MissionSite top unreached locations

Black Forest Fruitvale MORRISON, CO aid Pueblo West ez Glendale La Salle CENSUS TRACT: 08059012032 wood y Heights Del Norte Walsenburg DenvREGION: Front Range Battlement Mesa Haswell Ignlands Ranch Genesee Arboles HooperASSOCIATION: Mile High oghill Village Saguache Silve Multiply Heights Del Norte Walsenburg Moncongregational igniands Ranch Genesee Arboles H ttlement Mesa Haswell Derby Welby Leadville Flagler Colorado City LaporteCOUNTY: Jeffersontch Apple In partnership with the: Pitkin Hartman Aristocrat Ranchettes SITESCAPE: Townscape Intercultural Institute yoke Paoli Lochbuie for Contextual Ministry prings Grand Junction COLORADO Ba presterride ntain Vie Franktown ^e Buena Vista **Cimatron Hills** Center Dinosaur ©Copyright 2014) Intercultural Institute for Contextual Ministryr Springs Wiley Kremmling Wheat Ridge Ken Caryl San

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Site Location Summary

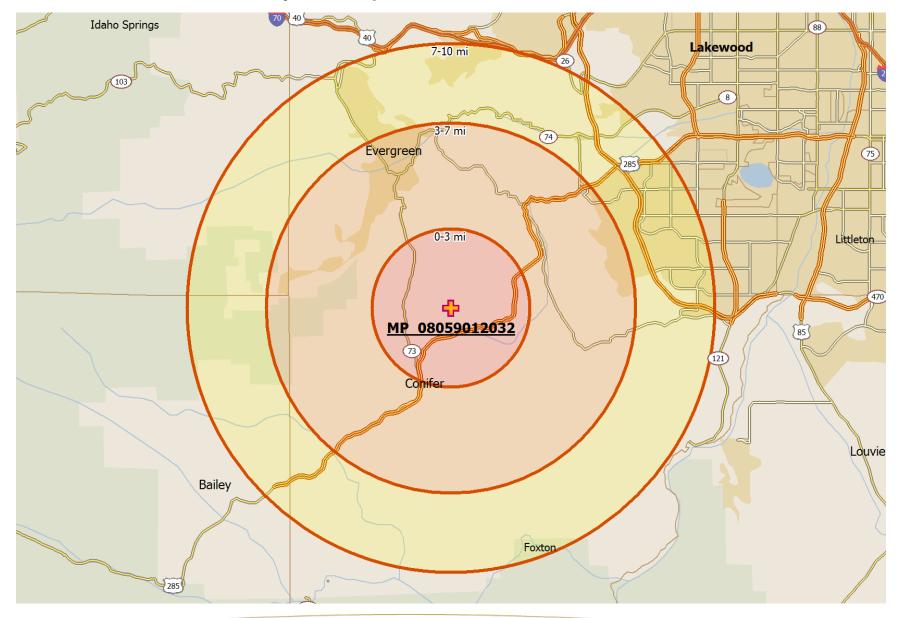
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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 | 80465 | Jefferson |
| 5 | Sitescape Category | 2 | Townscape |
| 6 | Sitescape Group | 2.1 | Small Towns |
| 7 | Sitescape Subgroup | 2.14 | Small towns adjacent to a medium town |
| 8 | Sitescape Density Pattern | А | 10000-50000-100000 |



Gunbarrel Crested Butte Fort Collins Cokedale Mead Holly Fountain Marble Fairplay Downleville-Laws Greenwood Village Calhan El Jebel Lincoln Park Bethune Atwood Cripples Silverthorne Crawford Indian Hills Bow Mar Rangely Twin Lakes Haswell Kremmling Louviers of Confectual Ministry Confectual Ministry Williamsburg 3 Coopyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Schorf (Coalton) Highlands Ranch Vall Crowley Granby Georgetown South Fork Federal Heights Blue River Delta Holly Salida Black Hawk Aguilar Eagle Ridgway Genoa Collbron Cardon City Marble Silver Alamosa Fort Garland Lake City Akron Oak Creek Bow Mar Lincoln Contextual Institute Contextual Ministry Flagler Red Cliff Fort Morgan Iliff Westcreek La Junt Antonito Padroni Salt Creek Milliken Ministry Couisville Rye Eirestone Eldora Yuma Breckenridge

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 / | CO | EXPLANATION |
|---|---------------------------------------|----|--|
| | URBAN | DE | |
| 1 | Metro or Non-Metro | 1 | Metro |
| 2 | Urban Influence | 1 | Large-in a metro area with at least 1 million residents or more |
| 3 | Rural / Urban Continuum | 1 | County in metro area with 1 million population or more |
| 4 | NCHS Rural Urban Codes | 2 | Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central |
| 5 | NCES Urban Centric Locale Codes | 42 | Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster. |
| 6 | IICM RUCA Values Index | 91 | Metropolitan high commuting: No additional code |
| 7 | ERS RUCA Commuting Value | 2 | Metropolitan area high commuting: primary flow 30% or more to a urbanized area |
| 8 | Percent Commuting to Metro | 0 | Percent commuting from non metro to metro areas |
| | | | |

Ash Silver Cliff Leadville Salt Creek Burlington Collbran Lakewood Rockvale Keystone Atwood Hug Kersey Louisville Pitkin Padroni Pritchett Crawford Timnath Bonard Intercultural Institute Ind Campo Central City Fruita Lakeside Paoli Snowmass Village Mint Intercultural Institute Burlington Vest Arrib Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

| BAND COMPOSITION | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|--------------------------------|-----------|-----------|------------|
| 2010 Population | 6,094 | 30,022 | 104,914 |
| 2010 Households | 2,374 | 11,659 | 38,519 |
| 2010 Group Quarters Population | 25 | 105 | 1,234 |

| BAND COMPOSITION | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index | 18 | 28 | 40 |
| Language Diversity National Index | 36 | 23 | 33 |
| Foreign Born Diversity National Index | 53 | 73 | 92 |
| Ancestry Diversity National Index | 98 | 96 | 91 |
| Racial Diversity National Index | 15 | 14 | 27 |

nada Paoli The Pinery Hugo Las Animas Eckley Delta Grand Lake Poncha Springs Kim Evergreen H a Brush Raymer Padroni Starkville Deer Trail Crook Evans Eads Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

ort Garland Columbine Padroni Granby Blanca Yuma Las Animas Rye Sanford Lyons Aurora Securation Manzanova Lamar Platteville Loghill Village Silt Northglenn Ward Mountain Village Bonanza Des ache Telluride Alamosa Starkville Vilas Golden Sheridan Lake Wray for Contextual Ministry Cocopyright 2014, Intercultural Institute for Contextual Ministry Bethyline Platteville Loghill Village Silt Northglenn Ward Ministry 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 0-3 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 | 0-3 MI BAND | HHLDS | PERCENT |
|----------------------|--|-------|---------|
| Upscale Communities | Affluent, White-collar Families | 2,357 | 99.28% |
| Mainstay Communities | Established, Diverse Households | 17 | 0.72% |
| Working Communities | Blue-collar, Working Families | 0 | 0% |
| Country Communities | Rural, Agri. & Mining Families | 0 | 0% |
| Aspiring Communities | Young Singles / Aspiring-Multihousing | 0 | 0% |
| Urban Communities | High Density, Inner-city Neighborhoods | 0 | 0% |

Monument Vilas Alma Vona Bennett Dacono Genesee Orchard Mesa Brookside Simla Empire Eck Cedaredge Meeker Boone Leadville Collbran Highlands Ranch Bayfie Ministry Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

umbine Branson Granby Saguache Blue River Walsenburg Perry Park Fruita Haswell Florence La Juli alk Boone Ridgway Blanca Federal Heights Rocky Ford Sedalia Atword Intercultural Institute Swink Towaoc San Luis Las Animas Westcreek Laporte Mountain Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

Walden Platteville Black Forest Fleming Yampa Aurora Eagle Salt Creek Marble Cheraw Durango Holyoke Ault Welby Alma Boulder Saguache Granada Ouray Contextual Institute Greeley Paonia Dillon Severance Calhan Tabernash Applewood Show for Contextual Ministry Secopyright 2014, Intercultural Institute for Contextual Ministry Contextual Institute for Contextual Ministry Contextual Ministry Contextual Ministry

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 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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 | 0-3 MILE BAND | % INDEX |
|-------------------------------------|---------|---------------|---------|
| Unreached Households | 154,237 | 1,721 | 1.12% |
| Unreached % | 70.37% | 72.47% | 103 |
| Religious But NOT Evangelical HH | 34,846 | 383 | 1.1% |
| Religious But NOT Evangelical % | 15.9% | 16.14% | 101.52 |
| Spiritual But NOT Relig or Evang HH | 25,782 | 298 | 1.15% |
| Spiritual But NOT Relig or Evang % | 11.76% | 12.54% | 106.58 |
| Not Evangelical, Not Interested HH | 93,636 | 1,040 | 1.11% |
| Not Evangelical, Not Interested % | 42.72% | 43.8% | 102.54 |



Woodmoor <u>St. Mary's Campo Edwards Caï, //on City Basalt Milliken Sterling Westminster</u> Fort Gark Telluride Bonanza Ignacio Hudson Cheraw Englewood Iliff Several Intercultural Institute Fort Collins Seibert Mount Crested Butte Loghill Village Ouray Del Intercultural Institute Branson Feder Joi Confectual Ministry Copyright 2014, 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 | 164 | 1.01% |
| Active Evangelical Percent | 7.43% | 6.90% | 92.88 |
| Inactive Evangelical Households | 48,667 | 490 | 1.01% |
| Inactive Evangelical Percent | 22.20% | 20.62% | 92.88 |
| # New Churches Needed | 110 | 1 | 1.08% |





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

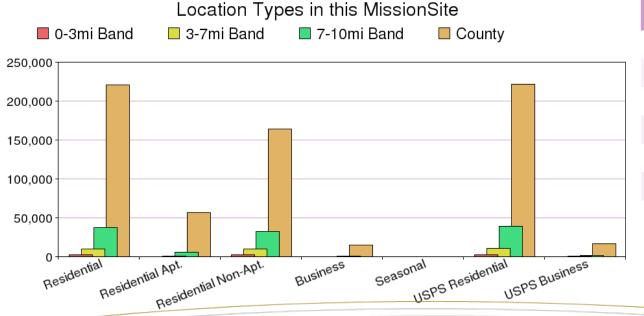
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Bayfield Hooper Pritchett Ramah Hot Sulphur Springs De Beque Crestone Mead Julesburg Millike Hilrose Wray Delta Yampa Northglenn Vona La Jara Aspen Basak Anterninster Colorado Springs Empire Fairplay Holly Fort Carson Platteville Red Feather Lakes Craige for Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

| DEMOSCAPE | COUNTY | BAND | % OF CO |
|-----------------|---------|-------|---------|
| 1990 Population | 437,133 | 5,356 | 1.23% |
| 2000 Population | 525,330 | 6,152 | 1.17% |
| 2010 Population | 541,182 | 6,094 | 1.13% |

| DEMOSCAPE | COUNTY | BAND | % OF CO |
|-----------------|---------|-------|---------|
| 1990 Households | 166,089 | 1,884 | 1.13% |
| 2000 Households | 205,424 | 2,300 | 1.12% |
| 2010 Households | 219,195 | 2,374 | 1.08% |

