliken Mottat Telluride Log Columpine Valley Calhan Arvada Ramah Wellington Parachute Keener Intercultural Institute Hill Stratmoor Cheyenne Wells Rifle Haswell Craig Manassa Rocky F for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Avon Orchard Mesa Granby Florence Olney Springs 16

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

For each category both county and 0-0.5 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%   | 10.31% | 263.68 |
| \$10,000 to \$19,999        | 5.51%   | 14.12% | 256.07 |
| \$20,000 to \$29,999        | 7.01%   | 18.47% | 263.53 |
| \$30,000 to \$49,999        | 17.17%  | 27.36% | 159.37 |
| \$50,000 to \$59,999        | 8.44%   | 8.75%  | 103.67 |
| \$60,000 to \$69,999        | 7.76%   | 6%     | 77.41  |
| \$70,000 to \$79,999        | 8.23%   | 3.85%  | 46.8   |
| \$80,000 to \$89,999        | 6.94%   | 2.47%  | 35.68  |
| \$90,000 to \$99,999        | 5.33%   | 1.51%  | 28.38  |
| \$100,000 to \$124,999      | 11.21%  | 4.72%  | 42.11  |
| \$125,000 to \$149,999      | 7.22%   | 1.19%  | 16.51  |
| \$150,000 to \$199,999      | 6.86%   | 0.82%  | 12.03  |
| \$200,000 to \$249,999      | 1.86%   | 0.09%  | 4.93   |
| \$250,000 or more           | 3.14%   | 0.37%  | 11.67  |
| Median Household            | 70,937  | 34,911 | 49.21  |
| Average Household           | 92,140  | 45,691 | 49.59  |
| Per Capita Household        | 38,033  | 22,141 | 58.22  |
| Family/Non-Family Household |         |        |        |
| Income                      |         |        |        |
| Median Family Income        | 83,419  | 39,948 | 47.89  |
| Average Family Income       | 107,473 | 52,158 | 48.53  |
| Median Non-Family Income    | 46,918  | 29,973 | 63.88  |
| Average Non-Family Income   | 60,399  | 38,921 | 64.44  |

Las Animas Sheridan Lake Palmer Lake Sedalia Littleton North Washington Acres Green Wellington B Greek Raymer Arriba Olney Springs Akron Minturn Woodland Park Intercultural Institute 7/200 City Hillrose Marble Lafayette Battlement Mesa Crowley Gunbary Contextual Ministry Contextual Ministry Bennett Westcliffe Ophir Sterling Pitkin Hayden Provide Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

| 2010 HOUSEHOLD                 | COUNTY  | BAND   |         |
|--------------------------------|---------|--------|---------|
| ESTIMATES                      |         |        |         |
| Family Households              |         |        | Index   |
| % Family Households            | 67.43%  | 49.54% | 73.47   |
| Families with Children         | 33.9%   | 31.39% | 92.59   |
| Families without Children      | 33.52%  | 18.15% | 54.14   |
| Non-Family Households          |         |        |         |
| % Non-Family Households        | 32.57%  | 50.46% | 154.91  |
| Non-Families with Children     | 0.3     | 0.5    | 167.68  |
| Non-Families without Children  | 32.27   | 49.95  | 154.79  |
| Housing Units                  |         |        | Index   |
| Total Housing Units            | 229,542 | 2,290  |         |
| Vacant percent                 | 4.51%   | 4.72%  | 104.63  |
| Owned percent                  | 69.24%  | 27.16% | 39.23%  |
| Rented Percent                 | 26.26%  | 68.12% | 259.46  |
| Households by Size             |         |        | Index   |
| Avg household size             | 2.43    | 2.06   | 84.77   |
| Avg family hh size             | 2.98    | 2.81   | 94.3    |
| Avg non-family hh size         | 1.31    | 1.33   | 101.53  |
| Households By Count of Persons |         |        | Percent |
| One                            | 56,297  | 889    | 1.58%   |
| Two                            | 80,261  | 652    | 0.81%   |
| Three or Four                  | 66,379  | 547    | 0.82%   |
| Five+                          | 16,258  | 94     | 0.58%   |
|                                |         |        |         |

Delta Bransen Vena Boone Avondale Simla Poncha Springs Ault Naturita Edwards Dacone Be Heights Red Cliff Log Lane Village Westminster Aspen Columbine Log Intercultural Institute Fort Morgan Hot Sulphur Springs Golden Springfield Ramah Pagosa Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Lakes Campion Indian Hills Keenesburg Las Animas 18

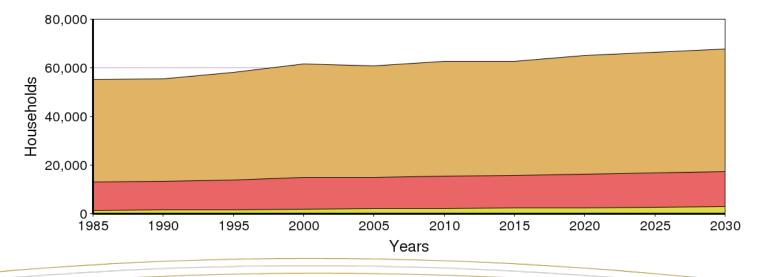
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5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

| DEMOSCAPE       | COUNTY  | RING  | % OF CO |
|-----------------|---------|-------|---------|
| 1990 Population | 437,133 | 3,166 | 0.72%   |
| 2000 Population | 525,330 | 4,034 | 0.77%   |
| 2010 Population | 541,182 | 4,503 | 0.83%   |
| 2015 Population | 562,475 | 4,873 | 0.87%   |
|                 |         |       |         |

Household Change from 1985 to 2030

0-0.5mi Ring

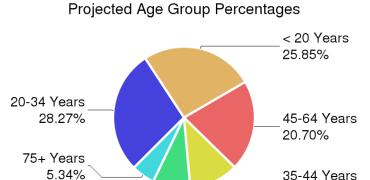
📕 0-3mi Ring



La Jara Denver Las Animas Grand Junction Keenesburg Manassa Gold Hill Arvada Pagosa Springs chkiss Campo Sawpit La Veta Ramah Rangely Genoa Kittredge Auto Intercultural Institute r Park Monument Laporte Aguilar Aspen Bennett Craig Vail Coked for Contextual Ministry of Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Buena Vista

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.



11.25%

65-74 Years

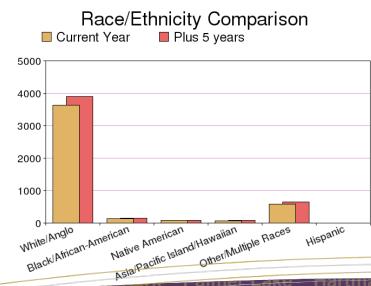
8.58%

| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------|---------|--------------|--------|
| 0-3 Years             | 8.13%   | 8.33%        | 102.46 |
| 4-5 Years             | 2.75%   | 2.73%        | 99.27  |
| 6-8 Years             | 3.66%   | 3.67%        | 100.27 |
| 9-11 Years            | 3.02%   | 2.89%        | 95.7   |
| 12-13 Years           | 1.73%   | 1.72%        | 99.42  |
| 14-17 Years           | 4.66%   | 4.33%        | 92.92  |
| 18-19 Years           | 2.38%   | 2.15%        | 90.34  |
| 0-5 Years             | 10.88%  | 11.06%       | 101.65 |
| 6-12 Years            | 7.55%   | 7.45%        | 98.68  |
| 13-19 Years           | 7.91%   | 7.33%        | 92.67  |
| < 20 Years            | 26.34%  | 25.84%       | 98.1   |
| 20-34 Years           | 28.85%  | 28.26%       | 97.95  |
| 35-44 Years           | 12.08%  | 11.25%       | 93.13  |
| 45-64 Years           | 21.12%  | 20.69%       | 97.96  |
| 65-74 Years           | 6.44%   | 8.58%        | 133.23 |
| 75+ Years             | 5.15%   | 5.34%        | 103.69 |
| Median Age            | 40      | 35           | 86.81  |
| Median Age (Male)     | 39      | 34           | 87.91  |
| Median Age (Female)   | 42      | 36           | 86.21  |

well Gunbarrel Holyoke Black Forest Ault Lincoln Park Edwards Granby Vilas Paonia Aspen Park Romeo Branson Bethune Silver Plume Sheridan Lake Pueblo West For Lincoln Intercultural Institute Nucla Niwot Eagle Antonito Louisville Eaton Westminster Firestone for Confectual Ministry Confectual Ministry Monta Confectual Ministry Burlington De Beque Glenwood Springs Moffat 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                    | 80.55%  | 79.89%     | 99.18  |
| Black, African-American         | 3.04%   | 3.22%      | 105.9  |
| Native American                 | 1.82%   | 1.76%      | 96.91  |
| Asian                           | 1.51%   | 1.56%      | 103.28 |
| Pacific Island, Hawaiian        | 0.13%   | 0.14%      | 107.81 |
| Other/Multiple Races            | 12.97%  | 13.42%     | 103.48 |
| Hispanic                        | 0%      | 0%         | 0      |
|                                 |         |            |        |
| Education of Adults (25 yrs+)   |         |            |        |
| Total Adults over age 25 years. | 2,807   | 3,068      |        |
| Less than 9th Grade             | 1.78%   | 1.66%      | 93.32  |
| No High School Diploma          | 13.07%  | 12.39%     | 94.73  |
| High School Graduate            | 35.91%  | 36.05%     | 100.39 |
| Some College, no degree         | 27%     | 27.22%     | 100.79 |

7.77%

10.87%

3.6%

7.69%

11.41%

3.59%

99.05

104.99

99.65

inter Park Burlington Fountain Julesburg Fraser Akron Holyoke Allenspark Rexberough Park Yuma Buena Vista West Pleasant View Jamestown Gypsum Woodland Park Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Associate Degree

