# MissionSite top unreached locations

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Sugar City Louisville Gypsum COLORADO SPRINGS, CO mpa Cripple Creek Seibert Manitou Springs Wome CENSUS TRACT: 08041002000 Ward Si Multiply Air Force Academy Montrose REGION: Front Range ASSOCIATION: Pikes Peak CONGREGATIONAL Wood Springs Genesee Keenesburg Peetz Florence Blue River Eads Allenspark Two COUNTY: El Paso Alamosa Colorado Springs Fire In partnership with the: In Crest Structure Blue Battlement Mesa West Pleasar SITESCAPE: Cityscapeta Park Idaho Springs Beth

Intercultural Institute Raman Avondale VDENSITY PATTERN: Keather Lakes Dove Creek L for Contextual Ministry hCOLORADO Bamtistelamosa E Blanca Wiggins Littleton Palisade onte Vista **Coal Creek** tminster Craig Limon North Wash ne ©Copyright 2012, Intercultural Institute for Contextual Ministryt Sulphur Springs Arriba Brighton Fleming Greenwood V

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#### Site Location Summary

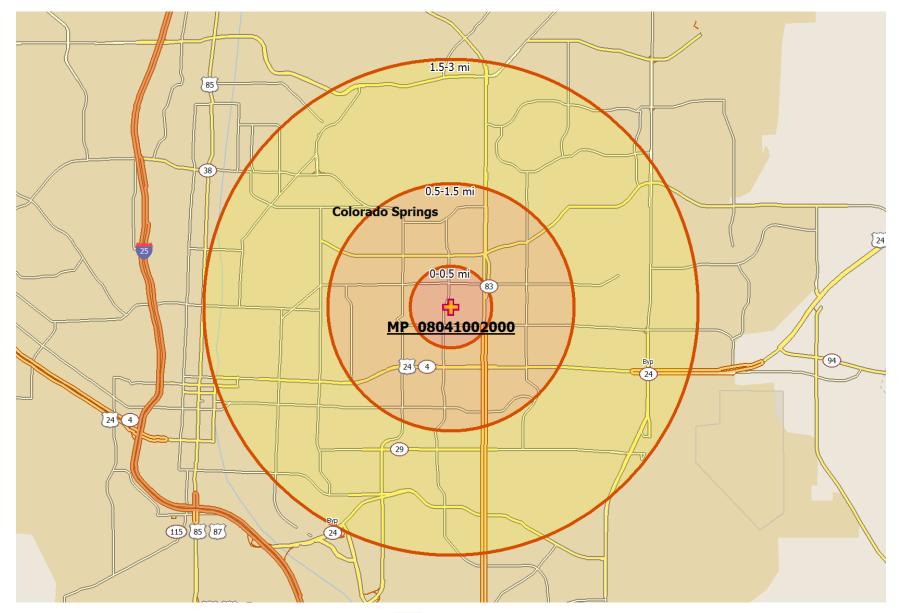
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has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

	Location Typography	CODE	LOCATION
1	Region	08R01	Front Range
2	Association	08A09	Pikes Peak
3	County Location	08041	El Paso
4	Zipcode	80909	El Paso
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
8	Sitescape Density Pattern	K	250000-1000000-100000



Silverthorne Grand Junction Derby Wiley Crawford Walden Mountain View Kim Wiggins Palisade Wes Ley Fort Collins Salt Creek Lincoln Park Commerce City Antonito Log Intercultural Institute Two Buttes Granby Eaton Manassa Las Animas Vail Cheraw Lake City for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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



Cherry Hills Village Boulder Nunn Las Animas Kim Genoa Ovid Vail Deer Trail Aquilar Black Have teley Delta Cottonwood Meridian Lincoln Park Superior Gunnison Arrier Intercultural Institute ork Marble Paoli Orchard City Peetz Cedaredge Fort Collins Seibert Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Over Estates Sedowick Ramab Glendale Mon

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale	11	City: Large: Territory inside an urbanized area and inside a principal city with
	Codes		population of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	2,906	32,730	77,385
2010 Households	1,199	13,222	31,149
2010 Group Quarters Population	0	114	1,582

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	77	69	44
Language Diversity National Index	58	52	51
Foreign Born Diversity National Index	43	77	67
Ancestry Diversity National Index	57	70	78
Racial Diversity National Index	59	46	42



## 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	1	True
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	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

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dgewater Colorado City Crestone Breckenridge Ouray Olathe Walsenburg Arboles Twin Lakes Redland The Hills Village Cheyenne Wells Englewood Pueblo West Dacono Hudson Intercultural Institute Lafayette Salt Creek Ramah North Washington Springfield Rico Clifto Tor Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	89	7.42%
Working Communities	Blue-collar, Working Families	731	60.97%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	379	31.61%

og Lane Village <u>Coal Creek Evans Battlement Mesa</u> Ponderosa Park Rocky Ford Avondale Wiggins Work Commerce City Castle Rock Fort Morgan Cheraw Swink Trinidad Rich <u>Intercultural Institute</u> Morrison Cher Oni Beulah Valley Firestone Breckenridge Cherry Hills Village Eldora Avondale Wiggins Foxfield Fo Jo Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Address Pagosa Springs Contex San Greek Cutated Structure Context and Second Se

# 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?

Genera La Salle Wiley Sterling Gunnison Commerce City Foxfield Wellington Boulder Ken Caryl Switch Strasburg Lakeside Fruita Ignacio Saguache Kremmling The Pinery Intercultural Institute Glenwood Springs Gold Hill Ouray Columbine Holly Delta Greenwood Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for 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 0-0.5 mile band that are in each category. The index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	153,759	829	0.54%
Unreached %	69.33%	69.16%	99.76
Religious But NOT Evangelical HH	34,786	201	0.58%
Religious But NOT Evangelical %	15.68%	16.79%	107.02
Spiritual But NOT Relig or Evang HH	25,866	122	0.47%
Spiritual But NOT Relig or Evang %	11.66%	10.2%	87.45
Not Evangelical, Not Interested HH	93,400	506	0.54%
Not Evangelical, Not Interested %	42.11%	42.18%	100.17





# **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	23,461	4,808	20.49%
Active Evangelical Percent	10.58%	10.55%	99.75
Inactive Evangelical Households	44,572	9,135	20.49%
Inactive Evangelical Percent	20.10%	20.05%	99.75
# New Churches Needed	111	23	20.55%





# 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.

Raymer Commerce City Woodland Park Johnstown Womelsdorf (Coalton) Castle Pines North Penrose Re-Centennial Sterling Firestone Monument La Junta Pitkin Nunn Sher Intercultural Institute Aspen Park Montrose Clifton Beulah Valley Crook Hooper Center Montestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

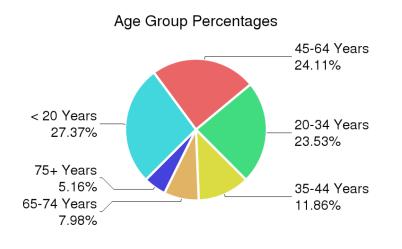
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMO	DSCAPE	COUNTY	BAND	% OF CC
1990 Population	397,014	3,032	0.76%	1990	Households	146,968	1,300	0.88%
2000 Population	516,929	3,306	0.64%	2000	Households	192,409	1,368	0.71%
2010 Population	614,050	2,906	0.47%	2010	Households	221,792	1,199	0.54%
			n this Missio			Location Typ	ре	0-0.5mi Band
🗖 0-0.5mi Bar	nd 📃 0.5-1	.5mi Band	🗖 1.5-3mi	Band 📃 Coun	ty	Residential		1,142
300,000						Residential A	pt.	530
250,000						Residential N	lon-Apt.	612
200,000						Business		124
150,000						Seasonal		0
100,000						USPS Reside	ential	1,007
50,000	,		- 45	nal atial		USPS Busine	ess	145
0	ential Apt. Residential No	n-AP- Bus	ness Seaso	n <sup>al</sup> USPS Residential USPS	Business			

Two Buttes Carbondale Fort Carland Grand Lake La Jara Eldorado Springs Byers Nucla Sterling Gu Branson Mount Crested Butte Greenwood Village Westcliffe Welling Intercultural Institute Aristocrat Ranchettes Columbine Valley Aurora Red Cliff Trinidad Performer Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

