# MissionSite top unreached locations

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CENSUS TRACT: 08041002102 Wes Multiply Iff Air Force Academy Mountain View REGION: Front Range Academy Salida Louisville Saguache Tod ASSOCIATION: Pikes Peak Pit Lochbuie Larkspur Elizabeth Battlement Mesa Twin Lakes Pitkin Ken CarylCOUNTY: El PasoCreek Cortez Kiowa Superior In partnership with the: Julh partnership with the: Intercultural Institute Keenesburg Redland DENSITY PATTERN: Kerick Fort Collins Towaoc for Contextual Ministry rested Butte Cherry Hill COLORADO Ban Faste Vail Dil **Downieville-Lawson** Dove Creek Trinidad Ophir Silverton CrocopyFight 2012/Intercultural Institute for Contextual Ministry tis Pueblo Sedgwick Glendale Golden Grand Junction

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#### Site Location Summary

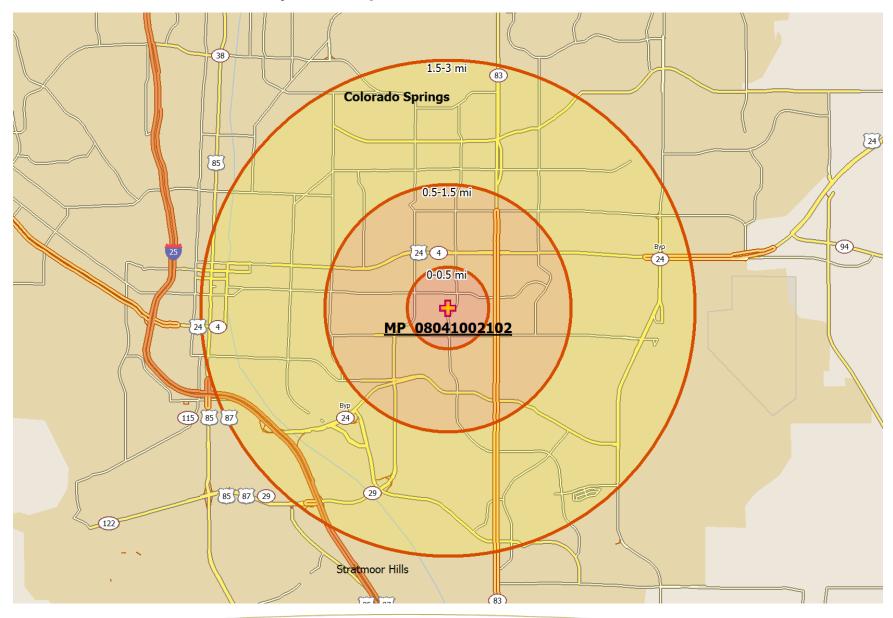
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has 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
Region	08R01	Front Range
Association	08A09	Pikes Peak
County Location	08041	El Paso
Zipcode	80910	El Paso
Sitescape Category	4	Cityscape
Sitescape Group	4.1	Small Cities
Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
Sitescape Density Pattern	К	250000-1000000-250000
	Association County Location Zipcode Sitescape Category Sitescape Group Sitescape Subgroup	Association08A09County Location08041Zipcode80910Sitescape Category4Sitescape Group4.1Sitescape Subgroup4.16



restone Air Force Academy Durango Berkley Atwood Manzanola Meeker Fruita Rifle Ouray Kit Carse El Jebel Boone Deer Trail Nunn Rockvale Gunbarrel Applewood Intercultural Institute Loghill Village Wellington Kersey Mountain View Orchard City Simla Confectual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Pritchett Swink Firestone Sugar City Two Buttes Pergy

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



Village Manzanola Breckenridge Mead Williamsburg Gunnison Palmer Lake Otis Merino Kersey Cam torthglenn Hayden Walsh Oak Creek Timnath Garden City Fort Collins Intercultural Institute Security-Widefield Basalt Eldorado Springs Saguache Delta Kim Wome for Contextual Ministry t ©Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	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	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Walsh Romeo Cimarron Hills Pagosa Springs Clifton Windsor Sedgwick Breckenridge El Jebel Kee Cottonwood Applewood Elizabeth Granada Campion Dove Creek Land Intercultural Institute easant View Nunn Glendale Aurora Mountain View Tabernash Evans Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	3,956	33,430	75,297
2010 Households	1,510	13,587	29,380
2010 Group Quarters Population	0	604	1,900

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	76	68	48
Language Diversity National Index	62	51	47
Foreign Born Diversity National Index	40	78	67
Ancestry Diversity National Index	43	73	83
Racial Diversity National Index	74	44	36

Lincoln Park Lyons Nunn Rockvale Green Mountain Falls Air Force Academy Lake City Greede Wester Flagter Ramah Saguache Leadville North Broomfield Ward Victor Lead Intercultural Institute Cheraw Gleneagle Frisco East Pleasant View Salida Naturita Manas for Confertual Ministry Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

## Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	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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Glenwood Springs margie Basalt Silverton Fraser East Pleasant view Edgewater Batterien Mesa Gran Cottonwood Crestone Ouray Cortez Red Feather Lakes Fruita Northgen Intercultural Institute Pitkin Security-Widefield De Beque Padroni Caï;<sup>1</sup>/<sub>2</sub>on City Welby Mea Confectual Ministry Bow Mar Saw Copyright 2012, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	95	6.29%
Working Communities	Blue-collar, Working Families	1,281	84.83%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	134	8.87%

Center St. Mary's Perry Park Swink Roxborough Park Julesburg Oak Creek Frederick Coal Creek Cole leeker Glendale Woodmoor Castle Pines North Manitou Springs Holyoke And Intercultural Institute lanassa Dove Creek Ridgway Kim Glenwood Springs Downieville-Lawso (Intercultural Institute) for Contextual Ministry Applewood As becopyright 2012, Intercultural Institute for Contextual Ministry Lincoln Park Caï : Von City Parker, Littleton Louviers A

# 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.

Clendale Buena Vista Gold Hill Hillrose Creede Kim Colorado City Victor Bonanza Brush Sugar G Delta Red Feather Lakes Ignacio Hudson Ward Wiggins Morrison Gleon Intercultural Institute Littleton Wellington Williamsburg Eads East Pleasant View Wray Frast for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Elagler Manassa Palisade Pagosa Springs Eleming

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	153,759	1,040	0.68%
Unreached %	69.33%	68.86%	99.33
Religious But NOT Evangelical HH	34,786	259	0.75%
Religious But NOT Evangelical %	15.68%	17.17%	109.48
Spiritual But NOT Relig or Evang HH	25,866	159	0.61%
Spiritual But NOT Relig or Evang %	11.66%	10.53%	90.29
Not Evangelical, Not Interested HH	93,400	622	0.67%
Not Evangelical, Not Interested %	42.11%	41.19%	97.81



Palmer Lake Mancos Silver Cliff Pueblo Walsh Vail Steamboat Springs Ponderosa Park Starkville Bon Franktown Cokedale Perry Park Caï, ½on City Cottonwood Cortez Word Intercultural Institute Georgetown Clifton Silt Yuma Byers Hotchkiss Aspen Park Morrison (or textual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# **Spirituality Indicators - Churchscape**

IICM's Churchscape indicates the number of CBGC within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of CBGC Churches	0	0	0%
Active CBGC Attenders	0	0	0%
Active Evangelical Households	23,461	4,635	19.76%
Active Evangelical Percent	10.58%	10.42%	98.51
Inactive Evangelical Households	44,572	8,806	19.76%
Inactive Evangelical Percent	20.10%	19.80%	98.52
# New Churches Needed	111	22	20.05%





# 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.



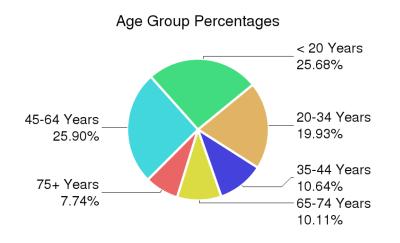
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the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

97,014 16,929 14,050 Location □ 0.5-1.5		1.01% 0.85% 0.64% this Missior □ 1.5-3mi B		1990 Households 2000 Households 2010 Households County	146,968 192,409 221,792 Location Typ Residential	1,627 1,708 1,510 pe	1.11% 0.89% 0.68% 0-0.5mi Ban
14,050 Location	3,956 Types in	0.64% this Missior		2010 Households	221,792 Location Typ	1,510	0.68%
Location	Types in	this Missior			Location Typ		
				County		ре	0-0.5mi Ban
0.5-1.5	mi Band	1.5-3mi B	and	County	Posidontial		
					residential		1,655
					Residential A	.pt.	464
					Residential N	lon-Apt.	1,191
					Business		101
					Seasonal		0
					USPS Reside	ential	1,578
	Not	ess acona		tial ausiness	USPS Busine	ess	108
	.ot.	pt. inthe city	Pt. APt. izes conc	pt. Non-Apt. ausiness acasonal cider	pt. Non-Apt. Business Seasonal Desidential Business	USPS Busine	USPS Residential USPS Business USPS Business USPS Business

Le Louisville Castle Pines North Pitkin Hartman Keystone Glenwood Springs Palmer Lake Niwot Minter Enrose Brush Superior Montrose Buena Vista Arboles Derby Fort Care Grand Lunction Wiley Wig Velby West Pleasant View La Veta Dillon Commerce City Laporte Cripp for Confertual Institute for Confertual Ministry Coopyright 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.