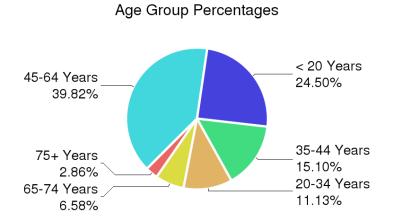


| Location Type | 0-3mi Band |
|----------------------|------------|
| Residential | 2,376 |
| Residential Apt. | 11 |
| Residential Non-Apt. | 2,365 |
| Business | 111 |
| Seasonal | 0 |
| USPS Residential | 2,237 |
| USPS Business | 130 |

Pines North Parker Paoli Red Cliff Vail Welby Eagle Cimarron Hills Redlands Two Buttes La Veta etisville La Jara Walsenburg Westcreek Derby The Pinery Sedgwick Intercultural Institute Air Force Academy De Beque Paonia Minturn Meridian Genoa Brood (or Contextual Ministry) ©Copyright 2014, Intercultural Institute for Contextual Ministry Salt Creek Haxtun Jone Tree, Coal Creek, Montezuma

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

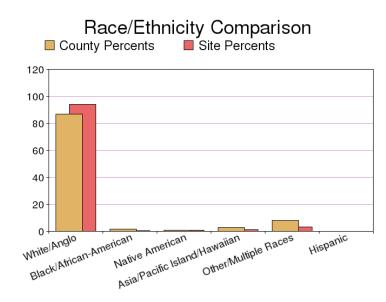


| 2010 POP. ESTIMATES | COUNTY | BAND | INDEX |
|---------------------|--------|--------|--------|
| 0-3 Years | 4.87% | 4.17% | 85.63 |
| 4-5 Years | 2.39% | 2.25% | 94.14 |
| 6-8 Years | 3.55% | 3.76% | 105.92 |
| 9-11 Years | 3.62% | 3.91% | 108.01 |
| 12-13 Years | 2.44% | 2.89% | 118.44 |
| 14-17 Years | 5.04% | 4.97% | 98.61 |
| 18-19 Years | 2.56% | 2.56% | 100 |
| 0-5 Years | 7.26% | 6.42% | 88.43 |
| 6-12 Years | 8.39% | 9.07% | 108.1 |
| 13-19 Years | 8.82% | 9.01% | 102.15 |
| < 20 Years | 24.47% | 24.5% | 100.12 |
| 20-34 Years | 18.54% | 11.13% | 60.03 |
| 35-44 Years | 13.23% | 15.1% | 114.13 |
| 45-64 Years | 30.4% | 39.81% | 130.95 |
| 65-74 Years | 7.64% | 6.58% | 86.13 |
| 75+ Years | 5.72% | 2.86% | 50 |
| Median Age | 40 | 44 | 107.98 |
| Median Age (Male) | 39 | 44 | 113 |
| Median Age (Female) | 42 | 43 | 103.89 |

Hotchkiss Linceln Park Grover Las Animas The Pinery Jamestown Fort Carson Oak Creek Ken Caryl A af Frisco Alamosa East Trinidad Simla Cheraw Peetz Leadville North Intercultural Institute olewood Hugo Alma Castle Pines Ponderosa Park Kit Carson Byers E for Contextual Ministry Checopyright 2014, Intercultural Institute for Contextual Ministry Checopyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



| 2010 POP. ESTIMATES | COUNTY | BAND | INDEX |
|--------------------------|--------|--------|--------|
| Race/Ethnicity | | | |
| White, Anglo | 86.71% | 94.06% | 108.48 |
| Black, African-American | 1.61% | 0.53% | 32.61 |
| Native American | 0.97% | 0.85% | 88.3 |
| Asian | 2.63% | 1.2% | 45.54 |
| Pacific Island, Hawaiian | 0.13% | 0.05% | 39.24 |
| Other/Multiple Races | 7.96% | 3.31% | 41.64 |
| Hispanic | 0% | 4.84% | 0 |
| | | | |

| Education of Adults (25 yrs+) | | | |
|---------------------------------|---------|--------|--------|
| Total Adults over age 25 years. | 375,072 | 4,396 | |
| Less than 9th Grade | 1.95% | 0.27% | 713.68 |
| No High School Diploma | 5.51% | 1.98% | 278.19 |
| High School Graduate | 23.01% | 15.35% | 149.88 |
| Some College, no degree | 24.4% | 22.13% | 110.26 |
| Associate Degree | 7.66% | 6.53% | 117.4 |
| College Degree | 24.95% | 33.53% | 74.4 |
| Graduate/Prof. degree | 12.52% | 20.2% | 61.97 |

The second secon

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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

| 2010 HOUSEHOLD | COUNTY | BAND | INDEX |
|-----------------------------|---------|---------|--------|
| ESTIMATES | | | |
| Household Income | | | |
| < \$10,000 | 3.34% | 1.05% | 26.93 |
| \$10,000 to \$19,999 | 5.51% | 2.23% | 40.5 |
| \$20,000 to \$29,999 | 7.01% | 2.36% | 33.66 |
| \$30,000 to \$49,999 | 17.17% | 6.44% | 37.54 |
| \$50,000 to \$59,999 | 8.44% | 5.48% | 64.85 |
| \$60,000 to \$69,999 | 7.76% | 6.28% | 80.93 |
| \$70,000 to \$79,999 | 8.23% | 8.68% | 105.5 |
| \$80,000 to \$89,999 | 6.94% | 7.12% | 102.64 |
| \$90,000 to \$99,999 | 5.33% | 6.4% | 120.15 |
| \$100,000 to \$124,999 | 11.21% | 13.82% | 123.24 |
| \$125,000 to \$149,999 | 7.22% | 11.96% | 165.76 |
| \$150,000 to \$199,999 | 6.86% | 14.36% | 209.51 |
| \$200,000 to \$249,999 | 1.86% | 5.64% | 303.32 |
| \$250,000 or more | 3.14% | 8.21% | 261.47 |
| Median Household | 70,937 | 106,773 | 150.52 |
| Average Household | 92,140 | 140,930 | 152.95 |
| Per Capita Household | 38,033 | 54,915 | 144.39 |
| Family/Non-Family Household | | | |
| Income | | | |
| Median Family Income | 83,419 | 118,361 | 141.89 |
| Average Family Income | 107,473 | 151,528 | 140.99 |
| Median Non-Family Income | 46,918 | 81,356 | 173.4 |
| Average Non-Family Income | 60,399 | 98,640 | 163.31 |

gfield Wray Rico Gunnison South Fork Romeo El Jebel Meridian Nederland Trinidad Laporte Stone Hanassa Fleming Minturn Stratton Collbran Moffat Denver Nucla Intercultural Institute s Idaho Springs Yuma New Castle Keenesburg Rocky Ford Greenwood Joi Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Frie Sanford Telluride Mountain View Parachute For

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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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% | 80.5% | 119.38 |
| Families with Children | 33.9% | 35.68% | 105.23 |
| Families without Children | 33.52% | 44.82% | 133.7 |
| Non-Family Households | | | |
| % Non-Family Households | 32.57% | 19.5% | 59.87 |
| Non-Families with Children | 0.3 | 0.04 | 14.01 |
| Non-Families without Children | 32.27 | 19.46 | 60.3 |
| Housing Units | | | Index |
| Total Housing Units | 229,542 | 2,534 | |
| Vacant percent | 4.51% | 6.31% | 140.08 |
| Owned percent | 69.24% | 85% | 122.77% |
| Rented Percent | 26.26% | 8.68% | 33.07 |
| Households by Size | | | Index |
| Avg household size | 2.43 | 2.56 | 105.35 |
| Avg family hh size | 2.98 | 2.88 | 96.64 |
| Avg non-family hh size | 1.31 | 1.24 | 94.66 |
| Households By Count of Persons | | | Percent |
| One | 56,297 | 367 | 0.65% |
| Two | 80,261 | 1,048 | 1.31% |
| Three or Four | 66,379 | 806 | 1.21% |
| Five+ | 16,258 | 153 | 0.94% |
| | | | |

ath Keenesburg Sugar City Hartman Haswell Minturn Hooper Starkville Meridian Fort Carson Campie Generating Steamboat Springs Evans Avon Wheat Ridge Federal Heights Intercultural Institute tonito Fountain Kersey Eckley Pitkin Leadville North Ophir Alamosa For Contextual Ministry Contextual Ministry Contextual Ministry Grover Elizabeth Womelsdorf (Coalton) Boulder Siml 18

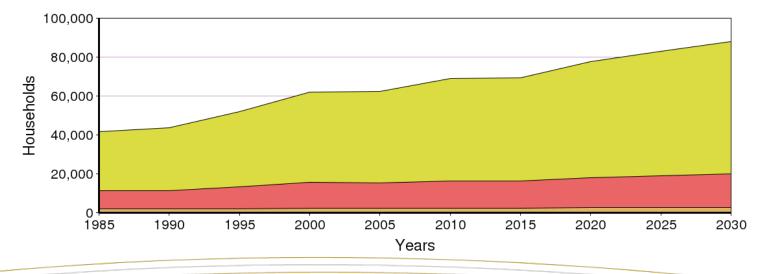
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 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 | 5,356 | 1.23% |
| 2000 Population | 525,330 | 6,152 | 1.17% |
| 2010 Population | 541,182 | 6,094 | 1.13% |
| 2015 Population | 562,475 | 6,189 | 1.1% |

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

📃 0-10mi Ring

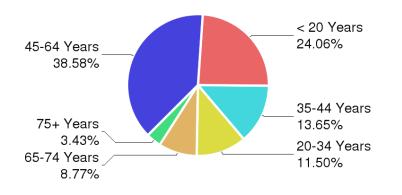


abeth Strasburg Rexberough Park Fairplay Mead Montrose Fountain Windsor Columbine Valley Black Dillon Avondale Holly Superior Granada Eagle-Vail Castle Pines North Intercultural Institute Geer Trail Flagler Hooper Carbondale Collbran Montezuma Grand Junct For Confextual Ministry pire Silver Clif Copyright 2014, Intercultural Institute for Contextual Ministry Blanca Eads Perry Park Glenwood Springs Walden 19

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 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

