

## Composition of Zipcode 81101

Category	Zip Code
2010 Population	14,676
2010 Households	5,456
2010 Group Quarters	995

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	4,087	75%
HH Uses Computer For Internet/E-mail	3,191	58%
McDonald's	3,093	57%
Watching Diet (Health/Weight)-Presently	2,806	51%
Controlling Diet		
Non-Presc-For Regular Headaches	2,732	50%
Reading Books	2,722	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,720	50%

## Getting Informed

More zip information may be found on the [MissonalCorps.org](http://MissonalCorps.org) website and more specific data for each lifestyle segment may be accessed at the CBGC Missional Resources web page.

## Getting Involved

To learn more about this location, please contact Steve Hoekstra ([alpinerm@qwestoffice.net](mailto:alpinerm@qwestoffice.net)).

### NOTES:

The Communities Summary identifies the top three types of communities in the zip code, the number of households, and the percent of the zip code. Communities are comprised of multiple lifestyle segments.

The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of households, percent of the zip code households, and the percent of households that are unreached. Lifestyle Segments are individual groups of people with similar living preferences and patterns.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

Location Composition: Listed are the total number of people and the total number of households in the county.

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

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## Reaching Alamosa, Colorado

# MISSIONAL ZIPCODE DIGEST

## Zipcode 81101 Community Types

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### Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and people and language and nation."



Households: 1,795  
Percent: 32.9%



Households: 1,393  
Percent: 25.53%



Households: 928  
Percent: 17.01%

## Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.

## Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.

## Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.

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## Top Lifestyle Segments in Zipcode 81101



### Urban Blues

(64% Unreached)

While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic-roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.

Households: 1,342

Percent: 24.6%



### Steadfast Conservatives

(69% Unreached)

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

Households: 1,096

Percent: 20.09%



### Urban Commuter Families

(67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 697

Percent: 12.77%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	3,585	65.72%
Religious but NOT Evangelical	740	13.56%
Spiritual but NOT Evangelical	481	8.81%
Non-Evangelical but NOT Interested	2,365	43.35%

### America's Farmlands

(57% Unreached)

With more than nine times the national average for farmers, America's Farmlands has the highest percentage of farmers in the nation. In these remote communities scattered across the nation, residents are likely to have high school diplomas and middle-class incomes. Many live in older, single-family homes on large plots of land. The population density in this segment is less than one-tenth the national average.



Households: 549

Percent: 10.06%

### College Town Communities

(83% Unreached)

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.



Households: 198

Percent: 3.63%

### Small-town Success

(69% Unreached)

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.



Households: 188

Percent: 3.45%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	117	2.15%
Inactive Evangelical HHlds	1,753	32.14%