## Composition of Zipcode 81521

Category	Zip Code
2010 Population	14,671
2010 Households	5,461
2010 Group Quarters	274

## Missionscape: Cultural Bridges

NOTES:

patterns

community.

the county.

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	4,402	81%
HH Uses Computer For Internet/E-mail	3,568	65%
McDonald's	3,132	57%
Non-Presc-For Regular Headaches	3,037	56%
Watching Diet (Health/Weight)-Presently	2,995	55%
Controlling Diet		
Reading Books	2,940	54%
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,694	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

## Reaching Fruita, Colorado

## **MISSIONAL ZIPCODE DIGEST**

## Zipcode 81521 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

because vou

every

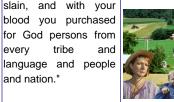
and nation."



Households: 1.957 Percent: 35.84%



Households: 1,646 Percent: 30.14%



were

Households: 918 Percent: 16.81%





#### 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 backbone of small towns and second cities, Mainstay Communities are established

## Working Communities

Mainstay 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.

## **Country Communities**

Land, family and community are central to the day-to-day lives of the people in these farming and 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 neighborhoods.





The Communities Summary identifies the top three types of communities in the zip code, the

The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of

unreached. Lifestyle Segments are individual groups of people with similar living preferences and

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.

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

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

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

households, percent of the zip code households, and the percent of households that are

number of households, and the percent of the zip code. Communities are comprised of multiple

Working Rural Communities

There's a grittiness to life in Working Rural Communities. In these older,

and construction. Most households are filled with empty-nesting couples,

valued at below-average prices. Their inexpensive housing allows their

middle-class incomes to go far in these predominantly Midwestern towns.

In Comfy Country Living, empty-nesting couples and retirees reside in quiet

exurban communities. These households, predominantly white, married and

college educated, are above-average in age with roughly one in four being 65

Many residents are pursuing the good life in relatively new houses and mobile

years or older. They're solidly middle-class from a mix of well-paying

white-collar and blue-collar jobs in manufacturing, retail and food services.

middle-aged families and single seniors. They reside in 40-year-old homes

industrial towns, aging residents hold skilled blue-collar jobs in manufacturing

## Top Lifestyle Segments in Zipcode 81521



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.

Households: 1,212 Percent: 22.19%

## 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: 1,011 Percent: 18.51%



## 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: 746 Percent: 13.66%

### **Family Convenience** Family Convenience is a collection of sprawling families living in remote towns

homes.

Comfy Country Living

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: 518 Percent: 9.49%

(60% Unreached)

(61% Unreached)

(64% Unreached)



Households: 473 Percent: 8.66%



Households: 426 Percent: 7.8%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	3,569	65.36%
Religious but NOT Evangelical	739	13.52%
Spiritual but NOT Evangelical	664	12.16%
Non-Evangelical but NOT Interested	2,167	39.67%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	534	9.77%
Inactive Evangelical HHIds	1,358	24.87%