Graduate/Prof. degree

**College Degree** 

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                  | 10.31%  | 9.85%        | 95.54  |
| \$10,000 to \$19,999        | 14.12%  | 13.82%       | 97.9   |
| \$20,000 to \$29,999        | 18.47%  | 17.57%       | 95.12  |
| \$30,000 to \$49,999        | 27.36%  | 26.77%       | 97.83  |
| \$50,000 to \$59,999        | 8.75%   | 8.89%        | 101.59 |
| \$60,000 to \$69,999        | 6%      | 6.19%        | 103.1  |
| \$70,000 to \$79,999        | 3.85%   | 4.05%        | 92.85  |
| \$80,000 to \$89,999        | 2.47%   | 3.14%        | 110.97 |
| \$90,000 to \$99,999        | 1.51%   | 1.7%         | 112.41 |
| \$100,000 to \$249,999      | 4.72%   | 5.06%        | 107.12 |
| \$125,000 to \$149,999      | 1.19%   | 1.39%        | 117.07 |
| \$150,000 to \$199,999      | 0.82%   | 0.96%        | 116.25 |
| \$200,000 to \$249,999      | 0.09%   | 0.17%        | 190.24 |
| \$250,000 or more           | 0.37%   | 0.39%        | 107.01 |
| Median Household            | 34,911  | 36,461       | 104.44 |
| Average Household           | 45,691  | 49,068       | 107.39 |
| Per Capita Household        | 22,141  | 23,099       | 104.33 |
|                             |         |              |        |
| Family/Non-Family Household |         |              |        |
| Income                      |         |              |        |
| Median Family Income        | 39,948  | 41,330       | 103.46 |
| Average Family Income       | 52,158  | 55,981       | 107.33 |
| Median Non-Family Income    | 29,973  | 31,080       | 103.69 |
| Average Non-Family Income   | 38,921  | 42,034       | 108    |

Creek Fort Lupton Leadville North Julesburg Winter Park Calhan Mountain View Fairplay Arriba Eaton Fleming Aristocrat Ranchettes Basalt Stratton Alamosa East Fowler Intercultural Institute Hooper Fort Morgan Twin Lakes Burlington Eads Manassa Sterling Confermat Ministry Decopyright 2012, Intercultural Institute for Contextual Ministry as Animas Estes Park Nunn Louviers Sheridan Lake 22

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        | 49.54%  | 49.65%       | 100.22  |
| Families with Children     | 31.39   | 31.43        | 100.12  |
| Families without Children  | 18.15   | 19.79        | 109.05  |
| Non-Family Households      |         |              |         |
| % Non-Family Households    | 50.46%  | 50.35%       | 99.78   |
| Non-Families with Children | 0.5     | 0.48         | 99.78   |
| Non-Families without       | 49.95   | 49.87        | 99.83   |
| Children                   |         |              |         |
|                            |         |              |         |
| Housing Units              |         |              |         |
| Total Housing Units        | 2,290   | 2,414        | 105.41% |
| Vacant percent             | 4.72%   | 4.97%        | 105.4   |
| Owned percent              | 27.16%  | 27.8%        | 102.34  |
| Rented Percent             | 68.12%  | 67.27%       | 98.76   |
|                            |         |              |         |
| Households by Size         |         |              |         |
| Avg household size         | 2.06    | 2.12         | 102.91% |
| Avg family hh size         | 2.81    | 2.91         | 103.56% |
| Avg non-family hh size     | 1.33    | 1.35         | 101.5%  |
|                            |         |              |         |
| Households By Count of     |         |              |         |
| Persons                    |         |              |         |
| One                        | 889     | 941          | 105.85% |
| Тwo                        | 652     | 640          | 98.16%  |
| Three or Four              | 547     | 594          | 108.59% |
| Five+                      | 94      | 119          | 126.6%  |

Sugar City Campo Boulder Winter Park Battlement Mesa Lakeside Lincoln Park Paoli Salida New G in dian Hills Avon Genesee Silverthorne Crawford Hudson Paonia Intercultural Institute Fleming Todd Creek Golden Bayfield Walsenburg Highlands Ranch Monte Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Ethnographic Summary**

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

| BORN IN:         | 0-0.5 | 0.5-1.5 | 1.5-3 |               | BORN IN:      | BORN IN: 0-0.5  | BORN IN: 0-0.5 0.5-1.5 |
|------------------|-------|---------|-------|---------------|---------------|-----------------|------------------------|
|                  | MILES | MILES   | MILES |               |               | MILES           | MILES MILES            |
| Foreign Born Pop | 164   | 1,672   | 5,460 | Ea            | astern Africa | astern Africa 0 | astern Africa 0 0      |
| Northern Europe  | 0     | 76      | 212   | Mic           | ddle Africa   | ddle Africa 0   | ddle Africa 0 0        |
| /estern Europe   | 2     | 77      | 243   | North         | ern Africa    | ern Africa 0    | ern Africa 0 5         |
| Southern Europe  | 0     | 42      | 113   | Souther       | n Africa      | n Africa 0      | n Africa 0 0           |
| Eastern Europe   | 23    | 487     | 924   | Western       | Africa        | Africa 0        | Africa 0 4             |
| Other Europe     | 0     | 0       | 0     | Other Afric   | ca            | ca 0            | ca 0 0                 |
| Eastern Asia     | 12    | 125     | 330   | Oceania       |               | 7               | 7 7                    |
| So. Central Asia | 2     | 92      | 96    | Caribbean     |               | 7               | 7 3                    |
| SE Asia          | 20    | 95      | 839   | Central Amer. |               | 78              | 78 527                 |
| Western Asia     | 0     | 5       | 97    | South America |               | 10              | 10 45                  |
| Other Asia       | 0     | 0       | 0     | North America |               | 3               | 3 82                   |
|                  |       |         |       | Born at sea   |               | 0               | 0 0                    |

Morgan ₋ake Citv Norwood South Fork ual Ministry Laporte

## 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<br>MILES | 0.5-1.5<br>MILES | 1.5-3<br>MILES | SPOKEN AT HOME     | 0-0.5<br>MILES | 0.5-1.5<br>MILES | 1.5<br>MII |
|-----------------------|----------------|------------------|----------------|--------------------|----------------|------------------|------------|
| English only          | 2,596          | 22,306           | 69,065         | Other Indo-Euro    | 0              | 40               | 93         |
| Spanish               | 241            | 1,521            | 5,660          | Asian/PI languages | 0              | 0                | 0          |
| Other Indo-Euro       | 71             | 905              | 2,068          | Chinese            | 7              | 51               | 284        |
| language              |                |                  | ,              | Japanese           | 0              | 35               | 82         |
| French (incl. Patois, | 1              | 69               | 170            | Korean             | 7              | 23               | 44         |
| Cajun)                |                |                  |                | Mon-Khmer,         | 0              | 0                | 0          |
| French Creole         | 0              | 0                | 3              | Cambodian          |                |                  |            |
| Italian               | 6              | 123              | 237            | Miao, Hmong        | 0              | 0                | 443        |
| Portuguese            | 0              | 0                | 31             | Thai               | 0              | 27               | 45         |
| German                | 14             | 133              | 426            | Laotian            | 0              | 0                | 403        |
| Yiddish               | 0              | 0                | 0              | Vietnamese         | 13             | 66               | 368        |
| Other West Germanic   | 0              | 0                | 0              | Other Asian        | 0              | 0                | 42         |
| A Scandinavian        | 1              | 18               | 74             | Tagalog            | 0              | 11               | 124        |
| Language              |                |                  |                | Other Pacific Is   | 0              | 24               | 12         |
| Greek                 | 0              | 3                | 4              | Other languages    | 0              | 155              | 209        |
| Russian               | 31             | 282              | 333            | Navajo             | 0              | 14               | 29         |
| Polish                | 11             | 51               | 195            | Other Native N.    | 0              | 6                | 38         |
| Serbo-Croatian        | 0              | 63               | 131            | American           |                |                  |            |
| Other Slavic Language | 0              | 63               | 187            | Hungarian          | 0              | 102              | 29         |
| Armenian              | 0              | 0                | 0              | Arabic             | 0              | 11               | 98         |
| Persian               | 0              | 34               | 126            | Hebrew             | 0              | 7                | 0          |
| Gujarathi             | 0              | 0                | 0              | African languages  | 0              | 12               | 0          |
| Hindi                 | 2              | 5                | 11             | Other unspecified  | 0              | 3                | 15         |
| Urdu                  | 0              | 6                | 40             |                    |                |                  |            |

e Dolores Ken Carvi Ficility IV

Akron Byers Gunnison Colorado City Florence Atwood Meridian Intercultural Institute Crestone Generation Colorado City Florence Atwood Meridian Intercultural Institute Crestone Generation Colorado City Florence Atwood Meridian Intercultural Institute Montrose L aonia Coal Creek Silver Plume Fraser Silverthorne Kersey Columbine (or Contextual Ministry Montrose L ©Copyright 2012, Intercultural Institute for Contextual Ministry Granada Telluride Larkspur Naturita Highlands Ra25

## 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.

1.5-3
MILES
6,630
4,746
120
1,390
1,301
129
39
613
169
1,461
1,509
49
123

26

| ANCESTRY           | 0-0.5 | 0.5-1.5 | 1.5-3  | ANC    | CESTRY          | 0-0.5 |   |
|--------------------|-------|---------|--------|--------|-----------------|-------|---|
|                    | MILES | MILES   | MILES  |        |                 | MILES | ; |
| Reporting ancestry | 2,610 | 22,643  | 70,127 | Irish  | 1               | 293   |   |
| Arab               | 0     | 35      | 177    | Italia | an              | 112   |   |
| Armenian           | 0     | 0       | 7      | Lithu  | uanian          | 2     |   |
| Austrian           | 7     | 45      | 292    | Norv   | wegian          | 42    |   |
| British            | 5     | 114     | 342    | Polis  | sh              | 61    |   |
| Canadian           | 0     | 20      | 118    | Port   | tuguese         | 29    |   |
| Croatian           | 2     | 16      | 63     | Rom    | nanian          | 0     |   |
| Czech              | 14    | 103     | 406    | Rus    | sian            | 50    |   |
| Czechoslovak       | 2     | 35      | 128    | Scar   | ndinavian       | 9     |   |
| Danish             | 19    | 175     | 604    | Scot   | tch-Irish       | 59    |   |
| Dutch              | 12    | 200     | 809    | Scot   | ttish           | 37    |   |
| English            | 157   | 2,269   | 6,728  | Slov   | /ak             | 0     |   |
| European           | 61    | 223     | 736    | Sub    | saharan African | 0     |   |
| Finnish            | 0     | 24      | 117    |        |                 |       |   |
| French (not        | 59    | 568     | 1,615  | Swe    | edish           | 75    |   |
| Basque)            |       |         |        | Swis   | SS              | 2     |   |
| French Canadian    | 19    | 165     | 439    | Ukra   | ainian          | 4     |   |
| German             | 461   | 4,669   | 13,549 | US//   | American        | 187   |   |
| Greek              | 10    | 62      | 113    | Wels   | sh              | 18    |   |
| Hungarian          | 2     | 100     | 179    | Wes    | st Indian       | 7     |   |
| Iranian            | 0     | 52      | 83     | Yug    | oslavian        | 0     |   |
|                    |       |         |        | Othe   | er              | 793   |   |