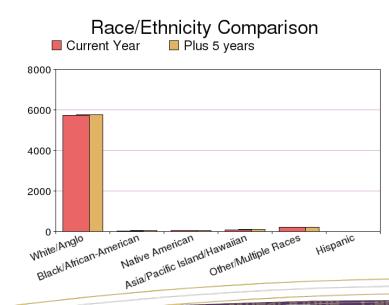


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|-----------------------|---------|--------------|--------|
| 0-3 Years | 4.17% | 4.33% | 103.84 |
| 4-5 Years | 2.25% | 2.33% | 103.56 |
| 6-8 Years | 3.76% | 3.93% | 104.52 |
| 9-11 Years | 3.91% | 3.73% | 95.4 |
| 12-13 Years | 2.89% | 2.73% | 94.46 |
| 14-17 Years | 4.97% | 4.69% | 94.37 |
| 18-19 Years | 2.56% | 2.33% | 91.02 |
| 0-5 Years | 6.42% | 6.66% | 103.74 |
| 6-12 Years | 9.07% | 8.98% | 99.01 |
| 13-19 Years | 9.01% | 8.42% | 93.45 |
| < 20 Years | 24.5% | 24.06% | 98.2 |
| 20-34 Years | 11.13% | 11.5% | 103.32 |
| 35-44 Years | 15.1% | 13.65% | 90.4 |
| 45-64 Years | 39.81% | 38.58% | 96.91 |
| 65-74 Years | 6.58% | 8.77% | 133.28 |
| 75+ Years | 2.86% | 3.43% | 119.93 |
| Median Age | 40 | 45 | 110.13 |
| Median Age (Male) | 39 | 46 | 116.5 |
| Median Age (Female) | 42 | 44 | 105.11 |

Titkin Beulah Valley Het Sulphur Springs Poncha Springs Winter Park Evergreen Englewood Franktown F North Washington Julesburg La Junta Sheridan Aristocrat Ranchettes Service Intercultural Institute bert Columbine Silver Plume Stratmoor Loghill Village Sanford Palmer Louide Julesburg Brighton Lama Copyright 2014, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-3 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 | 94.06% | 93.04% | 98.91 |
| Black, African-American | 0.53% | 0.74% | 141.54 |
| Native American | 0.85% | 0.92% | 107.93 |
| Asian | 1.2% | 1.57% | 130.84 |
| Pacific Island, Hawaiian | 0.05% | 0.1% | 196.93 |
| Other/Multiple Races | 3.31% | 3.62% | 109.19 |
| Hispanic | 0% | 0% | 0 |
| | | | |
| Education of Adults (25 yrs+) | | | |
| Total Adults over age 25 years. | 4,396 | 4,479 | |
| Less than 9th Grade | 0.27% | 0.25% | 89.97 |
| No High School Diploma | 1.98% | 1.92% | 97.02 |
| High School Graduate | 15.35% | 15.54% | 101.2 |
| Some College, no degree | 22.13% | 21.59% | 97.54 |
| Associate Degree | 6.53% | 6.68% | 102.25 |
| College Degree | 33.53% | 33.71% | 100.54 |
| Graduate/Prof. degree | 20.2% | 20.32% | 100.58 |
| | | | |

adville Westminster Fountain Fort-Lupton Lone Tree Littleton Vail Springfield Boulah Valley Commen Springs La Jara Burlington Pitkin Rocky Ford Cripple Creek Red Cliff Intercultural Institute Sanford Haxtun Mountain Village Yampa Lakewood Cortez Sherrely Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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 0-3 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 0-3 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.

| 5% 1 18% 1 18% 2 18% 4 | .92% 2.01% | 101.32 86.03 85.04 |
|---------------------------------|---|--|
| 8% 1 6% 2 1% 4 | .92% 2.01% | 86.03 |
| 8% 1 6% 2 1% 4 | .92% 2.01% | 86.03 |
| 5% 2 1% 4 | 2.01% | |
| 4% 4 | | 85.04 |
| | .91% | |
| 3% 4 | | 76.16 |
| | .87% | 88.85 |
| 8% 5 | 5.76% | 91.8 |
| 8% 7 | .3% | 90.01 |
| 2% 7 | ' .51% | 101.92 |
| 6 6 | 6.19% | 96.66 |
| 32% 1 | 3.87% | 100.4 |
| 6% 1 | 2.42% | 103.82 |
| 6% 1 | 6.3% | 113.51 |
| % 6 | 6.53% | 115.69 |
| % 9 | 0.3% | 113.27 |
| ,773 1 | 15,385 | 108.07 |
| ,930 1 | 54,207 | 109.42 |
| 15 5 | 58,392 | 106.33 |
| | | |
| | | |
| | | |
| ,361 1 | 26,756 | 107.09 |
| ,528 1 | 64,407 | 108.5 |
| 856 8 | 37,532 | 107.59 |
| | 3% 5 3% 7 2% 7 6 6 32% 1 96% 1 96% 1 96% 1 96% 1 96% 1 9773 1 930 1 | 9% 5.76% 9% 7.3% 9% 7.51% 6% 6.19% 62% 13.87% 66% 16.3% 66% 6.53% 9% 9.3% 773 115,385 930 154,207 915 58,392 361 126,756 528 164,407 |

98,640

112,185

113.73

plewood Central City Greenwood Village Kittredge Westminster Black Forest Niwot San Luis Limon H Wellington Blanca Nederland Louviers Lincoln Park Las Animas Brownza Pritchett Air Force Aca on Deer Trail Castle Rock Beulah Valley Atwood Florence Fountain Fire Confectual Ministry Ju Copyright 2014, Intercultural Institute for Contextual Ministry

Average Non-Family Income

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 0-3 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 0-3 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 0-3 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 | 80.5% | 80.37% | 99.84 |
| Families with Children | 35.68 | 35.47 | 99.41 |
| Families without Children | 44.82 | 44.22 | 98.66 |
| Non-Family Households | | | |
| % Non-Family Households | 19.5% | 19.63% | 100.67 |
| Non-Families with Children | 0.04 | 0.04 | 100.67 |
| Non-Families without | 19.46 | 19.59 | 100.67 |
| Children | | | |
| | | | |
| Housing Units | | | |
| Total Housing Units | 2,534 | 2,498 | 98.58% |
| Vacant percent | 6.31% | 6.2% | 98.27 |
| Owned percent | 85% | 85.47% | 100.55 |
| Rented Percent | 8.68% | 8.33% | 95.91 |
| | | | |
| Households by Size | | | |
| Avg household size | 2.56 | 2.63 | 102.73% |
| Avg family hh size | 2.88 | 2.98 | 103.47% |
| Avg non-family hh size | 1.24 | 1.20 | 96.77% |
| | | | |
| Households By Count of | | | |
| Persons | | | |
| One | 367 | 363 | 98.91% |
| Тwo | 1,048 | 956 | 91.22% |
| Three or Four | 806 | 839 | 104.09% |
| Five+ | 153 | 186 | 121.57% |

ands Ranch Genoa Larkspur Genesee Meridian Grand View Estates Dillon Mount Crested Butte Two But Poxfield Florence Palisade Haswell Seibert Log Lane Village North Intercultural Institute Rock Brush Ouray Crawford Alamosa East Cascade-Chipita Park Gov Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

| BORN IN: | 0-3 | 3-7 | 7-10 | BORN IN: | BORN IN: 0-3 | BORN IN: 0-3 3-7 |
|------------------|-------|-------|-------|-----------------|--------------------|-----------------------|
| | MILES | MILES | MILES | | MILES | MILES MILES |
| Foreign Born Pop | 351 | 843 | 3,756 | Eastern Africa | Eastern Africa 0 | Eastern Africa 0 0 |
| Northern Europe | 87 | 212 | 392 | Middle Africa | Middle Africa 0 | Middle Africa 0 0 |
| Western Europe | 77 | 124 | 455 | Northern Africa | Northern Africa 6 | Northern Africa 6 0 |
| Southern Europe | 5 | 46 | 123 | Southern Africa | Southern Africa 16 | Southern Africa 16 37 |
| Eastern Europe | 49 | 62 | 475 | Western Africa | Western Africa 0 | Western Africa 0 0 |
| Other Europe | 0 | 0 | 0 | Other Africa | Other Africa 0 | Other Africa 0 0 |
| Eastern Asia | 12 | 72 | 528 | Oceania | Oceania 2 | Oceania 2 27 |
| So. Central Asia | 0 | 32 | 202 | Caribbean | Caribbean 6 | Caribbean 6 9 |
| SE Asia | 3 | 26 | 384 | Central Amer. | Central Amer. 6 | Central Amer. 6 16 |
| Western Asia | 0 | 18 | 82 | South America | South America 6 | South America 6 32 |
| Other Asia | 0 | 0 | 0 | North America | North America 76 | North America 76 130 |
| | | | | Born at sea | Born at sea 0 | Born at sea 0 0 |



Language Summary

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

| SPOKEN AT HOME | EN AT HOME 0-3 3-7 7-10 SPOKEN AT HOME | | OME | OME 0-3 | OME 0-3 3-7 | | |
|-----------------------|--|--------|--------|--------------------|-------------|-------|-------------|
| | MILES | MILES | MILES | | | MILES | MILES MILES |
| English only | 6,621 | 24,564 | 84,201 | Other Indo-Euro | | 14 | 14 17 |
| Spanish | 144 | 552 | 2,973 | Asian/PI languages | | 0 | 0 0 |
| Other Indo-Euro | 290 | 731 | 1,846 | Chinese | | 0 | 0 21 |
| language | | | | Japanese | | 21 | 21 10 |
| French (incl. Patois, | 87 | 184 | 367 | Korean | 5 | 5 | 5 13 |
| Cajun) | | | | Mon-Khmer, | 0 | | 0 |
| French Creole | 0 | 0 | 0 | Cambodian | | | |
| talian | 7 | 42 | 117 | Miao, Hmong | 0 | | 0 |
| Portuguese | 0 | 0 | 23 | Thai | 0 | | 0 |
| German | 99 | 170 | 595 | Laotian | 0 | | 0 |
| Yiddish | 0 | 0 | 0 | Vietnamese | 0 | | 19 |
| Other West Germanic | 2 | 90 | 42 | Other Asian | 0 | | 5 |
| A Scandinavian | 23 | 40 | 46 | Tagalog | 0 | | 0 |
| anguage | | | | Other Pacific Is | 7 | | 0 |
| Greek | 6 | 59 | 56 | Other languages | 14 | | 45 |
| Russian | 13 | 18 | 120 | Navajo | 0 | | 0 |
| Polish | 15 | 36 | 128 | Other Native N. | 0 | | 5 |
| Serbo-Croatian | 24 | 5 | 34 | American | | | |
| Other Slavic Language | 0 | 36 | 47 | Hungarian | 0 | | 0 |
| Armenian | 0 | 0 | 29 | Arabic | 5 | | 6 |
| Persian | 0 | 0 | 56 | Hebrew | 0 | | 17 |
| Gujarathi | 0 | 0 | 0 | African languages | 9 | | 17 |
| Hindi | 0 | 0 | 47 | Other unspecified | 0 | | 0 |
| Urdu | 0 | 0 | 0 | | | | |

