# MissionSite top unreached locations

Sen Luis Lafavette Wellington Kersey Eldora Vona COLORADO SPRINGS, CO

Ramah Edgewater Ordway Gypsum Mancos Linc CENSUS TRACT: 08041006200 Multiply Branson Crested Butte Roxborough REGION: Front Rangeds ruitvale Brush Hillros ASSOCIATION: Pikes Peakfield Poncha Springs N Mount Crested Butte **Sow Mar** Fowler COUNTY: El Paso al City Jamestown Aspen Lyo Golden partnership with the: Golden Ponderosa ParSITESCAPE: Cityscape Hudson Air Force Academy Intercultural Institute ver Snowmass Village **Constitute and State Partern** in the second sec Sherida for Contextual Ministry Jara Todd Creek Green Mountain Swink Hot Sulphur Springs Paoli Loveland Craig Downieville-Lawson-Dumont Auro East Pleasant View Kiowa Rico Rockvale Womels ©Copyright 2012; Intercultural Institute for Contextual Ministry City

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#### Site Location Summary

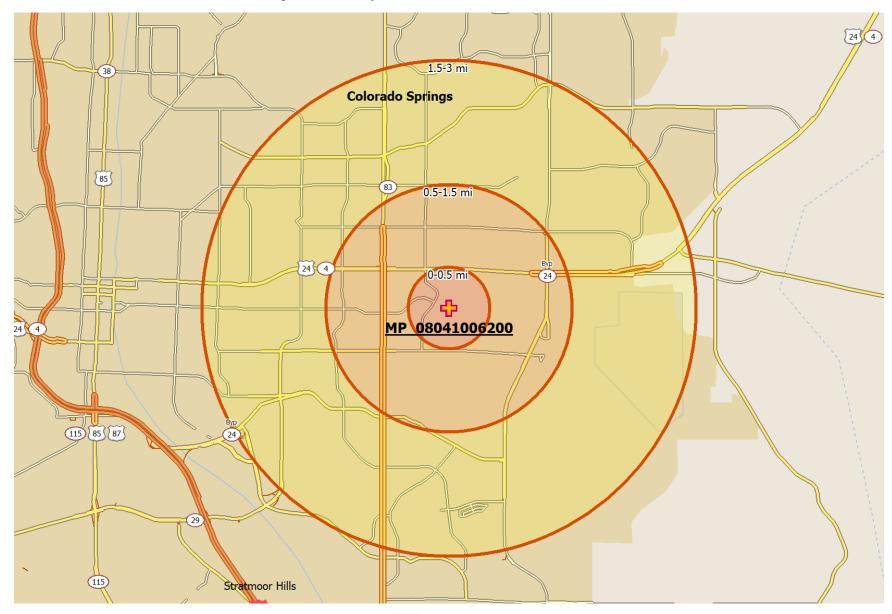
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has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

	Location Typography	CODE	LOCATION
1	Region	08R01	Front Range
2	Association	08A09	Pikes Peak
3	County Location	08041	El Paso
4	Zipcode	80916	El Paso
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
8	Sitescape Density Pattern	К	250000-1000000-250000



Hot Sulphur Springs Winter Park Lakeside Eldora Mead Fraser Alma Englewood Frisco West Plea Hanzanola Sterling Indian Hills Silverton Sheridan Lake Genesee Roman Intercultural Institute Penrose Federal Heights Silver Cliff Red Feather Lakes Naturita Peetz Roman Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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



i Rocky Ford Edwards Aristocrat Ranchettes Mountain View Penrose Ovid Sheridan Lake Sawpit Monte will Branson Ignacio Jamestown Crawford Seibert Las Animas Gypsur Intercultural Institute rachute Sedgwick Crested Butte Lamar Creede Boone Vilas Orchard Intercultural Institute il Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	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 Codes	11	City: Large: Territory inside an urbanized area and inside a principal city with population of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Leadville North Jamestown La Salle Dillon Ken Caryl Roxborough Park Womelsdorf (Coalton) Starkville of Collins Crook Manassa Fort Garland Del Norte South Fork Pueble Frienday Evans Keystone Bethune Brighton Las Animas Manzanola Kittredge Romeo Firestone for Confectual 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	6,592	24,292	74,151
2010 Households	2,450	9,281	28,093
2010 Group Quarters Population	0	25	1,431

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	75	68	49
Language Diversity National Index	61	52	47
Foreign Born Diversity National Index	42	76	68
Ancestry Diversity National Index	43	71	85
Racial Diversity National Index	72	45	35

see Lakewood Victor Ramah Otis Winter Park Jamestown

Hillrose Ordway Starkville Parker Sawpit Collbran Woodmoor Heneagle Haswell Denver Grand Junction Loveland Saguache Boone Copyright 2012, Intercultural Institute for Contextual Ministry OCopyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	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

aymer Poncha Springs Wellington Castle Rock Blanca Genoa Kiowa Sheridan Lake Leadville Crestone IIII Aguilar Antonito Hartman Frisco Granada Glenwood Springs Intercultural Institute Id Hill Edgewater Moffat Ignacio Alamosa East Atwood Fowler Strasb Confextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	99	4.04%
Mainstay Communities	Established, Diverse Households	705	28.78%
Working Communities	Blue-collar, Working Families	774	31.59%
Country Communities	Rural, Agri. & Mining Families	45	1.84%
Aspiring Communities	Young Singles / Aspiring-Multihousing	46	1.88%
Urban Communities	High Density, Inner-city Neighborhoods	781	31.88%

ot Sulphur Springs Elizabeth Edwards Yuma Montezuma Cheyenne Wells Fort Morgan Bethune Num A Hoffat Kit Carson Black Hawk Parker Manitou Springs Pagosa Springs <u>Intercultural Institute</u> Alma Nederla ypsum Basalt Ponderosa Park Foxfield Cottonwood Carbondale Kim *Intercultural Institute* Hills Fort Garla Copyright 2012, Intercultural Institute for Contextual Ministry Welby De Beque Eagle Castle Rock Sheridan Craig 8

## 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.

Westcreek Palisade Sawpit Buena Vista Lakeside Acres Green Deer Trail Green Mountain Falls Nucleon Air Force Academy Branson Coal Creek Milliken Dolores Ken Intercultural Institute Crawford Women De Beque Kremmling Mountain View Cokedale Center Poncha Springs for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Lone Tree Larkspur Campo Fort Collins Fort Carson 9

## 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?

Orchard City Fairplay Fruitvale Highlands Ranch Lafavette Applewood Eldorado Springs Sterling El Tedd Creek Granby Kiowa St. Mary's El Jebel Olney Springs Broomfield Intercultural Institute Windsor Manassa East Pleasant View Gunbarrel Holyoke Victor Frisch for Contextual Ministry vid Winter Parl Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Windsor Manassa East Pleasant View Gunbarrel Holyoke Victor Frisch for Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Basel

## 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	1,738	1.13%
Unreached %	69.33%	70.92%	102.3
Religious But NOT Evangelical HH	34,786	332	0.95%
Religious But NOT Evangelical %	15.68%	13.54%	86.31
Spiritual But NOT Relig or Evang HH	25,866	375	1.45%
Spiritual But NOT Relig or Evang %	11.66%	15.29%	131.11
Not Evangelical, Not Interested HH	93,400	1,031	1.1%
Not Evangelical, Not Interested %	42.11%	42.1%	99.97





### **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	4,181	17.82%
Active Evangelical Percent	10.58%	10.50%	99.25
Inactive Evangelical Households	44,572	7,943	17.82%
Inactive Evangelical Percent	20.10%	19.95%	99.25
# New Churches Needed	111	20	17.96%





## 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.

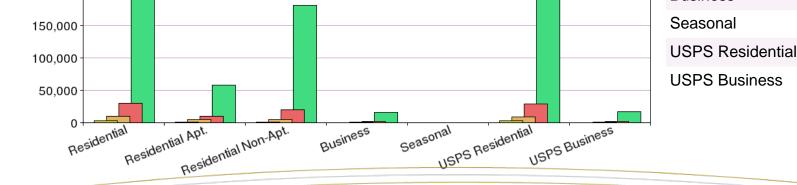
#### Issues for Your Consideration

- 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.