Eldorado Springs Manitou Springs Kittredge Seibert Colorado City Fowler Sugar City Durango Le River Fort Garland Ophir Salida Beulah Valley Fort Collins Flagler Intercultural Institute Las Animas Limon Log Lane Village Highlands Ranch Montezuma Action for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### Using the Demographic Indicators

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

#### Issues for Your Consideration

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



## Using the Demographic Indicators

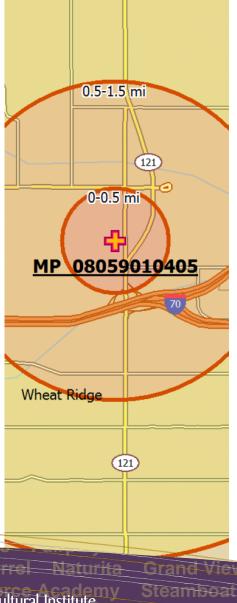
#### Issues for Your Consideration - continued

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

ey Springs Breckenridge Cheyenne Wells The Pinery Holly New Castle Silt Loveland Lyons Pritchett Grook Brighton Craig Niwot Silver Cliff Loghill Village Woodland Park San Luis Raymer Walse Air Force Academy Westcreek Hot Sulphur Springs Orchard Mesa Grand for Contextual Institute Antonito Millike ©Copyright 2012, Intercultural Institute for Contextual Ministry Bennett Paonia Parachute Windsor Orchard City Str

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.



 Sburg
 Holly
 Yuma
 Boulder
 Genoa
 Northglenn
 Dinosaur
 Orchard City
 Gunbarrel
 Naturita
 Grand View

 Nucla
 Palisade
 Castle Rock
 Fruitvale
 Saguache
 Mount Crested Butter
 Intercultural Institute
 Steamboat
 S

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.

| Total2,182100%1,520AFFLUENT SUBURBIA00%0America's Wealthiest00%0Dream Weavers00%0White Collar Suburbia00%0Upscale Suburbia00%0Enterprising Couples00%0Small Town Success00%0New Suburbia Fam.00%0UPSCALE AMERICA542.47%37Status Conscious Consumers00%0Affluent Urban Professionals00%0 |       |
|---|-------|
| America's Wealthiest00%0Dream Weavers00%0White Collar Suburbia00%0Upscale Suburbia00%0Enterprising Couples00%0Small Town Success00%0New Suburbia Fam.00%0UPSCALE AMERICA542.47%37Status Conscious Consumers00%0Affluent Urban Professionals00%0   | 100%  |
| Dream Weavers00%0White Collar Suburbia00%0Upscale Suburbia00%0Enterprising Couples00%0Small Town Success00%0New Suburbia Fam.00%0UPSCALE AMERICA542.47%37Status Conscious Consumers00%0Affluent Urban Professionals00%0   | 0%    |
| White Collar Suburbia00%0Upscale Suburbia00%0Enterprising Couples00%0Small Town Success00%0New Suburbia Fam.00%0UPSCALE AMERICA542.47%37Status Conscious Consumers00%0Affluent Urban Professionals00%0  | 0%    |
| Upscale Suburbia00%0Enterprising Couples00%0Small Town Success00%0New Suburbia Fam.00%0UPSCALE AMERICA542.47%37Status Conscious Consumers00%0Affluent Urban Professionals00%0   | 0%    |
| Enterprising Couples00%0Small Town Success00%0New Suburbia Fam.00%0UPSCALE AMERICA542.47%37Status Conscious Consumers00%0Affluent Urban Professionals00%0   | 0%    |
| Small Town Success00%0New Suburbia Fam.00%0UPSCALE AMERICA542.47%37Status Conscious Consumers00%0Affluent Urban Professionals00%0   | 0%    |
| New Suburbia Fam.00%0UPSCALE AMERICA542.47%37Status Conscious Consumers00%0Affluent Urban Professionals00%0   | 0%    |
| UPSCALE AMERICA542.47%37Status Conscious Consumers00%0Affluent Urban Professionals00%0  | 0%    |
| Status Conscious Consumers00%0Affluent Urban Professionals00%0  | 0%    |
| Affluent Urban Professionals 0 0% 0   | 2.43% |
|   | 0%    |
|   | 0%    |
| Urban Commuter Fam. 46 2.11% 31   | 2.04% |
| Solid Suburban Mix 0 0% 0   | 0%    |
| 2nd Generation Success 0 0% 0   | 0%    |
| Successful Urban Sprawl 8 0.37% 6   | 0.39% |
| SM TWN SUCCESS 33 1.51% 22  | 1.45% |
| 2nd City Homebodies 0 0% 0  | 0%    |
| Prime Middle America 24 1.1% 16   | 1.05% |
| Urban Optimists 0 0% 0  | 0%    |
| Family Convenience00%0  | 0%    |
| Mid-Market Enterprise 9 0.41% 6   | 0.39% |



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

| 2010 MOSAIC HHIds         | 0-0.5 HH & Percent |        | Unreached HH & Percent |        |
|---------------------------|--------------------|--------|------------------------|--------|
| Total                     | 2,182              | 100%   | 1,520                  | 100%   |
| BLUE COLLAR BACKBONE      | 369                | 16.91% | 249                    | 16.38% |
| Nuevo Hispanic Fam.       | 0                  | 0%     | 0                      | 0%     |
| Working Rural Suburbia    | 0                  | 0%     | 0                      | 0%     |
| Lower Income Essentials   | 0                  | 0%     | 0                      | 0%     |
| Small Town Endeavors      | 369                | 16.91% | 249                    | 16.38% |
| AMER. DIVERSITY           | 8                  | 0.37%  | 5                      | 0.33%  |
| Ethnic Urban Mix          | 0                  | 0%     | 0                      | 0%     |
| Urban Blues               | 8                  | 0.37%  | 5                      | 0.33%  |
| Professional Urbanites    | 0                  | 0%     | 0                      | 0%     |
| Urban Advancement         | 0                  | 0%     | 0                      | 0%     |
| Amer. Great Outdoors      | 0                  | 0%     | 0                      | 0%     |
| Mature America            | 0                  | 0%     | 0                      | 0%     |
| METRO FRINGE              | 1,180              | 54.08% | 832                    | 54.74% |
| Steadfast Conservative    | 500                | 22.91% | 343                    | 22.57% |
| Moderate Conventionalists | 182                | 8.34%  | 122                    | 8.03%  |
| Southern Blues            | 12                 | 0.55%  | 8                      | 0.53%  |
| Urban Grit                | 486                | 22.27% | 359                    | 23.62% |
| Grass-Roots Living        | 0                  | 0%     | 0                      | 0%     |

Ider Kin Eaten Seibert Crowley Thornton Sanford Fruitvale Ignacio Alamosa Holyoke Crestone G Hegate Fleming Monument Meeker Lafayette Penrose Pierce Hugo oveland Peetz Durango Rifle Sugar City Arboles Fairplay Lakeside Pecopyright 2012, Intercultural Institute for Contextual Ministry Berefer Park Startwille for Contextual Ministry Berefer Manzanola Gleneagle Federal Heights Hot Suff

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

| 2010 MOSAIC HHIds          | 0-0.5 HH & Percent |       | Unreached HH & Percent |       |
|----------------------------|--------------------|-------|------------------------|-------|
| Total                      | 2,182              | 100%  | 1,520                  | 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         | 115                | 5.27% | 77                     | 5.07% |
| Young Cosmopolitans        | 0                  | 0%    | 0                      | 0%    |
| Minority Metro Communities | 0                  | 0%    | 0                      | 0%    |
| Stable Careers             | 6                  | 0.27% | 4                      | 0.26% |
| Aspiring Hispania          | 109                | 5%    | 73                     | 4.8%  |
| RURAL VILLAGES & FARMS     | 0                  | 0%    | 0                      | 0%    |
| Industrious Country Living | 0                  | 0%    | 0                      | 0%    |
| America's Farmland         | 0                  | 0%    | 0                      | 0%    |
| Comfy Country Living       | 0                  | 0%    | 0                      | 0%    |
| Small Town Connections     | 0                  | 0%    | 0                      | 0%    |
| Hinterland Fam.            | 0                  | 0%    | 0                      | 0%    |

Puie Burlington Greenwood Village Loveland Woodland Park Ward Pierce Walden Rockvale Kim Frise East Pleasant View Leadville Marble Firestone Berkley Hudson College Intercultural Institute ent La Junta Arvada Fruita Wiley Bow Mar Yuma Fort Garland Gun for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

| 2010 MOSAIC HHIds        | 0-0.5 HH & Percent |        | Unreached HH & Percent |        |
|--------------------------|--------------------|--------|------------------------|--------|
| Total                    | 2,182              | 100%   | 1,520                  | 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            | 424                | 19.43% | 298                    | 19.61% |
| Unattached Multicultures | 0                  | 0%     | 0                      | 0%     |
| Academic Necessities     | 0                  | 0%     | 0                      | 0%     |
| Af. Amer. Neighborhoods  | 0                  | 0%     | 0                      | 0%     |
| Urban Diversity          | 252                | 11.55% | 182                    | 11.97% |
| New Generation Activists | 172                | 7.88%  | 116                    | 7.63%  |
| 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%     |

pa Hillrose Dolores Haswell Acres Green Mancos Aristocrat Ranchettes Gypsum Downicville-Lawson-Du town Steamboat Springs Frederick Stratton Bow Mar El Jebel Craig n Hotchkiss Womelsdorf (Coalton) Sheridan Lake Ignacio The Pinery Contextual Ministry Peccopyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry

## Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

Monte Vista

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- 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?