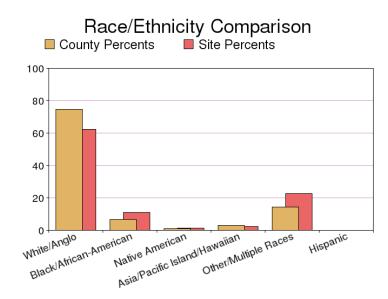


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.93%	5.54%	93.42
4-5 Years	2.9%	2.5%	86.21
6-8 Years	4.3%	3.69%	85.81
9-11 Years	4.23%	3.77%	89.13
12-13 Years	2.78%	2.55%	91.73
14-17 Years	5.66%	5.08%	89.75
18-19 Years	2.84%	2.55%	89.79
0-5 Years	8.83%	8.04%	91.05
6-12 Years	9.93%	8.75%	88.12
13-19 Years	9.89%	8.9%	89.99
< 20 Years	28.65%	25.69%	89.67
20-34 Years	21.36%	19.94%	93.35
35-44 Years	12.99%	10.64%	81.91
45-64 Years	26.33%	25.91%	98.4
65-74 Years	6.24%	10.11%	162.02
75+ Years	4.44%	7.74%	174.32
Median Age	35	42	119
Median Age (Male)	34	39	117.27
Median Age (Female)	36	44	120.04

v's Allenspark Byers Applewood Brush Stratmoor Crook Collbran Palisade Creede Snowmass Village Carbondale Dolores Hudson Ridgway Keenesburg Loghill Village Cherry Hayden Lamestown Manzar ada Grand Lake Battlement Mesa Akron Coal Creek Cripple Creek Fort for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	74.73%	62.18%	83.21
Black, African-American	6.66%	11.1%	166.68
Native American	1.12%	1.44%	128.36
Asian	2.84%	1.9%	66.85
Pacific Island, Hawaiian	0.28%	0.58%	204.59
Other/Multiple Races	14.37%	22.78%	158.5
Hispanic	0%	30.49%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	391,535	2,641	
Less than 9th Grade	2.7%	10.15%	26.58
No High School Diploma	4.52%	9.01%	50.15
High School Graduate	23.77%	35.25%	67.43
Some College, no degree	22.92%	22.38%	102.44
Associate Degree	10.07%	9.81%	102.65
College Degree	22.4%	8.75%	256.05
Graduate/Prof. degree	13.63%	4.66%	292.56

Palmer Lake Delta Fort Carson Blanca Boulder Redlands Padroni Gleneagle Aspen Park Calhan Bor F Eads Loghill Village Lafayette Florence Del Norte Fruitvale Kit Carson Intercultural Institute ondale Grand Lake Campion Loveland Meridian Simla Hudson Coal Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fluebel Montrose Perry Park Swink Vail Battlement

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%	9.67%	230.24
\$10,000 to \$19,999	8.21%	14.24%	173.51
\$20,000 to \$29,999	9.25%	17.35%	187.55
\$30,000 to \$49,999	19.6%	26.23%	133.78
\$50,000 to \$59,999	8.86%	9.07%	102.4
\$60,000 to \$69,999	9.31%	8.94%	96.02
\$70,000 to \$79,999	7.87%	4.11%	52.19
\$80,000 to \$89,999	5.94%	2.12%	35.69
\$90,000 to \$99,999	4.02%	1.06%	26.37
\$100,000 to \$124,999	8.86%	3.51%	39.62
\$125,000 to \$149,999	4.99%	1.52%	30.5
\$150,000 to \$199,999	4.26%	0.26%	6.22
\$200,000 to \$249,999	1.18%	0%	0
\$250,000 or more	2.21%	1.99%	89.98
Median Household	58,501	36,453	62.31
Average Household	75,267	52,472	69.71
Per Capita Household	28,468	20,028	70.35
Family/Non-Family Household			
Income			
Median Family Income	69,637	45,834	65.82
Average Family Income	90,063	64,633	71.76
Median Non-Family Income	37,461	25,182	67.22
Average Non-Family Income	45,571	30,711	67.39

Downieville-Lawson-Dumont Grand Lake Fraser Georgetown Granada Milliken Fort Morgan Gold Head Castle Pines Pierce Parachute Campion Aristocrat Ranchettes Intercultural Institute Montezuma Center Montrose Julesburg Wellington Green Mountain Fall for Contextual Ministry e Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	66.74%	62.45%	93.57
Families with Children	34.81%	28.87%	82.94
Families without Children	31.93%	33.58%	105.16
Non-Family Households			
% Non-Family Households	33.26%	37.55%	112.91
Non-Families with Children	0.23	0.33	140.96
Non-Families without Children	33.02	37.22	112.71
Housing Units			Index
Total Housing Units	249,605	1,685	
Vacant percent	11.14%	10.33%	92.67
Owned percent	60.51%	57.74%	95.42%
Rented Percent	28.34%	31.93%	112.65
Households by Size			Index
Avg household size	2.69	2.62	97.4
Avg family hh size	3.44	3.39	98.55
Avg non-family hh size	1.21	1.33	109.92
Households By Count of Persons			Percent
One	62,513	498	0.8%
Two	58,167	401	0.69%
Three or Four	73,138	406	0.56%
Five+	27,974	204	0.73%
Five+	27,974	204	0.73%

sdorf (Coalton) <u>Crook</u> Loghill Village <u>Campo Castle Pines Platteville</u> Palisade <u>Dillon</u> Bow Mar Yuma F Cortez Gold Hill Palmer Lake Cheraw Aspen Park Sedalia Peetz Castle <u>Intercultural Institute</u> Brush Branson Woodland Park Ken Caryl Salida Pritchett Hillrose <u>for Contextual Ministry</u> <sup>ra</sup> Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Sterling Ponderosa Park Seibert Eldorado Springs Br18

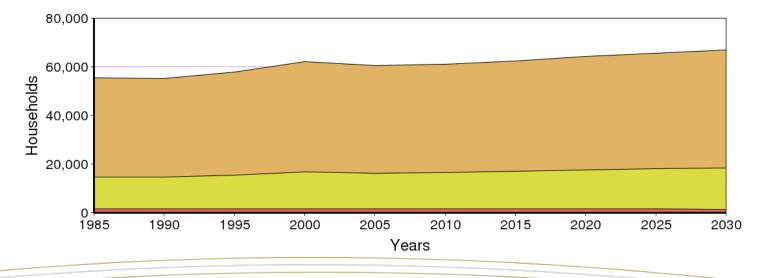
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 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.