od Fort Carson South Fork Aristocrat Ranchettes Broomfield Limon Woodmoor Beulah Valley Lone Tree Greey Mead Westminster Paoli Eckley Franktown Marble La Salle For Intercultural Institute Julesburg Fairplay Windsor Loveland Parker Olathe Brookside Gard Ministry Confertual Ministry Denver Battler Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF
1990 Population	397,014	5,316	1.34%	1990 Households	146,968	2,054	1.4%
2000 Population	516,929	6,254	1.21%	2000 Households	192,409	2,342	1.22%
2010 Population	614,050	6,592	1.07%	2010 Households	221,792	2,450	1.1%
	Locati		Location Ty	/pe	0-0.5mi B		
🗖 0-0.5mi Ba	nd 🔲 0.5-	1.5mi Band	📕 1.5-3mi Bar	d 🔲 County	Residential		2,624
300,000					Residential A	Apt.	1,427
250,000						Non-Apt.	1,197
200,000					Business		50
150 000					Seasonal		0



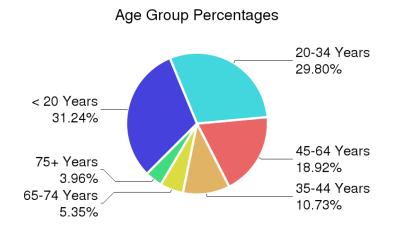
nosa Leadville Palisade Fort Lupton Gleneagle Black Hawk Wellington Sherrelwood Blanca North Was Eric Lafayette Bonanza Twin Lakes Ouray Silver Plume Federal Height St. Mary's Rifle Woodmon Iand Dolores Pitkin Williamsburg Coal Creek Salt Creek Las Animas Joi Contextual Institute is Franktown Joi Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

2,520

32

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.

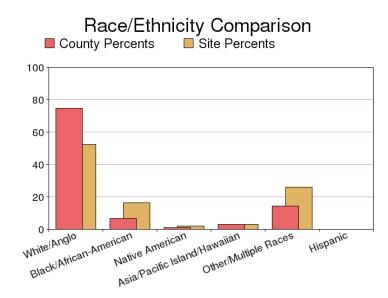


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.93%	8.12%	136.93
4-5 Years	2.9%	3.2%	110.34
6-8 Years	4.3%	4.58%	106.51
9-11 Years	4.23%	4.19%	99.05
12-13 Years	2.78%	2.65%	95.32
14-17 Years	5.66%	5.69%	100.53
18-19 Years	2.84%	2.82%	99.3
0-5 Years	8.83%	11.32%	128.2
6-12 Years	9.93%	10.09%	101.61
13-19 Years	9.89%	9.85%	99.6
< 20 Years	28.65%	31.26%	109.11
20-34 Years	21.36%	29.81%	139.56
35-44 Years	12.99%	10.74%	82.68
45-64 Years	26.33%	18.93%	71.9
65-74 Years	6.24%	5.35%	85.74
75+ Years	4.44%	3.96%	89.19
Median Age	35	33	93.74
Median Age (Male)	34	32	96
Median Age (Female)	36	33	91.72

od Louviers Penderosa Park Olney Springs Federal Heights Holyoke Erie Manitou Springs Boone Ministry Stratton Ault Green Mountain Falls Silverton Eagle-Vail Las Animas Animas Animas Merino Evergreen ry Hills Village Denver Allenspark Caï; ½on City Salida Air Force Academ Copyright 2012, Intercultural Institute 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%	52.46%	70.2
Black, African-American	6.66%	16.5%	247.9
Native American	1.12%	1.91%	170.27
Asian	2.84%	2.28%	80.24
Pacific Island, Hawaiian	0.28%	0.73%	256.23
Other/Multiple Races	14.37%	26.14%	181.9
Hispanic	0%	30.29%	0
Education of Adults (25 vrs+)			

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	391,535	3,660	
Less than 9th Grade	2.7%	7.19%	37.54
No High School Diploma	4.52%	8.58%	52.68
High School Graduate	23.77%	35.79%	66.41
Some College, no degree	22.92%	26.56%	86.32
Associate Degree	10.07%	10.44%	96.45
College Degree	22.4%	8.11%	275.99
Graduate/Prof. degree	13.63%	3.33%	408.77

Rocky Ford Padroni Peetz Fruitvale Stratton Nucla Cripple Creek Boulder Manassa Superior Ken Ga Heridian Sheridan Pueblo West Franktown Monument La Veta Mount gle Brookside Stratmoor Durango Starkville Pitkin Ridgway Cascade for Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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%	9.84%	234.24
\$10,000 to \$19,999	8.21%	17.92%	218.35
\$20,000 to \$29,999	9.25%	20.33%	219.71
\$30,000 to \$49,999	19.6%	27.22%	138.88
\$50,000 to \$59,999	8.86%	7.43%	83.84
\$60,000 to \$69,999	9.31%	5.06%	54.36
\$70,000 to \$79,999	7.87%	3.76%	47.73
\$80,000 to \$89,999	5.94%	2.45%	41.24
\$90,000 to \$99,999	4.02%	1.59%	39.62
\$100,000 to \$124,999	8.86%	1.84%	20.73
\$125,000 to \$149,999	4.99%	1.22%	24.52
\$150,000 to \$199,999	4.26%	0.78%	18.2
\$200,000 to \$249,999	1.18%	0%	0
\$250,000 or more	2.21%	0.65%	29.58
Median Household	58,501	33,191	56.74
Average Household	75,267	45,527	60.49
Per Capita Household	28,468	16,921	59.44
Family/Non-Family Household			
Income			
Median Family Income	69,637	39,321	56.47
Average Family Income	90,063	52,998	58.85
Median Non-Family Income	37,461	25,342	67.65
Average Non-Family Income	45,571	33,001	72.42

Arvada Bonanza Fruitvale Beulah Valley Walden Franktown Black Forest Greeley Georgetown Rama Palmer Lake Genesee Holyoke Haswell Brookside Coal Creek Yampan Intercultural Institute Mancos Blue River Raymer Thornton Hooper Palisade Dacono Cort Jor Confectual Ministry J Buena Vis 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%	62.04%	92.95
Families with Children	34.81%	36.45%	104.69
Families without Children	31.93%	25.59%	80.15
Non-Family Households			
% Non-Family Households	33.26%	37.96%	114.14
Non-Families with Children	0.23	0.49	208.51
Non-Families without Children	33.02	37.47	113.47
Housing Units			Index
Total Housing Units	249,605	2,808	
Vacant percent	11.14%	12.75%	114.42
Owned percent	60.51%	31.98%	52.85%
Rented Percent	28.34%	55.27%	195.01
Households by Size			Index
Avg household size	2.69	2.69	100
Avg family hh size	3.44	3.45	100.29
Avg non-family hh size	1.21	1.45	119.83
Households By Count of Persons			Percent
One	62,513	742	1.19%
Two	58,167	638	1.1%
Three or Four	73,138	735	1%
Five+	27,974	335	1.2%

Westminster Crested Butte Marble La Salle Broomfield Parker Paonia Silverton Merino Penrose Elde Campo Bennett Air Force Academy La Jara Paoli Granada Keenesburg Fountain Derby Alma Arriba Berthoud Crook Hudson Minturn Otis Confectual Ministry MCCopyright 2012, Intercultural Institute for Contextual Ministry

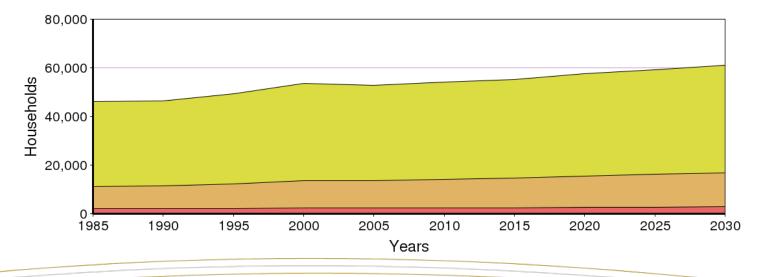
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	397,014	5,316	1.34%
2000 Population	516,929	6,254	1.21%
2010 Population	614,050	6,592	1.07%
2015 Population	661,580	7,012	1.06%