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#### **Potential Cultural Bridges**

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

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

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

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



Ramah Milliken Cascade-Chipita Park Broomfield Genesee Crowley Frederick Nucla Golden Olney S Evans Colorado City Hudson Lone Tree Wellington Downieville-Lawson in Biographic Vista Arboies S Silverton Lamar Winter Park Windsor Georgetown Greeley Poncha Sp Jox Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

| BRIDGES                       | 0-0.5 | 0.5-1.5 | 1.5-3 | BR            | RIDGES                        | RIDGES 0-0.5                      | RIDGES 0-0.5 0.5-1.5                  |
|-------------------------------|-------|---------|-------|---------------|-------------------------------|-----------------------------------|---------------------------------------|
|                               | MILES | MILES   | MILES |               |                               | MILES                             | MILES MILES                           |
| PC-HH Own                     | 73%   | 77%     | 78%   | ľ             | Internet Use: Banking         | Internet Use: Banking 23%         | Internet Use: Banking 23% 25%         |
| Use Comp. for Internet/E-mail | 54%   | 60%     | 63%   | ι             | Jse Comp. for News/Info./Data | Jse Comp. for News/Info./Data 23% | Use Comp. for News/Info./Data 23% 25% |
| Internet Use: E-Mail          | 51%   | 51%     | 53%   | (             | Service                       | Service                           | Service                               |
| Use Comp. for Word            | 39%   | 40%     | 41%   | Hŀ            | HOwns DVD Player              | H Owns DVD Player 22%             | HOwns DVD Player 22% 28%              |
| Processing                    |       |         |       | Inte          | ernet Use: Read Magazines/    | ernet Use: Read Magazines/ 19%    | ernet Use: Read Magazines/ 19% 13%    |
| Use Comp. for Comp. Games     | 36%   | 38%     | 40%   | Ne            | wspapers                      | wspapers                          | wspapers                              |
| Use Comp. for Shopping        | 30%   | 35%     | 36%   | ΗH            | I Owns Video/Webcam           | Owns Video/Webcam 14%             | Owns Video/Webcam 14% 11%             |
| Use Comp. for Banking         | 30%   | 32%     | 33%   | Inte          | ernet Use: Research/          | ernet Use: Research/ 14%          | ernet Use: Research/ 14% 14%          |
| Internet Use: News/ Weather   | 29%   | 29%     | 30%   | Educat        | tion                          | tion                              | tion                                  |
| Use Comp. for Education       | 28%   | 33%     | 34%   | Internet l    | Jse: Travel                   | Jse: Travel 13%                   | Jse: Travel 13% 10%                   |
| Use Comp. for Digital Camera  | 27%   | 31%     | 33%   | Reservati     | ons                           | ons                               | ons                                   |
| Photo Editing                 |       |         |       | PC-Netwo      | rk-HH Has One                 | rk-HH Has One 11%                 | rk-HH Has One 11% 17%                 |
|                               |       |         |       | Internet Use: | Sports                        | : Sports 11%                      | : Sports 11% 11%                      |
|                               |       |         |       |               |                               |                                   |                                       |

Pinosaur Springfield Rangely IIIff Gunbarrel Swink Peetz Pitkin Monument Salt Creek Westminster For Sories Leadville Breest Meridian Fort Collins St. Mary's Englewood Fort Morgan Firestone Maritau Springs Leadville Breest Frisco Westcliffe Telluride Gypsum Calhan Mountain Village Bayfor Contextual Ministry Convertion St. San Luis 36 ©Copyright 2012, Intercultural Institute for Contextual Ministry Broomfield Naturita Cokedale Lincoln Park San Luis 36

Internet Use: Movie Info./

**Reviews/ Showtimes** 

11%

9%

8%

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         | 62%   | 67%     | 69%   |
| Dining Out (Not Fast Food) | 52%   | 57%     | 60%   |
| Reading Books              | 52%   | 54%     | 55%   |
| Card Games                 | 40%   | 40%     | 41%   |
| Go To A Beach/Lake         | 34%   | 37%     | 39%   |
| Board Games                | 34%   | 33%     | 33%   |
| Cooking for Fun            | 33%   | 36%     | 37%   |
| Gardening                  | 32%   | 32%     | 34%   |
| Going To                   | 20%   | 21%     | 22%   |
| Bars/Nightclubs/Dancing    |       |         |       |
| Visit Zoo                  | 19%   | 19%     | 20%   |

| BRIDGES                  | 0-0.5 | 0.5-1.5 | 1.5-3 |
|--------------------------|-------|---------|-------|
|                          | MILES | MILES   | MILES |
| Any Ailment              | 65%   | 67%     | 67%   |
| Gen./Fam. Practitioner   | 36%   | 41%     | 42%   |
| None Of These            | 22%   | 21%     | 21%   |
| Backache                 | 21%   | 21%     | 21%   |
| Dentist                  | 20%   | 28%     | 30%   |
| Eye Dr.                  | 19%   | 21%     | 22%   |
| Hypertension/High Blood  | 17%   | 19%     | 19%   |
| Pressure                 |       |         |       |
| High Cholesterol         | 15%   | 18%     | 19%   |
| Any Arthritis            | 13%   | 15%     | 15%   |
| Overweight (30 Pounds Or | 13%   | 13%     | 13%   |
| More)                    |       |         |       |
|                          |       |         |       |

onia Olney Springs Ward Arvada Bayfield Leadville Wheat Ridge Eagle Red Cliff Evergreen Westmins Lumbine Campo Basalt Eagle-Vail Aguilar Columbine Valley Red Feather Intercultural Institute Elizabeth Stratmoor Fort Lupton Loveland Vilas Sheridan Nunn Gyp Got Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextua

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                  | 23.47% | 27.78%  | 29.66% |
| Live Theater             | 15.37% | 19.39%  | 21.69% |
| Comedy Club              | 12.72% | 10.36%  | 9.96%  |
| Live Theater Most Often  | 12.33% | 15.97%  | 18.09% |
| Rock/Pop Concerts Most   | 12.33% | 16.02%  | 17.32% |
| Often                    |        |         |        |
| Dance Performance        | 11.09% | 9%      | 9.11%  |
| Movies: Comedy           | 36.52% | 37.46%  | 39.19% |
| Movies: Action/Adventure | 34.31% | 37.55%  | 38.48% |
| Movies: Fam.             | 18.5%  | 18.97%  | 19.1%  |

| BRIDGES                 | 0-0.5  | 0.5-1.5 | 1.5-3  |
|-------------------------|--------|---------|--------|
|                         | MILES  | MILES   | MILES  |
| Movies: Drama           | 16.67% | 19.57%  | 20.42% |
| Movies: Romantic        | 15.69% | 18.31%  | 19.83% |
| Comedy                  |        |         |        |
| Movies: Horror          | 12.39% | 11.39%  | 10.65% |
| NFL Football Reg.       | 7.85%  | 7.44%   | 7.77%  |
| Season                  |        |         |        |
| MLB Baseball Reg.       | 7.14%  | 8.8%    | 9.37%  |
| Season                  |        |         |        |
| College Football Reg.   | 6.54%  | 6.09%   | 6.83%  |
| Season                  |        |         |        |
| NHL Hockey Reg.         | 5.93%  | 3.72%   | 3.61%  |
| Season                  |        |         |        |
| NBA Basketball Reg.     | 4.29%  | 3.88%   | 4.03%  |
| Season                  |        |         |        |
| College Basketball Reg. | 4.18%  | 3.24%   | 3.86%  |
| Season                  |        |         |        |

Rico Pueble West Seibert Vona Merino Dacono Marble Aristocrat Ranchettes Woodland Park Hart Sedalia Naturita Aguilar Haswell Nucla The Pinery Dillon Columbia Pitkin Collbran Carbondale s Hayden Walsenburg Ophir Alamosa Eagle-Vail Georgetown Brighto (or Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, 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 | 36.51% | 39.94%  | 41.74% | 1 | Aerobics           | Aerobics 9.83%           | Aerobics 9.83% 9.66%            |
| Swimming             | 30.06% | 32.47%  | 33.67% |   | Golf               | Golf 9.67%               | Golf 9.67% 12.51%               |
| Bowling              | 20%    | 20.93%  | 20.99% |   | Backpacking/Hiking | Backpacking/Hiking 9.28% | Backpacking/Hiking 9.28% 10.69% |
| Billiards/Pool       | 17.69% | 19.08%  | 19.32% |   | Target Shooting    | Target Shooting 8.92%    | Target Shooting8.92%8.64%       |
| Weight Training      | 15.22% | 16.43%  | 17.01% |   | Ice Skating        | Ice Skating 8.82%        | Ice Skating 8.82% 5.62%         |
| Camping Trips        | 14.36% | 16.58%  | 16.53% |   | Hunting            | Hunting 8.57%            | Hunting 8.57% 8.58%             |
| Basketball           | 13.99% | 13.75%  | 13.98% |   | Volleyball         | Volleyball 8.24%         | Volleyball 8.24% 8.36%          |
| Mountain/Road        | 13.67% | 12.78%  | 13.27% |   | Canoeing/Kayaking  | Canoeing/Kayaking 7.35%  | Canoeing/Kayaking 7.35% 7.7%    |
| Biking               |        |         |        |   | Archery            | Archery 6.74%            | Archery 6.74% 5.04%             |
| Baseball             | 13.64% | 12.03%  | 11.51% |   | Softball           | Softball 6.53%           | Softball 6.53% 7.47%            |
| Stationary Cycling   | 12.93% | 13.45%  | 13.68% |   | Soccer             | Soccer 6.45%             | Soccer 6.45% 7.32%              |
| Jogging/Running      | 12.77% | 14.21%  | 15.06% |   | Power Boating      | Power Boating 6.22%      | Power Boating 6.22% 7.39%       |
| Using Cardio         | 12.74% | 14.8%   | 15.58% |   | Roller Skating     | Roller Skating 6.1%      | Roller Skating 6.1% 5.64%       |
| Machine              |        |         |        |   | Yoga               | Yoga 5.99%               | Yoga 5.99% 7.71%                |
| Freshwater Fishing   | 12.49% | 15.86%  | 15.92% |   |                    |                          |                                 |
| Football             | 11.81% | 9.32%   | 8.97%  |   |                    |                          |                                 |