1990 Population 397,014 4,016 1.01%   2000 Population 546,020 4,202 0.05%			
2000 Demulation E40 000 4 000 0 0000/	1990 Househ	1990 Households 146,968	1990 Households 146,968 1,627
2000 Population 516,929 4,392 0.85%	2000 Househ	2000 Households 192,409	2000 Households 192,409 1,708
2010 Population 614,050 3,956 0.64%	2010 Househ	2010 Households 221,792	2010 Households 221,792 1,510
2015 Population 661,580 4,136 0.63%	2015 Househ	2015 Households 230,889	2015 Households 230,889 1,526

Household Change from 1985 to 2030

0-0.5mi Ring

🔲 0-3mi Ring

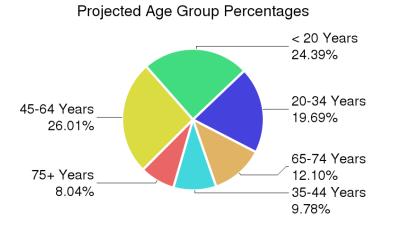


Lamar Lone Tree Milliken Crestone Breckenridge Montrose Gunbarrel Nucla Swink Craig Cascade G Lyons Loghill Village Dolores Winter Park Genoa Columbine Valley Intercultural Institute Aspen Sedalia Campion Arriba Hartman Gypsum Bow Mar Gran Gottertual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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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.

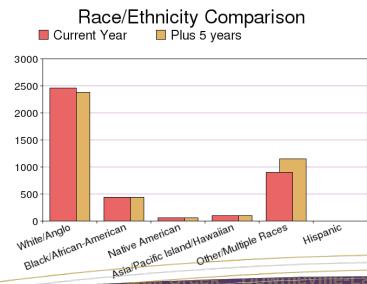


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.54%	5.29%	95.49
4-5 Years	2.5%	2.42%	96.8
6-8 Years	3.69%	3.51%	95.12
9-11 Years	3.77%	3.55%	94.16
12-13 Years	2.55%	2.39%	93.73
14-17 Years	5.08%	4.76%	93.7
18-19 Years	2.55%	2.44%	95.69
0-5 Years	8.04%	7.71%	95.9
6-12 Years	8.75%	8.27%	94.51
13-19 Years	8.9%	8.39%	94.27
< 20 Years	25.69%	24.37%	94.86
20-34 Years	19.94%	19.68%	98.7
35-44 Years	10.64%	9.77%	91.82
45-64 Years	25.91%	25.99%	100.31
65-74 Years	10.11%	12.09%	119.58
75+ Years	7.74%	8.03%	103.75
Median Age	35	43	124.11
Median Age (Male)	34	41	121.3
Median Age (Female)	36	46	125.91

Thornton Loveland Lincoln Park Ridgway Frisco Monte Vista Delta Mead Campion Fraser Simla W Las Animas Julesburg Telluride Silverton Brighton Woodland Park Horn Intercultural Institute Granada Indian Hills Arvada Avon Calhan Springfield Red Cliff Kittred for Contextual Ministry e Copyright 2012, Intercultural Institute for Contextual Ministry Aurora Louisville Sherrelwood Marble Pagosa Springs

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
l	Race/Ethnicity			
	White, Anglo	62.18%	57.62%	92.65
	Black, African-American	11.1%	10.59%	95.43
	Native American	1.44%	1.57%	109.07
	Asian	1.9%	1.89%	99.47
	Pacific Island, Hawaiian	0.58%	0.48%	83.17
	Other/Multiple Races	22.78%	27.88%	122.4
	Hispanic	0%	0%	0
1	Education of Adults (25 yrs+)			
	Total Adults over age 25 years.	2,641	2,844	
	Less than 9th Grade	10.15%	10.55%	103.95
	No High School Diploma	9.01%	7.49%	83.11
	High School Graduate	35.25%	35.69%	101.24
	Some College, no degree	22.38%	20.92%	93.49
	Associate Degree	9.81%	10.16%	103.62
	College Degree	8.75%	9.81%	112.16

4.66%

5.38%

115.51

Ramah Lincoln Park Hayden Platteville Aguilar Del Norte Idaho Springs Loghill Village Lakewood Superior La Veta Wellington Fraser Greenwood Village Gleneagle Brown Intercultural Institute Antonito Kittredge Stratton Flagler Ouray Evans Craig Castle Roch (on textual Ministry glenn Berkley ©Copyright 2012, Intercultural Institute for Contextual Ministry Meridian Alamosa East Ordway Dinosaur Wiley Lou 21

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.67%	10.09%	104.37
\$10,000 to \$19,999	14.24%	13.96%	98.03
\$20,000 to \$29,999	17.35%	15.99%	92.15
\$30,000 to \$49,999	26.23%	25.29%	96.45
\$50,000 to \$59,999	9.07%	8.52%	93.9
\$60,000 to \$69,999	8.94%	9.37%	104.82
\$70,000 to \$79,999	4.11%	4.52%	102.14
\$80,000 to \$89,999	2.12%	2.29%	105.14
\$90,000 to \$99,999	1.06%	1.18%	111.32
\$100,000 to \$249,999	3.51%	4.19%	119.49
\$125,000 to \$149,999	1.52%	2.03%	133.37
\$150,000 to \$199,999	0.26%	0.26%	98.95
\$200,000 to \$249,999	0%	0.07%	0
\$250,000 or more	1.99%	2.36%	118.74
Median Household	36,453	37,734	103.51
Average Household	52,472	56,955	108.54
Per Capita Household	20,028	21,014	104.92
Family/Non-Family Household			
Income			
Median Family Income	45,834	48,752	106.37
Average Family Income	64,633	74,028	114.54
Median Non-Family Income	25,182	25,868	102.72
Average Non-Family Income	30,711	28,191	91.79

West Pleasant View Haswell Fountain Wiley Mount Crested Butte Center Orchard City Wemelsdorf (Content of the second of the secon

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	62.45%	61.4%	98.32
Families with Children	28.87	27.59	95.55
Families without Children	33.58	32.83	97.78
Non-Family Households			
% Non-Family Households	37.55%	38.6%	102.79
Non-Families with Children	0.33	0.26	102.79
Non-Families without	37.22	38.34	103
Children			
Housing Units			
Total Housing Units	1,685	1,702	101.01%
Vacant percent	10.33%	10.34%	100.14
Owned percent	57.74%	57.58%	99.71
Rented Percent	31.93%	32.08%	100.47
Households by Size			
Avg household size	2.62	2.71	103.44%
Avg family hh size	3.39	3.61	106.49%
Avg non-family hh size	1.33	1.28	96.24%
Households By Count of			
Persons			
One	498	532	106.83%
Тwo	401	331	82.54%
Three or Four	406	418	102.96%
Five+	204	244	119.61%

Gilcrest Lochbuie Paoli Wellington Highlands Ranch Branson Timnath Haswell Bayfield Holly A aste Pines Raymer Ovid Alma Gunbarrel Sterling Eagle-Vail Kim <u>Intercultural Institute</u> Valley Silverthorne Ramah Rockvale Eagle Avon Padroni Downieville *Jor Contextual Ministry* Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Ethnographic Summary

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

BORN IN:	0-0.5	0.5-1.5	1.5-3	BORN IN:	BORN IN: 0-0.5	BORN IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	736	3,400	6,238	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	31	88	364	Middle Africa	Middle Africa 0	Middle Africa 0 1
Western Europe	127	305	990	Northern Africa	Northern Africa 6	Northern Africa 6 6
Southern Europe	14	9	41	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	22	115	224	Western Africa	Western Africa 12	Western Africa 12 4
Other Europe	0	5	0	Other Africa	Other Africa 0	Other Africa 0 5
Eastern Asia	59	387	781	Oceania	Oceania 0	Oceania 0 3
So. Central Asia	0	61	106	Caribbean	Caribbean 17	Caribbean 17 105
SE Asia	42	257	810	Central Amer.	Central Amer. 381	Central Amer. 381 1,892
Western Asia	0	51	32	South America	South America 25	South America 25 47
Other Asia	0	26	0	North America	North America 0	North America 0 33
				Born at sea	Born at sea 0	Born at sea 0 0