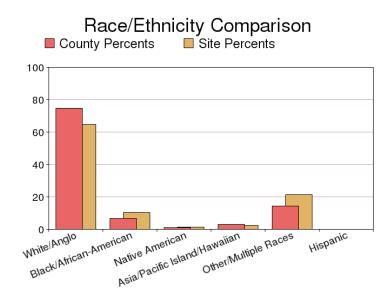


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.93%	6.5%	109.61
4-5 Years	2.9%	2.58%	88.97
6-8 Years	4.3%	3.72%	86.51
9-11 Years	4.23%	3.75%	88.65
12-13 Years	2.78%	2.44%	87.77
14-17 Years	5.66%	5.47%	96.64
18-19 Years	2.84%	2.92%	102.82
0-5 Years	8.83%	9.08%	102.83
6-12 Years	9.93%	8.71%	87.71
13-19 Years	9.89%	9.6%	97.07
< 20 Years	28.65%	27.39%	95.6
20-34 Years	21.36%	23.54%	110.21
35-44 Years	12.99%	11.87%	91.38
45-64 Years	26.33%	24.12%	91.61
65-74 Years	6.24%	7.98%	127.88
75+ Years	4.44%	5.16%	116.22
Median Age	35	37	105.6
Median Age (Male)	34	35	104.33
Median Age (Female)	36	39	105.95

Applewood Keenesburg Brush Acres Green Del Norte Durango Saguache Fountain Orchard City Branson Crested Butte Louisville Carbondale Sedgwick Beulah Valley Intercultural Institute Williamsburg Indian Hills Wiggins Holyoke Broomfield Buena Vista Jor Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Sawpit Manzanola Stratmoor Hillrose Cripple Creek 15

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	74.73%	64.69%	86.57
Black, African-American	6.66%	10.25%	154.03
Native American	1.12%	1.45%	128.75
Asian	2.84%	2.17%	76.45
Pacific Island, Hawaiian	0.28%	0.14%	48.44
Other/Multiple Races	14.37%	21.27%	148
Hispanic	0%	20.92%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	391,535	1,830	
Less than 9th Grade	2.7%	4 43%	60.94

Total Adults over age 25 years.	391,535	1,830	
Less than 9th Grade	2.7%	4.43%	60.94
No High School Diploma	4.52%	6.67%	67.79
High School Graduate	23.77%	33.66%	70.62
Some College, no degree	22.92%	24.86%	92.2
Associate Degree	10.07%	9.62%	104.67
College Degree	22.4%	14.15%	158.24
Graduate/Prof. degree	13.63%	6.61%	206.07

Foxfield Boulder Pueblo Orchard Mesa Crestone Byers San Luis Deer Trail Redlands Eaton Strasbul North Washington Womelsdorf (Coalton) Cimarron Hills Colorado Spriper Cokedale Lakeside Castle E ton Air Force Academy Cheraw Mancos Gunnison Lincoln Park Ward Jox Confectual Ministry Winter Park Copyright 2012, Intercultural Institute for Contextual Ministry Littleton Westcreek Rifle Frisco Laporte Flemin16

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.44%	11.43%	272.09
\$10,000 to \$19,999	8.21%	15.85%	193.1
\$20,000 to \$29,999	9.25%	19.77%	213.66
\$30,000 to \$49,999	19.6%	23.35%	119.13
\$50,000 to \$59,999	8.86%	5.42%	61.18
\$60,000 to \$69,999	9.31%	7.84%	84.2
\$70,000 to \$79,999	7.87%	4.5%	57.25
\$80,000 to \$89,999	5.94%	2.17%	36.52
\$90,000 to \$99,999	4.02%	0.92%	22.83
\$100,000 to \$124,999	8.86%	3.92%	44.25
\$125,000 to \$149,999	4.99%	4.17%	83.49
\$150,000 to \$199,999	4.26%	0.5%	11.74
\$200,000 to \$249,999	1.18%	0%	0
\$250,000 or more	2.21%	0%	0
Median Household	58,501	34,626	59.19
Average Household	75,267	42,235	56.11
Per Capita Household	28,468	17,426	61.21
Family/Non-Family Household			
Income			
Median Family Income	69,637	45,945	65.98
Average Family Income	90,063	51,881	57.61
Median Non-Family Income	37,461	24,628	65.74
Average Non-Family Income	45,571	25,222	55.35

Inta Berkley Simla Trinidad Moffat El Jebel Silver Plume Grand Junction Del Norte Atwood Thornton Colorado City Salida Evans Merino Orchard City Kremmling Log Lago Intercultural Institute Manassa Victor Aspen Lafayette Fruita Redlands Buena Vista Hor Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Barden City Ford Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	66.74%	55.8%	83.6
Families with Children	34.81%	29.52%	84.81
Families without Children	31.93%	26.27%	82.28
Non-Family Households			
% Non-Family Households	33.26%	44.2%	132.92
Non-Families with Children	0.23	0.58	248.53
Non-Families without Children	33.02	43.62	132.1
Housing Units			Index
Total Housing Units	249,605	1,371	
Vacant percent	11.14%	12.55%	112.59
Owned percent	60.51%	34.65%	57.25%
Rented Percent	28.34%	52.81%	186.32
Households by Size			Index
Avg household size	2.69	2.42	89.96
Avg family hh size	3.44	3.30	95.93
Avg non-family hh size	1.21	1.31	108.26
Households By Count of Persons			Percent
One	62,513	456	0.73%
Two	58,167	291	0.5%
Three or Four	73,138	333	0.46%
Five+	27,974	119	0.43%

Highlands Ranch Olney Springs Poncha Springs Stratmoor Granby Wiley Nucla Aspen Park Seibert To Grand View Estates Castle Rock Delta Haswell Otis Estes Park Windsor Chevenne Wells Calhar Stonegate Gleneagle Crested Butte Severance Bayfield Manitou Spring Contextual Ministry Rife Copyright 2012, Intercultural Institute for Contextual Ministry

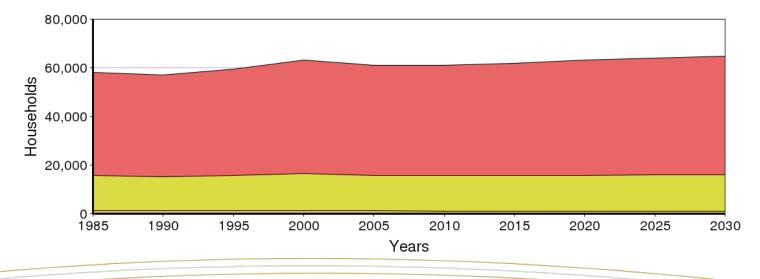
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	397,014	3,032	0.76%
2000 Population	516,929	3,306	0.64%
2010 Population	614,050	2,906	0.47%
2015 Population	661,580	2,943	0.44%

Household Change from 1985 to 2030

🔲 0-0.5mi Ring 👘 🔲 0-1.5mi Ring

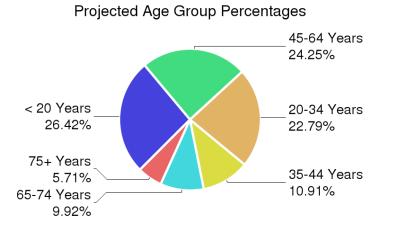
📕 0-3mi Ring



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

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

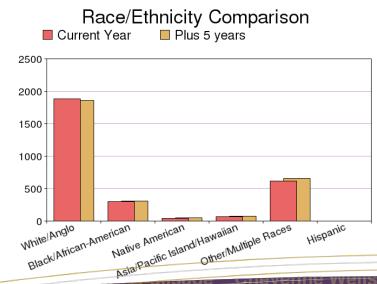


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.5%	6.25%	96.15
4-5 Years	2.58%	2.58%	100
6-8 Years	3.72%	3.84%	103.23
9-11 Years	3.75%	3.64%	97.07
12-13 Years	2.44%	2.48%	101.64
14-17 Years	5.47%	5.06%	92.5
18-19 Years	2.92%	2.58%	88.36
0-5 Years	9.08%	8.83%	97.25
6-12 Years	8.71%	8.73%	100.23
13-19 Years	9.6%	8.87%	92.4
< 20 Years	27.39%	26.43%	96.5
20-34 Years	23.54%	22.8%	96.86
35-44 Years	11.87%	10.91%	91.91
45-64 Years	24.12%	24.26%	100.58
65-74 Years	7.98%	9.92%	124.31
75+ Years	5.16%	5.71%	110.66
Median Age	35	38	107.6
Median Age (Male)	34	32	95.17
Median Age (Female)	36	39	108.28