Thornton La Jara Graig Colorado Springs Aspen Grand Junction Westcliffe Sterling Gypsum Olive wood Avondale Marble Aurora Buena Vista Seibert Lyons Vilas Contextual Institute I Creek Garden City Meridian Del Norte Deer Trail Kittredge Kremmling for Contextual Ministry Basalt La Sal Copyright 2012, Intercultural Institute for Contextual Ministry Lamar Estes Park Center Grand Lake Creede Cripr39

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               |
| Tennis               | 5.9%  | 6.87%   | 7.32% |    | Snorkeling    | Snorkeling 4.4%     | Snorkeling 4.4% 4.64%     |
| Motorcycling         | 5.6%  | 5.99%   | 6.26% |    | Rock Climbing | Rock Climbing 4.38% | Rock Climbing 4.38% 4.04% |
| Saltwater Fishing    | 5.48% | 6.63%   | 7.12% | R  | Racquetball   | Racquetball 4.3%    | Racquetball 4.3% 4.22%    |
| Jet Skiing           | 5.27% | 4.68%   | 4.92% | Sr | nowboarding   | nowboarding 4.08%   | nowboarding 4.08% 4.12%   |
| Water Skiing         | 5.2%  | 4.63%   | 4.62% | He | ockey         | ockey 4.05%         | ockey 4.05% 4.05%         |
| Fly Fishing          | 5.05% | 4.47%   | 4.36% | S  | Sailing       | Sailing 3.84%       | Sailing 3.84% 3.08%       |
| Martial Arts         | 4.79% | 3.8%    | 3.67% | Sr | nowmobiling   | nowmobiling 3.78%   | nowmobiling 3.78% 3.57%   |
| Downhill & X-Country | 4.68% | 5.29%   | 5.36% | S  | Surfing &     | Surfing & 3.73%     | Surfing & 3.73% 3.44%     |
| Skiing               |       |         |       | ١  | Windsurfing   | Nindsurfing         | Nindsurfing               |
| Horseback Riding     | 4.56% | 5.06%   | 5.2%  |    | Skateboarding | Skateboarding 3.35% | Skateboarding 3.35% 3.32% |
| Auto Racing          | 4.54% | 3.49%   | 3.22% |    | Rowing        | Rowing 2.96%        | Rowing 2.96% 2.95%        |
|                      |       |         |       |    |               |                     |                           |



#### 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.

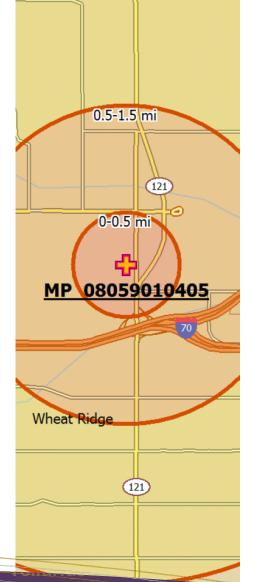
#### **BIBLICAL BARRIERS**

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.





#### 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.



Strasburg Dinosaur Cokedale Berthoud Ouray Del Norte Rockvale Longmont Genoa Ridgway Ry Hountain View Gypsum Fowler La Jara Nunn Moffat Firestone De Born Intercultural Institute na Olathe Grover Gleneagle Yampa Rangely Central City Durango Copyright 2012, Intercultural Institute for Contextual Ministry Air Force Academy Montezuma Empire Eads Fort Mor 42

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-0.5 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.

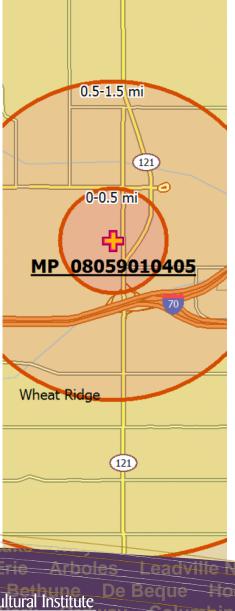
| BARRIERS                                      | 0-0.5<br>MILES | 0.5-1.5<br>MILES | 1.5-3<br>MILES | BARRIERS   | 0-0.5<br>MILES | 0.5-1.5<br>MILES | 1.5-3<br>MILE |
|---|----------------|------------------|----------------|--|----------------|------------------|---------------|
| Important Continue Learning<br>New Things     | 46%            | 48%              | 49%            | I Am A Workaholic<br>Marijuana Should Be                 | 18%<br>16%     | 16%<br>20%       | 16%<br>21%    |
| Speak My Mind Even If It<br>Upsets People     | 35%            | 36%              | 35%            | Legalized<br>Like To Pursue                              | 15%            | 20%              | 20%           |
| Like Control Over People And Resources        | 34%            | 33%              | 32%            | Challenge/Novelty/Change<br>Like to Stand Out In A Crowd | 15%            | 19%              | 19%           |
| Prefer To Have Few<br>Possessions As Possible | 32%            | 38%              | 40%            | On Whole People Get What<br>They Deserve                 | 14%            | 11%              | 10%           |
| Like To Do Unconventional Things              | 29%            | 28%              | 28%            | Rarely Sit Down to a Meal<br>Together At Home            | 14%            | 16%              | 16%           |
| Find It Difficult To Say No To<br>My Kids     | 27%            | 34%              | 36%            | Happy With My Standard Of<br>Living                      | 11%            | 14%              | 14%           |
| Woman's Place Is In The<br>Home               | 26%            | 34%              | 34%            | Only Work Current Job for The<br>Money                   | 10%            | 14%              | 14%           |
| Money Is Best Measure Of Success              | 24%            | 26%              | 26%            | We Should Strive for Equality<br>for All                 | 9%             | 13%              | 13%           |
| Too Much Sponsorship In<br>Arts/Sports        | 24%            | 23%              | 22%            | Indulge My Kids With The<br>Little Extras                | 9%             | 9%               | 9%            |
| Don't Judge People/Way They Live Life         | 24%            | 28%              | 28%            | Very Happy With My Life As It<br>Is                      | 7%             | 6%               | 6%            |
| Friends More Important Than My Fam.           | 23%            | 29%              | 29%            | Little I Can Do To Change My<br>Life                     | 7%             | 8%               | 8%            |
| If Won Lottery Would Never<br>Work Again      | 20%            | 27%              | 29%            |  |                |                  |               |

Battlement Mesa El Jebel Meeker Ordway Castle Rock Walden Sheridan Littleton Eagle-Vail Cimark and Springs Paonia Burlington Montezuma Towaoc Highlands Ranch o Olney Springs Evergreen Nunn Bonanza Bow Mar Milliken Erie Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Loveland Flagler Limon The Pinery Longmont Fort Carson Wiley Intercultural Institute Iaswell Vail Broomfield Fowler Windsor Kersey Coal Creek Hotchkiss for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

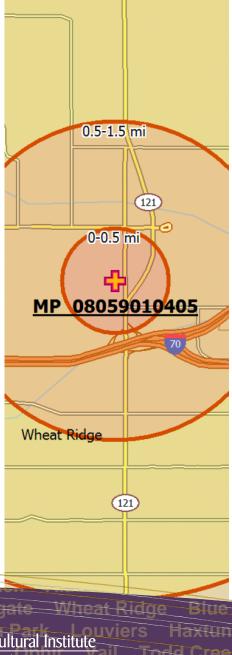
| THEMES  | 0-0.5<br>MILES | 0.5-1.5<br>MILES | 1.5-3<br>MILES | THEMES  | 0-0.5<br>MILES | 0.5-1.5<br>MILES | 1.5-3<br>MILES |
|---|----------------|------------------|----------------|---|----------------|------------------|----------------|
| You Should Seize<br>Opportunities In Life     | 52%            | 56%              | 56%            | Looking for New Ideas To<br>Improve Home            | 17%            | 16%              | 16%            |
| Important To Respect Customs<br>And Beliefs   | 50%            | 59%              | 61%            | Worried About Pollution Caused<br>By Cars           | 16%            | 18%              | 19%            |
| Important Feel Respected By<br>My Peers       | 32%            | 34%              | 34%            | Enjoy Spending Time With My<br>Fam.                 | 14%            | 12%              | 12%            |
| Prefer To Have Few<br>Possessions As Possible | 32%            | 38%              | 40%            | Is An Important Part Of Who I<br>Am                 | 14%            | 17%              | 17%            |
| Prefer Work Part Of Team                      | 31%            | 32%              | 32%            | Real Men Don't Cry                                  | 13%            | 16%              | 16%            |
| Than Alone                                    |                |                  |                | Provide My Kids With The Little                     | 11%            | 12%              | 11%            |
| Like To Understand About                      | 28%            | 36%              | 37%            | Extras  |                |                  |                |
| Nature  |                |                  |                | Try Not To Worry About The                          | 10%            | 13%              | 14%            |
| Good At Fixing Things                         | 28%            | 29%              | 28%            | Future  |                |                  |                |
| Important To Juggle Various<br>Tasks          | 27%            | 30%              | 29%            | Children Should Be Allowed To<br>Express Themselves | 9%             | 7%               | 6%             |
| Consider Myself Interested In The Arts        | 20%            | 20%              | 19%            | Like Spending Most Time With<br>Fam.                | 7%             | 6%               | 5%             |
| Have Keen Sense Of                            | 20%            | 26%              | 27%            | Decor Particular Interest To Me                     | 4%             | 4%               | 4%             |
| Adventure                                     |                |                  |                | Feel Very Alone In The World                        | 4%             | 5%               | 5%             |
| Like To Just Enjoy Life                       | 19%            | 25%              | 25%            | Would Like To Set Up Own                            | 4%             | 4%               | 4%             |
| People Have To Take Me As<br>They Find Me     | 19%            | 22%              | 24%            | Business  |                |                  |                |

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La Salle Woodmoor Sugar City Fowler Cedaredge Pagosa Springs Norwood Kittredge Castle Pines N