# Language Summary

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

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
English only	3,801	22,590	61,135	Other Indo-Euro	0	18	74
Spanish	832	4,056	6,585	Asian/PI languages	0	0	0
Other Indo-Euro	108	630	2,097	Chinese	0	20	50
language				Japanese	18	83	192
French (incl. Patois,	6	93	338	Korean	4	273	667
Cajun)				Mon-Khmer,	0	0	20
French Creole	0	3	11	Cambodian			
Italian	7	7	116	Miao, Hmong	0	0	0
Portuguese	0	17	9	Thai	0	10	90
German	92	361	1,140	Laotian	0	5	18
Yiddish	0	0	3	Vietnamese	17	50	287
Other West Germanic	0	10	19	Other Asian	0	20	29
A Scandinavian	0	7	58	Tagalog	27	105	357
Language				Other Pacific Is	0	36	33
Greek	0	0	10	Other languages	12	154	200
Russian	0	24	64	Navajo	0	22	24
Polish	0	5	95	Other Native N.	0	2	15
Serbo-Croatian	0	14	37	American			
Other Slavic Language	3	54	31	Hungarian	0	8	5
Armenian	0	0	0	Arabic	0	115	56
Persian	0	6	13	Hebrew	0	6	41
Gujarathi	0	0	37	African languages	12	1	38
Hindi	0	8	20	Other unspecified	0	0	21
Urdu	0	0	0				

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Strasburg Norwood Telluride Ward Lone Tree Morrison Marble Fort Garland Kim Heope astle Cascade-Chipita Park Montezuma Sedalia Orchard Mesa Fort Lupto for Contextual Ministry de Copyright 2012, Intercultural Institute for Contextual Ministry Carbondale Coal Creek Nucla Haxtun Arvada Erie 25

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# Ancestry Summary

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

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Reporting ancestry	4,521	25,465	63,530
Arab	0	86	122
Armenian	8	0	6
Austrian	7	60	172
British	0	70	259
Canadian	0	10	85
Croatian	0	28	38
Czech	32	73	278
Czechoslovak	7	49	118
Danish	14	103	427
Dutch	94	237	703
English	241	1,552	5,162
European	79	358	802
Finnish	9	36	131
French (not Basque)	130	473	1,364
French Canadian	25	128	522
German	639	3,516	10,463
Greek	19	55	97
Hungarian	7	87	120
Iranian	0	3	11

ANCESTRY	0-0.5	0.5-1.5	1.5-3	
	MILES	MILES	MILES	
Irish	293	1,921	4,933	
Italian	158	658	2,124	
Lithuanian	9	37	77	
Norwegian	56	358	1,111	
Polish	64	345	1,063	
Portuguese	0	15	34	
Romanian	0	3	33	
Russian	6	34	254	
Scandinavian	2	40	112	
Scotch-Irish	54	359	1,025	
Scottish	47	233	1,022	
Slovak	0	15	75	
Subsaharan African	77	267	660	
Swedish	51	270	922	
Swiss	0	33	137	
Ukrainian	0	8	65	
US/American	299	1,382	4,330	
Welsh	13	83	328	
West Indian	5	81	401	
Yugoslavian	0	14	37	
Other	2,076	12,384	23,910	

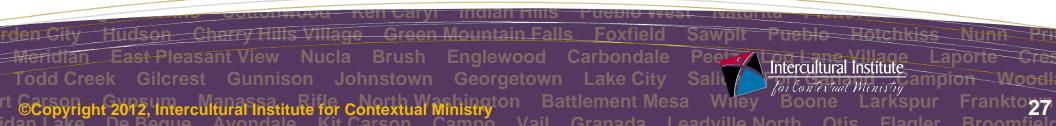
Hartman Fountain De Beque Kiowa Coal Creek Gleneagle El Jebel Atwood Westcliffe Bayfield Con Fines North Poncha Springs Beulah Valley Hillrose Springfield Monter Intercultural Institute Swink Federal Heights Gold Hill Dolores Granby Pueblo West Boy for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Clenwood Springs St Mary's Eldorado Springs Basalt

# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

#### Issues for Your Consideration - continued

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



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

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



Centennial Arvada East Pleasant View Ophir Berthoud Gold Hill Loveland La Salle Air Force Academy Grand Junction Highlands Ranch Paoli Vilas Hartman Georgetown In Otis Blue River Hillrose Denver Springfield Kremmling Firestone 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	1,510	100%	1,040	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%

hute Paoli Commerce City Alamosa Olathe Roxborough Park Leadville Mountain Village Byers Peetz Set Pleasant View Aristocrat Ranchettes Iliff Mount Crested Butte The Piner Intercultural Institute Ovid Coal Creek Stonegate Campo Flagler Grand Junction Silver Clove Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextua

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	1,510	100%	1,040	100%
BLUE COLLAR BACKBONE	95	6.29%	67	6.44%
Nuevo Hispanic Fam.	82	5.43%	58	5.58%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	13	0.86%	9	0.87%
AMER. DIVERSITY	95	6.29%	62	5.96%
Ethnic Urban Mix	23	1.52%	16	1.54%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	72	4.77%	46	4.42%
Mature America	0	0%	0	0%
METRO FRINGE	1,186	78.54%	814	78.27%
Steadfast Conservative	1,144	75.76%	784	75.38%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	42	2.78%	30	2.88%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,510	100%	1,040	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%

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,510	100%	1,040	100%
STRUGGLING SOCIETIES	35	2.32%	26	2.5%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	20	1.32%	14	1.35%
Struggling city Centers	0	0%	0	0%
College Town Communities	15	0.99%	12	1.15%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	99	6.56%	71	6.83%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	99	6.56%	71	6.83%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Eckley Manitou Springs Stonegate Applewood Burlington Elizabeth Williamsburg Dillon Antonito P Has Superior Paoli Security-Widefield Saguache Ophir Alma Wome Intercultural Institute Beulah Valley Manassa Garden City Lone Tree Black Forest Windsor Jor Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

- 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?

Auff Holly Kersey Eldorado Springs Branson Fort Morgan Elizabeth Downieville Lawson Dumont Alm Jamestown Grand Lake Penrose Hotchkiss Telluride Olathe Atwood Intercultural Institute rplay Fountain Indian Hills Cedaredge Castle Pines Mountain View Nuclear for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

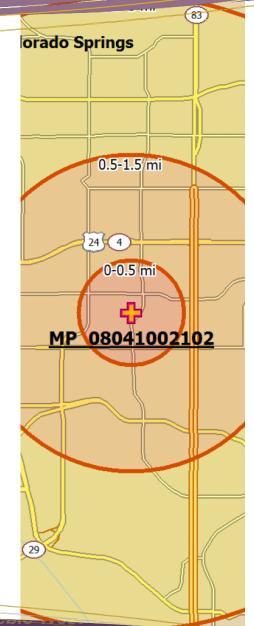
#### **Potential Cultural Bridges**

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

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

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

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



Ads Ranch Perry Park Lyons Air Force Academy Sherrelwood Campo Kersey Otis Nucla Cimarron Hills Niwot Carbondale Poncha Springs Indian Hills Elizabeth Silver Cliff Manzanola Seibert Arboles Estes Park Lakewood Nederland Larkspur Joi Contextual Ministry Frederick Edgewater Parachute Loghill Village Hugo 35 Burlington Alamosa Bow Mar. Battlement Mesa Cascad

#### **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	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	76%	71%	74%	Internet Use: News/ Weather	25%	25%	26%
Use Comp. for Internet/E-mail	57%	54%	57%	Internet Use: Banking	22%	24%	24%
Internet Use: E-Mail	44%	45%	47%	Use Comp. for News/Info./Data	20%	23%	23%
Use Comp. for Comp. Games	40%	36%	37%	Service			
Use Comp. for Word	34%	34%	36%	PC-Network-HH Has One	15%	15%	17%
Processing				HH Owns Video/Webcam	12%	13%	13%
Use Comp. for Shopping	33%	32%	32%	Internet Use: Research/	12%	13%	13%
Use Comp. for Digital Camera	30%	29%	30%	Education			
Photo Editing				Use Comp. for Personal	10%	10%	11%
Use Comp. for Education	30%	27%	29%	Financial Mngmnt			
Use Comp. for Banking	28%	29%	30%	Internet Use: Play/ Download	10%	12%	11%
HH Owns DVD Player	25%	24%	26%	Online Games			
				Internet Use: Shopping:	10%	9%	11%
				Gathered Info. for Shopping			

th Washington Arvada Fort Collins Jamestown Center Mountain View South Fork Atwood Rye Twin La Palmer Lake Colorado City Wheat Ridge Ordway Saguache Lyons Rich Niwet Pangely Westchiffe Hotchkiss Crowley Pueblo West Grand Junction Ouray Pagosa Springs for Contextual Ministry Scoppright 2012, Intercultural Institute for Contextual Ministry