Ovid Eagle Mances Ken Caryl Kremmling Alma Norwood Ramah Wiley Yampa Elderado Springs Aguilar Brighton Firestone De Beque Pueblo West Beulah Valley Gent Intercultural Institute of Granada Nederland Fleming Applewood Kersey Ouray Castle Rock for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

| ANCESTRY | 0-3 | 3-7 | 7-10 | | ANCESTRY | ANCESTRY 0-3 | ANCESTRY 0-3 3-7 |
|---------------------|-------|--------|--------|--|--------------------|-----------------------|--------------------------|
| | MILES | MILES | MILES | | | MILES | MILES MILES |
| Reporting ancestry | 6,205 | 23,646 | 82,782 | | Irish | Irish 764 | Irish 764 2,750 |
| Arab | 19 | 63 | 199 | | Italian | Italian 367 | Italian 367 1,389 |
| Armenian | 5 | 0 | 97 | | Lithuanian | Lithuanian 17 | Lithuanian 17 86 |
| Austrian | 51 | 149 | 323 | | Norwegian | Norwegian 153 | Norwegian 153 640 |
| British | 21 | 189 | 593 | | Polish | Polish 330 | Polish 330 699 |
| Canadian | 22 | 85 | 190 | | Portuguese | Portuguese 7 | Portuguese 7 21 |
| Croatian | 24 | 83 | 111 | | Romanian | Romanian 25 | Romanian 25 38 |
| Czech | 31 | 143 | 559 | | Russian | Russian 73 | Russian 73 172 |
| Czechoslovak | 55 | 75 | 165 | | Scandinavian | Scandinavian 21 | Scandinavian 21 70 |
| Danish | 117 | 173 | 582 | | Scotch-Irish | Scotch-Irish 134 | Scotch-Irish 134 534 |
| Dutch | 90 | 392 | 1,451 | | Scottish | Scottish 269 | Scottish 269 841 |
| English | 685 | 3,185 | 9,251 | | Slovak | Slovak 0 | Slovak 0 27 |
| European | 127 | 437 | 1,186 | | Subsaharan African | Subsaharan African 29 | Subsaharan African 29 12 |
| Finnish | 2 | 66 | 289 | | Swedish | Swedish 295 | Swedish 295 638 |
| French (not Basque) | 181 | 680 | 1,929 | | Swiss | Swiss 91 | Swiss 91 218 |
| French Canadian | 19 | 114 | 512 | | Ukrainian | Ukrainian 11 | Ukrainian 11 177 |
| German | 1,369 | 5,347 | 19,280 | | US/American | US/American 286 | US/American 286 1,359 |
| Greek | 42 | 141 | 412 | | Welsh | Welsh 21 | Welsh 21 227 |
| Hungarian | 28 | 170 | 445 | | West Indian | West Indian 1 | West Indian 1 6 |
| Iranian | 0 | 4 | 58 | | Yugoslavian | Yugoslavian 3 | Yugoslavian 3 42 |
| | | | | | Other | Other 420 | Other 420 2,205 |

ark Castle Pines North Buena Vista Bennett Burlington Colorado City Salida Georgetown Berthoud Save Cheyenne Wells Dove Creek Columbine Dacono Haxtun Ouray Eagle Intercultural Institute Simla Ramah Brighton Collbran Steamboat Springs Penrose Grand Contextual Ministry Contextual Ministry Lyons Norwood Leadville Romeo Denver Coal Cree 26 Copyright 2014, Intercultural Institute for Contextual Ministry

winturn

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?

ew Castle De Beque Hountain Village Fort Garland Glenwood Springs Lakeside Battlement Mesa Silver Gleven Vona Alma Ovid Todd Creek Yampa Jamestown Paonia Sherrel Intercultural Institute Collbran Ridgway Mancos Bennett Foxfield Florence Cascade-Chip Gordertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

Issues for Your Consideration - continued

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

Cortez Ridgway Brush Cale // on City Cheyenne Wells Silver Cliff Durango Dinosaur Las Animas Edu Gunbarrel Hugo Georgetown Naturita Center Stratmoor Atwood Hugo Contextual Institute Elizabeth Mount Crested Butte Yampa Cascade-Chipita Park Bransor (Sectorial Ministry) Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



Sheridan Sheridan Lake Pueblo Keystone Womelsdorf (Coalton) Dolores Jamestown Ward Alamos Generation Calhan Granby Fort Garland Louviers Breckenridge Sanford Intercultural Institute Holly Crested Butte Kiowa Security-Widefield Crowley Applewood Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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 | 0-3 HH & Percent | | Unreached HH & Percent | |
|------------------------------|------------------|--------|------------------------|--------|
| Total | 2,374 | 100% | 1,721 | 100% |
| AFFLUENT SUBURBIA | 1,910 | 80.45% | 1,396 | 81.12% |
| America's Wealthiest | 1 | 0.04% | 1 | 0.06% |
| Dream Weavers | 507 | 21.36% | 363 | 21.09% |
| White Collar Suburbia | 505 | 21.27% | 411 | 23.88% |
| Upscale Suburbia | 0 | 0% | 0 | 0% |
| Enterprising Couples | 0 | 0% | 0 | 0% |
| Small Town Success | 894 | 37.66% | 619 | 35.97% |
| New Suburbia Fam. | 3 | 0.13% | 2 | 0.12% |
| UPSCALE AMERICA | 447 | 18.83% | 313 | 18.19% |
| Status Conscious Consumers | 399 | 16.81% | 280 | 16.27% |
| Affluent Urban Professionals | 0 | 0% | 0 | 0% |
| Urban Commuter Fam. | 47 | 1.98% | 32 | 1.86% |
| Solid Suburban Mix | 0 | 0% | 0 | 0% |
| 2nd Generation Success | 1 | 0.04% | 1 | 0.06% |
| Successful Urban Sprawl | 0 | 0% | 0 | 0% |
| SM TWN SUCCESS | 0 | 0% | 0 | 0% |
| 2nd City Homebodies | 0 | 0% | 0 | 0% |
| Prime Middle America | 0 | 0% | 0 | 0% |
| Urban Optimists | 0 | 0% | 0 | 0% |
| Family Convenience | 0 | 0% | 0 | 0% |
| Mid-Market Enterprise | 0 | 0% | 0 | 0% |
| | | | | |

Castle Rock Grover Hayden Coal Creek Byers Manassa Kiowa Eads Loghil Vilage Hilrose Redia Campo Johnstown Pueblo Keystone North Washington Ridgway Intercultural Institute Fold Hill Meeker Glenwood Springs Palisade Saguache Cokedale Com Los Confextual Ministry Montat Log La Copyright 2014, Intercultural Institute for Contextual Ministry Hudson Pagosa Springs Cripple Creek Burlington Ar30

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 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 | 0-3 HH & Percent | | Unreached HH & Percent | |
|---------------------------|------------------|-------|------------------------|------|
| Total | 2,374 | 100% | 1,721 | 100% |
| BLUE COLLAR BACKBONE | 0 | 0% | 0 | 0% |
| Nuevo Hispanic Fam. | 0 | 0% | 0 | 0% |
| Working Rural Suburbia | 0 | 0% | 0 | 0% |
| Lower Income Essentials | 0 | 0% | 0 | 0% |
| Small Town Endeavors | 0 | 0% | 0 | 0% |
| AMER. DIVERSITY | 17 | 0.72% | 12 | 0.7% |
| Ethnic Urban Mix | 0 | 0% | 0 | 0% |
| Urban Blues | 0 | 0% | 0 | 0% |
| Professional Urbanites | 17 | 0.72% | 12 | 0.7% |
| Urban Advancement | 0 | 0% | 0 | 0% |
| Amer. Great Outdoors | 0 | 0% | 0 | 0% |
| Mature America | 0 | 0% | 0 | 0% |
| METRO FRINGE | 0 | 0% | 0 | 0% |
| Steadfast Conservative | 0 | 0% | 0 | 0% |
| Moderate Conventionalists | 0 | 0% | 0 | 0% |
| Southern Blues | 0 | 0% | 0 | 0% |
| Urban Grit | 0 | 0% | 0 | 0% |
| Grass-Roots Living | 0 | 0% | 0 | 0% |

phir Manitou Springs Wiggins Antonito Manzanola Parker West Pleasant View Larkspur Breckenridge Gak Creek Florence Gypsum Superior Fort Collins Thornton Starkville Aristocrat Ranchettes ictor Las Animas Alma Fleming Federal Heights Raymer Hudson Nor Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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 | 0-3 HH & Percent | | Unreached HH & Percent | |
|----------------------------|------------------|------|------------------------|------|
| Total | 2,374 | 100% | 1,721 | 100% |
| REMOTE AMERICA | 0 | 0% | 0 | 0% |
| Hardy Rural Fam. | 0 | 0% | 0 | 0% |
| Rural Southern Living | 0 | 0% | 0 | 0% |
| Coal & Crops | 0 | 0% | 0 | 0% |
| Native America | 0 | 0% | 0 | 0% |
| ASPIRING CONTEMP'S | 0 | 0% | 0 | 0% |
| Young Cosmopolitans | 0 | 0% | 0 | 0% |
| Minority Metro Communities | 0 | 0% | 0 | 0% |
| Stable Careers | 0 | 0% | 0 | 0% |
| Aspiring Hispania | 0 | 0% | 0 | 0% |
| RURAL VILLAGES & FARMS | 0 | 0% | 0 | 0% |
| Industrious Country Living | 0 | 0% | 0 | 0% |
| America's Farmland | 0 | 0% | 0 | 0% |
| Comfy Country Living | 0 | 0% | 0 | 0% |
| Small Town Connections | 0 | 0% | 0 | 0% |
| Hinterland Fam. | 0 | 0% | 0 | 0% |

Ignacio Green Mountain Falls Dolores Deor Trail Minturn Elizabeth Atwood Edgewater Starkville Romes Manassa Fraser Basalt Paonia Cottonwood Yampa Pagosa Springer Intercultural Institute Akron Rifle Acres Green Centennial Coal Creek Stratmoor Glenda Geopyright 2014, Intercultural Institute for Contextual Ministry Pines Mountain Village Stonegate Grand Junction Frederick Towacc Aurora Boone Wray Gilcrest