Aurora Green Hountain Falls Colorado Springs Marble Ponderosa Park Ouray Windsor Fruitvale Morris Lake City Fruita Naturita Broomfield Timnath Superior Estes Park Intercultural Institute Timo Orchard Mesa Meridian Denver Peetz Wiggins Foxfield Eagle-Val for Contextual Ministry Columbin 2012, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	64.69%	63.2%	97.69
Black, African-American	10.25%	10.36%	101.06
Native American	1.45%	1.6%	110.5
Asian	2.17%	2.28%	105.01
Pacific Island, Hawaiian	0.14%	0.14%	98.74
Other/Multiple Races	21.27%	22.46%	105.61
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,830	1,913	
Less than 9th Grade	4.43%	4.55%	102.75
No High School Diploma	6.67%	5.59%	83.9
High School Graduate	33.66%	34.29%	101.87
Some College, no degree	24.86%	22.9%	92.09
Associate Degree	9.62%	9.83%	102.18
College Degree	14.15%	15.47%	109.33
Graduate/Prof. degree	6.61%	7.37%	111.47

Valsenburg Colorado Springs Pierce Walden Fort Garland Nunn Franktown El Jebel Starkville Hayden minster Keystone Monte Vista Collbran Laporte Sedalia Downieville-Laver Pumont Pagosa Springs Ea e Estes Park Silver Plume Erie Red Cliff Lake City Williamsburg Boor for Contextual Ministry Cedaredge Aln ©Copyright 2012, Intercultural Institute for Contextual Ministry Black Hawk Milliken Commerce City La Jara Jamest 21

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	11.43%	11.39%	99.72
\$10,000 to \$19,999	15.85%	15.39%	97.13
\$20,000 to \$29,999	19.77%	18.71%	94.64
\$30,000 to \$49,999	23.35%	22.19%	95.04
\$50,000 to \$59,999	5.42%	4.93%	90.98
\$60,000 to \$69,999	7.84%	8.16%	104.13
\$70,000 to \$79,999	4.5%	4.76%	101.96
\$80,000 to \$89,999	2.17%	2.3%	105.88
\$90,000 to \$99,999	0.92%	1.53%	166.84
\$100,000 to \$249,999	3.92%	5.1%	130.16
\$125,000 to \$149,999	4.17%	5.02%	120.31
\$150,000 to \$199,999	0.5%	0.34%	67.97
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0%	0%	0
Median Household	34,626	36,279	104.77
Average Household	42,235	45,026	106.61
Per Capita Household	17,426	17,992	103.25
Family/Non-Family Household			
Income			
Median Family Income	45,945	48,206	104.92
Average Family Income	51,881	56,088	108.11
Median Non-Family Income	24,628	24,602	99.89
Average Non-Family Income	25,222	26,472	104.96

The sector of th

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	55.8%	54.68%	97.99
Families with Children	29.52	28.06	95.04
Families without Children	26.27	24.57	93.54
Non-Family Households			
% Non-Family Households	44.2%	45.32%	102.53
Non-Families with Children	0.58	0.51	102.53
Non-Families without	43.62	44.81	102.74
Children			
Housing Units			
Total Housing Units	1,371	1,344	98.03%
Vacant percent	12.55%	12.5%	99.64
Owned percent	34.65%	34.75%	100.29
Rented Percent	52.81%	52.83%	100.04
Households by Size			
Avg household size	2.42	2.50	103.31%
Avg family hh size	3.30	3.53	106.97%
Avg non-family hh size	1.31	1.27	96.95%
Households By Count of			
Persons			
One	456	472	103.51%
Two	291	232	79.73%
Three or Four	333	329	98.8%
Five+	119	143	120.17%

Lyons Bethune Holly La Salle Coal Creek Edgewater Fort Morgan Saguache Georgetewn Frederi Olathe Perry Park Jamestown Idaho Springs Pueblo West Cedaredge <u>Intercultural Institute</u> kside Brighton Colorado Springs Kittredge Pierce Pritchett Westcreek Confectual Ministry Norwood 22 Copyright 2012, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-0.5	0.5-1.5	1.5-3		BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	65	3,671	5,551		Eastern Africa	Eastern Africa 0	Eastern Africa 0 3
Northern Europe	3	262	222		Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	9	488	837		Northern Africa	Northern Africa 0	Northern Africa 0 14
Southern Europe	0	34	40	S	Southern Africa	Southern Africa 0	Southern Africa 0 3
Eastern Europe	4	151	180	V	Vestern Africa	Vestern Africa 0	Vestern Africa 0 12
Other Europe	0	0	5	C	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	13	323	870	0	ceania	ceania 1	ceania 1 7
So. Central Asia	1	51	113	Carik	obean	obean 2	bbean 2 92
SE Asia	2	243	682	Centr	al Amer.	al Amer. 29	al Amer. 29 1,828
Western Asia	0	21	61	South	n America	n America 0	n America 0 84
Other Asia	0	0	26	Nort	h America	h America 1	h America 1 55
				Во	rn at sea	rn at sea 0	rn at sea 0 0



# Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
English only	879	28,285	61,251	Other Indo-Euro	0	9	57
Spanish	139	3,709	5,736	Asian/PI languages	0	0	0
Other Indo-Euro	37	1,045	1,576	Chinese	0	50	49
language				Japanese	0	97	227
French (incl. Patois,	7	199	202	Korean	0	211	584
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	6	Cambodian			
Italian	0	69	59	Miao, Hmong	0	0	0
Portuguese	0	21	8	Thai	0	7	54
German	21	501	997	Laotian	0	0	20
Yiddish	0	0	0	Vietnamese	0	164	186
Other West Germanic	0	21	19	Other Asian	0	0	39
A Scandinavian	1	33	20	Tagalog	0	89	245
Language				Other Pacific Is	0	6	59
Greek	0	0	10	Other languages	0	80	277
Russian	0	30	27	Navajo	0	12	27
Polish	0	37	20	Other Native N.	0	0	20
Serbo-Croatian	6	43	49	American			
Other Slavic Language	0	35	34	Hungarian	0	0	8
Armenian	0	0	0	Arabic	0	39	140
Persian	2	10	14	Hebrew	0	6	41
Gujarathi	0	37	6	African languages	0	12	36
Hindi	0	0	28	Other unspecified	0	11	5
Urdu	0	0	0				

kes Las Animas Greenwood Village Cripple Creek Iliff Mountain Village Indian Hills Chevenne Wells Boo ta Buena Vista Cherry Hills Village Morrison Lochbuie Sawpit Salida Intercultural Institute Welby Coal ango Cottonwood Granby Fowler Fairplay Pitkin Haxtun Basalt Cereck for Contextual Ministry Voke Ridgway Copyright 2012, Intercultural Institute for Contextual Ministry Victor Downieville-Lawson-Dumont Calhan Woodland 25

# Ancestry Summary

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

ANCESTRY	0-0.5	0.5-1.5	1.5-3	ANCESTRY	0-0
	MILES	MILES	MILES		MIL
Reporting ancestry	990	29,880	62,134	Irish	90
Arab	0	57	148	Italian	32
Armenian	0	8	3	Lithuanian	2
Austrian	4	41	184	Norwegian	35
British	6	110	212	Polish	9
Canadian	0	25	120	Portuguese	0
Croatian	5	38	53	Romanian	0
Czech	3	109	314	Russian	3
Czechoslovak	3	54	168	Scandinavian	4
Danish	6	163	415	Scotch-Irish	19
Dutch	16	448	720	Scottish	20
English	106	2,511	5,300	Slovak	2
European	11	367	808	Subsaharan African	2
Finnish	0	53	72		
French (not	13	693	1,274	Swedish	11
Basque)				Swiss	1
French Canadian	6	257	482	Ukrainian	1
German	221	5,042	10,737	US/American	54
Greek	3	42	99	Welsh	3
Hungarian	2	79	145	West Indian	8
Iranian	1	6	17	Yugoslavian	1
				Other	287