Internet Use: Read Magazines/

Newspapers

10%

11%

11%

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	64%	63%	64%
Dining Out (Not Fast Food)	54%	53%	54%
Reading Books	50%	52%	52%
Card Games	40%	38%	39%
Gardening	36%	28%	31%
Go To A Beach/Lake	33%	32%	33%
Cooking for Fun	32%	34%	35%
Board Games	32%	32%	32%
Visit Zoo	19%	18%	18%
Going To	19%	20%	21%
Bars/Nightclubs/Dancing			

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	66%	64%	65%
Gen./Fam. Practitioner	40%	37%	38%
Dentist	26%	24%	26%
Backache	21%	20%	21%
None Of These	21%	21%	21%
Eye Dr.	21%	19%	20%
Hypertension/High Blood	19%	18%	18%
Pressure			
High Cholesterol	18%	17%	17%
Any Arthritis	17%	15%	15%
Overweight (30 Pounds Or	14%	13%	13%
More)			

Fort Garland Grand View Estates Meridian Westcreek Monte Vista Paoli Roxborough Park New Caste Sawpit Palisade Foxfield Downieville-Lawson-Dumont Eldora Meeker Westcreek Intercultural Institute hass Village Northglenn Hugo Brush Mead Coal Creek Central City Black Fortextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Grand Lake Iliff Vona Manassa Applewood East Plegar

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	25.44%	25.61%	26.51%
Live Theater	16.09%	17%	17.9%
Rock/Pop Concerts Most	14.44%	14.31%	14.78%
Often			
Live Theater Most Often	12.97%	14.06%	14.79%
Comedy Club	8.72%	9.97%	9.99%
Dance Performance	8.14%	8.41%	8.68%
Movies: Comedy	36.28%	33.97%	35.93%
Movies: Action/Adventure	36.16%	34.6%	36.15%
Movies: Fam.	18.53%	17.33%	18.08%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Romantic	17.57%	16.26%	17.44%
Comedy			
Movies: Drama	16.87%	17.13%	17.88%
Movies: Mystery	15.32%	14.79%	15.28%
MLB Baseball Reg.	6.04%	6.17%	7.12%
Season			
NFL Football Reg.	5.02%	5.37%	5.85%
Season			
College Football Reg.	3.91%	4.6%	4.98%
Season			
Auto Racing Events	2.89%	2.75%	2.85%
College Basketball Reg.	2.58%	2.84%	3.01%
Season			
NHL Hockey Reg.	2.44%	3.06%	3.2%
Season			



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	39.14%	37.58%	38.71%		Volleyball	Volleyball 10.88%	Volleyball 10.88% 8.9%
Swimming	30.75%	30.41%	31.11%		Target Shooting	Target Shooting 10.55%	Target Shooting 10.55% 9.09%
Bowling	20.28%	20.01%	20.37%		Hunting	Hunting 10.06%	Hunting 10.06% 8.69%
Billiards/Pool	19.56%	20.15%	19.64%		Backpacking/Hiking	Backpacking/Hiking 9.91%	Backpacking/Hiking 9.91% 9.87%
Freshwater Fishing	17.86%	14.95%	15.34%		Football	Football 9.36%	Football 9.36% 11.62%
Camping Trips	17.11%	14.44%	15.31%		Softball	Softball 8.8%	Softball 8.8% 7.9%
Basketball	14.32%	15.49%	15.19%		Aerobics	Aerobics 8.44%	Aerobics 8.44% 8.88%
Jogging/Running	13.37%	13.65%	14.02%		Soccer	Soccer 8.35%	Soccer 8.35% 8.62%
Weight Training	13.33%	14.04%	14.87%		Power Boating	Power Boating 8.06%	Power Boating 8.06% 6.9%
Mountain/Road	12.84%	13.36%	13.09%		Canoeing/Kayaking	Canoeing/Kayaking 7.33%	Canoeing/Kayaking 7.33% 6.65%
Biking					Yoga	Yoga 6.99%	Yoga 6.99% 7.27%
Using Cardio	12.39%	12.47%	13.37%		Saltwater Fishing	Saltwater Fishing 6.74%	Saltwater Fishing 6.74% 5.76%
Machine					Motorcycling	Motorcycling 6.65%	Motorcycling 6.65% 5.87%
Baseball	12.22%	12.85%	12.58%		Tennis	Tennis 6.52%	Tennis 6.52% 7%
Stationary Cycling	11.7%	12.05%	12.33%				
Golf	11.61%	11.36%	12.05%				

Pueblo Eagle-Vail Dacono Acres Green Jamestown Lafayette Brush Silt Naturita Vona Fleming G Head Ken Caryl Montezuma Cortez Burlington Williamsburg Vilas Value Intercultural Institute Brighton Colorado Springs Colorado City Timnath Fairplay Trinidad En Intercultural Institute Commo Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Stoppedate Northogon Flagler Beulab Valley Marble Grand Junction Gran

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
Horseback Riding	5.88%	5.45%	5.27%
Roller Skating	5.77%	6.12%	5.9%
Ice Skating	5.18%	6.15%	5.78%
Archery	5.15%	5.21%	4.97%
Water Skiing	4.54%	4.81%	4.61%
Racquetball	4.52%	4.29%	4.29%
Hockey	4.44%	4.21%	4.14%
Downhill & X-Country	4.34%	4.42%	4.63%
Skiing			
Snorkeling	4.28%	4.52%	4.8%
Snowmobiling	4.26%	3.97%	3.8%

Centennial Orchard Mesa Sedgwick Pagosa Springs Boulder Longmont Creede Cai, /2on City Burlingter and Federal Heights Glenwood Springs Blanca Hugo La Jara Pueblo West Naturita Walden Crestone E boat Springs Atwood Campo Rocky Ford Silt Ward Denver Montrose for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry as Every regeneration Starkville Hillrose Genoa Black For

#### 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.

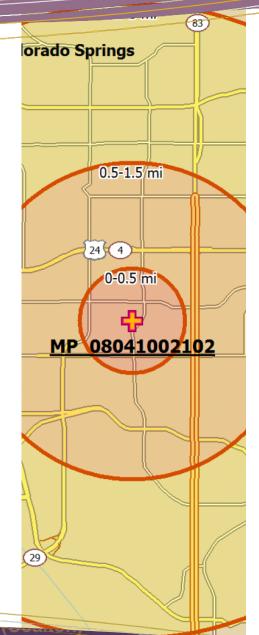
#### **BIBLICAL BARRIERS**

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.



Windsor Littleton Greenwood Village Federal Heights Grand Lake Fruita Applewood Derby Loghill State Gunbarrel Battlement Mesa Sherrelwood Indian Hills Yuma Wheat in <u>Intercultural Institute</u> thoud Mount Grank La Veta Roxborough Park Cedaredge Cheraw Granby The Pinery For Contextual Ministry Padroni Walden Ouray Red Feather Lakes La Jara 41

#### 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.



Kim Bayfield Saguache Frisco Antonito Salt Creek Stratmoor Campion Felluride Colorado Springs The Central City Laporte Applewood Franktown Englewood Breckenric Intercultural Institute Nountain Falls Palmer Lake Silverton Cascade-Chipita Park Lyons Glenw To Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Hudson Cedaredge Georgetown Towaco Holyoke

## **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 MILE
Important Continue Learning	47%	46%	47%	Like to Stand Out In A Crowd	20%	18%	19%
New Things				Like To Pursue	20%	20%	20%
Find It Difficult To Say No To	36%	32%	33%	Challenge/Novelty/Change			
My Kids				Marijuana Should Be	18%	18%	19%
Prefer To Have Few	35%	34%	35%	Legalized			
Possessions As Possible				Rarely Sit Down to a Meal	17%	15%	15%
Speak My Mind Even If It	35%	35%	34%	Together At Home			
Upsets People				I Am A Workaholic	15%	18%	17%
Like Control Over People And Resources	34%	35%	34%	Only Work Current Job for The Money	14%	14%	14%
Woman's Place Is In The Home	34%	31%	32%	We Should Strive for Equality for All	13%	13%	13%
Like To Do Unconventional Things	29%	27%	27%	Indulge My Kids With The Little Extras	11%	11%	10%
Friends More Important Than My Fam.	28%	26%	27%	On Whole People Get What They Deserve	11%	12%	12%
Don't Judge People/Way They Live Life	26%	27%	27%	Happy With My Standard Of Living	11%	14%	13%
If Won Lottery Would Never Work Again	26%	25%	26%	Little I Can Do To Change My Life	8%	7%	7%
Money Is Best Measure Of Success	25%	25%	25%	I Am A Perfectionist	7%	9%	8%
Too Much Sponsorship In Arts/Sports	25%	24%	24%				