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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 | 0-3 HH & Percent | | Unreached HH & Percent | |
|--------------------------|------------------|------|------------------------|------|
| Total | 2,374 | 100% | 1,721 | 100% |
| STRUGGLING SOCIETIES | 0 | 0% | 0 | 0% |
| Rugged Southern Style | 0 | 0% | 0 | 0% |
| Latino Nuevo | 0 | 0% | 0 | 0% |
| Struggling city Centers | 0 | 0% | 0 | 0% |
| College Town Communities | 0 | 0% | 0 | 0% |
| New Beginnings | 0 | 0% | 0 | 0% |
| URBAN ESSENCE | 0 | 0% | 0 | 0% |
| Unattached Multicultures | 0 | 0% | 0 | 0% |
| Academic Necessities | 0 | 0% | 0 | 0% |
| Af. Amer. Neighborhoods | 0 | 0% | 0 | 0% |
| Urban Diversity | 0 | 0% | 0 | 0% |
| New Generation Activists | 0 | 0% | 0 | 0% |
| Getting By | 0 | 0% | 0 | 0% |
| VARYING LIFESTYLES | 0 | 0% | 0 | 0% |
| Military Family Life | 0 | 0% | 0 | 0% |
| Major University Towns | 0 | 0% | 0 | 0% |
| Gray Perspectives | 0 | 0% | 0 | 0% |

aymer Hayden <u>Blanca Williamsburg Boone</u> Ordway Glenwood Springs Rangely Calhan Littleton North Castle Rock Gilcrest Pitkin Seibert Eckley Firestone Leadville North <u>Intercultural Institute</u> Center Monte Vista Moffat Sherrelwood Empire Salt Creek Eagle-Va VeCopyright 2014, Intercultural Institute for Contextual Ministry Winter Park Rocky Ford Colorado City Meridian Victo33

Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

Areenwood Village Battlement Mesa Womelsdorf (Coalton) Steamboat Springs Edgewater Durango Security Aguilar Hot-Sulphur Springs Woodmoor Northglenn Gypsum Silver Plured Intercultural Institute owley Air Force Academy Cherry Hills Village Craig Coal Creek Moffat For Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Basalt Akron Hooper Loveland Hillrose Pockvale

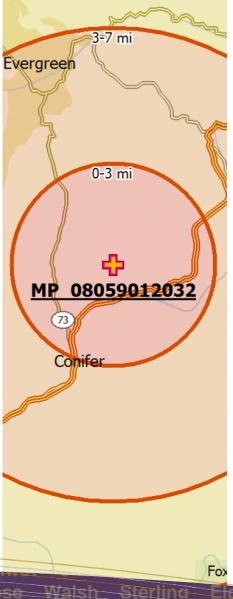
Potential Cultural Bridges

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).



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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 - 0-3 miles, 3-7 miles, 7-10 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 | 0-3 | 3-7 | 7-10 |
|-------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| PC-HH Own | 91% | 91% | 90% |
| Use Comp. for Internet/E-mail | 82% | 81% | 80% |
| Internet Use: E-Mail | 71% | 71% | 69% |
| Use Comp. for Word Processing | 65% | 64% | 62% |
| Use Comp. for Shopping | 56% | 56% | 55% |
| Use Comp. for Comp. Games | 54% | 52% | 52% |
| Use Comp. for Banking | 53% | 52% | 51% |
| Use Comp. for Digital Camera | 51% | 50% | 49% |
| Photo Editing | | | |
| Use Comp. for Education | 47% | 45% | 46% |
| HH Owns DVD Player | 43% | 42% | 42% |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|--|-------|-------|-------|
| | MILES | MILES | MILES |
| Internet Use: News/ Weather | 42% | 42% | 40% |
| Use Comp. for News/Info./Data Service | 40% | 40% | 39% |
| Internet Use: Banking | 38% | 39% | 38% |
| PC-Network-HH Has One | 36% | 35% | 34% |
| Use Comp. for Accounting | 27% | 27% | 25% |
| Use Comp. for Personal Financial Mngmnt | 27% | 27% | 26% |
| Internet Use: Shopping: Gathered Info. for Shopping | 24% | 24% | 23% |
| Use Comp. for Telecommuting | 22% | 22% | 21% |
| Internet Use: Travel Reservations | 21% | 21% | 20% |
| Use Comp. for Filing/DB Mngmnt | 21% | 20% | 20% |

e Rock Padroni <u>Security Widefield Fort Garland Hotchkiss</u> Crawford South Fork Lakewood Grand View E ansburg Orchard City Black Forest Severance Granada Wiggins Ophir <u>Intercultural Institute</u> Ault Monteze enesburg Lone Tree Perry Park Redlands Cimarron Hills Saguache Win Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Grover Fruity ale Woodmoor Breckenridge 36

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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| 0-3 | 3-7 | 7-10 |
|-------|---|---|
| MILES | MILES | MILES |
| 74% | 74% | 74% |
| 73% | 73% | 71% |
| 65% | 65% | 63% |
| 52% | 51% | 50% |
| 47% | 47% | 47% |
| 43% | 42% | 41% |
| 43% | 43% | 42% |
| 39% | 39% | 38% |
| 31% | 32% | 30% |
| 26% | 25% | 25% |
| | MILES 74% 73% 65% 52% 47% 43% 39% 31% | MILES MILES 74% 74% 73% 73% 65% 65% 52% 51% 47% 47% 43% 42% 39% 39% 31% 32% |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|----------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Any Ailment | 67% | 66% | 66% |
| Gen./Fam. Practitioner | 41% | 41% | 40% |
| Dentist | 39% | 38% | 37% |
| Eye Dr. | 23% | 23% | 23% |
| None Of These | 22% | 22% | 22% |
| Backache | 19% | 19% | 19% |
| High Cholesterol | 19% | 18% | 18% |
| Hypertension/High Blood | 15% | 15% | 15% |
| Pressure | | | |
| OB/GYN | 15% | 15% | 15% |
| Acid Reflux Disease (GERD) | 12% | 12% | 12% |

Northgienn Ignacio Sugar City Dolores Estes Park Edwards Calhan Springfield West Pleasant View ref Elizabeth Bonanza Ken Caryl Lone Tree Salida Del Norte Monumero Aquilar Granada Franktown ey Brighton Haswell Delta Twin Lakes Ramah Las Animas Granby Confertual Ministry xb Copyright 2014, Intercultural Institute for Contextual Ministry Commerce City Towaoc Kye Trinidad Lamar Castle P37

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 - 0-3 miles, 3-7 miles, 7-10 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 | 0-3 | 3-7 | 7-10 | BRIDGES |
|--------------------------|--------|--------|--------|-----------------|
| | MILES | MILES | MILES | |
| Concert | 40.33% | 39.81% | 39.29% | Movies: Drama |
| Live Theater | 33.96% | 34.1% | 32.07% | Movies: Fam. |
| Live Theater Most Often | 28.62% | 28.55% | 26.81% | Movies: Mystery |
| Rock/Pop Concerts Most | 23.68% | 22.46% | 22.85% | MLB Baseball R |
| Often | | | | NFL Football Re |
| Dance Performance | 10.34% | 10.96% | 10.82% | College Footbal |
| Classical Concerts Most | 9.39% | 9.87% | 9.15% | Season |
| Often | | | | NBA Basketball |
| Movies: Action/Adventure | 45.8% | 45.32% | 45.58% | Season |
| Movies: Comedy | 45.35% | 45.61% | 45.42% | College Baskett |
| Movies: Romantic Comedy | 27.87% | 27.74% | 26.77% | Season |
| | | | | NUU ULANDA |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|-----------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Movies: Drama | 27.24% | 27.59% | 26.36% |
| Movies: Fam. | 23.04% | 22.83% | 23.23% |
| Movies: Mystery | 17.85% | 18.39% | 18.05% |
| MLB Baseball Reg. Season | 14.33% | 14.61% | 14.13% |
| NFL Football Reg. Season | 11.76% | 11.97% | 11.26% |
| College Football Reg. Season | 11.05% | 11.7% | 11.12% |
| NBA Basketball Reg. Season | 8.13% | 8.09% | 7.8% |
| College Basketball Reg. Season | 7.47% | 8.07% | 7.53% |
| NHL Hockey Reg. Season | 5.54% | 5.7% | 5.55% |

on Park Julesburg Frisco Walsh La Jara Acres Green Grand Junction Alamosa East Cascade Chipita Park Servett Silverthorne Fruitvale Larkspur Yuma Avon Cedaredge Downies Intercultural Institute In Hotchkiss Loveland La Junta Timnath Georgetown Evans Broomfic For Confectual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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 | 0-3 | 3-7 | 7-10 |
|----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Walking for Exercise | 49.54% | 49.84% | 48.84% |
| Swimming | 44.47% | 44.16% | 43.58% |
| Weight Training | 27.43% | 26.73% | 25.9% |
| Bowling | 24.85% | 24.81% | 24.94% |
| Golf | 22.64% | 22.87% | 21.74% |
| Jogging/Running | 21.86% | 21.94% | 21.27% |
| Using Cardio Machine | 21.53% | 21.9% | 21.5% |
| Billiards/Pool | 20.23% | 20.25% | 20.73% |
| Mountain/Road Biking | 18.11% | 18.13% | 18.3% |
| Camping Trips | 17.13% | 16.33% | 16.86% |
| Stationary Cycling | 16.31% | 16.51% | 16.15% |
| Basketball | 15.35% | 15.21% | 15.56% |
| Backpacking/Hiking | 15% | 14.8% | 14.42% |
| Freshwater Fishing | 14.5% | 14.26% | 14.51% |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Aerobics | 13.45% | 13.7% | 13.04% |
| Power Boating | 11.79% | 11.46% | 11.22% |
| Tennis | 10.93% | 11.27% | 10.79% |
| Yoga | 10.58% | 10.45% | 10.2% |
| Baseball | 9.51% | 9.52% | 10.14% |
| Canoeing/Kayaking | 9.37% | 9.13% | 8.95% |
| Downhill & X-Country | 8.99% | 9.13% | 8.55% |
| Skiing | | | |
| Target Shooting | 8.83% | 8.08% | 8.63% |
| Football | 8.32% | 8.41% | 8.57% |
| Soccer | 8.29% | 8.32% | 8.55% |
| Volleyball | 7.52% | 7.47% | 7.76% |
| Ice Skating | 7.28% | 7.37% | 6.95% |
| Saltwater Fishing | 7.22% | 7.24% | 7.44% |
| Hunting | 6.84% | 6.36% | 6.9% |

Rye Log Lane Village Blue River Bonanza Keenesburg Lafayette Saguache Byers Castle Rock Av Ouray Brookside Dinosaur Denver Steamboat Springs Manitou Spring Intercultural Institute mash Center Ponderosa Park Antonito Cheyenne Wells Aguilar Green for Contextual Ministry for Contextual Ministry Lake City La Junta Marble South Fork Roxboroug 39