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	90	2,442	5,456
Italian	32	1,123	2,149
Lithuanian	2	39	97
Norwegian	35	622	1,148
Polish	9	490	1,176
Portuguese	0	9	48
Romanian	0	0	59
Russian	3	82	190
Scandinavian	4	39	121
Scotch-Irish	19	561	958
Scottish	20	585	1,058
Slovak	2	23	87
Subsaharan African	2	174	652
Swedish	11	340	1,017
Swiss	1	31	270
Ukrainian	1	16	46
US/American	54	1,994	4,095
Welsh	3	150	338
West Indian	8	74	172
Yugoslavian	1	17	67
Other	287	10,965	21,662

The Johnstown Fort Carson Centennial Cokedale La Veta Palmer Lake Boulder Penderosa Park Gundar Herrough Park Derby Gypsum Julesburg Basalt West Pleasant View Land Avendale Sugar City Car Marble Haxtun Nucla Eldora Lincoln Park Springfield Pueblo Wigg Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

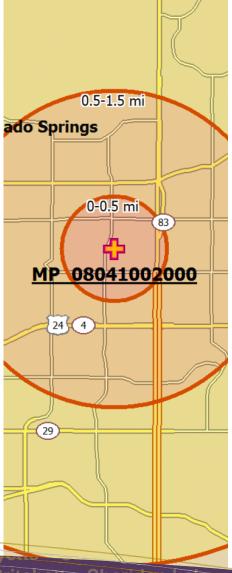
#### Issues for Your Consideration - continued

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

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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.



Central City Frederick Aurora Sedgwick Manzanola Deer Trail Monte Vista Pritchett Sheridan Lake R Morrison San Luis Genoa Glenwood Springs Julesburg Colorado City Intercultural Institute Manassa Hudson Naturita Breckenridge Springfield Hugo Silver Plum Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,199	100%	829	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Granada Lone Tree Evergreen Hillrose Gunnison The Pinery Genesee Silver Plume Palmer Lake H Freek Kit Carson Cheyenne Wells Keenesburg Kiowa Meeker Eagle-Ver Intercultural Institute Paoli Hudson Buena Vista Limon Derby Littleton Dillon Bennett Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,199	100%	829	100%
BLUE COLLAR BACKBONE	102	8.51%	69	8.32%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	102	8.51%	69	8.32%
AMER. DIVERSITY	89	7.42%	57	6.88%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	59	4.92%	38	4.58%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	30	2.5%	19	2.29%
Mature America	0	0%	0	0%
METRO FRINGE	629	52.46%	430	51.87%
Steadfast Conservative	570	47.54%	391	47.17%
Moderate Conventionalists	57	4.75%	38	4.58%
Southern Blues	2	0.17%	1	0.12%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Wray Ignacio Ovid Air Force Academy Sheridan Lake Towaoc Fruitvale Firestone Wellington Fort Coll Silverton Northglenn Blue River La Jara Creede Buena Vista Brush Intercultural Institute Erie Meeker Cheraw Nucla Woodland Park Perry Park Springfield Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent	t	Unreached HH & Pe	rcent
Total	1,199	100%	829	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%

m Walden Tewaoc Frinidad West Pleasant View Sheridan Swink Columbine Sterling Kremmling She Westchne Bennett Superior Meeker Limon Erie Delta Springfield Britting Intercultural Institute ity-Widefield Rockvale Keystone Gunbarrel Timnath Palmer Lake Salt for Confectual Ministry Zanola Alma Coopyright 2012, Intercultural Institute for Contextual Ministry Seibert Lafavette Beulab Valley Frisco Bonanza

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

0-0.5 HH & Percent		Unreached HH & Percent	
1,199	100%	829	100%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
379	31.61%	273	32.93%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
379	31.61%	273	32.93%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	1,199         0	1,199100%00%00%00%00%00%00%00%37931.61%00%00%10%0 <t< td=""><td>1,199100%82900%000%000%000%000%000%000%000%0100%000%000%000%000%000%000%000%037931.61%27300%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%0</td></t<>	1,199100%82900%000%000%000%000%000%000%000%0100%000%000%000%000%000%000%000%037931.61%27300%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%0

ton Julesburg Todd Greek Green Mountain Falls Ignacio Eckley Fort Morgan Walsenburg Womelsdorf ( Paoli Leadville North Blue River Beulah Valley Minturn Foxfield Black Intercultural Institute for Lakewood Romeo Federal Heights Pritchett Otis Northglenn Wile for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Seibert 33

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Estes Park

**Bow Mar** 

Centennial

pyright 2012, Intercultural Institute for Contextual Ministry

Ordwa

Delta

Granby

Ανοι

Greenwood

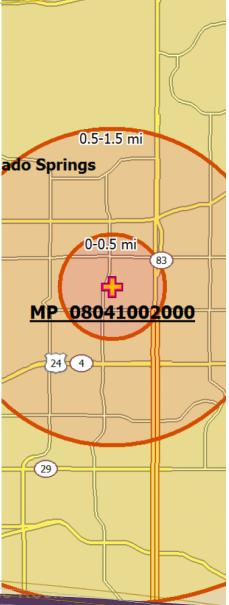
#### **Potential Cultural Bridges**

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).



te Niwot Centennial Eaton Arriba Silver Cliff Loghill Village Vilas Parachute La Veta Snowmass Village Hecker Alamosa East Holly Mancos Salida Cheyenne Wells Pitkin Sing Intercultural Institute Rocky Ford Craig Wiggins Delta Ouray Glendale Rifle Montrose for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	0-0.5	0.5-1.5	1.5
	MILES	MILES	MILES		MILES	MILES	MIL
PC-HH Own	70%	73%	75%	Internet Use: Banking	23%	24%	25%
Use Comp. for Internet/E-mail	54%	57%	58%	Use Comp. for News/Info./Data	23%	23%	24%
Internet Use: E-Mail	42%	46%	48%	Service			
Use Comp. for Comp. Games	38%	39%	38%	Internet Use: News/ Weather	19%	25%	26%
Use Comp. for Word	34%	35%	37%	PC-Network-HH Has One	18%	16%	18%
Processing				HH Owns Video/Webcam	16%	13%	12%
Use Comp. for Shopping	32%	33%	34%	Internet Use: Play/ Download	14%	11%	11%
Use Comp. for Banking	29%	30%	31%	Online Games			
Use Comp. for Digital Camera	28%	31%	31%	Internet Use: Research/	14%	12%	13%
Photo Editing				Education			
HH Owns DVD Player	26%	26%	27%	Internet Use: Movie Info./	11%	9%	10%
Use Comp. for Education	25%	29%	30%	Reviews/ Showtimes			
				Internet Use: Yellow Pages	11%	10%	10%



Internet Use: Instant

Messaging (Im)

11%

9%

9%

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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	61%	65%	65%
Dining Out (Not Fast Food)	51%	56%	56%
Reading Books	50%	52%	52%
Card Games	38%	40%	39%
Board Games	31%	32%	32%
Cooking for Fun	31%	35%	35%
Go To A Beach/Lake	31%	33%	34%
Gardening	28%	32%	31%
Visit Zoo	19%	19%	18%
Going To Bars/Nightclubs/Dancing	18%	21%	21%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	64%	66%	65%
Gen./Fam. Practitioner	37%	39%	39%
Dentist	25%	27%	27%
Backache	21%	21%	21%
None Of These	20%	21%	21%
Eye Dr.	20%	20%	20%
Hypertension/High Blood	18%	19%	18%
Pressure			
High Cholesterol	17%	18%	17%
Any Arthritis	17%	15%	15%
Overweight (30 Pounds Or	13%	13%	13%
More)			