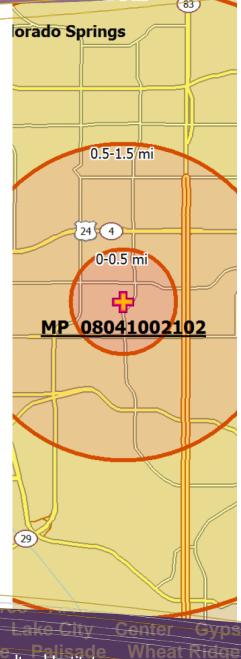
Aurora Twin Lakes Louisville Downieville-Lawson-Dumont Commerce City Walsenburg Carbondale H Hzabeth Salt Creek Marble Clifton Woodmoor Coal Creek Pitkin Gran Intercultural Institute redale Indian Hills Hayden Dinosaur Acres Green Blue River Durango for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

WOIT

#### **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.



heridan Cottonwood Nucla Columbine Acres Green Haxtun Ramah Brighton Lake City Center Gypse Convood Village Marble Eaton Montezuma Red Cliff Rico Lafayette Red Feather Lakes Hotchkiss Arboles Aristocrat Ranchettes Cortez Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Widefield Louviers Ester Park, Word Events Alam44

## **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	
You Should Seize Opportunities In Life	57%	55%	55%	Is An Important Part Of Who I Am	17%	16%	
Important To Respect Customs And Beliefs	56%	53%	56%	Looking for New Ideas To Improve Home	17%	16%	
Like To Understand About Nature	36%	35%	35%	Worried About Pollution Caused By Cars	17%	19%	
Prefer To Have Few Possessions As Possible	35%	34%	35%	Real Men Don't Cry Try Not To Worry About The	16% 14%	16% 13%	
Important Feel Respected By My Peers	34%	34%	34%	Future Enjoy Spending Time With My	14%	13%	
Prefer Work Part Of Team Than Alone	32%	32%	32%	Fam. Provide My Kids With The Little	12%	14%	
Important To Juggle Various Tasks	32%	31%	31%	Extras Children Should Be Allowed To	8%	8%	
Good At Fixing Things	29%	30%	29%	Express Themselves			
Have Keen Sense Of Adventure	27%	25%	25%	Like Spending Most Time With Fam.	6%	6%	
Like To Just Enjoy Life	24%	22%	23%	Feel Very Alone In The World	6%	5%	
People Have To Take Me As They Find Me	20%	19%	21%	Decor Particular Interest To Me Would Like To Set Up Own	4% 4%	5% 4%	
Consider Myself Interested In The Arts	19%	19%	19%	Business			

OVE CREEK SOUTH FORK BOOTH P

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#### **Potential Shared Places**

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



Otis Broomfield <u>Kim Ouray Calhan Fowler Lamar Todd Creek</u> Centennial Haswell Highlands Ranch The Park Parachute Rico La Salle Pitkin Gleneagle Genoa Greenwood <u>Intercultural Institute</u> Hudson Rocky E puntain View Hot Sulphur Springs Louisville Collbran Red Feather Lakes rin Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Section Nontezuma Green Mountain Falls Ramab

### **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	P
	MILES	MILES	MILES	
Fast Food/Drive-In	85.55%	84.21%	84.41%	D
Restaurant-Visit Any				R
Fam. Restaurants/Steak	81.26%	77.67%	79.23%	D
Houses-Visit Any				D
McDonald's	55.66%	53.48%	53.7%	С
Burger King	40.42%	39.14%	38.81%	S
Taco Bell	30.65%	29.27%	29.79%	Iŀ
Kentucky Fried Chicken	29.3%	28.04%	28.01%	С
(KFC)				G
Subway	29.2%	28.53%	28.61%	H
Applebee's	29.12%	28.43%	28.53%	С
Wendy's	28.55%	26.48%	27.74%	С
Pizza Hut	23.65%	22.25%	21.86%	L
Arby's	22.83%	19.66%	20.02%	
Olive Garden	19.01%	17.48%	18.94%	

PLACE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Dairy Queen	18.77%	17.41%	17.15%
Red Lobster	16.88%	15.83%	16.21%
Denny's	15.51%	15.58%	15.03%
Domino's Pizza	15.23%	16.55%	15.72%
Cracker Barrel	14%	12.95%	12.78%
Sonic	13.43%	13.02%	12.73%
IHOP (International House	13.26%	15.21%	14.87%
Of Pancakes)			
Golden Corral	12.85%	12.64%	11.7%
Hardee's	11.88%	9.01%	8.78%
Outback Steakhouse	11.15%	11.63%	13.15%
Chick-Fil-A	11.14%	10.51%	10.77%
Long John Silver's	10.72%	8.83%	8.45%

ontezuma El Jebel Salida Pritchett Womelsdorf (Coalton) Wiggins Glenwood Springs Starkville Erie Lov Sumbarrel Frisco Rockvale Boone Fruita Eagle-Vail Clifton Salt Creek Intercultural Institute Inca Commerce City Berthoud Cokedale Campion Lake City Yampa Ever for Contextual Ministry Ve Copyright 2012, Intercultural Institute for Contextual Ministry Period Park Broomfield Crested Butte Silt Twin Lakes Pago

#### **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!



r North Washington Frederick Eagle-Vail Mancos Stratton Victor Arvada Del Norte Windsor Padroni Aguilar Battlement Mesa Twin Lakes Westcreek Colorado City Rama Intercultural Institute Idian Blanca Cortez Rockvale Gypsum Sheridan Lake Lyons Creede For Contextual Ministry Pitkin Vilas Fleming Estes Park Federal Heights 48 Copyright 2012, Intercultural Institute for Contextual Ministry 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	47.63%	41.4%	44.15%
Recycled products	36.29%	32.65%	34.39%
Worked as volunteer (non political)	15.41%	14.33%	15.39%
Engaged in fund raising	10.3%	9.54%	10.01%
Religious club member	6.29%	6.31%	6.8%
Wrote to editor of mag or newspaper	5.75%	5.69%	5.74%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Charitable Organization	5.32%	4.64%	4.82%
Wrote to elected offcl about publ bus	5.31%	4.65%	5.23%
Union member	5.3%	4.54%	5.04%
Took active part in local civic issue	5.18%	4.6%	4.92%
Fraternal order member	4.87%	4.5%	4.7%
Veterans club member	4.3%	3.78%	3.61%

orte Coal Creek Breckenridge Bayfield Atwood St. Mary's Woodmoor Evans Mountain Village Dolores Pitkin Sterling Lincoln Park Johnstown Merino Norwood Sheridan Ariston Aristocrat Ranchettes in View Monte Vista Castle Rock Hudson Cripple Creek Orchard Mesa Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



S Holyoke Tabernash Womelsdorf (Coalton) Broomfield Meridian Keenesburg Coal Creek Fort Morgan I Olathe Fountain Superior Gilcrest Sugar City Colorado City Oak <u>Intercultural Institute</u> te-Chipita Park Fowler Genesee Dillon Fort Lupton Silt Walsh Caï; ½ Confectual Ministry for Confectual Ministry Pacopyright 2012, Intercultural Institute for Contextual Ministry Strasburg South Strasburg Allenspark Ignacio Derby South

## **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	14.95%	15.89%	16.53%
Mystery	11.05%	11.22%	11.6%
Children's Books	10.66%	11.02%	11.76%
Cookbooks	10.43%	10.19%	10.37%
Religious (not Bibles)	8.16%	7.97%	8.15%
History	7.15%	6.88%	7.05%
Biography	6.05%	6.28%	6.73%
Personal/Business	5.66%	5.61%	6.14%
Self-help			
Romance	5.35%	5.95%	6.18%