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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 | 0-3 | 3-7 | 7-10 | BRIDGES |
|------------------|-------|-------|-------|-----------------------|
| | MILES | MILES | MILES | |
| Jet Skiing | 6.78% | 6.44% | 6.75% | Snowboarding |
| Snorkeling | 6.78% | 6.79% | 6.9% | Rock Climbing |
| Softball | 6.7% | 6.85% | 7.07% | Auto Racing |
| Motorcycling | 6.16% | 5.97% | 6.48% | Martial Arts |
| Roller Skating | 6.1% | 5.99% | 6.05% | Archery |
| Water Skiing | 5.74% | 5.77% | 5.75% | Snowmobiling |
| Horseback Riding | 5.11% | 5.37% | 5.2% | Surfing & Windsurfing |
| Sailing | 5.02% | 4.91% | 4.81% | Hockey |
| Fly Fishing | 5.02% | 4.76% | 4.55% | Skateboarding |
| Racquetball | 4.32% | 4.26% | 4.07% | Rowing |
| | | | | |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|-----------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Snowboarding | 4.29% | 4.17% | 4.17% |
| Rock Climbing | 3.79% | 3.76% | 4.12% |
| Auto Racing | 3.7% | 3.42% | 3.49% |
| Martial Arts | 3.6% | 3.87% | 4.13% |
| Archery | 3.45% | 3.37% | 3.63% |
| Snowmobiling | 3.43% | 3.39% | 3.39% |
| Surfing & Windsurfing | 3.28% | 3.21% | 3.1% |
| Hockey | 3.18% | 3.34% | 3.33% |
| Skateboarding | 2.99% | 2.78% | 2.95% |
| Rowing | 2.89% | 2.97% | 3.19% |

El Jebel Gilcrest Frederick Pitkin Yuma Saguache Stratton Montezuma Coal Creek Gunnison Engler Byers Orchard Mesa Burlington Denver Dove Creek Mountain View Der Intercultural Institute Cottonwood Silverthorne Cherry Hills Village Jamestown Colorado City for Contextual Ministry Broomfield Copyright 2014, Intercultural Institute for Contextual Ministry Compared Aurora Fort Coll 40

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.

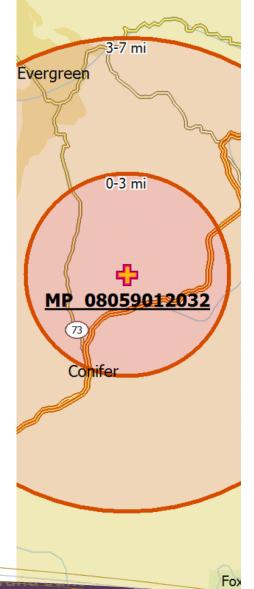
BIBLICAL BARRIERS

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.



Converse Silver Cliff Nederland Lone Tree Caï, ½on City Commerce City Ouray Greeley Applewood Glenk Clifed Sawpit Grand View Estates Columbine Valley Montrose Genesee Verance Womelsdorf (Coalton) Durango Las Animas Brush Wellington Vie Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

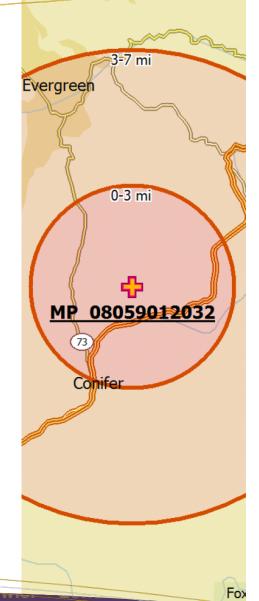
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Lane Village Cimarron Hills Klowa Dove Creek Broomfield Westcliffe Avon Boone Vilas Seibert Pone Lanassa Foxfield Hotchkiss Black Forest Gilcrest Mancos Cherry Hills Intercultural Institute mah Palmer Lake Kim Ault Starkville Larkspur Wray Strasburg Erie Confectual Ministry Vona Olney St Copyright 2014, Intercultural Institute for Contextual Ministry evenne Wells Hillrose Grand Junction Sugar City Sed 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 -- 0-3 miles, 3-7 miles, 7-10 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 | 0-3 MILES | 3-7 MILES | 7-10 MILES | BARRIERS | 0-3 MILES | 3-7 MILES | 7-1(MIL |
|---|--------------|--------------|---------------|---|--------------|--------------|-------------|
| Prefer To Have Few Possessions As Possible | 48% | 48% | 46% | Like to Stand Out In A Crowd Like To Pursue | 20% 17% | 20% 18% | 20% 17% |
| Important Continue Learning New Things | 47% | 48% | 48% | Challenge/Novelty/Change Too Much Sponsorship In | 17% | 17% | 17% |
| Find It Difficult To Say No To My Kids | 41% | 40% | 41% | Arts/Sports Rarely Sit Down to a Meal | 17% | 16% | 16% |
| If Won Lottery Would Never Work Again | 37% | 37% | 35% | Together At Home I Am A Workaholic | 15% | 16% | 16% |
| Woman's Place Is In The Home Speak My Mind Even If It Upsets | 32% 30% | 32% 30% | 33% 31% | Happy With My Standard Of Living | 14% | 15% | 14% |
| People Friends More Important Than My | | 31% | 30% | Only Work Current Job for The Money | 11% | 11% | 11% |
| Fam. Don't Judge People/Way They | 26% | 26% | 27% | We Should Strive for Equality for All | 11% | 11% | 12% |
| Live Life | | | 27% | On Whole People Get What | 9% | 9% | 9% |
| Like Control Over People And Resources | 25% | 26% | | They Deserve Indulge My Kids With The Little | 7% | 7% | 7% |
| Like To Do Unconventional Things | 25% | 25% | 26% | Extras Little I Can Do To Change My | 6% | 6% | 6% |
| Money Is Best Measure Of Success | 24% | 24% | 24% | Life I Am A Perfectionist | 6% | 6% | 6% |
| Marijuana Should Be Legalized | 22% | 23% | 22% | | | | |

Williken Brookside Empire Yuma Lakewood Blue River St. Mary's Gold Hill Brush Allenspark Frisco Swink Branson Clifton Glenwood Springs Loveland Collbran Pritch Intercultural Institute Rangely Greeley Cheraw Bonanza Winter Park Englewood Garden Cit Intercultural Institute ghill village N ©Copyright 2014, Intercultural Institute for Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry

Jawbi

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.



Ondale Twin Lakes Peetz Florence Hot Sulphur Springs Eads Mount Crested Butte Silver Cliff Campion Broomfield Boulder Otis Vail Idaho Springs La Veta Durango Intercultural Institute Oke Vona Marble Dacono Loveland Dinosaur Rifle Kittredge Cherry for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 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 | 0-3 MILES | 3-7 MILES | 7-10 MILES | THEMES | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---|--------------|--------------|---------------|---|--------------|--------------|---------------|
| Important To Respect Customs And Beliefs | 78% | 78% | 76% | Consider Myself Interested In The Arts | | 16% | 16% |
| You Should Seize Opportunities | 56% | 57% | 56% | Real Men Don't Cry | 14% | 15% | 15% |
| In Life Prefer To Have Few | 48% | 48% | 46% | Try Not To Worry About The Future | 14% | 14% | 14% |
| Possessions As Possible | 40 /0 | 40 /0 | 40 /0 | Looking for New Ideas To Improve | e 14% | 13% | 14% |
| Like To Understand About | 37% | 38% | 38% | Home | | | |
| Nature | | | | Is An Important Part Of Who I Am | 12% | 13% | 13% |
| Important Feel Respected By My Peers | 31% | 31% | 31% | Enjoy Spending Time With My Fam. | 11% | 11% | 11% |
| Prefer Work Part Of Team Than Alone | 29% | 30% | 30% | Provide My Kids With The Little Extras | 5% | 5% | 6% |
| People Have To Take Me As They Find Me | 28% | 29% | 28% | Children Should Be Allowed To Express Themselves | 4% | 4% | 4% |
| Have Keen Sense Of Adventure | 27% | 28% | 27% | Like Spending Most Time With | 3% | 4% | 4% |
| Worried About Pollution Caused | 25% | 25% | 25% | Fam. | | | |
| By Cars | | | | Feel Very Alone In The World | 3% | 3% | 4% |
| Important To Juggle Various Tasks | 23% | 24% | 24% | Would Like To Set Up Own Business | 3% | 3% | 3% |
| Like To Just Enjoy Life | 23% | 24% | 24% | Decor Particular Interest To Me | 3% | 3% | 3% |
| Good At Fixing Things | 22% | 22% | 23% | | | | |

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Potential Shared Places

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

Byers East Pleasant View La Junta Northglenn Colorado Springs Vilas South Fork Mountain Village Craig Wellington Leadville North Olney Springs Lakeside Air Force Acade Intercultural Institute con Sanford Arboles Fort Morgan Silverthorne Brighton Seibert Two Boo Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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Evergreen

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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 | 0-3 | 3-7 | 7-10 |
|------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Fam. Restaurants/Steak | 86.94% | 86.97% | 86.52% |
| Houses-Visit Any | | | |
| Fast Food/Drive-In | 83.82% | 83.68% | 84.12% |
| Restaurant-Visit Any | | | |
| McDonald's | 57.05% | 57.23% | 56.49% |
| Burger King | 33.93% | 33.2% | 33.89% |
| Wendy's | 32.79% | 32.45% | 32.29% |
| Applebee's | 32.24% | 31.86% | 32.34% |
| Subway | 31.46% | 30.91% | 32.09% |
| Taco Bell | 26.86% | 27.36% | 27.94% |
| Kentucky Fried Chicken (KFC) | 24.38% | 23.38% | 24.56% |
| Olive Garden | 24.15% | 24.33% | 24.79% |
| Starbucks | 23.29% | 23.32% | 22.34% |
| Arby's | 20.79% | 21.31% | 22.06% |

| PLACE | 0-3 | 3-7 | 7-10 |
|------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Chili's Grill and Bar | 20.38% | 21% | 20.35% |
| Outback Steakhouse | 19.79% | 19.86% | 19.64% |
| Pizza Hut | 18.61% | 18.08% | 19.08% |
| Panera Bread | 16.97% | 17.16% | 15.98% |
| Quiznos Sub | 16.22% | 15.39% | 15.88% |
| TGI Friday's | 16.18% | 16.39% | 16.12% |
| Chick-Fil-A | 16.03% | 17.04% | 16.46% |
| Dairy Queen | 15.52% | 14.87% | 15.72% |
| Red Lobster | 15.49% | 15.79% | 15.48% |
| IHOP (International House Of | 14.58% | 15.13% | 15.01% |
| Pancakes) | | | |
| Cracker Barrel | 14.07% | 14.73% | 14.83% |
| Dunkin' Donuts | 13.45% | 13.21% | 13.03% |