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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	23.3%	26.87%	27.18%
Live Theater	14.62%	18.15%	18.92%
Rock/Pop Concerts Most	12.7%	15.04%	15.21%
Often			
Live Theater Most Often	12.22%	15.22%	15.79%
Comedy Club	10.03%	9.51%	9.98%
Dance Performance	7.25%	8.14%	8.65%
Movies: Action/Adventure	34.02%	35.75%	36.6%
Movies: Comedy	32.32%	35.35%	36.58%
Movies: Fam.	17.41%	17.87%	18.14%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Drama	15.44%	17.3%	18.22%
Movies: Romantic	14.44%	17.28%	17.87%
Comedy			
Movies: Horror	13.77%	13.51%	12.74%
MLB Baseball Reg.	5.76%	6.79%	7.44%
Season			
NFL Football Reg.	4.52%	5.57%	6.24%
Season			
College Football Reg.	4.24%	4.9%	5.23%
Season			
Auto Racing Events	3.28%	3.03%	2.99%
NHL Hockey Reg.	2.65%	2.87%	3.27%
Season			
Monster Truck Racing	2.38%	1.54%	1.46%

Crested Butte Otis Glenwood Springs Steamboat Springs Merino Meridian La Veta Nederland Craig San guache Limon Florence Estes Park Lyons Berthoud Mancos Coal Creek Las Animas Avon Monte Viste III Village La Salle Ponderosa Park Elizabeth East Pleasant View Broomfi Confectual Ministry ry Copyright 2012, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	37.02%	39.21%	39.67%	Target Shooting	Target Shooting 10.44%	Target Shooting 10.44% 9.96%
Swimming	29.87%	32.17%	31.98%	Hunting	Hunting 10.3%	Hunting 10.3% 9.56%
Billiards/Pool	19.42%	20.45%	19.71%	Golf	Golf 9.66%	Golf 9.66% 13.32%
Bowling	19.32%	20.9%	20.84%	Volleyball	Volleyball 9.01%	Volleyball 9.01% 9.49%
Camping Trips	16.73%	15.85%	15.58%	Backpacking/Hiking	Backpacking/Hiking 8.49%	Backpacking/Hiking 8.49% 10.39%
Freshwater Fishing	16.16%	16.21%	15.51%	Softball	Softball 8.34%	Softball 8.34% 8.28%
Basketball	14.91%	15.17%	15%	Aerobics	Aerobics 8.12%	Aerobics 8.12% 9.36%
Baseball	14.32%	12.69%	12.23%	Canoeing/Kayaking	Canoeing/Kayaking 7.72%	Canoeing/Kayaking 7.72% 7.55%
Weight Training	13.57%	14.87%	15.34%	Power Boating	Power Boating 7.43%	Power Boating 7.43% 8.27%
Stationary Cycling	12.41%	12.76%	12.63%	Soccer	Soccer 7.34%	Soccer 7.34% 8.09%
Jogging/Running	11.9%	14.11%	14.23%	Motorcycling	Motorcycling 6.79%	Motorcycling 6.79% 6.28%
Mountain/Road	11.39%	13.4%	13.26%	<b>Roller Skating</b>	Roller Skating 6.4%	Roller Skating 6.4% 6.16%
Biking				Yoga	Yoga 6.23%	Yoga 6.23% 7.34%
Using Cardio	11.11%	13.34%	13.82%	Saltwater Fishing	Saltwater Fishing 6.21%	Saltwater Fishing 6.21% 6.47%
Machine						
Football	10.72%	10.96%	10.39%			

Broomfield Twin Lakes Larkspur Kim Calhan San Luis Manzanola Penrose Mancos Milliken Basalt Way Wheat Ridge Brush Lincoln Park Bow Mar Colorado Springs Neder Monte Vista Lone Tree Ga Padroni Estes Park Downieville-Lawson-Dumont Parker Kiowa New Cas Intercultural Institute Confectual Ministry Ovid Fairpla ©Copyright 2012, Intercultural Institute for Contextual Ministry Fast Doveland Gypsum Walsenburg Bennett Grand View Estates Colorado City Merino Crook Welby

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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Tennis	6.13%	7.15%	7.09%
Archery	5.8%	5.42%	5.01%
Auto Racing	5.61%	4.37%	4%
Horseback Riding	5.48%	5.65%	5.37%
Ice Skating	5.05%	5.81%	5.62%
Snorkeling	4.91%	5%	4.84%
Water Skiing	4.83%	4.88%	4.7%
Fly Fishing	4.7%	4.62%	4.33%
Rock Climbing	4.69%	4.58%	4.39%
Downhill & X-Country Skiing	4.62%	4.79%	4.67%

0-0.5	0.5-1.5	1.5-3
MILES	MILES	MILES
4.48%	4.28%	3.86%
4.44%	4.37%	4.24%
4.44%	4.41%	4.13%
4.33%	4.99%	4.63%
4.31%	4.63%	4.26%
3.92%	3.64%	3.38%
3.81%	4.17%	4.02%
3.1%	3.19%	3.02%
2.91%	3.05%	2.95%
2.84%	3.21%	3.13%
	MILES 4.48% 4.44% 4.33% 4.31% 3.92% 3.81% 3.1% 2.91%	MILES     MILES       4.48%     4.28%       4.44%     4.37%       4.44%     4.41%       4.33%     4.99%       4.31%     4.63%       3.92%     3.64%       3.81%     4.17%       3.1%     3.19%       2.91%     3.05%

veland Roxborough Park Telluride Center Frederick Salida Gunnison Durango Evans Yampa Berkley refy Eaton Bayfield Iliff Towaoc Palmer Lake Alamosa Cheraw Colored Springs La Jara Eldora Diff nassa Keystone Alma Saguache Crowley Fort Lupton Lake City Rifle for Contextual Ministry <sup>N</sup> Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Pines North Crested Butte Storling Hartman Mancos Longmont Fowler Rye Silverton Pueblo Fountain The Walsenburg Red Feather Lakes Creede Rockvale Wellington Gold Intercultural Institute win Lakes Calhan Seibert Gypsum Aguilar Englewood Montezuma ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

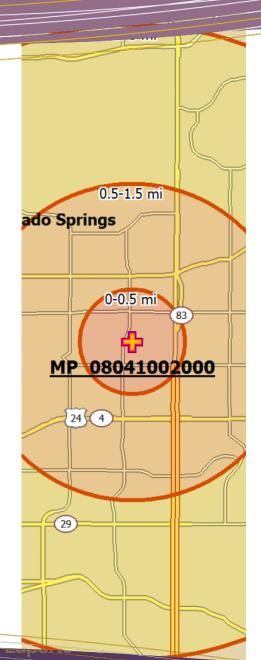
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Two Buttes Atwood Hooper Limon Aspen Black Forest Creede Lincoln Park Edwards Lake City Silv Kit Carson The Pinery Morrison Keenesburg Fleming Victor Redlands Intercultural Institute vans Ordway Fountain Dacono Fort Collins Otis Boulder Fort Garlan (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

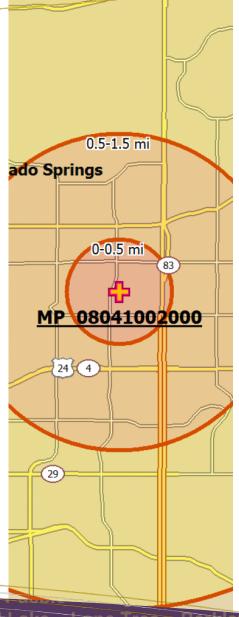
BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	44%	47%	47%	Like To Pursue Challenge/Novelty/Change	18%	20%	20%
Speak My Mind Even If It Upsets People	34%	34%	34%	Like to Stand Out In A Crowd Marijuana Should Be	18% 17%	19% 19%	19% 19%
Like Control Over People And Resources	34%	33%	34%	Legalized Rarely Sit Down to a Meal	15%	16%	15%
Woman's Place Is In The Home	33%	32%	33%	Together At Home Only Work Current Job for The	14%	14%	14%
Prefer To Have Few Possessions As Possible	29%	36%	36%	Money I Am A Workaholic	14%	17%	17%
Find It Difficult To Say No To My Kids	29%	34%	34%	We Should Strive for Equality for All	12%	13%	13%
Like To Do Unconventional Things	27%	27%	27%	Happy With My Standard Of Living	11%	13%	14%
Don't Judge People/Way They Live Life	26%	28%	28%	On Whole People Get What They Deserve	10%	12%	11%
Friends More Important Than My Fam.	25%	27%	27%	Indulge My Kids With The Little Extras	10%	10%	10%
Too Much Sponsorship In Arts/Sports	24%	24%	23%	Little I Can Do To Change My Life	8%	7%	7%
If Won Lottery Would Never Work Again	24%	26%	26%	More Important Do Duty Than Enjoy Life	7%	7%	7%
Money Is Best Measure Of Success	23%	26%	25%				

