### Composition of Zipcode 81301

Category	Zip Code
2010 Population	28,241
2010 Households	12,495
2010 Group Quarters	1,650

## Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	10,023	80%
HH Uses Computer For Internet/E-mail	8,282	66%
Reading Books	7,435	60%
Watching Diet (Health/Weight)-Presently	7,052	56%
Controlling Diet		
McDonald's	6,832	55%
Non-Presc-For Regular Headaches	6,644	53%
Voted in fed/state/local election	6,111	49%

## 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

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To learn more about this location, please contact Steve Hoekstra (alpinerm@qwestoffice.net 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

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

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.

Reaching Durango, Colorado

## **MISSIONAL ZIPCODE DIGEST**

## Zipcode 81301 Community Types





Households: 4,611 Percent: 36.9%



Households: 3,269 Percent: 26.16%

and to open its seals, because you were slain, and with your blood you purchased for God persons from tribe every and language and people and nation."

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

Percent: 13.39%



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Households: 1,673

## **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.

## 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.

## Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.



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## Top Lifestyle Segments in Zipcode 81301



Urban Commuter Families

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: 3,119 Percent: 24.96%



#### Households: 1,354 Percent: 10.84%

## Prime Middle America

#### (65% Unreached)

(67% 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.

## **College Town Communities**

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.

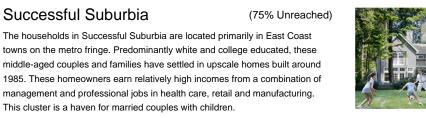


(83% Unreached)





Households: 847 Percent: 6.78%



Households: 715 Percent: 5.72%



Households: 896 Percent: 7.17%

# Young Cosmopolitans

#### (78% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

## Second City Homebodies

This cluster is a haven for married couples with children.

Successful Suburbia

Most likely to be found in a variety of small, satellite cities along both coasts

(71% Unreached)

such as Virginia Beach, VA, Ft. Lauderdale, FL, and Portland, OR. Second City Homebodies inhabit a prosperous world where middle-aged couples and families lead flourishing lifestyles. Most of the households are well educated, with an almost an even split between college graduates and those who have completed only some college.



#### Households: 580 Percent: 4.64%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	8,769	70.18%
Religious but NOT Evangelical	1,744	13.96%
Spiritual but NOT Evangelical	1,712	13.7%
Non-Evangelical but NOT Interested	5,313	42.52%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,635	13.09%
Inactive Evangelical HHIds	2,091	16.73%