Household Change from 1985 to 2030

0-0.5mi Ring 0-1.5mi Ring

📃 0-3mi Ring

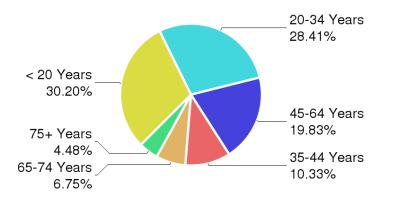


Collins Larkspur Gunnison Superior Saguache Alamosa East Limon Paonia Edwards Milliken Gypsun Land Park Keystone Centennial Black Hawk Monte Vista Haxtun Westman Costle Pines Grand Junction e Sedalia Kittredge Crowley Holyoke Applewood Dacono Dillon Craft Contextual Ministry Focopyright 2012, Intercultural Institute for Contextual Ministry East Pleasant View Center Derby Morrison Calhan 19

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

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

Projected Age Group Percentages

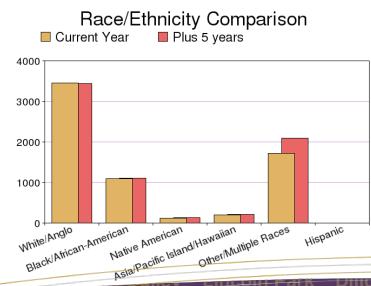


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	8.12%	7.57%	93.23
4-5 Years	3.2%	3.12%	97.5
6-8 Years	4.58%	4.54%	99.13
9-11 Years	4.19%	4.16%	99.28
12-13 Years	2.65%	2.64%	99.62
14-17 Years	5.69%	5.41%	95.08
18-19 Years	2.82%	2.77%	98.23
0-5 Years	11.32%	10.7%	94.52
6-12 Years	10.09%	10.04%	99.5
13-19 Years	9.85%	9.47%	96.14
< 20 Years	31.26%	30.21%	96.64
20-34 Years	29.81%	28.42%	95.34
35-44 Years	10.74%	10.33%	96.18
45-64 Years	18.93%	19.84%	104.81
65-74 Years	5.35%	6.75%	126.17
75+ Years	3.96%	4.48%	113.13
Median Age	35	34	98.11
Median Age (Male)	34	34	101.49
Median Age (Female)	36	35	95.23

Black Hawk <u>Crestone</u> Wheat Ridge Granby Commerce City Columbine Womelsdorf (Coalton) Padron Leadville North Acres Green Alma Fountain Fowler Carbondale Akron Intercultural Institute Craig Federal Heights Lake City Cedaredge Limon Twin Lakes Green Goi Confertual Ministry Copyright 2012, Intercultural Institute for Confertual Ministry Copyright 2012, Intercultural Institute for Confertual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	52.46%	49.13%	93.66
Black, African-American	16.5%	15.83%	95.91
Native American	1.91%	2%	104.46
Asian	2.28%	2.48%	109.05
Pacific Island, Hawaiian	0.73%	0.66%	90.09
Other/Multiple Races	26.14%	29.92%	114.47
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,660	4,086	
Less than 9th Grade	7.19%	7.42%	103.2
No High School Diploma	8.58%	7.17%	83.58
High School Graduate	35.79%	36.32%	101.47
Some College, no degree	26.56%	24.42%	91.97

10.44%

8.11%

3.33%

10.94%

9.57%

4.16%

104.82

117.92

124.82

Nunn Colorado City Aurora Hudson Franktown Elizabeth Vilas Eagle-Vail Frederick Kremmling Caryl Flagler Pagosa Springs Lochbuie Cedaredge Evans Greenwood Intercultural Institute Bow Mar Womelsdorf (Coalton) Branson Fairplay Sawpit Berkley Gun for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Associate Degree

Graduate/Prof. degree

**College Degree** 

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.84%	10.29%	104.65
\$10,000 to \$19,999	17.92%	17.65%	98.49
\$20,000 to \$29,999	20.33%	19.63%	96.59
\$30,000 to \$49,999	27.22%	25.83%	94.89
\$50,000 to \$59,999	7.43%	7.23%	97.38
\$60,000 to \$69,999	5.06%	5.33%	105.23
\$70,000 to \$79,999	3.76%	4.17%	101.61
\$80,000 to \$89,999	2.45%	2.82%	103.87
\$90,000 to \$99,999	1.59%	1.55%	97.38
\$100,000 to \$249,999	1.84%	2.23%	121.18
\$125,000 to \$149,999	1.22%	1.55%	126.59
\$150,000 to \$199,999	0.78%	0.91%	117.88
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.65%	0.72%	109.55
Median Household	33,191	33,626	101.31
Average Household	45,527	48,609	106.77
Per Capita Household	16,921	17,442	103.08
Family/Non-Family Household			
Income			
Median Family Income	39,321	39,975	101.66
Average Family Income	52,998	57,697	108.87
Median Non-Family Income	25,342	25,958	102.43
Average Non-Family Income	33,001	33,887	102.68

nridge Wiggins Idaho Springs Salida Wellington Granby Longmont Westchiffe San Luis Avon Gunbar Edwards Wheat Ridge Towaoc Mountain View Deer Trail Stratton Las Intercultural Institute Silver Cliff Fountain Evans Green Mountain Falls Lafayette Center Active for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	62.04%	61.09%	98.47
Families with Children	36.45	35.45	97.27
Families without Children	25.59	25.6	100.02
Non-Family Households			
% Non-Family Households	37.96%	38.91%	102.51
Non-Families with Children	0.49	0.4	102.51
Non-Families without	37.47	38.51	102.79
Children			
Housing Units			
Total Housing Units	2,808	2,879	102.53%
Vacant percent	12.75%	12.61%	98.9
Owned percent	31.98%	31.89%	99.71
Rented Percent	55.27%	55.51%	100.42
Households by Size			
Avg household size	2.69	2.79	103.72%
Avg family hh size	3.45	3.69	106.96%
Avg non-family hh size	1.45	1.37	94.48%
Households By Count of			
Persons			
One	742	805	108.49%
Two	638	529	82.92%
Three or Four	735	785	106.8%
Five+	335	398	118.81%

Indian Hills <u>Salt Creek</u> Cherry Hills Village Eagle-Vail <u>Steamboat Springs</u> Dillon Romeo Keystone Created Ridge Seibert Winter Park Blanca Eldorado Springs East Pleasant <u>Intercultural Institute</u> Genoa Applevide Wellington Pitkin Dolores Thornton Branson Stratmoor Parker <u>Intercultural Institute</u> and City Louv Contextual Ministry Crestone La Salle Sedalia Raymer Black Forest Ben 23 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	1,167	2,672	5,855		Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	28	130	318	I	Middle Africa	Middle Africa 0	Middle Africa 0 5
Western Europe	135	277	979	Nor	thern Africa	thern Africa 11	thern Africa 11 5
Southern Europe	0	11	69	South	ern Africa	ern Africa 0	ern Africa 0 0
Eastern Europe	61	110	120	Western	n Africa	n Africa 0	Africa 0 24
Other Europe	0	0	5	Other Afric	ca	ca 0	ca 0 0
Eastern Asia	97	418	752	Oceania		0	0 1
So. Central Asia	9	62	74	Caribbean		36	36 69
SE Asia	51	334	763	Central Amer.		698	698 1,127
Western Asia	19	19	32	South America		16	16 44
Other Asia	0	0	26	North America		6	6 36
				Born at sea		0	0 0

Security-Widefield South Fork Black Forest Manassa Williamsburg Lamar Windsor Ouray Alamosa Frowley Commerce City Thornton Silverthorne Lyons La Salle Beulah Intercultural Institute Hartman Rye Delta Hillrose Hugo Allenspark Nucla Arboles Free Jor Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry og Lane Village Monte Vista Julesburg Cedaredge Fo 24

