Composition of Zipcode 81137

Category	Zip Code
2010 Population	5,464
2010 Households	2,152
2010 Group Quarters	51

Wildeling Cape. Outland Dilages	Missionscape:	Cultural	Bridges
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Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	1,571	73%
McDonald's	1,280	59%
HH Uses Computer For Internet/E-mail	1,250	58%
Watching Diet (Health/Weight)-Presently	1,144	53%
Controlling Diet		
Non-Presc-For Regular Headaches	1,123	52%
Reading Books	1,101	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,000	46%

Getting Informed

More zip information may be found on the MissionalCorps.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

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 Ignacio, Colorado

MISSIONAL ZIPCODE DIGEST

Zipcode 81137 Community Types

Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3

Zip Composition

Cultural Bridges

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

blood you purchased

for God persons from

language and people

In partnership with:

www.iicm.net

tribe

and

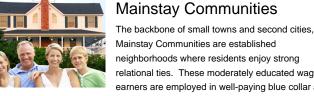
because vou

every

and nation."

Notes

Households: 685 Percent: 31.83%



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.

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is

African-American and Hispanic families in Urban

Communities, struggling to balance priorities and

budgets in a climate of institutional prejudice creates

a lack of stability and control. Residing within major

metropolitan cities and towns, most households live

Households: 598 Percent: 27.79%



in apartments.



Households: 523 Percent: 24.3%

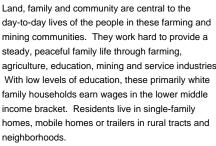
mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and

Intercultural Institute

Country Communities

Urban Communities

double the national average. For the





Top Lifestyle Segments in Zipcode 81137



Households: 587 Percent: 27.28%

New Generation Activists

(67% Unreached)

Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, households earn about half the national average.

Family Convenience

(64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.



Households: 298 Percent: 13.85%



Households: 341 Percent: 15.85%

Prime Middle America

(65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

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: 236 Percent: 10.97%



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: 332 Percent: 15.43%

Hardy Rural Families

(61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation.



Households: 102 Percent: 4.74%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,385	64.36%
Religious but NOT Evangelical	205	9.52%
Spiritual but NOT Evangelical	261	12.12%
Non-Evangelical but NOT Interested	919	42.72%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	144	6.70%
Inactive Evangelical HHlds	623	28.93%