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#### **Potential Cultural Themes**

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

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



The Valley Aspen Park Buena Vista Parker Elizabeth Silverton Kittredge Grand Lake Lone Tree Berkley Services Fort Carson Eldorado Springs Silver Plume Yampa Ignacio Avera Intercultural Institute vay Alma Penrose Kiowa Grover Kim Westcliffe Castle Pines North Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Vail Plattovillo Sterling Eleming La Jara Pod Cliff

## **Potential Cultural Themes:**

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

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1 N
You Should Seize Opportunities In Life	53%	55%	55%	Looking for New Ideas To Improve Home	17%	16%	16
Important To Respect Customs And Beliefs	50%	56%	57%	Is An Important Part Of Who I Am	17%	16%	16
Important Feel Respected By	34%	35%	34%	Real Men Don't Cry	16%	15%	16
My Peers Like To Understand About	33%	36%	36%	Worried About Pollution Caused By Cars	15%	18%	18
Nature				Try Not To Worry About The	13%	14%	14
Important To Juggle Various	31%	31%	31%	Future			
Tasks				Provide My Kids With The Little	13%	13%	12
Prefer Work Part Of Team	30%	32%	32%	Extras			
Than Alone				Enjoy Spending Time With My	12%	12%	13
Prefer To Have Few	29%	36%	36%	Fam.			
Possessions As Possible				Children Should Be Allowed To	7%	8%	79
Good At Fixing Things	28%	29%	29%	Express Themselves			
Have Keen Sense Of Adventure	24%	27%	26%	Like Spending Most Time With Fam.	5%	6%	69
Like To Just Enjoy Life	22%	23%	23%	Feel Very Alone In The World	5%	6%	59
Consider Myself Interested In	18%	18%	18%	Decor Particular Interest To Me	5%	5%	4%
The Arts				Would Like To Set Up Own	4%	4%	49
People Have To Take Me As They Find Me	17%	20%	21%	Business			

a indian milis Atwood Lapone r

Antonica Garland Cimarron Hills Brush Dolores Carbondale Manzanola Edgeward Granby Timnath Cottonwood Leadville Bethune Colorado City Broomfield Bow Mar Hayden Holly Jos Contextual Ministry Bl Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Correction Las Animas Sheridan Lake Springfield Boone

#### **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.



n Cheyenne Wells Snowmass Village Salida Holyoke West Pleasant View Sherrelwood Mountain Village Durango Kim Hooper Ouray Granada Superior Meridian Log Lane View Intercultural Institute Palisade Elizabeth Coal Creek Northglenn Sugar City El Jebel Sever Jor Contextual Ministry Jor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### **Potential Shared Places:**

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

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fast Food/Drive-In	85.54%	85.07%	84.78%
Restaurant-Visit Any			
Fam. Restaurants/Steak	78.94%	80.72%	80.22%
Houses-Visit Any			
McDonald's	52.67%	54.32%	53.94%
Burger King	39.44%	39.14%	38.81%
Taco Bell	30.52%	30.18%	29.77%
Kentucky Fried Chicken	29.52%	28.61%	27.46%
(KFC)			
Applebee's	27.66%	29.69%	29.03%
Subway	27.57%	29.1%	29.08%
Wendy's	26.42%	28%	28.04%
Pizza Hut	22.92%	21.61%	21.56%
Arby's	21.02%	21.12%	20.54%
Dairy Queen	18.44%	17.86%	17.26%

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Olive Garden	16.91%	18.94%	19.43%
Domino's Pizza	15.75%	15.54%	15.39%
Red Lobster	15.46%	16.51%	16.26%
Cracker Barrel	14.51%	14.15%	13.34%
Sonic	14.49%	12.55%	12.56%
Golden Corral	13.53%	12%	11.17%
IHOP (International House	13.35%	14.21%	14.64%
Of Pancakes)			
Denny's	13.21%	14.79%	14.63%
Jack-In-The-Box	12.04%	9.65%	10.77%
Hardee's	11.09%	9.41%	8.68%
Outback Steakhouse	11.05%	13.21%	13.88%
Chili's Grill and Bar	10.8%	11.78%	12.62%

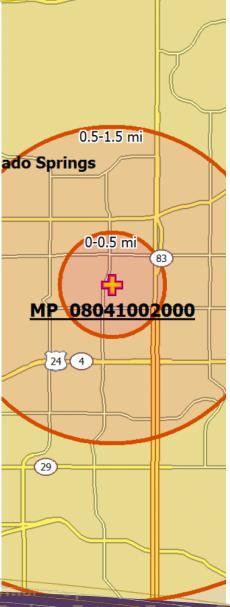
Cottenwood Garden City Roxborough Park Sedalia Westcreek Crawford Romeo Vona Craig Meridian Arriba Crested Butte Burlington Starkville Rye Nucla Denver Wiley Intercultural Institute Norwood Gleneagle Fowler Bayfield Empire Colorado Springs Foun for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

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

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

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



Estes Park Glenwood Springs Grand Lake Silver Plume Genoa Cai; /2on City Derby Eaton Eagle Ster Erie Marble New Castle Hayden Jamestown Orchard Mesa Sedgwing Intercultural Institute Mountain Village Fruitvale Springfield Norwood Cheyenne Wells Olath Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	43.5%	45.49%	45.45%
Recycled products	34.13%	34.97%	35.53%
Worked as volunteer (non political)	14.54%	16.11%	16.26%
Engaged in fund raising	9.56%	10.5%	10.41%
Religious club member	6.19%	6.68%	6.9%
Wrote to editor of mag or newspaper	5.69%	5.88%	5.91%

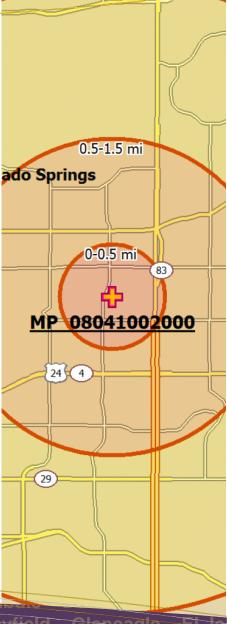
PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fraternal order member	5.1%	5.08%	4.92%
Union member	4.94%	5.08%	5.17%
Took active part in local	4.69%	5.13%	5.04%
civic issue			
Wrote to elected offcl about	4.66%	5.37%	5.51%
publ bus			
Charitable Organization	4.51%	5.01%	4.96%
Veterans club member	4.19%	3.93%	3.58%

m Wiley Parachute Coal Creek Flagler Sheridan Florence Columbine Valley Olney Springs Bennett Greek cheraw Grand View Estates Westcliffe Evans Limon Ophir Ault Survey Intercultural Institute de Northglenn De Beque Lakewood Orchard Mesa Nunn Telluride Time for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyrigh

#### **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.



Gold Hill West Pleasant View Silverthorne Durango Pueblo West Rocky Ford Bayfield Cleneagle El Jebe Hot Sulphur Springs Laporte Sanford Welby Elizabeth Castle Rock Intercultural Institute Minturn Mountain Village Walsh Meeker Monument Vail Edgewater Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Alamos Copyright 2012, Intercultural Institute for Contextual Ministry Antonito Manitou Springs Evans Dinosaur Cheyer 50 Stratmoor Naturita Lincoln

## **Potential Print Media Content:**

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

BOOKS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	16.2%	16.48%	17.13%
Mystery	11.14%	11.74%	11.95%
Children's Books	10.92%	11.62%	12.11%
Cookbooks	10.54%	10.63%	10.81%
Religious (not	8.46%	8.33%	8.22%
Bibles)			
History	7.28%	6.9%	7.2%
Biography	6.45%	6.72%	6.97%
Romance	5.83%	6.23%	6.31%
Supermarket	5.62%	5.66%	5.7%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	67.24%	68.73%	68.58%
Gen. Editorial	45.17%	45.61%	46.09%
Womens	39.9%	40.14%	40.75%
Service	33.3%	33.5%	33.74%
Mens	20.14%	19.85%	20.05%
Sports	15.84%	16.17%	16.17%
Automotive	15.16%	15.22%	14.73%
Business/Finance	13.96%	15.01%	16.3%
Parenthood	13.41%	13.23%	13.48%