#### **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.



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### **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 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  |
| Fast Food/Drive-In     | 84.64% | 84.87%  | 84.67% |
| Restaurant-Visit Any   |        |         |        |
| Fam. Restaurants/Steak | 76%    | 80.83%  | 82.38% |
| Houses-Visit Any       |        |         |        |
| McDonald's             | 55.35% | 54.09%  | 54.14% |
| Burger King            | 43.99% | 40.06%  | 38.79% |
| Taco Bell              | 33.33% | 29.81%  | 29.85% |
| Wendy's                | 30.64% | 28.39%  | 28.95% |
| Subway                 | 30.2%  | 29.7%   | 29.93% |
| Kentucky Fried Chicken | 29.8%  | 26.17%  | 25.73% |
| (KFC)                  |        |         |        |
| Applebee's             | 29.78% | 29.48%  | 30.25% |
| Pizza Hut              | 24.68% | 21.59%  | 20.65% |
| Dairy Queen            | 19.96% | 17.85%  | 17.57% |
| Arby's                 | 19.67% | 20.87%  | 21.25% |

| PLACE                     | 0-0.5  | 0.5-1.5 | 1.5-3  |
|---------------------------|--------|---------|--------|
|                           | MILES  | MILES   | MILES  |
| Olive Garden              | 19.64% | 20.49%  | 21.71% |
| IHOP (International House | 18.96% | 14.71%  | 14.37% |
| Of Pancakes)              |        |         |        |
| Domino's Pizza            | 18.68% | 14.8%   | 14.17% |
| Denny's                   | 18.41% | 14.15%  | 13.96% |
| Red Lobster               | 17.27% | 16.38%  | 16.5%  |
| Starbucks                 | 14.28% | 12.42%  | 13.14% |
| Sonic                     | 13.97% | 12.18%  | 11.79% |
| Chili's Grill and Bar     | 12.74% | 12.64%  | 13.54% |
| Golden Corral             | 12.64% | 10.2%   | 9.25%  |
| Outback Steakhouse        | 12.56% | 14.56%  | 16.26% |
| Cracker Barrel            | 11.95% | 12.84%  | 13.36% |
| Jack-In-The-Box           | 11.58% | 10.18%  | 10.02% |

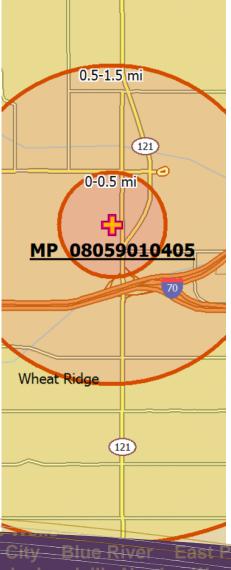
Montrose Evergreen Kersey Blue River Derby Telluride Colorado Springs Ignacio Kittredge Genesee Helby Grand Junction Ridgway Dolores Orchard Mesa Lake City Silver Confectual Institute a Crawford Kremmling Kim Morrison Florence Crested Butte Silver Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

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

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

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



 Ocky Ford
 Stark-ile
 Eurlington
 Alamosa East
 Laporte
 Colorado Springs
 Central City
 Blue River
 East Place

 Aguilar
 Dacono
 Byers
 Pueblo West
 Sedalia
 Manassa
 Loghill Village
 Intercultural Institute

 Frederick
 Carbondale
 Pritchett
 Eads
 Welby
 Kittredge
 Leadville
 Keys
 Intercultural Institute

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 Hill
 Vona
 Buena Vista
 Scourity-Widefield
 Stratmoor
 48

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| PROJECTS                            | 0-0.5  | 0.5-1.5 | 1.5-3  |
|-------------------------------------|--------|---------|--------|
|                                     | MILES  | MILES   | MILES  |
| Voted in fed/state/local election   | 40.01% | 46.88%  | 49.05% |
| Recycled products                   | 31.08% | 36.32%  | 38.27% |
| Worked as volunteer (non political) | 14.28% | 16.72%  | 18.1%  |
| Engaged in fund raising             | 9.39%  | 10.59%  | 11.21% |
| Religious club member               | 6.44%  | 6.87%   | 7.36%  |
| Wrote to editor of mag or newspaper | 5.77%  | 5.92%   | 6.14%  |

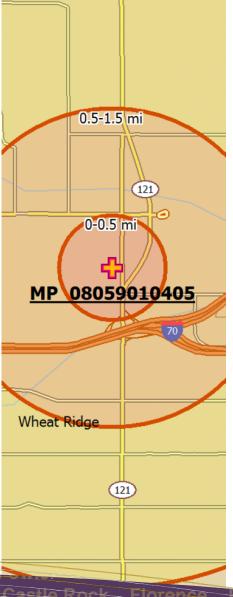
| PROJECTS                     | 0-0.5 | 0.5-1.5 | 1.5-3 |
|------------------------------|-------|---------|-------|
|                              | MILES | MILES   | MILES |
| Union member                 | 4.67% | 5.33%   | 5.57% |
| Fraternal order member       | 4.6%  | 4.89%   | 5.09% |
| Wrote to elected offcl about | 4.39% | 5.88%   | 6.47% |
| publ bus                     |       |         |       |
| Took active part in local    | 4.04% | 5.05%   | 5.43% |
| civic issue                  |       |         |       |
| Charitable Organization      | 4.03% | 5.14%   | 5.42% |
| Veterans club member         | 3.48% | 3.6%    | 3.44% |

Avon Aguilar Green Mountain Falls Pueblo Acres Green Fort Garland Sherrelwood Golden Fort Collins Fire Buttes Columbine Valley Colorado City Glendale Welby Monte Vista Intercultural Institute Iliff Crowley Manitou Springs Parker Starkville Winter Park Burlingt Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Manassa Avon Parker Castle Pines Burlington Englewood Cokedale Raman Castle Rock Florence P Section Cortez Haxtun Julesburg Glendale Cheraw Cedaredge Franktown Onthin Pelta Campo Deleres Dine Lyons Lone Tree Morrison Hudson Padroni Manitou Springs Wor Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Thorpton El Jobel Hooper Depyer Orchard City France Sol

## **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                          | 15.08% | 17.31%  | 18.33% |
| Children's Books               | 11.1%  | 12.06%  | 12.97% |
| Mystery                        | 10.83% | 12.12%  | 12.81% |
| Cookbooks                      | 9.68%  | 10.88%  | 11.33% |
| Religious (not Bibles)         | 7.44%  | 8.15%   | 8.29%  |
| Romance                        | 6.62%  | 6.51%   | 6.8%   |
| History                        | 6.48%  | 7.51%   | 7.6%   |
| Biography                      | 6.02%  | 7.14%   | 7.55%  |
| Personal/Business<br>Self-help | 5.76%  | 6.67%   | 7.26%  |

| MAGAZINES                | 0-0.5  | 0.5-1.5 | 1.5-3  |
|--------------------------|--------|---------|--------|
|                          | MILES  | MILES   | MILES  |
| Newspaper<br>Distributed | 65.82% | 69.55%  | 70.56% |
| Gen. Editorial           | 46.43% | 46.43%  | 46.52% |
| Womens                   | 40.54% | 40.66%  | 40.8%  |
| Service                  | 31.7%  | 34.24%  | 35.35% |
| Mens                     | 20.5%  | 19.87%  | 19.33% |
| Automotive               | 15.34% | 14.84%  | 14.22% |
| Sports                   | 15.31% | 15.79%  | 16.02% |
| Music                    | 15.22% | 11.4%   | 10.61% |
| Business/Finance         | 14.47% | 16.19%  | 17.7%  |

Sugar City Berthoud Westminster Crowley La Jara Hayden Starkville Aguilar Snowmass Village Manz Denver Hot Sulphur Springs Cortez Parachute Padroni Gold Hill Intercultural Institute Alamosa East Coal Creek De Beque Nucla Littleton Grand View Estate Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

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

| NEWSPAPERS         | 0-0.5  | 0.5-1.5 | 1.5-3  |
|--------------------|--------|---------|--------|
|                    | MILES  | MILES   | MILES  |
| Gen. News          | 50.83% | 55.62%  | 56.94% |
| Classified         | 36.15% | 33.86%  | 32.66% |
| Sport              | 29.41% | 32.39%  | 32.95% |
| Comics             | 27.48% | 28.56%  | 28.71% |
| Editorial Page     | 27.17% | 30.44%  | 31.22% |
| Movie Listings &   | 24.62% | 26.76%  | 27.32% |
| Reviews            |        |         |        |
| Business/Finance   | 24.17% | 28.88%  | 30.79% |
| Food/Cooking       | 22.74% | 25.4%   | 26.35% |
| TV/Radio Listings  | 21.07% | 24.16%  | 24.58% |
| Home/Gardening     | 17.99% | 20.96%  | 21.94% |
| Travel             | 15.48% | 19.2%   | 20.56% |
| Science/Technology | 14.71% | 17.41%  | 18.6%  |
| Fashion            | 12.22% | 13.47%  | 14.11% |

| RADIO                 | 0-0.5  | 0.5-1.5 | 1.5-3  |
|-----------------------|--------|---------|--------|
|                       | MILES  | MILES   | MILES  |
| CHR Contemp Hit Radio | 22.76% | 20.55%  | 19.74% |
| Country               | 20.95% | 20.27%  | 19.62% |
| Adult Contemporary    | 16.86% | 18.77%  | 19.4%  |
| Urban Contemporary    | 16.14% | 11.82%  | 10.9%  |
| Rock                  | 13.94% | 14.16%  | 14.21% |
| Oldies                | 11.6%  | 11.95%  | 12.37% |
| Classic Rock          | 10.57% | 10.76%  | 11.11% |
| News/Talk             | 9.82%  | 12.44%  | 13.94% |
| Variety               | 9.44%  | 9.23%   | 9.5%   |
| Alternative           | 9.35%  | 10.88%  | 11.52% |
| Religious             | 5.5%   | 5.91%   | 6.37%  |
| Hispanic              | 5.18%  | 4.53%   | 4.52%  |
| Soft Contemporary     | 5.13%  | 6.31%   | 6.93%  |
| Classic Hits          | 4.33%  | 4.91%   | 4.9%   |
| Jazz                  | 3.2%   | 3.84%   | 4.32%  |
| All News              | 2.94%  | 5.02%   | 5.7%   |
| Classical             | 2.6%   | 3.7%    | 4.11%  |
| All Talk              | 2.54%  | 3.9%    | 4.43%  |
|                       |        |         |        |

Cold Hill Lakewood Montezuma Hotchkiss Telluride Sheridan Lake Garden City Sinta Fruitvale Fair Way Grover Center Sugar City Yuma Red Cliff Cottonwood Frederick Intercultural Institute Marble Rye Greenwood Village Broomfield Strasburg Crestone Level for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry tis Pueblo West Cherry Hills Village Acres Green Fra 52 Acres Greenwood Dillon Carbondale Onbir Empire Brighton Saguache Silverton Campo Timpath