## 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 MILE
English only	5,722	16,854	56,591	Other Indo-Euro	0	25	41
Spanish	1,356	2,374	5,821	Asian/PI languages	0	0	0
Other Indo-Euro	193	526	1,786	Chinese	15	4	45
language			,	Japanese	17	101	198
French (incl. Patois,	34	75	273	Korean	72	319	599
Cajun)				Mon-Khmer,	0	0	20
French Creole	0	0	14	Cambodian			
Italian	8	13	87	Miao, Hmong	0	0	0
Portuguese	0	0	29	Thai	0	28	64
German	81	277	1,164	Laotian	0	9	7
Yiddish	0	0	0	Vietnamese	43	127	208
Other West Germanic	21	0	6	Other Asian	0	12	18
A Scandinavian	0	9	47	Tagalog	11	126	395
Language				Other Pacific Is	0	0	78
Greek	0	0	9	Other languages	23	97	159
Russian	26	4	6	Navajo	4	13	10
Polish	0	37	17	Other Native N.	0	0	13
Serbo-Croatian	0	14	39	American			
Other Slavic Language	23	26	16	Hungarian	0	0	17
Armenian	0	0	0	Arabic	19	61	88
Persian	0	9	10	Hebrew	0	0	14
Gujarathi	0	37	2	African languages	0	12	12
Hindi	0	0	18	Other unspecified	0	11	5
Urdu	0	0	0				

HS Evergreen Erie De <del>Deque</del>

Julesburg Hiff Laporte Basalt Aspen Granby Fort Morgan Allenspark Acres Green Firestone Gen 5. Mary's Ramah Ovid Trinidad Fraser Eagle Jamestown Crook Intercultural Institute Bennett Eldorado Springs Norwood Strasburg Silt Wray Raymer [or Confectual Ministry] Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Ancestry Summary

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

ANCESTRY	0-0.5	0.5-1.5	1.5-3	ANC
	MILES	MILES	MILES	
Reporting ancestry	6,920	19,023	58,864	Irish
Arab	34	65	135	Italia
Armenian	0	6	2	Lithu
Austrian	6	68	110	Norv
British	0	28	262	Poli
Canadian	0	23	46	Port
Croatian	0	13	53	Rom
Czech	20	38	208	Rus
Czechoslovak	8	20	150	Sca
Danish	9	148	294	Sco
Dutch	71	301	624	Sco
English	344	1,100	4,457	Slov
European	82	285	646	Sub
Finnish	7	37	104	
French (not	164	548	1,049	Swe
Basque)				Swis
French Canadian	26	214	425	Ukra
German	919	2,597	10,104	US/
Greek	7	27	121	Wel
Hungarian	25	39	120	Wes
Iranian	0	8	8	Yug

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	409	1,374	4,701
Italian	260	503	1,961
Lithuanian	8	40	49
Norwegian	27	303	1,145
Polish	79	345	977
Portuguese	8	5	17
Romanian	0	16	15
Russian	28	54	134
Scandinavian	4	36	104
Scotch-Irish	101	232	905
Scottish	52	250	813
Slovak	5	3	38
Subsaharan African	49	486	382
Swedish	83	303	566
Swiss	0	63	94
Ukrainian	0	1	45
US/American	450	1,345	3,426
Welsh	37	55	220
West Indian	22	57	343
Yugoslavian	0	1	44
Other	3,574	7,987	23,969

ad Cottonwood Akron Pueblo West Blanca Fort Lupton Georgetown Aurora Mead Loghill Village Gra In View Yampa Cherry Hills Village Kremmling Simla Arvada Avon Atros Padroni Applewood Nede Sanford Starkville Alamosa Hartman Crowley Steamboat Springs Wals for Confectual Institute Stratton New Copyright 2012, Intercultural Institute for Contextual Ministry Aguilar Poncha Springs Larkspur Mount Crested B26

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### 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?

Aspen Park Remeo Derby Buena Vista Ward Grand Junction Blue River Keenesburg Commerce City St. Mary's La Junta Oak Creek Campo West Pleasant View Frederick Intercultural Institute arkspur Collbran Avondale Hot Sulphur Springs Towaoc Manitou Spring Confectual Ministry Black Hawk Firestone Georget 27 accopyright 2012, Intercultural Institute for Contextual Ministry arkspur Laborator Pitkin Fort Junt

## 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.



Ward Blanca Sugar City Glicrest Colorado City Empire Glenwood Springs Sedalia Nucla Kiowa Pto Tabernash Allenspark Padroni Stratmoor Grover Durango Meeker <u>Calhan Aspen Welling</u> son Applewood Gold Hill Rifle Hotchkiss Keenesburg Louviers Campo (*Intercultural Institute* Fick Bayfield for Contextual Ministry Holly Dillon Mount Crested Butte Romeo Gunbarrel 29

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	2,450	100%	1,737	100%
AFFLUENT SUBURBIA	6	0.24%	4	0.23%
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.	6	0.24%	4	0.23%
UPSCALE AMERICA	93	3.8%	69	3.97%
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	53	2.16%	39	2.25%
Successful Urban Sprawl	40	1.63%	30	1.73%
SM TWN SUCCESS	86	3.51%	58	3.34%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	3	0.12%	2	0.12%
Urban Optimists	70	2.86%	48	2.76%
Family Convenience	13	0.53%	8	0.46%
Mid-Market Enterprise	0	0%	0	0%

Red Feather Lakes Julesburg Hayden Romeo Stratton Ramah Silverton Allenspark Deer Trail Hift Bennett Roxborough Park Sheridan Lake Colorado Springs Lake City Intercultural Institute Intercultural Institute for Contextual Ministry Hartman Delta Yuma Orchard Mesa Lamar Hoor30

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,450	100%	1,737	100%
BLUE COLLAR BACKBONE	83	3.39%	56	3.22%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	83	3.39%	56	3.22%
AMER. DIVERSITY	619	25.27%	398	22.91%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	46	1.88%	30	1.73%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	573	23.39%	368	21.19%
Mature America	0	0%	0	0%
METRO FRINGE	691	28.2%	482	27.75%
Steadfast Conservative	483	19.71%	331	19.06%
Moderate Conventionalists	38	1.55%	26	1.5%
Southern Blues	16	0.65%	11	0.63%
Urban Grit	154	6.29%	114	6.56%
Grass-Roots Living	0	0%	0	0%

rfield Eagle Creak Calorado Springs Victor La Veta Fruitvale Elizabeth Palisade Paonia Manassa Statemash Sawpit Fraser Indian Hills El Jebel Superior New Castle Padro <u>Intercultural Institute</u> Holyoke Marassa City South Fork Cokedale Ault Monument Grand View Estates Vilas Oliney Springs Blue River Greel 31 Contextual Ministry Contextual Ministr

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	2,450	100%	1,737	100%
REMOTE AMERICA	45	1.84%	26	1.5%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	45	1.84%	26	1.5%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	46	1.88%	31	1.78%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	46	1.88%	31	1.78%
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%

a Jara Wellington Kim Log Lane Village Sanford Dinosaur Platteville Milliken Columbine Gunbarrei T etwiers Dillon Craig Durango De Beque Moffat Brush Glendale Limer Intercultural Institute ay Crested Butte Towaoc Pritchett Fort Collins St. Mary's Sedalia Action for Contextual Ministry Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percer	nt
Total	2,450	100%	1,737	100%
STRUGGLING SOCIETIES	505	20.61%	419	24.12%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	505	20.61%	419	24.12%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	276	11.27%	194	11.17%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	65	2.65%	45	2.59%
Urban Diversity	157	6.41%	113	6.51%
New Generation Activists	54	2.2%	36	2.07%
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%

Romeo Montezuma Breckenridge Victor Pierce Berthoud Stratmoor Ward Littleton Black Hawk Louv The Palmer Lake Estes Park Lafayette Creede Wiggins North Washington Del Norte Garden City Holly nmerce City Holyoke Alma Oak Creek Delta Orchard Mesa Red Feather for Contextual Institute Secopyright 2012, Intercultural Institute for Contextual Ministry Calban Bonanza El Jebel Ken Carry Yuma Jeadville

## 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?

er Silverton Ignacio Log Lane Village Cripple Creek Lakeside Gypsum Parker Cascade Chipita Park Sa teleres Cherry Hills Village Dacono De Beque Hillrose Manassa Sherre Intercultural Institute kfield Air Force Academy Greenwood Village Longmont Granby Cheraw ForConfectual Ministry Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Saguache Cokedale Ault Blanca Cedaredge Collbran