MAGAZINES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Newspaper Distributed	69.74%	66.04%	67.45%
Gen. Editorial	45.06%	45.82%	45.91%
Womens	38.95%	40.64%	40.79%
Service	33.22%	31.84%	33.03%
Mens	20.18%	20.67%	20.13%
Automotive	16.64%	15.23%	14.83%
Sports	16.25%	16.23%	15.95%
Fishing/Hunting	14.22%	12.53%	12.05%
Parenthood	12.95%	13.36%	13.52%

ho Springs Wray Cheyenne Wells Montezuma Rye Sheridan Lake Applewood Tabernash Salida Log La Kittredge Central City Minturn Glenwood Springs Moffat Air Force Mintercultural Institute Coal Creek Timnath Norwood Yampa Meeker Frisco Castle Rock Anto for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 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	54.85%	51.92%	53.46%
Classified	35.47%	34.85%	34.07%
Sport	33.47%	30.63%	31.4%
Editorial Page	31.24%	27.74%	28.91%
Comics	28.92%	27.45%	27.7%
Business/Finance	27.19%	25.15%	26.93%
Movie Listings &	26.72%	25.55%	26.15%
Reviews			
Food/Cooking	25.08%	23.13%	24.41%
TV/Radio Listings	24.99%	22.21%	22.95%
Home/Gardening	21.77%	18.31%	19.78%
Travel	18.63%	16.85%	18.03%
Science/Technology	17.44%	15.51%	16.65%
Fashion	12.37%	12.05%	12.86%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Country	22.68%	19.88%	19.79%
CHR Contemp Hit Radio	20.95%	21.56%	20.93%
Adult Contemporary	18.07%	17.33%	18.02%
Rock	14.8%	13.45%	13.54%
Oldies	11.82%	10.82%	11.43%
News/Talk	10.81%	9.78%	10.87%
Classic Rock	10.29%	10.49%	10.3%
Alternative	9.97%	9.48%	10.16%
Urban Contemporary	9.25%	14.07%	13.36%
Variety	7.42%	8.53%	8.76%
Hispanic	6.62%	6.18%	5.55%
Religious	5.45%	5.24%	5.64%
Soft Contemporary	5.11%	5.26%	5.88%
Classic Hits	4.8%	4.22%	4.38%
All News	3.27%	3.56%	4.43%
All Talk	3.1%	3.23%	3.56%
Adult Standards	2.95%	2.68%	2.81%
Classical	2.93%	3.12%	3.3%



#### **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	MU
	MILES	MILES	MILES	
Fox News Channel	63.22%	59.8%	60.93%	TV
Satellite Dish	51.7%	45.75%	49.14%	BET
Soapnet	47.56%	47.41%	48.43%	TV)
Other Video-On-Demand	41.28%	36.72%	37.99%	Nick
Sci-Fi Channel	36.08%	34.12%	34.89%	TCM
MSNBC	33.67%	31.43%	32.03%	Mov
Adult Pay Per View TV	32.26%	25.61%	29.18%	ABC
Nickelodeon	28.13%	26.01%	26.78%	USA
Comedy Central	27.71%	27.76%	29.22%	TV
Adult Swim	26.92%	25.8%	26.15%	Cab
Subscribe Digital Cable	26.77%	23.1%	25.23%	The
TV Info From Sunday TV	25.8%	24.84%	26.3%	Hall
Magazine				Life
				505

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
TV Info From Newspapers	24.33%	22.86%	23.89%
BET (Black Entertainment TV)	23.81%	23.62%	24.59%
Nick At Nite	23.54%	23.94%	24.26%
TCM (Turner Classic	23.12%	22.62%	23.49%
Movies)			
ABC Fam.	23.12%	24.4%	25.01%
USA Network	22.73%	20.25%	21.4%
TV Info From Monthly	21.86%	21.05%	21.48%
Cable Guide			
The Golf Channel	21.27%	18.96%	20.6%
Hallmark Channel	21.23%	19.05%	21.06%
Lifetime	20.96%	19.11%	19.58%
ESPN2	20.27%	20.16%	21.38%
Encore	18.82%	15.82%	17.06%

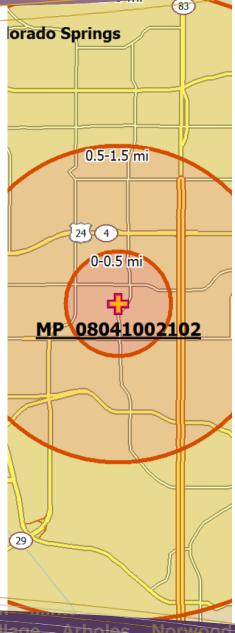
osaur Twin Lakes Columbine Alamosa East Louviers Redlands Blue River Cedaredge Vilas Seibert A Brighton Frisco Derby Thornton Fort Carson Ignacio Stratmoor Fort Ollins Eads Eckley Bethune Ioffat Blanca Pritchett Battlement Mesa Severance Sherrelwood Towao Fort Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Severance Deer Trail Pierce Black Hawk Gupbarrel Coal Co

#### **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.



tain View New Castle Blanca Greenwood Village Salida Silt Ault Snowmass Village Arboles Norwood Herry Park Padroni La Jara Wiggins Nucla Garden City Fort Collins For Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.01%	18.57%	19.1%
Medium Users (4-6)	9.97%	10.15%	10.66%
Light Users (1-3)	21%	21%	20.88%
Quintiles (20%)			
Newspaper I	1.91%	2.3%	2.01%
(Heavy)			
Newspaper II	1.92%	1.69%	1.55%
Newspaper III	1.74%	2.05%	2.09%
Newspaper IV	0.89%	0.84%	0.71%
Newspaper V	0.97%	1.26%	1.25%
(Light)			

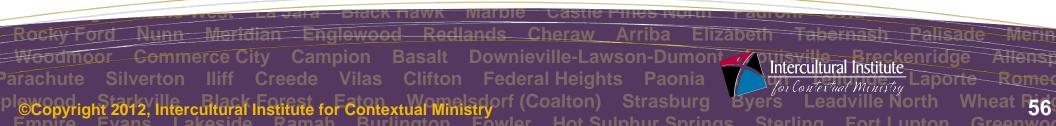
MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.88%	21.06%	19.89%
Magazines II	8.73%	9.22%	8.96%
Magazines III	8.17%	11.42%	10.53%
Magazines IV	11.91%	11.88%	11.67%
Magazines V (Light)	0.08%	0.31%	0.42%
Outdoor I (Heavy)	7.77%	7.78%	7.68%
Outdoor II	3.57%	3.48%	3.31%
Outdoor III	4.25%	3.81%	3.73%
Outdoor IV	15.76%	14.91%	15.28%
Outdoor V (Light)	24.9%	22.41%	23.04%
Yellow Pages I	15.62%	14.92%	15.12%
(Heavy)			
Yellow Pages II	5.38%	6.06%	6.15%
Yellow Pages III	5.53%	6.58%	6.05%
Yellow Pages IV	23.67%	23.8%	23.1%
Yellow Pages V	4.48%	4.19%	4.06%
(Light)			

old Hill Frederick Ridgway Rico Air Force Academy Crestone Silver Plume Hiff Rye Victor Louisville ance Englewood Grover Palisade Silver Cliff Ouray Woodmoor Kersey Mellington Sheridan Lake Engle Gypsum Kit Carson Ordway Naturita Manzanola Collbran Blue Rive Confectual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry Ophir Gleneagle Elizabeth Vilas Seibert Basalt 55 Security Widefield