Berthoud Timnath Rockvalo Buena Vista Victor Jamestown Campion Mountain View Padroni Akres Cripple Creek Yuma Littleton Broomfield Blue River Cedaredge Alero Sector Telluride Aristocrat ville Olney Springs Crook Fleming Manitou Springs Fort Garland Ignac Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Gen. News	54.05%	54.63%	54.46%
Classified	35.61%	34.79%	33.73%
Sport	31.24%	31.84%	31.72%
Editorial Page	29.46%	30.22%	29.47%
Comics	28.65%	28.54%	28%
Movie Listings &	26.25%	26.48%	26.62%
Reviews			
Business/Finance	25.48%	27.35%	28.06%
Food/Cooking	24.43%	24.93%	24.88%
TV/Radio Listings	23.28%	23.49%	23.34%
Home/Gardening	19.85%	20.23%	20.33%
Travel	17.43%	18.24%	18.67%
Science/Technology	16.56%	17.08%	17.27%
Fashion	11.52%	12.7%	13.18%

	_		_
RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Country	21.99%	20.89%	19.67%
CHR Contemp Hit Radio	19.94%	20.14%	20.41%
Adult Contemporary	17.56%	17.95%	18.43%
Rock	14.01%	14.36%	13.92%
Oldies	11.36%	11.68%	11.73%
Urban Contemporary	11.26%	11.37%	12.59%
Classic Rock	11.15%	11.07%	10.78%
News/Talk	10.78%	11.6%	11.97%
Alternative	10.37%	10.4%	10.76%
Variety	7.86%	8.16%	8.75%
Religious	5.33%	5.53%	5.91%
Hispanic	5.28%	4.82%	5.03%
Soft Contemporary	5.09%	5.78%	6.15%
Classic Hits	4.68%	4.54%	4.49%
Classical	3.29%	3.36%	3.6%
All News	3.26%	3.93%	4.81%
All Talk	2.91%	3.39%	3.9%
Public	2.9%	2.65%	2.7%



### Potential Multimedia Content:

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

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3	MULTIMEDIA: TV	0-0.5	
	MILES	MILES	MILES		MILES	
Fox News Channel	61.11%	62.05%	61.39%	Nick At Nite	22.53%	
Soapnet	47.36%	48.54%	49.08%	ABC Fam.	22.42%	
Satellite Dish	44.56%	48.49%	49.63%	TV Info From Newspapers	22.24%	
Sci-Fi Channel	35.06%	35.04%	35.19%	BET (Black Entertainment	21.76%	
Other Video-On-Demand	33.6%	38.36%	38.27%	TV)		
MSNBC	31.22%	32.32%	32.12%	TV Info From Monthly	21.09%	
Nickelodeon	26.33%	27.08%	27.02%	Cable Guide		
Adult Pay Per View TV	25.35%	30.09%	30.06%	Subscribe Digital Cable	20.06%	
Comedy Central	25.11%	30.02%	30.38%	USA Network	19.39%	
TV Info From Sunday TV	24.26%	25.64%	26.78%	Lifetime	19.32%	
Magazine				ESPN2	18.62%	
Adult Swim	24.04%	27.55%	26.7%	The Golf Channel	18.15%	
TCM (Turner Classic	22.94%	23.07%	23.89%	Hallmark Channel	17.89%	
Movies)				ESPN	17.05%	

Marble Parker ntercultura nstitute **Crested Butte** Golden ual Ministry Fort Mor 53 Intercultural Institute for Contextual

#### **Communication Media Usage**

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

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

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



Ponderosa Park Downieville-Lawson-Dumont Breckenridge Kremmling Timnath Sedgwick Bethune F Park Todd Creek Buena Vista Genesee Walsh Moffat Gold Hill Twin Intercultural Institute Springfield Lakewood Glenwood Springs Silverton Applewood Alamos for Confertual Ministry Ken Caryl Plate Geopyright 2012, Intercultural Institute for Contextual Ministry Butters Castle Plate For Contextual Ministry Springs Victor Monte Vista Eldorado Springs Sugar City Fort

## Potential Print Media Usage:

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0
	MILES	MILES	MILES		N
Book Readers	_			Quintiles (20%)	
Heavy Users (7+)	18.45%	19.28%	19.65%	Magazines I (Heavy)	1
Medium Users (4-6)	10.07%	10.49%	10.94%	Magazines II	9
Light Users (1-3)	21.18%	21.22%	21.09%	Magazines III	9
Quintiles (20%)				Magazines IV	1
Newspaper I	2.54%	2.03%	2.09%	Magazines V (Light)	C
(Heavy)				Outdoor I (Heavy)	7
Newspaper II	1.69%	1.5%	1.59%	Outdoor II	3
Newspaper III	1.97%	2.27%	2.03%	Outdoor III	3
Newspaper IV	0.52%	0.58%	0.62%	Outdoor IV	1
Newspaper V	1.51%	1.21%	1.21%	Outdoor V (Light)	2
(Light)				Yellow Pages I	1
				(Heavy)	
				Yellow Pages II	5

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.09%	19.63%	19.52%
Magazines II	9.52%	8.98%	8.92%
Magazines III	9.42%	10.13%	10.16%
Magazines IV	12.5%	11.71%	11.46%
Magazines V (Light)	0%	0.29%	0.43%
Outdoor I (Heavy)	7.61%	7.31%	7.74%
Outdoor II	3.3%	3.26%	3.14%
Outdoor III	3.88%	3.66%	3.7%
Outdoor IV	14.29%	15.19%	15.42%
Outdoor V (Light)	21.91%	23.27%	23.46%
Yellow Pages I	14.86%	15.01%	15.17%
(Heavy)			
Yellow Pages II	5.33%	5.56%	6.15%
Yellow Pages III	4.87%	5.82%	5.95%
Yellow Pages IV	23.37%	23.41%	22.79%
Yellow Pages V	3.9%	3.95%	3.95%
(Light)			

Berthoud Aristocrat Ranchettes Hudson Las Animas Fairplay Cortez Colorado City Paonia Black Forest Hary's Flagler Manzanola Ophir Hillrose Edgewater Strasburg Whee Akron Downieville-Laws Fort Carson Williamsburg Calhan Cheraw Nucla Craig Northglenn Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Berthou Calley La Veta Elizabeth Westminster Westcreek 55

## Potential Multimedia Usage

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILE
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	าร		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	3.44%	4.18%	3.95%	Prime Time I & II (Heavy)	3.52%	4.42%	4%
Drive Time III (Medium)	1.26%	0.75%	0.73%	Prime Time III (Medium)	2.27%	2.54%	2.46
Radio IV & V (Light)	3.79%	3.23%	3.2%	Prime Time IV & V (Light)	9.46%	9.2%	8.98
Radio Media Quntiles (fifths	/			TV Early/Late Fringe Quntile	S		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	9.5%	8.66%	8.55%	Fringe I & II (Heavy)	33.16%	36.47%	36.8
Radio III (Medium)	4.85%	4.74%	4.74%	Fringe III (Medium)	52.09%	52.85%	52.1
Radio IV & V (Light)	4.2%	3.46%	3.74%	Fringe IV (Light)	53.46%	54.76%	53.8
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	10.34%	11.9%	12.54%	All Day I & II (Heavy)	11.83%	12.43%	12.6
Cable III (Medium)	3.59%	4.15%	4.07%	All Day III (Medium)	20.25%	21.81%	22.2
Cable IV & V (Light)	30.09%	31.36%	31.24%	All Day IV (Light)	11.77%	13.49%	13.5