### **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

| MSNBC27.94%32.79%33.8%Nickelodeon25.48%28.43%28.78%Nick At Nite25.05%24.9%25.09%   | Subscribe Digital Cable<br>Adult Pay Per View TV<br>TCM (Turner Classic<br>Movies) | Adult Pay Per View TV23.52%TCM (Turner Classic23.28% | Subscribe Digital Cable23.88%26.08%Adult Pay Per View TV23.52%30.96%TCM (Turner Classic23.28%25.16% |
|--|--|--|---|
| Satellite Dish53.48%51.97%53.58%Soapnet47.71%50.56%51.63%Sci-Fi Channel34.71%36.48%36.77%Other Video-On-Demand29.77%38.03%39.49%MSNBC27.94%32.79%33.8%Nickelodeon25.48%28.43%28.78%Nick At Nite25.05%24.9%25.09% | Adult Pay Per View TV<br>TCM (Turner Classic                                       | Adult Pay Per View TV23.52%TCM (Turner Classic23.28% | Adult Pay Per View TV23.52%30.96%TCM (Turner Classic23.28%25.16%                                    |
| Soapnet47.71%50.56%51.63%Sci-Fi Channel34.71%36.48%36.77%Other Video-On-Demand29.77%38.03%39.49%MSNBC27.94%32.79%33.8%Nickelodeon25.48%28.43%28.78%Nick At Nite25.05%24.9%25.09%                                 | TCM (Turner Classic  | TCM (Turner Classic 23.28%                           | TCM (Turner Classic 23.28% 25.16%   |
| Sci-Fi Channel34.71%36.48%36.77%Other Video-On-Demand29.77%38.03%39.49%MSNBC27.94%32.79%33.8%Nickelodeon25.48%28.43%28.78%Nick At Nite25.05%24.9%25.09%  | Υ.   | Υ.   | Υ.  |
| Other Video-On-Demand29.77%38.03%39.49%MSNBC27.94%32.79%33.8%Nickelodeon25.48%28.43%28.78%Nick At Nite25.05%24.9%25.09%  | Movies)  | Movies)  |   |
| MSNBC27.94%32.79%33.8%Nickelodeon25.48%28.43%28.78%Nick At Nite25.05%24.9%25.09%   |  |  | Movies)   |
| Nickelodeon25.48%28.43%28.78%Nick At Nite25.05%24.9%25.09%   | Comedy Central   | Comedy Central 23.05%                                | Comedy Central 23.05% 32.5%   |
| Nick At Nite 25.05% 24.9% 25.09%   | ABC Fam.   | ABC Fam. 22.69%                                      | ABC Fam. 22.69% 25.93%  |
|  | Video-On-Demand Movies   | Video-On-Demand Movies 21.14%                        | Video-On-Demand Movies 21.14% 20.04%  |
| BET (Black Entertainment 24.93% 25.88% 26.87%  | TV Info From Monthly   | TV Info From Monthly 20.52%                          | TV Info From Monthly 20.52% 23.18%  |
| N N N N N N N N N N N N N N N N N N N  | Cable Guide  | Cable Guide  | Cable Guide   |
| TV)  | USA Network  | USA Network 20.34%                                   | USA Network 20.34% 23.37%   |
| TV Info From Sunday TV 24.77% 28.07% 29.48%  | ESPN2  | ESPN2 19.26%   | ESPN2 19.26% 23.39%   |
| Magazine   | Lifetime   | Lifetime 18.01%                                      | Lifetime 18.01% 20.78%  |
| TV Info From Newspapers 24.43% 25.14% 26.03%   | TV Info From Other   | TV Info From Other 17.32%                            | TV Info From Other 17.32% 19.54%  |
| Adult Swim 24.22% 27.49% 28.74%  | Hallmark Channel   | Hallmark Channel 16.83%                              | Hallmark Channel16.83%23.37%  |

mash Holly Kittredge Sheridan Lake Crook Del Norte Dacono Oak Creek Crowley Colorado City Frise at / on City Cimarron Hills Fraser Cheyenne Wells Peetz Lamar South From Intercultural Institute an Luis Commerce City Arvada Wellington Dinosaur Parker Stratton ©Copyright 2012, Intercultural Institute for Contextual Ministry Kit Carson Bennett Greeley Centennial Timnath Lyo53 Contextual Ministry Kit Carson Bennett Greeley Centennial Timnath Lyo53

#### **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.



Vail Lyons Vena Leveland Johnstown Norwood Crowley La Jara Cottonwood Penrose The Pinery Eleck Forest Genoa Greenwood Village Ramah Thornton Timnath Rayno Intercultural Institute Cheraw Ault Security-Widefield Wray Federal Heights San Luis Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

| MEDIUM             | 0-0.5  | 0.5-1.5 | 1.5-3  | MEDIUM         |
|--------------------|--------|---------|--------|----------------|
|                    | MILES  | MILES   | MILES  |                |
| Book Readers       |        |         |        | Quintiles (20% |
| Heavy Users (7+)   | 17.69% | 19.51%  | 20.61% | Magazines I (H |
| Medium Users (4-6) | 10.39% | 11.23%  | 11.71% | Magazines II   |
| Light Users (1-3)  | 20.74% | 21.29%  | 21.36% | Magazines III  |
| Quintiles (20%)    |        |         |        | Magazines IV   |
| Newspaper I        | 2.31%  | 2.68%   | 2.21%  | Magazines V (  |
| (Heavy)            |        |         |        | Outdoor I (Hea |
| Newspaper II       | 1.07%  | 1.66%   | 1.54%  | Outdoor II     |
| Newspaper III      | 3.25%  | 1.91%   | 1.82%  | Outdoor III    |
| Newspaper IV       | 2.04%  | 0.85%   | 0.54%  | Outdoor IV     |
| Newspaper V        | 2.27%  | 1.57%   | 1.38%  | Outdoor V (Lig |
| (Light)            |        |         |        | Yellow Pages I |
|                    |        |         |        | (Heavy)        |

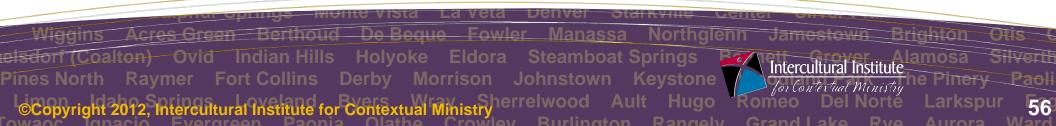
| MEDIUM              | 0-0.5  | 0.5-1.5 | 1.5-3  |
|---------------------|--------|---------|--------|
|                     | MILES  | MILES   | MILES  |
| Quintiles (20%)     |        |         |        |
| Magazines I (Heavy) | 25.08% | 19.98%  | 18.61% |
| Magazines II        | 9.81%  | 9.24%   | 8.56%  |
| Magazines III       | 17.15% | 11.12%  | 9.95%  |
| Magazines IV        | 12.5%  | 11.95%  | 11.04% |
| Magazines V (Light) | 0.4%   | 0.35%   | 0.51%  |
| Outdoor I (Heavy)   | 6.02%  | 7.95%   | 7.83%  |
| Outdoor II          | 3.62%  | 3.59%   | 3.2%   |
| Outdoor III         | 3%     | 3.6%    | 3.49%  |
| Outdoor IV          | 13.02% | 16.31%  | 16.46% |
| Outdoor V (Light)   | 22.52% | 25.07%  | 25.23% |
| Yellow Pages I      | 13.2%  | 15.74%  | 15.7%  |
| (Heavy)             |        |         |        |
| Yellow Pages II     | 5.54%  | 6.88%   | 6.7%   |
| Yellow Pages III    | 4.36%  | 6.15%   | 6.09%  |
| Yellow Pages IV     | 20.92% | 22.53%  | 22.25% |
| Yellow Pages V      | 3.16%  | 4%      | 3.77%  |
| (Light)             |        |         |        |

eter Avondale Manassa Fruita Cokedale Red Cliff Lochbuie Sheridan Lake Keenesburg Sedalia Cheye Fairplay Meeker Paonia Pueblo West Sheridan Pierce Grover Croop Intercultural Institute Fora Superior Brookside Salida Padroni Yampa Rocky Ford Ignacio Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

| MEDIUM                       | 0-0.5  | 0.5-1.5 | 1.5-3  | MEDIUM                        |        | 0-0.5 |
|------------------------------|--------|---------|--------|-------------------------------|--------|-------|
|                              | MILES  | MILES   | MILES  |                               | MILE   | S     |
| Radio Drive Time Quntiles    |        |         |        | TV Prime Time Quntiles (fifth | IS     |       |
| (fifths / 20%)               |        |         |        | / 20%)                        |        |       |
| Drive Time I & II (Heavy)    | 7.75%  | 4.42%   | 3.56%  | Prime Time I & II (Heavy)     | 2.45%  |       |
| Drive Time III (Medium)      | 0.57%  | 0.63%   | 0.48%  | Prime Time III (Medium)       | 6.55%  |       |
| Radio IV & V (Light)         | 4.24%  | 3.78%   | 3.26%  | Prime Time IV & V (Light)     | 10.82% |       |
| Radio Media Quntiles (fifthe | s /    |         |        | TV Early/Late Fringe Quntile  | s      |       |
| 20%)                         |        |         |        | (fifths / 20%)                |        |       |
| Radio I & II (Heavy)         | 9.31%  | 8.18%   | 7.71%  | Fringe I & II (Heavy)         | 30.67% |       |
| Radio III (Medium)           | 5.24%  | 5.17%   | 4.85%  | Fringe III (Medium)           | 49.22% |       |
| Radio IV & V (Light)         | 5.97%  | 4.19%   | 3.7%   | Fringe IV (Light)             | 51.53% |       |
| Cable TV Quntiles (fifths /  |        |         |        | TV All Day Quntiles (fifths / |        |       |
| 20%)                         |        |         |        | 20%)                          |        |       |
| Cable I & II (Heavy)         | 15.7%  | 14.23%  | 14.65% | All Day I & II (Heavy)        | 11.96% |       |
| Cable III (Medium)           | 2.65%  | 3.71%   | 3.84%  | All Day III (Medium)          | 19.8%  |       |
| Cable IV & V (Light)         | 25.59% | 31.58%  | 31.89% | All Day IV (Light)            | 10.68% |       |