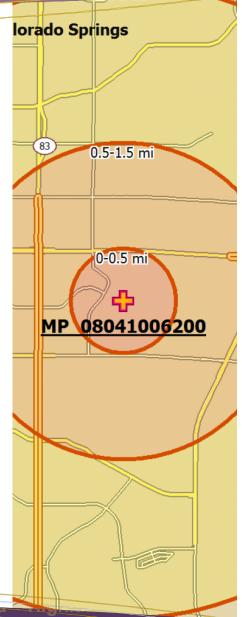
#### **Potential Cultural Bridges**

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).



estle Akron Battlement Mesa Laporte West Pleasant View Palisade Atwood Seibert Green Mountain Falis Gunbarrel Branson Basalt Kittredge Deer Trail Glenwood Springs Caster Intercultural Institute If Julesburg Woodmoor Louviers Eagle-Vail Del Norte Ken Caryl Graver Gor Confectual Ministry Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	74%	74%	75%	Internet Use: Banking	25%	26%	25%
Use Comp. for Internet/E-mail	58%	57%	58%	Use Comp. for Education	25%	29%	30%
Internet Use: E-Mail	48%	48%	48%	HH Owns DVD Player	21%	25%	26%
Use Comp. for Comp. Games	35%	36%	38%	Internet Use: Sports	14%	10%	9%
Use Comp. for Digital Camera	34%	31%	31%	PC-Network-HH Has One	14%	18%	18%
Photo Editing				HH Owns Video/Webcam	13%	13%	13%
Use Comp. for Shopping	32%	33%	33%	Internet Use: Research/	13%	13%	13%
Use Comp. for Word	30%	35%	37%	Education			
Processing				Internet Use: Yellow Pages	12%	11%	10%
Use Comp. for Banking	29%	30%	31%	Internet Use: Read	11%	11%	11%
Internet Use: News/ Weather	29%	26%	26%	Magazines/ Newspapers			
Use Comp. for	28%	25%	24%	Internet Use: Bulletin/	10%	8%	7%
News/Info./Data Service				Message Boards			

Flagler Nederland Motfat Loveland Bonanza Marble San Luis Firestone Sheridan Lake Eagle Mintur Hieville-Lawson-Dumont Red Cliff Greeley Cherry Hills Village Meeker Junn Hugo Starkville Towaoc Jamestown Ovid Battlement Mesa East Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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.

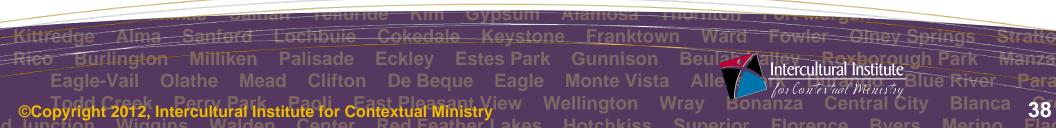
BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	65%	64%	64%
Dining Out (Not Fast Food)	58%	54%	54%
Reading Books	53%	50%	52%
Card Games	41%	38%	39%
Cooking for Fun	39%	34%	34%
Board Games	33%	31%	32%
Go To A Beach/Lake	33%	32%	34%
Gardening	32%	28%	30%
Going To	24%	22%	21%
Bars/Nightclubs/Dancing			
Visit Museum	22%	19%	18%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	67%	63%	65%
Gen./Fam. Practitioner	37%	36%	38%
Dentist	25%	24%	26%
Backache	21%	20%	21%
Hypertension/High Blood	20%	17%	18%
Pressure			
None Of These	19%	21%	21%
Eye Dr.	19%	19%	20%
High Cholesterol	18%	16%	17%
Overweight (30 Pounds Or	14%	13%	13%
More)			
Pharmacist	14%	11%	10%

ake Durango Lakewood Olney Springs Glenwood Springs De Beque Highlands Ranch Louisville Ignacie Louviers Westcliffe Williamsburg Montezuma Haswell Ponderosa Part Intercultural Institute Vilas Fort Garland Walsenburg Padroni Sedgwick Sherrelwood Dill for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

RIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	29.44%	26.84%	26.73%
Live Theater	19.16%	17.61%	18.35%
Live Theater Most Often	16.87%	14.8%	15.28%
Rock/Pop Concerts Most	16.71%	14.96%	14.72%
Often			
Comedy Club	7.87%	9.64%	10.13%
Country Concerts Most	7.82%	6.06%	6.07%
Often			
Movies: Action/Adventure	34.18%	36.18%	36.6%
Movies: Comedy	31.61%	35%	36.45%
Movies: Romantic	17.9%	17.36%	17.62%
Comedy			



Auto Racing Events

2.37%

2.92%

2.94%

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
	MILES	MILES	MILES
Walking for Exercise	38.47%	38.1%	39.11%
Swimming	33.73%	31.38%	31.52%
Billiards/Pool	23.92%	21.05%	19.66%
Bowling	21.24%	21%	21.08%
/lountain/Road	19.28%	14.33%	13.32%
Biking			
Basketball	18.48%	16.5%	15.52%
Golf	16.72%	12.44%	11.99%
Freshwater Fishing	16.71%	15.12%	15.41%
Jogging/Running	15.9%	14.7%	14.3%
Football	15.17%	11.87%	11%
Weight Training	13.89%	14.74%	14.99%
Using Cardio	13.44%	13.45%	13.68%
Machine			
Stationary Cycling	12.73%	12.15%	12.62%
Camping Trips	12.69%	14.32%	15.5%

verance Grand-Lake Las Animas Air Force Academy Berkley Brookside Tabemash Center Centennial Colorado City Acres Green Wheat Ridge Ovid Boone Carbondale <u>Franktown</u> Fountain Wat Westcliffe Campo West Pleasant View Security-Widefield Timnath Sague (onfectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Canoeing/Kayaking	5.98%	5.94%	6.68%
Saltwater Fishing	5.97%	6.2%	6.49%
Jet Skiing	5.88%	4.52%	4.43%
Snorkeling	5.3%	4.71%	4.63%
Water Skiing	5.25%	4.71%	4.64%
Racquetball	5.21%	4.55%	4.28%
Archery	5.15%	4.75%	4.93%
Snowboarding	5.14%	4.04%	3.89%
Motorcycling	5.12%	5.69%	6.06%
Rock Climbing	4.74%	4.3%	4.2%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Downhill & X-Country Skiing	4.53%	4.09%	4.43%
Snowmobiling	4.42%	3.73%	3.76%
Hockey	4.26%	4.08%	4.09%
Martial Arts	4.24%	4.39%	4.25%
Fly Fishing	4.12%	3.92%	4.2%
Sailing	4.04%	3.32%	3.23%
Auto Racing	4.01%	4.08%	4%
Surfing & Windsurfing	3.51%	2.88%	2.94%
Skateboarding	3.41%	3.12%	3.13%
Rowing	3.28%	2.87%	2.88%

Buena Vista West Pleasant View Sedgwick Pitkin Mancos Hugo Montezuma Golden Hot Sulphur Sprin Castle Pines Empire Rifle Grand Lake Grand Junction Alma Perry Parker Intercultural Institute Swink Blue River Longmont Estes Park Eldorado Springs Clifton Aris for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

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

#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



otchkiss Lakewood Blanca Downieville-Lawson-Dumont Walsenburg Pueblo Lafayette Brush Moffat G Atwood Dacono Leadville Louisville Stratton Frisco Westcreek Edward Intercultural Institute Kremmling Montrose Columbine Pierce Fowler Wellington Red Feat For Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Franktown Hayden Granada Hugo Ophir Bethune San Luis Lake City Coal Creek Olney Springs Franktown Hayden Granada Hugo Ophir Bethune San Luis Lake City Coal Creek Olney Springs Frances Castle Pines North Kiowa Boone Kit Carson Lyons Idaho Springs Intercultural Institute Manzanola Black River Flagler Aristocrat Ranchettes Allenspark Grover Ponderosa Park Gover Contextual Ministry Source Contextual Ministry Contextual Ministry Source Contextual Ministry Source Contextual Ministry Source Contextual Ministry Contextual Ministry Source Contextual Ministry Sourc