# Potential Audio & Prime Time TV Media Usage:

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

USAGE 0-0.5	0.5-1.5	1.5-3		USAGE	USAGE 0-0.5	USAGE 0-0.5 0.5-1.5
MILES	MILES	MILES			MILES	MILES MILES
Day-time Radio				Prime Time TV	Prime Time TV	Prime Time TV
Listeners			,	Viewers	Viewers	Viewers
Dayparts [summary] 9.61%	11.28%	11.27%		8:00-11:00pm	8:00-11:00pm 6.11%	8:00-11:00pm 6.11% 7.51%
6:00am - 10:00am 13.07%	14.47%	14.99%		Saturday:	Saturday: 6.11%	Saturday: 6.11% 6.73%
10:00am - 3:00pm 6.37%	7.66%	7.44%		8:00-11:00pm	8:00-11:00pm	8:00-11:00pm
3:00pm - 7:00pm 16.18%	14.58%	14.74%	:	Sunday: 7:00-11:00pm	Sunday: 7:00-11:00pm 7.82%	Sunday: 7:00-11:00pm 7.82% 9.6%
7:00pm - Midnight 7.87%	10.48%	11.62%	1	9:00am-1:00pm	9:00am-1:00pm 22.53%	9:00am-1:00pm 22.53% 24.46%
Midnight - 6:00am 5.88%	5.61%	5.88%	1	9:00am-4:00pm	9:00am-4:00pm 25.52%	9:00am-4:00pm 25.52% 27.89%
Weekend Radio				4:00pm-7:00pm	4:00pm-7:00pm 25.33%	4:00pm-7:00pm 25.33% 27.54%
Listeners				11:00pm-1:00am	11:00pm-1:00am 38.48%	11:00pm-1:00am 38.48% 39.92%
Dayparts [summary] 14.63%	14.79%	14.85%		AVG Prime time	AVG Prime time 2.73%	AVG Prime time 2.73% 2.46%
6:00am - 10:00am 3.35%	3.96%	4.13%		Mon-Sun	Mon-Sun	Mon-Sun
10:00am-3:00pm 4.83%	5.65%	5.83%				
3:00pm - 7:00pm 5.41%	6.16%	6.36%				
7:00pm - Midnight 7.29%	8.1%	8.32%				
Midnight - 6:00am 9.47%	10.22%	10.57%				

Cone Pueblo Palmer Lake La Jara Trinidad Evergreen Pierce Laporte Erie Rye Sherrelwood Las An Glathe Wiggins Kit Carson Monument Center Brush Norwood Laker Intercultural Institute Bayfield Salida Niwot Sedgwick Rifle Sheridan Lake Snowmass Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	17.05%	17.14%	17.68%		Sat: 7-10am	Sat: 7-10am 13.81%	Sat: 7-10am 13.81% 16.42%
7-9am	18.62%	21.51%	21.93%		Sat: 10am-1pm	Sat: 10am-1pm 5.93%	Sat: 10am-1pm 5.93% 6.67%
9am-12noon	19.21%	20.23%	20.38%		Sat: 1-4pm	Sat: 1-4pm 20.6%	Sat: 1-4pm 20.6% 22.48%
12noon-4pm	6.31%	7.67%	7.52%		Sat: 4-6pm	Sat: 4-6pm 4.7%	Sat: 4-6pm 4.7% 5.87%
4-6pm	35.58%	40.89%	42.2%		Sat: 6-7pm	Sat: 6-7pm 2.04%	Sat: 6-7pm 2.04% 1.95%
6-7pm	18.17%	18.78%	18.15%		Sat: 7-8pm	Sat: 7-8pm 1%	Sat: 7-8pm 1% 0.94%
7-7:30pm	1.51%	1.48%	1.71%		Sat: 8-11pm	Sat: 8-11pm 6.11%	Sat: 8-11pm 6.11% 6.73%
7:30-8pm	10.5%	11.06%	10.48%		Sat: 11pm-1am	Sat: 11pm-1am 3.59%	Sat: 11pm-1am 3.59% 4.43%
8-11pm	6.11%	7.51%	7.5%		Sat: 1am-7pm	Sat: 1am-7pm 19.39%	Sat: 1am-7pm 19.39% 21.76%
11pm-12am	31.22%	32.32%	32.12%		Sun: 7-10am	Sun: 7-10am 2.57%	Sun: 7-10am 2.57% 2.51%
11pm-1am	38.48%	39.92%	39.62%		Sun: 10am-1pm	Sun: 10am-1pm 5.81%	Sun: 10am-1pm 5.81% 6.43%
1-6am	30.49%	31.66%	31.82%		Sun: 1-4pm	Sun: 1-4pm 5.23%	Sun: 1-4pm 5.23% 5.39%
					Sun: 4-7pm	Sun: 4-7pm 11.07%	Sun: 4-7pm 11.07% 12.46%
					Sun: 7-11pm	Sun: 7-11pm 7.82%	Sun: 7-11pm 7.82% 9.6%
					Sun: 11pm-1am	Sun: 11pm-1am 3.76%	Sun: 11pm-1am 3.76% 4.72%
					Sun: 1-7am	Sun: 1-7am 17.17%	Sun: 1-7am 17.17% 19.54%

Wiggins Paonia Fort Carson Nederland Cherry Hills Village Center Hayden Genoa Bow Mar Lafay Julesburg La Salle Hooper Sheridan Lake Cheyenne Wells Columbine Intercultural Institute ha Springs Air Force Academy Brookside Eads Palmer Lake Rockvale ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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

Alamosa East Saguache Crested Butte Meeker Woodland Park Longmont Garden City Columbine Valley der Aguilar Ignacio Centennial Downieville-Lawson-Dumont Yampa Frederal Institute Highlands Ranch Eckley Orchard City Nederland Todd Creek Ward ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Mi

# 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

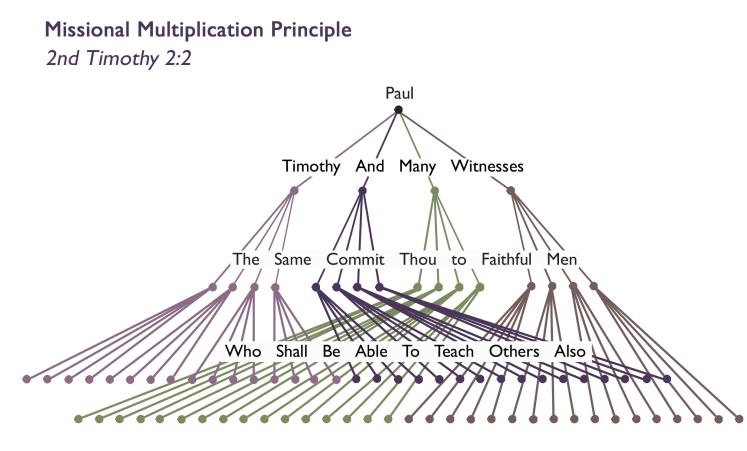
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

Vathe Olney Springs Sedalia Superior Flagler Winter Park Westcliffe Ignacio Telluride Sawpit Palmer Waths Downieville-Lawson-Dumont Westcreek Aurora Brookside Commerce Intercultural Institute tonegate Georgetown Alamosa Simla Green Mountain Falls Empire Have for Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry trattop Fort Junton Calban Paoli Woodland

## **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.



Bennett Wellington Firestone Pitkin Green Mountain Falls Jamestown Dove Greek Buena Vista Kit Cars Glendale Black Hawk Fountain Wiggins Silverton Englewood Manaser Intercultural Institute Sedalia Arboles Parachute Gold Hill Limon Raymer Arriba Mount Cress Intercultural Institute Intercultural Institute Copyright 2012, Intercultural Institute for Contextual Ministry Todd Creek Holyoke Eldora Columbing Valley 161

## **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.



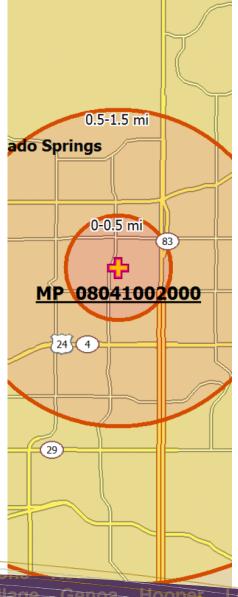


#### Your MissionSite and the Missional Suite

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



es Campo Walsenburg Cottonwood Dolores Louisville Saguache Mountain Village Genoa Hooper Les Herming Garden City Cimarron Hills Two Buttes Kim Montezuma For Intercultural Institute Delta Pueblo Black Forest Lakewood Roxborough Park Strasburg Mont Jor Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### 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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