# Potential Audio & Prime Time TV Media Usage:

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

| USAGE              | 0-0.5  | 0.5-1.5 | 1.5-3  |   | USAGE                | USAGE 0-0.5                | USAGE 0-0.5 0.5-1.5             |
|--------------------|--------|---------|--------|---|----------------------|----------------------------|---------------------------------|
|                    | MILES  | MILES   | MILES  |   |                      | MILES                      | MILES MILES                     |
| Day-time Radio     |        |         |        |   | Prime Time TV        | Prime Time TV              | Prime Time TV                   |
| Listeners          |        |         |        | v | Viewers              | Viewers                    | Viewers                         |
| Dayparts [summary] | 7.78%  | 11.75%  | 12.67% | 8 | 8:00-11:00pm         | 8:00-11:00pm 5.43%         | 8:00-11:00pm 5.43% 7.38%        |
| 6:00am - 10:00am   | 13.29% | 16.37%  | 17.29% | ę | Saturday:            | Saturday: 7.2%             | Saturday: 7.2% 8.21%            |
| 10:00am - 3:00pm   | 5.81%  | 6.07%   | 6.46%  | ł | 8:00-11:00pm         | 8:00-11:00pm               | 8:00-11:00pm                    |
| 3:00pm - 7:00pm    | 13.21% | 13.92%  | 13.86% | : | Sunday: 7:00-11:00pm | Sunday: 7:00-11:00pm 7.54% | Sunday: 7:00-11:00pm 7.54% 8.7% |
| 7:00pm - Midnight  | 8.28%  | 13.4%   | 14.94% | ę | 9:00am-1:00pm        | 9:00am-1:00pm 25.05%       | 9:00am-1:00pm 25.05% 24.9%      |
| Midnight - 6:00am  | 5.46%  | 6.13%   | 6.36%  | 9 | 9:00am-4:00pm        | 9:00am-4:00pm 29.09%       | 9:00am-4:00pm 29.09% 28.88%     |
| Weekend Radio      |        |         |        | 4 | 4:00pm-7:00pm        | 4:00pm-7:00pm 24.19%       | 4:00pm-7:00pm 24.19% 28.57%     |
| Listeners          |        |         |        |   | 11:00pm-1:00am       | 11:00pm-1:00am 34.86%      | 11:00pm-1:00am 34.86% 40.52%    |
| Dayparts [summary] | 13.53% | 15.52%  | 15.71% |   | AVG Prime time       | AVG Prime time 2.05%       | AVG Prime time 2.05% 2.79%      |
| 6:00am - 10:00am   | 2.26%  | 3.82%   | 4.44%  | I | Mon-Sun              | Mon-Sun                    | Mon-Sun                         |
| 10:00am-3:00pm     | 3.9%   | 5.88%   | 6.29%  |   |                      |                            |                                 |
| 3:00pm - 7:00pm    | 6.13%  | 6.69%   | 6.96%  |   |                      |                            |                                 |
| 7:00pm - Midnight  | 6.67%  | 8.64%   | 9.23%  |   |                      |                            |                                 |
| Midnight - 6:00am  | 9.22%  | 10.64%  | 11.4%  |   |                      |                            |                                 |

Sedgwick Security-Widefield East Pleasant View Eagle Windsor Parachute Sanford Ault Holyoke Lead and Manzanola Cortez Hot Sulphur Springs Saguache Berkley Crook Intercultural Institute Parker Blue River Stonegate Lochbuie Pueblo Rye Norwood Fort for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministr

## 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      | 15.63% | 17.99%  | 18.88% |  | Sat: 7-10am   | Sat: 7-10am 14.35%  | Sat: 7-10am 14.35% 18.08%  |
| 7-9am      | 19.26% | 23.39%  | 24.95% |  | Sat: 10am-1pm | Sat: 10am-1pm 4.79% | Sat: 10am-1pm 4.79% 6.58%  |
| 9am-12noon | 21.22% | 20.48%  | 20.64% |  | Sat: 1-4pm    | Sat: 1-4pm 22.72%   | Sat: 1-4pm 22.72% 24.78%   |
| 12noon-4pm | 7.87%  | 8.4%    | 8.42%  |  | Sat: 4-6pm    | Sat: 4-6pm 4.87%    | Sat: 4-6pm 4.87% 5.78%     |
| 4-6pm      | 33.39% | 46.19%  | 49.62% |  | Sat: 6-7pm    | Sat: 6-7pm 1.29%    | Sat: 6-7pm 1.29% 2.18%     |
| 6-7pm      | 18.82% | 19.35%  | 19.22% |  | Sat: 7-8pm    | Sat: 7-8pm 1.24%    | Sat: 7-8pm 1.24% 1.33%     |
| 7-7:30pm   | 1.61%  | 2.68%   | 2.64%  |  | Sat: 8-11pm   | Sat: 8-11pm 7.2%    | Sat: 8-11pm 7.2% 8.21%     |
| 7:30-8pm   | 10.08% | 10.37%  | 10.34% |  | Sat: 11pm-1am | Sat: 11pm-1am 3.62% | Sat: 11pm-1am 3.62% 4.8%   |
| 8-11pm     | 5.43%  | 7.38%   | 8.47%  |  | Sat: 1am-7pm  | Sat: 1am-7pm 20.34% | Sat: 1am-7pm 20.34% 23.37% |
| 11pm-12am  | 27.94% | 32.79%  | 33.8%  |  | Sun: 7-10am   | Sun: 7-10am 2.79%   | Sun: 7-10am 2.79% 2.96%    |
| 11pm-1am   | 34.86% | 40.52%  | 41.56% |  | Sun: 10am-1pm | Sun: 10am-1pm 5.82% | Sun: 10am-1pm 5.82% 6.99%  |
| 1-6am      | 28.7%  | 32.7%   | 33.58% |  | Sun: 1-4pm    | Sun: 1-4pm 4.3%     | Sun: 1-4pm 4.3% 5.38%      |
|            |        |         |        |  | Sun: 4-7pm    | Sun: 4-7pm 12.2%    | Sun: 4-7pm 12.2% 12.76%    |
|            |        |         |        |  | Sun: 7-11pm   | Sun: 7-11pm 7.54%   | Sun: 7-11pm 7.54% 8.7%     |
|            |        |         |        |  | Sun: 11pm-1am | Sun: 11pm-1am 3.87% | Sun: 11pm-1am 3.87% 5%     |
|            |        |         |        |  | Sun: 1-7am    | Sun: 1-7am 18.27%   | Sun: 1-7am 18.27% 20.23%   |

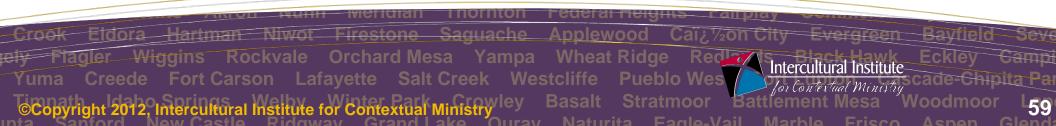
Lafayette Boulder Hiff Sheridan Crowley Fowler Deer Trail Lakewood Todd Greek Lincoln Park Ordway Crook Redlands Ault Yampa West Pleasant View Branson Intercultural Institute Of Otis Simla Georgetown Beulah Valley Gunnison Fraser Montrose for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

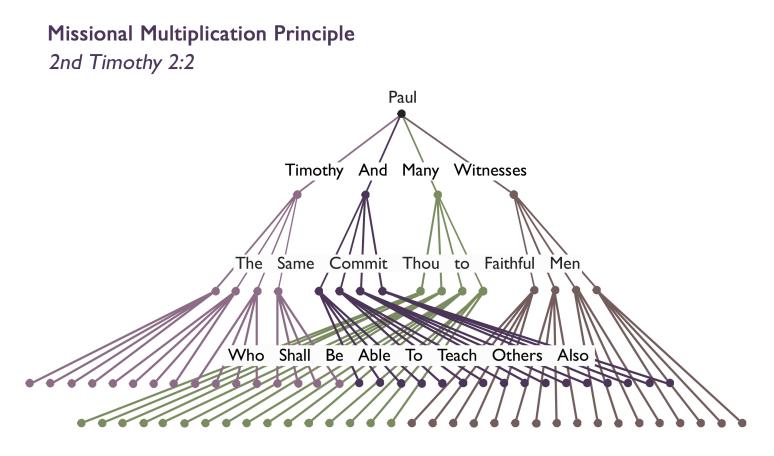
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

View Estates Manitou Springs Genesee Gleneagle Wiley Eaton Holyoke Battlement Mesa Dillon Derby Nucla Arvada Cheyenne Wells Louviers Atwood Fruitvale Delta liamsburg De Beque Kittredge Avondale Steamboat Springs Sanford ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



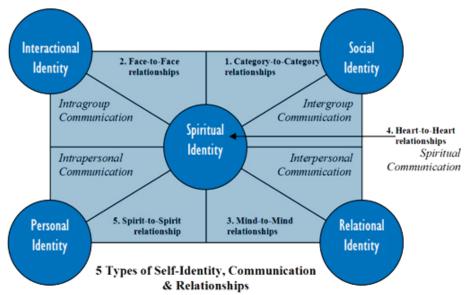
Thornton Twin Lakes Broomfield Silver Plume Georgetown Loghill Village Greenwood Village Berkley G Grover New Castle Monte Vista Carbondale Rifle Yuma Hooper Intercultural Institute Tayden Penrose Rye Fruitvale Jamestown Evergreen Fruita Pagosa S (Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, 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:

Dove Creek

- 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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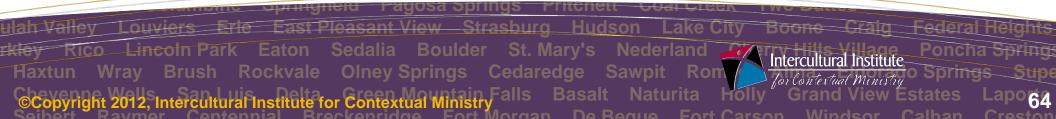
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## Notes and Sources

- 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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|         | www.missionalcontext.org    |
|         | www.missionalcorps.org      |
|         | www.missionalcyclopedia.org |
|         | www.missionalzipcode.org    |
|         | www.missionalpartners.org   |
|         |                             |