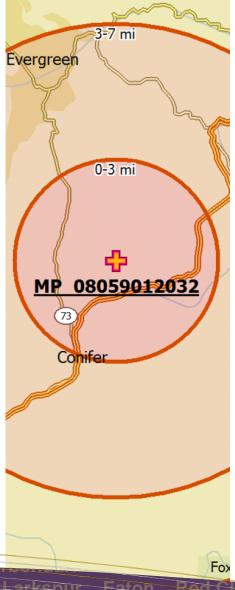


Potential Shared Projects

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!



d Sugar City Arboles Towaoc East Pleasant View Air Force Academy Fleming Larkspur Eaton Red City at Creek Sheridan Lake Kittredge Pitkin Brush Roxborough Park Penter Intercultural Institute orte Green Mountain Falls Lakeside Manzanola Crowley Fowler George (Sonfextual Ministry Evergreen Ta Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 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 | 0-3 | 3-7 | 7-10 |
|---------------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Voted in fed/state/local election | 57.66% | 57.5% | 56.08% |
| Recycled products | 50.59% | 50.23% | 48.86% |
| Worked as volunteer (non political) | 26.14% | 25.73% | 24.71% |
| Engaged in fund raising | 15.7% | 15.48% | 14.95% |
| Wrote to elected offcl about publ bus | 8.65% | 8.97% | 8.5% |
| Religious club member | 8.54% | 8.57% | 8.47% |

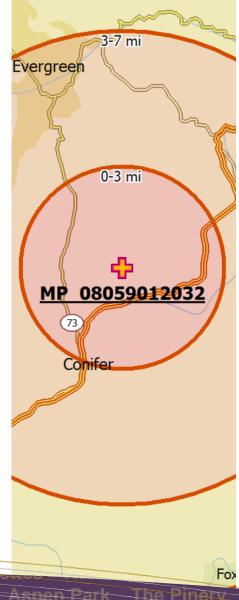
| PROJECTS | 0-3 | 3-7 | 7-10 |
|---------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Charitable Organization | 8.06% | 8.21% | 7.53% |
| Wrote to editor of mag or | 7.54% | 7.5% | 7.45% |
| newspaper | | | |
| Addressed a public meeting | 7.42% | 7.26% | 7.07% |
| Union member | 6.23% | 5.97% | 6.06% |
| Took active part in local civic | 6.21% | 6.48% | 6.17% |
| issue | | | |
| Wrote to editor of mag or | 5.25% | 5.4% | 5.18% |
| newspaper | | | |

Hillrose Keenesburg Vall Strasburg Clifton Colorado City Rockvale Pueblo West Larkspur Norwo emileto Cheraw Delta Franktown Commerce City Montezuma Atwood Chard Mesa Granada Stonega Grand View Estates Lincoln Park Coal Creek Wheat Ridge Alma Rock Confertual Institute Milliken Dinos Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Paoli Ault Paonia Sheridan Lake Kiowa Manitou Springs

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.



Fowler Cimarron Hills Byers Cheyenne Wells Palmer Lake Hooper Watsh Aspen Park The Pinery Encose Kersey Akron Fort Garland Lone Tree Orchard City Centennial Intercultural Institute Two Buttes Craig Security-Widefield Derby Ward Campion Highland For Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Cont

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 -- 0-3 miles, 3-7 miles, 7-10 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 | 0-3 | 3-7 | 7-10 |
|------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Novel | 26.08% | 26.19% | 25.15% |
| Children's Books | 17.69% | 17.35% | 17.23% |
| Mystery | 16.99% | 16.76% | 16.31% |
| Cookbooks | 14.24% | 13.59% | 13.28% |
| History | 10.72% | 10.72% | 10.29% |
| Personal/Business | 10.54% | 10.55% | 10.26% |
| Self-help | | | |
| Biography | 9.75% | 9.89% | 9.38% |
| Religious (not Bibles) | 8.99% | 8.97% | 8.9% |
| Romance | 8.36% | 7.99% | 8.12% |

| MAGAZINES | 0-3 | 3-7 | 7-10 |
|-------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Newspaper Distributed | 75.76% | 75.84% | 75.2% |
| Gen. Editorial | 50.01% | 50.74% | 49.82% |
| Womens | 44.15% | 44.69% | 44.17% |
| Service | 42.88% | 43.27% | 41.93% |
| Business/Finance | 28.46% | 28.87% | 27.07% |
| Sports | 19.17% | 19.46% | 18.98% |
| Mens | 18.34% | 18.92% | 19.03% |
| Travel | 14.2% | 14.65% | 13.37% |
| Parenthood | 13.76% | 13.65% | 14% |

Ser Englewood Wheat Ridge Moffat Hayden Columbine Valley Castle Pines Gypsum Walsh Otis Fox Hanca Pueblo Alamosa Frederick Iliff Colorado City Strasburg Pone <u>Intercultural Institute</u> Silver Plume Deer Trail Crowley Holly Ouray Pierce Sedalia Hill for Contextual Ministry Googpright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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 | 0-3 | 3-7 | 7-10 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Gen. News | 62.07% | 61.89% | 61.22% |
| Business/Finance | 42.27% | 42.07% | 40.52% |
| Sport | 37.19% | 37.12% | 36.64% |
| Editorial Page | 35.34% | 34.95% | 34.24% |
| Movie Listings & Reviews | 31.26% | 31.27% | 30.99% |
| Food/Cooking | 29.24% | 29.41% | 28.85% |
| Travel | 29.12% | 28.82% | 27.8% |
| Comics | 29.08% | 28.73% | 28.54% |
| Classified | 28.65% | 28.24% | 29% |
| Home/Gardening | 28.09% | 27.84% | 27.08% |
| Science/Technology | 24.92% | 24.52% | 23.91% |
| TV/Radio Listings | 24.72% | 25.18% | 24.84% |
| Fashion | 16.52% | 16.79% | 16.52% |

| RADIO | 0-3 | 3-7 | 7-10 |
|-----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Adult Contemporary | 23.07% | 22.77% | 22.82% |
| News/Talk | 21.93% | 21.84% | 21.02% |
| Country | 17.17% | 16.75% | 17.62% |
| CHR Contemp Hit Radio | 16.95% | 17.06% | 17.79% |
| Rock | 15.69% | 14.87% | 15.02% |
| Alternative | 15.53% | 15.48% | 14.96% |
| Classic Rock | 14.54% | 14.07% | 14.16% |
| Oldies | 14.33% | 13.98% | 13.65% |
| All News | 10.87% | 11.36% | 9.94% |
| Soft Contemporary | 10.16% | 10.14% | 10% |
| Variety | 8.65% | 8.74% | 8.94% |
| All Talk | 7.91% | 7.6% | 7.12% |
| Sports | 7.66% | 7.8% | 7.57% |
| Religious | 7.26% | 7.21% | 7.18% |
| Classical | 6.35% | 6.61% | 6.15% |
| Urban Contemporary | 6.26% | 6.67% | 7.19% |
| Classic Hits | 5.58% | 5.47% | 5.55% |
| Jazz | 5.43% | 5.77% | 5.44% |
| | | | |

Battlement Mesa South Fork Nunn Hillrose Beulah Valley Gilcrest Ovid Bennett Coal Creek Pierce Derby Saguache Durango Stonegate Blue River Deer Trail Sawpit Plan Hindsor Franktown La Georgetown Larkspur Superior Todd Creek Towaoc Wellington Fox for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| MULTIMEDIA: TV | 0-3 | 3-7 | 7-10 |
|-----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Fox News Channel | 73.99% | 73.4% | 72.43% |
| Satellite Dish | 64.22% | 62.11% | 62.97% |
| Soapnet | 54.54% | 55.05% | 55.15% |
| Comedy Central | 49.35% | 49.93% | 47.47% |
| Sci-Fi Channel | 42.64% | 41.87% | 41.89% |
| MSNBC | 39.85% | 38.27% | 38.95% |
| Other | 39.63% | 40.16% | 39.74% |
| Video-On-Demand | | | |
| Video-On-Demand | 38.1% | 36.44% | 34.89% |
| Movies | | | |
| ESPN Classic | 38.1% | 38.68% | 35.81% |
| Adult Pay Per View TV | 37.49% | 35.87% | 35.64% |
| Hallmark Channel | 36.43% | 35.84% | 35.02% |
| ABC Fam. | 35.91% | 36.24% | 35.13% |
| | | | |

Caïz % on City Greeley Lochbule Monte Vista Glendale Foxfield Vona Kittredge Aspen Park Westminst teeker Empire Saguache Brighton St. Mary's Walsh Holyoke Cheyenper Intercultural Institute Salle Battlement Mesa Columbine Bow Mar Gilcrest Kim Dolores Hill () Confextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Communication Media Usage

Loveland

Vail

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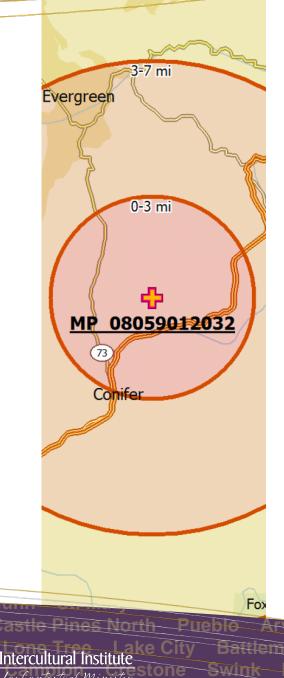
It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured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