## 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
	MILES	MILES	MILES		MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	S	
(fifths / 20%)				/ 20%)		
Drive Time I & II (Heavy)	3.61%	5.18%	4.24%	Prime Time I & II (Heavy)	4.26%	4.82%
Drive Time III (Medium)	1%	0.9%	0.8%	Prime Time III (Medium)	2.04%	2.9%
Radio IV & V (Light)	3.04%	3.33%	3.25%	Prime Time IV & V (Light)	7.72%	10.24%
Radio Media Quntiles (fifths	s /			TV Early/Late Fringe Quntiles	5	
20%)				(fifths / 20%)		
Radio I & II (Heavy)	8.64%	9.01%	8.77%	Fringe I & II (Heavy)	36.29%	34.82%
Radio III (Medium)	4.54%	4.58%	4.73%	Fringe III (Medium)	53.44%	51.38%
Radio IV & V (Light)	2.88%	4.04%	3.77%	Fringe IV (Light)	54.96%	52.93%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /		
20%)				20%)		
Cable I & II (Heavy)	10.92%	11.54%	12.53%	All Day I & II (Heavy)	13.47%	12.26%
Cable III (Medium)	4.29%	4.49%	4.01%	All Day III (Medium)	23.57%	21.39%
Cable IV & V (Light)	32.3%	31.04%	31.07%	All Day IV (Light)	12.96%	14.03%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE
	MILES	MILES	MILES	
Day-time Radio				Prime Time TV
Listeners				Viewers
Dayparts [summary]	11.79%	10.1%	10.85%	8:00-11:00pm
6:00am - 10:00am	12.63%	13.5%	14.75%	Saturday:
10:00am - 3:00pm	6.03%	7.89%	7.58%	8:00-11:00pm
3:00pm - 7:00pm	14.11%	14.73%	14.64%	Sunday: 7:00-11:0
7:00pm - Midnight	9.43%	8.93%	10.73%	9:00am-1:00pm
Midnight - 6:00am	4.9%	5.72%	5.78%	9:00am-4:00pm
Weekend Radio				4:00pm-7:00pm
Listeners				11:00pm-1:00am
Dayparts [summary]	14.41%	14.13%	14.65%	AVG Prime time
6:00am - 10:00am	3.29%	3.48%	3.81%	Mon-Sun
10:00am-3:00pm	4.86%	5.63%	5.88%	
3:00pm - 7:00pm	6.23%	5.94%	6.23%	
7:00pm - Midnight	7.34%	7.84%	8.15%	
Midnight - 6:00am	9.46%	9.8%	10.72%	

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	7.05%	6.95%	7.14%
Saturday:	6.25%	6.57%	6.92%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.06%	9.19%	9.27%
9:00am-1:00pm	23.54%	23.94%	24.26%
9:00am-4:00pm	26.76%	27.31%	27.81%
4:00pm-7:00pm	27.61%	25.88%	27.49%
11:00pm-1:00am	41.85%	39.17%	39.9%
AVG Prime time	2.59%	2.51%	2.75%
Mon-Sun			

tun Evergreen Hudsen Applewood Cimarron Hills Ophir Ramah Eaton Deita Basalt De Beque Vone dian Hills Salt Creek Fraser Dove Creek Lakeside Bennett Coal Creek Intercultural Institute Gilcrest Twin Lakes Stonegate Byers Wellington Arriba Rifle Palm Foi Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Evans Berkley Ministry Leadville Hartman North Washington Sterling Pago 57

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16.63%	16.91%	17.36%		Sat: 7-10am	Sat: 7-10am 17.08%	Sat: 7-10am 17.08% 15.58%
7-9am	20.27%	20.16%	21.38%		Sat: 10am-1pm	Sat: 10am-1pm 6.33%	Sat: 10am-1pm 6.33% 6.24%
9am-12noon	19.12%	19.76%	20.08%		Sat: 1-4pm	Sat: 1-4pm 23.73%	Sat: 1-4pm 23.73% 21.65%
12noon-4pm	7.64%	7.55%	7.73%		Sat: 4-6pm	Sat: 4-6pm 5.84%	Sat: 4-6pm 5.84% 5.57%
4-6pm	41.24%	37.57%	41.25%		Sat: 6-7pm	Sat: 6-7pm 1.86%	Sat: 6-7pm 1.86% 1.52%
6-7pm	19.39%	17.78%	18.48%		Sat: 7-8pm	Sat: 7-8pm 0.23%	Sat: 7-8pm 0.23% 0.91%
7-7:30pm	1.27%	1.51%	1.73%		Sat: 8-11pm	Sat: 8-11pm 6.25%	Sat: 8-11pm 6.25% 6.57%
7:30-8pm	11.26%	10.73%	10.82%		Sat: 11pm-1am	Sat: 11pm-1am 4.1%	Sat: 11pm-1am 4.1% 4.12%
8-11pm	7.05%	6.95%	7.14%		Sat: 1am-7pm	Sat: 1am-7pm 22.73%	Sat: 1am-7pm 22.73% 20.25%
11pm-12am	33.67%	31.43%	32.03%		Sun: 7-10am	Sun: 7-10am 2.2%	Sun: 7-10am 2.2% 2.48%
11pm-1am	41.85%	39.17%	39.9%		Sun: 10am-1pm	Sun: 10am-1pm 6.47%	Sun: 10am-1pm 6.47% 5.86%
1-6am	30.74%	31.05%	31.52%		Sun: 1-4pm	Sun: 1-4pm 5.8%	Sun: 1-4pm 5.8% 5.1%
					Sun: 4-7pm	Sun: 4-7pm 13.25%	Sun: 4-7pm 13.25% 12.38%
					Sun: 7-11pm	Sun: 7-11pm 10.06%	Sun: 7-11pm 10.06% 9.19%
					Sun: 11pm-1am	Sun: 11pm-1am 5.03%	Sun: 11pm-1am 5.03% 4.64%
					Sun: 1-7am	Sun: 1-7am 20.53%	Sun: 1-7am 20.53% 18.94%

Springs Deer Trail Columbine Bennett Empire Gunbarrel Saguache Louviers Fort Morgan Fruitvale Calhan Glenwood Springs Snowmass Village Severance Garden City Rockvale Greenwood Village East Pleasant View Pitkin Pierce Cortez Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

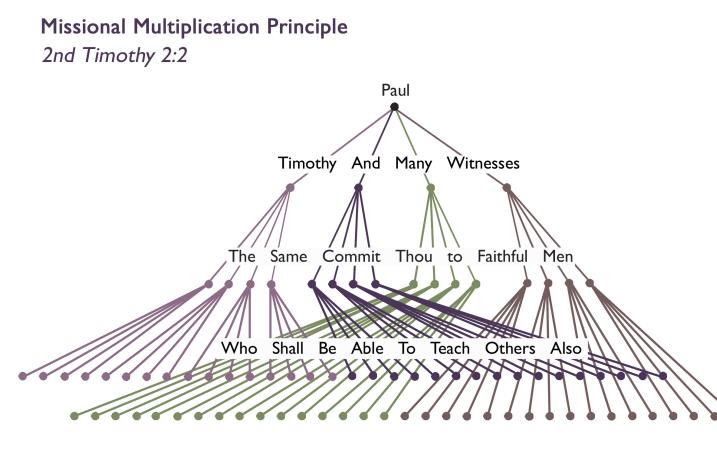
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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

son Seibert La Jara Kiowa Edwards Yampa Winter Park Lake City Salida Stratton Pueblo Padroni Columbine Franktown Genesee Stratmoor Kittredge Avondale Eldow Intercultural Institute looper Ordway Arvada Glenwood Springs Stonegate Olathe Rifle Mour *Intercultural Institute* ripple Creek Fo OCopyright 2012, Intercultural Institute for Contextual Ministry Conversion Del Norte Fleming Ophir Eads Boon 60

## **Biblical Missional Multiplication**

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

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



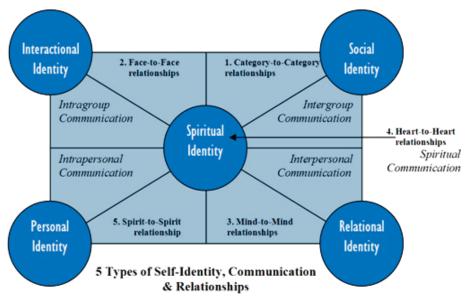
Northgienn Num Cascade-Chipita Park Pritchett Arriba Lakeside Oak Creek Brookside Strasburg Luis Pueble-West Louviers Creede Grand Lake Grover Johnstown Intercultural Institute Ingely Castle Rock Cedaredge Palmer Lake Eldora Fruitvale Ovid Eval for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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





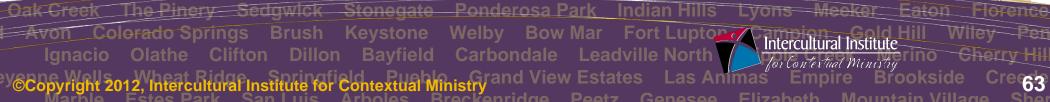
#### Your MissionSite and the Missional Suite

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

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

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





## Notes and Sources

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





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