## **Potential Cultural Barriers:**

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

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning	47%	46%	47%	I Am A Workaholic	22%	20%	18%
New Things				Like To Pursue	22%	21%	20%
Prefer To Have Few	41%	36%	35%	Challenge/Novelty/Change			
Possessions As Possible				Like to Stand Out In A Crowd	21%	19%	19%
Find It Difficult To Say No To My Kids	38%	34%	33%	Marijuana Should Be Legalized	19%	20%	19%
Like Control Over People And Resources	35%	35%	34%	On Whole People Get What They Deserve	17%	12%	11%
Speak My Mind Even If It Upsets People	33%	34%	35%	Happy With My Standard Of Living	16%	14%	13%
Friends More Important Than My Fam.	30%	28%	27%	We Should Strive for Equality for All	15%	14%	13%
If Won Lottery Would Never Work Again	28%	26%	26%	Rarely Sit Down to a Meal Together At Home	14%	15%	15%
Don't Judge People/Way They Live Life	28%	28%	27%	Only Work Current Job for The Money	13%	15%	14%
Money Is Best Measure Of Success	28%	25%	25%	Indulge My Kids With The Little Extras	12%	11%	10%
Woman's Place Is In The	27%	32%	32%	I Am A Perfectionist	11%	9%	8%
Home				More Important Do Duty Than	8%	8%	7%
Like To Do Unconventional Things	26%	26%	27%	Enjoy Life			
Too Much Sponsorship In Arts/Sports	24%	25%	24%				

Ken Caryl Two Buttes Vilas Coal Creck Flagler Red Cliff Arboles Centennial Creede Stratmoor Car Hinturn Mountain View Golden Air Force Academy Brookside Romeo Intercultural Institute play Gunnison Frisco Wray Ovid Atwood Evans Denver Vona Monte Vista Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Rifle North Washington Marble Lyons Seibert Hayden

raime

#### **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.



Wiley Gilcrest Fairplay Bonanza Fruitvale Dinosaur Ken Caryl Lafayette Springfield Ault Windse Sedgwick Berkley Lone Tree Silver Cliff Raymer Marble Aspen Park Westcliffe Stratmoor Beulah Valley Avon Lake City Victor Evans Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	THEMES	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important To Respect Customs And Beliefs	56%	56%	56%	Provide My Kids With The Little Extras	17%	14%	13%
You Should Seize Opportunities In Life	55%	55%	55%	Consider Myself Interested In The Arts	16%	18%	18%
Prefer To Have Few Possessions As Possible	41%	36%	35%	Is An Important Part Of Who I Am	15%	16%	16%
Like To Understand About Nature	36%	36%	35%	Looking for New Ideas To Improve Home	14%	16%	17%
Prefer Work Part Of Team	35%	32%	32%	Real Men Don't Cry	13%	16%	17%
Than Alone Important Feel Respected By	35%	34%	34%	Try Not To Worry About The Future	12%	14%	13%
My Peers	5576	54 /0	J4 /0	Enjoy Spending Time With My	11%	13%	13%
Good At Fixing Things	32%	30%	29%	Fam.			
Important To Juggle Various Tasks	29%	31%	30%	Children Should Be Allowed To Express Themselves	10%	9%	8%
Have Keen Sense Of Adventure	28%	25%	25%	Like Spending Most Time With Fam.	7%	6%	6%
Worried About Pollution	24%	21%	19%	Feel Very Alone In The World	5%	5%	5%
Caused By Cars				Decor Particular Interest To Me	4%	5%	4%
Like To Just Enjoy Life	22%	23%	23%	Would Like To Set Up Own	3%	4%	4%
People Have To Take Me As They Find Me	20%	21%	21%	Business			

al Heights Silt Berthouti Berkley Kim Nunn Crook Battlement Mesa Peetz Parachute Lakeside Glen Herldian Sheridan Lake Niwot Franktown Brighton Commerce City Intercultural Institute Fowler Alma Centennial Burlington Castle Pines North Stratton Bow Fortex Las Animas Grand Gran Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Balmer Lake Antonito Allenspark Bico Todd Creek Bi

#### **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.

Mountain Village Winter Park Berthoud Columbine Manassa Westcreek Calhan Eaton Alamosa East S Swink Mancos Mead Centennial Silverton Buena Vista Victor North Manaten Frederick Toward Intercultural Institute afayette Peetz Branson Sedalia Lincoln Park Cortez Longmont Raym for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

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## **Potential Shared Places:**

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

_ACE 0-0.5 0.5-1.5 1.5-3
MILES MILES MILES
ast Food/Drive-In 82.38% 83.56% 84.48%
estaurant-Visit Any
am. Restaurants/Steak 79.01% 78.05% 79.56%
ouses-Visit Any
cDonald's 53.68% 52.95% 53.8%
urger King 34.49% 36.95% 38.6%
pplebee's 31.8% 28.65% 28.8%
ubway 29.32% 28.34% 28.64%
aco Bell 27.46% 28.71% 29.9%
entucky Fried Chicken 27.25% 27.22% 27.4%
FC)
endy's 24.63% 25.72% 27.47%
zza Hut 19.34% 21.45% 22.18%
enny's 18.58% 16.17% 15.23%
by's 17.51% 18.57% 19.98%

ek Limon Stratton Louviers Erie Bonanza Flagler Florence Fort Garland Avendale Central City Edg Fista Woodland Park Cokedale Indian Hills Hugo Sugar City Larkspur Intercultural Institute Ault Lochbuie Oak Creek Snowmass Village Thornton Sterling Wir for Contextual Ministry Coal Creek Ro Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Byers Loveland Greenwood Village Sanford Idaho Spring

#### **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!



Milliken IIIff Yampa Yuma Kremmling Ignacio Dove Creek Indian Hills Avon Leadville North New Cascade-Chipita Park Norwood Redlands Ponderosa Park Kim Cherry Intercultural Institute Gunnison Monument Mountain Village Hudson Aurora West Pleasa Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	38.68%	40.88%	44.23%
Recycled products	30.53%	33.33%	34.88%
Worked as volunteer (non political)	14.58%	14.54%	15.69%
Engaged in fund raising	9.6%	9.41%	10.25%
Religious club member	6.42%	6.58%	6.92%
Wrote to editor of mag or newspaper	5.63%	5.65%	5.95%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Took active part in local	4.94%	4.73%	5.01%
civic issue			
Charitable Organization	4.83%	4.68%	4.86%
Addressed a public meeting	4.63%	4.09%	4.24%
Wrote to elected offcl about	4.59%	4.76%	5.24%
publ bus			
Fraternal order member	4.06%	4.13%	4.63%
Union member	4.04%	4.63%	5.29%

Red Feather Lakes Lafavette Frederick Ault Cortez Wiley Beulah Valley Genesee Fountain Ramah Fris Air Force Academy Springfield Wellington Keenesburg Stonegate Intercultural Institute own Sterling Stratmoor Redlands Red Cliff Flagler Center Grand Junc Intercultural Institute Hayden Acres for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry gely Caï 21/2 on City Erie Keystone Gold Hill Seibert 49

#### **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.



Larkspur Stratmoor Central City Two Buttes Black Hawk Coal Creek Cheraw Bayfield Peetz Winter Par one Delta Lone Tree Hudson Merino Wiley Berthoud Columbine Valley Chevenne Wells Walden Centra imon Montezuma Wellington Greeley Acres Green Byers Meeker Cas for Contextual Ministry <sup>ra</sup>©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Security-Wisse Park Manual Salt Creek Grand View Estates Akron Security-Wiso Security-Wisse Park Bayers Fit Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	15.94%	16.55%	16.94%
Mystery	12.19%	11.73%	11.61%
Children's Books	11.03%	11.54%	11.89%
Cookbooks	9.86%	10.13%	10.45%
Religious (not	7.74%	7.8%	8.11%
Bibles)			
Romance	6.64%	6.15%	6.33%
Biography	6.13%	6.63%	6.85%
History	5.95%	7.05%	7.2%
Supermarket	5.91%	5.71%	5.62%