Akror

Westcliffe



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 -- 0-3 miles, 3-7 miles, 7-10 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 | 0-3 | 3-7 | 7-10 |
|---------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Book Readers | | | |
| Heavy Users (7+) | 29.66% | 29.14% | 28.28% |
| Medium Users (4-6) | 14.03% | 14.07% | 13.98% |
| Light Users (1-3) | 21.79% | 21.8% | 21.52% |
| Quintiles (20%) | | | |
| Newspaper I (Heavy) | 1.16% | 1.12% | 1.21% |
| Newspaper II | 1% | 1.01% | 1.11% |
| Newspaper III | 2.34% | 2.45% | 2.34% |
| Newspaper IV | 0.34% | 0.39% | 0.31% |
| Newspaper V (Light) | 1.38% | 1.27% | 1.18% |

| 0-3 | 3-7 | 7-10 |
|--------|--|--|
| MILES | MILES | MILES |
| | | |
| 18.3% | 18.86% | 19.04% |
| 6.87% | 7.35% | 7.42% |
| 8.58% | 8.88% | 8.97% |
| 10.85% | 11% | 11.22% |
| 0.82% | 0.73% | 0.73% |
| 6.3% | 6.8% | 6.55% |
| 2.59% | 2.53% | 2.59% |
| 2.71% | 2.87% | 2.97% |
| 12.48% | 12.9% | 13.39% |
| 23.1% | 23.69% | 23.44% |
| 11.08% | 11.14% | 11.82% |
| | | |
| 4.71% | 5.32% | 5.31% |
| 4.43% | 4.41% | 4.58% |
| 14.82% | 15.77% | 16.73% |
| 1.85% | 2.13% | 2.15% |
| | MILES 18.3% 6.87% 8.58% 10.85% 0.82% 6.3% 2.59% 2.71% 12.48% 23.1% 11.08% 4.71% 4.43% 14.82% | MILES MILES 18.3% 18.86% 6.87% 7.35% 8.58% 8.88% 10.85% 11% 0.82% 0.73% 6.3% 6.8% 2.59% 2.53% 2.71% 2.87% 12.48% 12.9% 11.08% 11.14% 4.71% 5.32% 4.43% 4.41% 14.82% 15.77% |

bert La Salle Parachute Golden Idaho Springs Arriba Vilas Red Feather Lakes Genoa Allenspark Auto Aguilar De Beque Romeo New Castle Eaton Hayden Aristocrat Rancher <u>Intercultural Institute</u> Cripple Creek Ille Air Force Academy Cherry Hills Village Crested Butte Del Norte Craw <u>for Contextual Ministry</u> Westcliffe 55 ©Copyright 2014, Intercultural Institute for Contextual Ministry Geoperade 2014, Intercultural Institute for Contextual Ministry Decempedate Severance The Pinery Dacono Eldora Cast

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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.

| EDIUM 0-3 3-7 7-10 ME | DIUM | EDIUM 0-3 |
|---|-------------------------|---------------------------|
| MILES MILES MILES | | MILES |
| dio Drive Time Quntiles TV Prime | e Time Quntiles (fifths | e Time Quntiles (fifths / |
| ths / 20%) 20%) | | |
| ve Time I & II (Heavy) 2.22% 2.27% 2.32% Prime Time I & | II (Heavy) | II (Heavy) 2.95% |
| ve Time III (Medium) 0.43% 0.58% 0.44% Prime Time III (Me | dium) | dium) 1.58% |
| dio IV & V (Light) 1.95% 1.9% 1.99% Prime Time IV & V (| Light) | Light) 7.64% |
| dio Media Quntiles (fifths / TV Early/Late Fringe | Quntiles | Quntiles |
| %) (fifths / 20%) | | |
| dio I & II (Heavy) 9.56% 9.84% 9.7% Fringe I & II (Heavy) | | 38.15% |
| dio III (Medium) 4.56% 4.74% 4.89% Fringe III (Medium) | | 42.52% |
| dio IV & V (Light) 2.99% 2.97% 2.96% Fringe IV (Light) | | 51.22% |
| ble TV Quntiles (fifths / TV All Day Quntiles (fifths | s / | s / |
| %) 20%) | | |
| ble I & II (Heavy) 21.22% 20.8% 20.47% All Day I & II (Heavy) | | 9.77% |
| ble III (Medium) 4.56% 4.4% 4.7% All Day III (Medium) | | 21.27% |
| ble IV & V (Light) 29.42% 30.52% 30.54% All Day IV (Light) | | 11.69% |



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 -- 0-3 miles, 3-7 miles, 7-10 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 | 0-3 | 3-7 | 7-10 |
|--------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Day-time Radio | | | |
| Listeners | | | |
| Dayparts [summary] | 13.83% | 13.96% | 13.75% |
| 6:00am - 10:00am | 26.03% | 25.97% | 24.74% |
| 10:00am - 3:00pm | 6.75% | 6.91% | 6.71% |
| 3:00pm - 7:00pm | 12.17% | 12.43% | 12.87% |
| 7:00pm - Midnight | 18.45% | 18.59% | 17.42% |
| Midnight - 6:00am | 6.05% | 5.94% | 5.91% |
| Weekend Radio | | | |
| Listeners | | | |
| Dayparts [summary] | 15.17% | 14.92% | 15.49% |
| 6:00am - 10:00am | 5.98% | 6.08% | 5.64% |
| 10:00am-3:00pm | 8.53% | 8.97% | 8.52% |
| 3:00pm - 7:00pm | 7.68% | 7.44% | 7.74% |
| 7:00pm - Midnight | 10.88% | 10.87% | 10.73% |
| Midnight - 6:00am | 13.57% | 13.63% | 12.83% |

| USAGE | 0-3 | 3-7 | 7-10 |
|---------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Prime Time TV Viewers | | | |
| 8:00-11:00pm | 13.28% | 13% | 13.15% |
| Saturday: 8:00-11:00pm | 9.2% | 9.03% | 9.25% |
| Sunday: 7:00-11:00pm | 11.53% | 11.88% | 12.17% |
| 9:00am-1:00pm | 29.91% | 29.07% | 29.52% |
| 9:00am-4:00pm | 33.85% | 32.93% | 33.55% |
| 4:00pm-7:00pm | 38.91% | 37.55% | 37.21% |
| 11:00pm-1:00am | 47.02% | 45.34% | 46.19% |
| AVG Prime time Mon-Sun | 3.67% | 3.81% | 3.48% |

Broomfield Orchard City Loveland Beulah Valley New Castle Manassa San Luis Eldorado Springs S Gold Hill Nederland Vail Kersey Foxfield Greenwood Village Aristoc Anchertes Lincoln Park Derby I Village Colorado City Limon Arriba Lafayette Meeker Nunn Genoa Contextual Institute for Contextual Ministry Parachute Saguache Raymer Georgetown Edwards 57

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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 | 0-3 | 3-7 | 7-10 | TV VIEWERS | TV VIEWERS 0-3 | TV VIEWERS 0-3 3-7 |
|------------|--------|--------|--------|-------------------|----------------------|-----------------------------|
| | MILES | MILES | MILES | | MILES | MILES MILES |
| Weekday | | | | Weekend | Weekend | Weekend |
| 6-7am | 22.43% | 22.26% | 22.44% | Sat: 7-10am | Sat: 7-10am 26.27% | Sat: 7-10am 26.27% 26.21% |
| 7-9am | 31% | 31.57% | 30% | Sat: 10am-1pm | Sat: 10am-1pm 10.05% | Sat: 10am-1pm 10.05% 10.33% |
| 9am-12noon | 25.27% | 24.46% | 25.05% | Sat: 1-4pm | Sat: 1-4pm 26.78% | Sat: 1-4pm 26.78% 27.28% |
| 12noon-4pm | 8.58% | 8.47% | 8.5% | Sat: 4-6pm | Sat: 4-6pm 8.01% | Sat: 4-6pm 8.01% 8.15% |
| 4-6pm | 67.92% | 66.94% | 65.73% | Sat: 6-7pm | Sat: 6-7pm 2.89% | Sat: 6-7pm 2.89% 2.79% |
| 6-7pm | 22.88% | 22.12% | 21.26% | Sat: 7-8pm | Sat: 7-8pm 2.36% | Sat: 7-8pm 2.36% 2.17% |
| 7-7:30pm | 1.95% | 1.84% | 1.94% | Sat: 8-11pm | Sat: 8-11pm 9.2% | Sat: 8-11pm 9.2% 9.03% |
| 7:30-8pm | 11.63% | 11.3% | 11.14% | Sat: 11pm-1an | Sat: 11pm-1am 5.62% | Sat: 11pm-1am 5.62% 5.72% |
| 8-11pm | 13.28% | 13% | 13.15% | Sat: 1am-7pm | Sat: 1am-7pm 29.34% | Sat: 1am-7pm 29.34% 30.26% |
| 11pm-12am | 39.85% | 38.27% | 38.95% | Sun: 7-10am | Sun: 7-10am 1.59% | Sun: 7-10am 1.59% 1.64% |
| 11pm-1am | 47.02% | 45.34% | 46.19% | Sun: 10am-1pr | Sun: 10am-1pm 6.79% | Sun: 10am-1pm 6.79% 6.9% |
| 1-6am | 41.53% | 41.48% | 40.02% | Sun: 1-4pm | Sun: 1-4pm 8.43% | Sun: 1-4pm 8.43% 8.41% |
| | | | | Sun: 4-7pm | Sun: 4-7pm 16.22% | Sun: 4-7pm 16.22% 15.98% |
| | | | | Sun: 7-11pm | Sun: 7-11pm 11.53% | Sun: 7-11pm 11.53% 11.88% |
| | | | | Sun: 11pm-1ar | Sun: 11pm-1am 5.02% | Sun: 11pm-1am 5.02% 5.16% |
| | | | | Sun: 1-7am | Sun: 1-7am 26.23% | Sun: 1-7am 26.23% 26.32% |

Springs Aurora Lyons Parker Wiggins La Veta Strasburg Calhan Ponderosa Park Black Forest Found Orchard Mesa Monument Northglenn Gold Hill Edgewater Gleneagle Intercultural Institute Battlement Mesa Cripple Creek Otis Towaoc Columbine Valley Acre for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Womelsdorf (Coalton) Haxtun Bayfield Paoli Holly Sw

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.

Louisville Springfield Oak Creek Julesburg Garden City La Jara Niwot Ward North Mashington Rico in on Park Hot Sulphur Springs Paonia Gunnison Indian Hills Berthoud Intercultural Institute Durango Brans rry Park Superior Towaoc Fruita Rye Estes Park Boone Padroni She for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

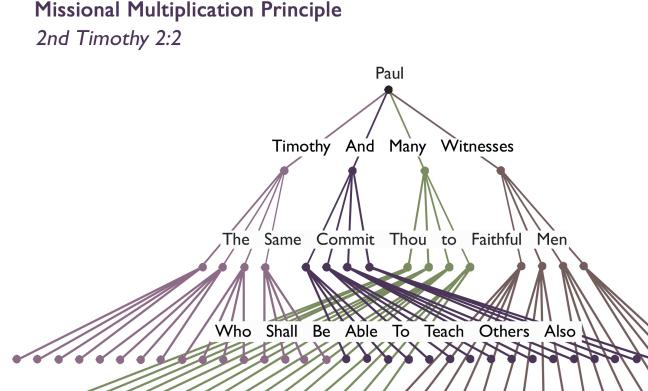
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

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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.



ritchett Laporte Norwood Centennial Pueblo Gypsum Welby Lafayette Del Norte Wheat Ridge Buena in hath Bonanza Stratmoor Derby La Salle The Pinery Grand Lake Ridge Intercultural Institute the Hayden Orchard City Frisco Pierce Kiowa Raymer Columbine Value for Confectual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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





Your MissionSite and the Missional Suite

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

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

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





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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