MAGAZINES	0-0.5 0.5-1.5		1.5-3
	MILES	MILES	MILES
Newspaper Distributed	64.99%	64.95%	67.73%
Gen. Editorial	45.68%	45.27%	46.18%
Womens	41.37%	40.8%	41.14%
Service	31.67%	32.11%	33.42%
Mens	20.49%	20.55%	20.27%
Sports	16.83%	16.17%	16.1%
Music	15.4%	13.78%	12.73%
Automotive	15.37%	15.02%	14.79%
Fishing/Hunting	14.03%	12.1%	11.79%

Trasburg Cheraw Fleming Indian Hills Salt Creek Bonanza Deer Trail Monte Vista South Fork St. Mary's Paoli Arriba Stonegate Fowler Milliken Frisco Littleton The Pineper Diviers Olney Springs Morri ng Beulah Valley Roxborough Park Todd Creek Lone Tree Fruitvale Glove Creek Manassa Crawford 51 Cocopyright 2012, Intercultural Institute for Contextual Ministry Gewater Cedaredge Dove Creek Manassa Crawford 51

## 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	51.74%	51.69%	53.82%
Classified	36.22%	34.02%	33.81%
Sport	30.31%	30.58%	31.31%
Editorial Page	27.98%	27.02%	28.65%
Comics	27.84%	26.85%	27.6%
Movie Listings &	25.39%	25.55%	26.48%
Reviews			
Business/Finance	25.23%	25.79%	27.19%
Food/Cooking	23.33%	23.38%	24.47%
TV/Radio Listings	21.02%	21.53%	22.94%
Home/Gardening	16.83%	18.23%	19.91%
Travel	16.34%	17.24%	18.38%
Science/Technology	14.63%	15.59%	16.81%
Fashion	11.94%	12.32%	13.14%

RADIO	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
CHR Contemp Hit Radio	21.05%	21.98%	20.72%
Country	20.73%	19.37%	19.81%
Adult Contemporary	17.26%	18.16%	18.16%
Urban Contemporary	13.16%	13.65%	13.49%
Rock	13.13%	13.05%	13.45%
Classic Rock	11.14%	10.12%	10.27%
Oldies	9.81%	10.88%	11.45%
Alternative	8.59%	9.81%	10.27%
News/Talk	8.59%	9.5%	11.03%
Variety	7.35%	8.77%	8.81%
Soft Contemporary	6.17%	6.02%	6.08%
Religious	4.46%	5.36%	5.91%
Hispanic	4.3%	6.79%	5.61%
Classic Hits	4.14%	4.24%	4.45%
Jazz	2.99%	3.56%	4%
All Talk	2.76%	3.59%	3.71%
Classical	2.59%	3.03%	3.36%
Adult Standards	2.5%	2.57%	2.83%



### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3	MULTIMEDIA: TV	0-0.5	
	MILES	MILES	MILES		MILES	
Fox News Channel	60.96%	60.62%	61.01%	Nickelodeon	25.07%	
Soapnet	45.33%	47.68%	48.54%	ESPN2	24.32%	
Satellite Dish	41.48%	47.1%	49.3%	Subscribe Digital Cab	ole 23.7%	
Other Video-On-Demand	40.32%	39.42%	38.03%	ESPN Classic	23.5%	
Comedy Central	34.4%	29.49%	29%	TV Info From Sunday	TV 23.03%	
MSNBC	33.98%	32.47%	32.31%	Magazine		
Adult Swim	33.84%	27.15%	26.49%	TV Info From Newspa	apers 22%	
Sci-Fi Channel	31.8%	34.26%	35.19%	Encore	21.89%	
BET (Black	27.63%	24.13%	24.16%	TV Info From Monthly	21.56%	
Entertainment TV)				Cable Guide		
ABC Fam.	27.63%	26.53%	25.47%	The Golf Channel	21.31%	
Adult Pay Per View TV	27.06%	28.04%	29.32%	TCM (Turner Classic	20.79%	
Nick At Nite	26.34%	24.85%	24.4%	Movies)		
				ESPN News	20.6%	

iowa Red Cliff <u>Seibert Arboles Niwot Burlington East Pleasant View Arvada Eldora Durango Acres Glan Roxborough Park</u> The Pinery Sheridan Lake Fruita Northglenn Where Korsey Otis Gold Hill Deer Trail Estes Park Foxfield El Jebel Paoli Grand View Estates for Contextual Ministry North State Bonanza ©Copyright 2012, Intercultural Institute for Contextual Ministry Englewood Swink Brighton Golden Atwood Morris 53

**USA Network** 

20.13%

20.21%

21.43%

#### **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.



Heoper Ouray Kit Carson Alamosa East Mead Yuma Arboles Lincoln Park Sanferd Windsor La Jar Hawk Beulah Valley Palmer Lake Federal Heights The Pinery Montrose Intercultural Institute Le Todd Creek Pueblo West Granada Two Buttes Fort Carson San Luis For Confertual Ministry Greenwood Villa Copyright 2012, Intercultural Institute for Contextual Ministry as Animas Brush Louviers Sugar City Calban Crestone Idabo Springs Hot Sulphur Springs Victor Atwo

## 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+)	19.38%	19.23%	19.18%
Medium Users (4-6)	10.1%	10.72%	11.01%
ight Users (1-3)	21.26%	20.72%	20.97%
Quintiles (20%)			
Newspaper I	1.73%	1.98%	2.03%
(Heavy)			
Newspaper II	1.08%	1.5%	1.61%
Newspaper III	2%	1.83%	1.93%
Newspaper IV	0.75%	0.7%	0.72%
Newspaper V	0.89%	1.1%	1.22%
(Light)			

MEDIUM	0-0.5	0.5-1.5	1.5-3	
	MILES	MILES	MILES	
Quintiles (20%)				
Magazines I (Heavy)	22.51%	20.67%	19.81%	
Magazines II	7.54%	8.67%	8.86%	
Magazines III	13.28%	11.25%	10.52%	
Magazines IV	10.25%	11.2%	11.48%	
Magazines V (Light)	0.17%	0.42%	0.42%	
Outdoor I (Heavy)	5.74%	7.8%	7.75%	
Outdoor II	2.94%	3.32%	3.22%	
Outdoor III	2.51%	3.71%	3.72%	
Outdoor IV	13.94%	15.39%	15.16%	
Outdoor V (Light)	20.98%	22.16%	23.42%	
Yellow Pages I	14.37%	15.26%	15.41%	
(Heavy)				
Yellow Pages II	4.84%	6.22%	6.22%	
Yellow Pages III	7.71%	6.9%	6.06%	
Yellow Pages IV	25.86%	23.92%	23.09%	
Yellow Pages V	4.09%	4.34%	4.25%	
(Light)				

ron North Washington La Veta Stratton Winter Park Penrose Williamsburg Derby Centennial Hudson Raymer Niwot Kremmling Montrose Womelsdorf (Coalton) Fort Lupton Intercultural Institute Creek Moffat Silverton Log Lane Village Padroni Battlement Mesa Stras for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Naturita Arvada Keystone Roxborough Park New Ca55

## Potential Multimedia Usage

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

MEDIUM	0-0.5	0.5-1.5	1.5-3	MEDIUM	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILI
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifth	าร		
(fifths / 20%)				/ 20%)			
Drive Time I & II (Heavy)	8.34%	4.99%	4.24%	Prime Time I & II (Heavy)	8.74%	5.08%	3.99
Drive Time III (Medium)	0.49%	0.72%	0.76%	Prime Time III (Medium)	3.38%	2.58%	2.57
Radio IV & V (Light)	2.38%	2.8%	3.18%	Prime Time IV & V (Light)	10.19%	10.32%	9.09
Radio Media Quntiles (fifths	s /			TV Early/Late Fringe Quntile	S		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.71%	8.98%	8.79%	Fringe I & II (Heavy)	37.59%	36.09%	36.2
Radio III (Medium)	3.17%	4.47%	4.62%	Fringe III (Medium)	50.5%	51.19%	51.9
Radio IV & V (Light)	2.98%	3.59%	3.86%	Fringe IV (Light)	52.43%	52.82%	53.2
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	11.07%	12.03%	12.93%	All Day I & II (Heavy)	9.61%	12.38%	12.8
Cable III (Medium)	5.57%	4.48%	3.96%	All Day III (Medium)	20.34%	21.74%	22.0
Cable IV & V (Light)	32.35%	31.49%	31.11%	All Day IV (Light)	16.15%	15.09%	14.0

Coal-Creek Nederland Starkville Federal Heights Kremmling Boone Keenesburg Fleming Loveland Bla Gelden Edwards Norwood Alamosa East Wiggins Westminster Spring Alamosa Louviers Cher Aguilar Walsh San Luis Loghill Village Crook Eagle-Vail Parker Cher Foi Contextual Ministry tone Kiewa S Copyright 2012, Intercultural Institute for Contextual Ministry

# 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.

1.5-3

MILES

7.24% 6.84%

9.19%
24.4%
27.89%
27.33%
39.89%
2.81%

USAGE	0-0.5	0.5-1.5	1.5-3	USAGE	0-0.5	0.5-1.5
	MILES	MILES	MILES		MILES	MILES
Day-time Radio				Prime Time TV		
Listeners				Viewers		
Dayparts [summary]	11.75%	10.54%	10.84%	8:00-11:00pm	9.24%	7.74%
6:00am - 10:00am	14.37%	14.19%	14.49%	Saturday:	5.21%	6.29%
10:00am - 3:00pm	11.21%	8.3%	7.27%	8:00-11:00pm		
3:00pm - 7:00pm	13.09%	14.48%	14.76%	Sunday: 7:00-11:00p	m 13.07%	9.84%
7:00pm - Midnight	8.27%	9.76%	10.97%	9:00am-1:00pm	26.34%	24.85%
Midnight - 6:00am	5.6%	5.66%	5.79%	9:00am-4:00pm	29.84%	28.15%
Veekend Radio				4:00pm-7:00pm	26.65%	27%
_isteners				11:00pm-1:00am	42.25%	40.53%
Dayparts [summary]	13.59%	14.38%	14.63%	AVG Prime time	1.59%	2.67%
5:00am - 10:00am	4.21%	4%	3.9%	Mon-Sun		
10:00am-3:00pm	7.78%	6.32%	5.79%			
3:00pm - 7:00pm	5.52%	6.11%	6.28%			
7:00pm - Midnight	8.36%	8.2%	8.17%			
Midnight - 6:00am	9.99%	9.91%	10.24%			

Allenspark Grand Junction Nucla Cascade-Chipita Park Eaton Moffat Steamboat Springs Manzanola Ordway Fruita Palisade Blue River Avondale Gleneagle Calhan Wath Intercultural Institute Walsenburg The Pinery Dolores Delta Rico Twin Lakes Simla Crooper Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-0.5	0.5-1.5	1.5-3	TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.51%	17.84%	17.59%	Sat: 7-10am	Sat: 7-10am 15.87%	Sat: 7-10am 15.87% 16.14%
7-9am	24.32%	21.34%	21.38%	Sat: 10am-1pm	Sat: 10am-1pm 7.09%	Sat: 10am-1pm 7.09% 7.12%
9am-12noon	21.29%	20.61%	20.46%	Sat: 1-4pm	Sat: 1-4pm 20.55%	Sat: 1-4pm 20.55% 21.78%
12noon-4pm	8.54%	7.54%	7.43%	Sat: 4-6pm	Sat: 4-6pm 6.48%	Sat: 4-6pm 6.48% 5.85%
4-6pm	36.18%	39.51%	41.18%	Sat: 6-7pm	Sat: 6-7pm 1.06%	Sat: 6-7pm 1.06% 1.61%
6-7pm	18.51%	17.83%	18.2%	Sat: 7-8pm	Sat: 7-8pm 0.74%	Sat: 7-8pm 0.74% 0.92%
7-7:30pm	1.25%	1.41%	1.73%	Sat: 8-11pm	Sat: 8-11pm 5.21%	Sat: 8-11pm 5.21% 6.29%
7:30-8pm	13.13%	11.53%	10.88%	Sat: 11pm-1am	Sat: 11pm-1am 4.04%	Sat: 11pm-1am 4.04% 4.15%
8-11pm	9.24%	7.74%	7.24%	Sat: 1am-7pm	Sat: 1am-7pm 20.13%	Sat: 1am-7pm 20.13% 20.21%
11pm-12am	33.98%	32.47%	32.31%	Sun: 7-10am	Sun: 7-10am 2.58%	Sun: 7-10am 2.58% 2.39%
11pm-1am	42.25%	40.53%	39.89%	Sun: 10am-1pm	Sun: 10am-1pm 5.79%	Sun: 10am-1pm 5.79% 5.49%
1-6am	32.92%	31.65%	31.28%	Sun: 1-4pm	Sun: 1-4pm 5.24%	Sun: 1-4pm 5.24% 5.42%
				Sun: 4-7pm	Sun: 4-7pm 15.06%	Sun: 4-7pm 15.06% 12.54%
				Sun: 7-11pm	Sun: 7-11pm 13.07%	Sun: 7-11pm 13.07% 9.84%
				Sun: 11pm-1am	Sun: 11pm-1am 6.58%	Sun: 11pm-1am 6.58% 5.4%
				Sun: 1-7am	Sun: 1-7am 21.28%	Sun: 1-7am 21.28% 19.57%

Johnstown Leadville North Winter Park Kremmling Ophir Arvada Stratton Hartman Black Hawk Beula Buena Vista Paoli Campion Orchard City Platteville Aguilar Cimarron Intercultural Institute Granada Orchard Mesa Windsor La Salle Fort Morgan Strasburg Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Sterling The Pinery Crested Butter Victor Arriba Mon

# 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

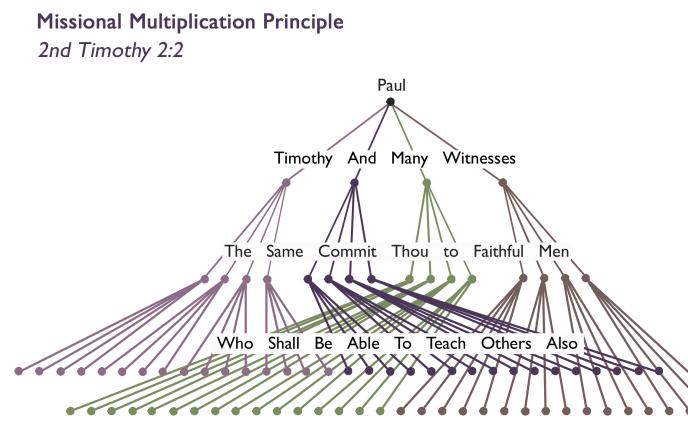
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways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



## **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.



Penrose Walden Mount Crested Butte Coal Creek Gunbarrel La Salle Roxborough Park Haswell Fountain The Frisco Westcliffe Timnath Alamosa East Moffat Kim Gypsum Intercultural Institute Thoud Monument Bayfield Hillrose Olney Springs Fort Carson Genese Confectual Ministry Stocopyright 2012, Intercultural Institute for Contextual Ministry Phir Manassa Berkley Crestone Brookside Trinidad 61

## **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



a Fairplay Idaho Springs Pueblo West Black Hawk Englewood Cascade-Chipita Park Clathe Boone Mou tail Ponderosa Park Stonegate Ridgway Gunnison Telluride Air Force And Intercultural Institute Intercultural Institute for Contextual Ministry 9 Copyright 2012, Intercultural Institute for Contextual Ministry

### Notes and Sources

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

Crested Butte Brighton Dinosaur Womelsdorf (Coalton) Sheridan Lake Berkley Aguitar Eagle-Vail Report Palisade France a Foxfield Colorado City Ward Centennial Haswell Romeo Atwood <u>Intercultural Institute</u> Palisade France commerce City Wiley Simla Paonia Downieville-Lawson-Dumont Central (Contextual Ministry) Granby Eagle <sup>ri</sup>©Copyright 2012, Intercultural Institute for Contextual Ministry



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Idaho Springs Westereek Norwood Holly Larkspur Manitou Springs La Salle Trinidad Stratmoor Nus Se Calhan Montezuma Collbran Estes Park Branson Yampa Avon Montezuma Institute Hooper Tabernash Olney Springs Battlement Mesa Manzanola Eagle for Confectual Ministry Sa Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry