Composition of Zipcode 81625

Category	Zip Code
2010 Population	13,302
2010 Households	5,001
2010 Group Quarters	288

Missionscape: Cultural Bridges

Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	3,963	79%
HH Uses Computer For Internet/E-mail	3,154	63%
McDonald's	2,889	58%
Non-Presc-For Regular Headaches	2,712	54%
Watching Diet (Health/Weight)-Presently	2,669	53%
Controlling Diet		
Reading Books	2,567	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,425	48%

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 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.

Reaching Craig, Colorado

MISSIONAL ZIPCODE DIGEST

Zipcode 81625 Community Types



Notes

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

tribe

were

because vou

every

and nation."



Households: 1.765 Percent: 35.29%



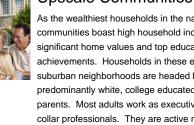
Households: 1,559 Percent: 31.17%



Households: 702 Percent: 14.04%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net





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.



(64% Unreached)

mobile homes.

Prime Middle America

Urban Commuter Families

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

dual-income households have well-paying blue-collar and white-collar jobs in

average and upper-middle-class in status, these predominantly white

transportation, manufacturing and public administration. Most of the

households own their own homes and are nearly twice as likely to live in

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

Many of these upscale, college-educated households contain dual-income

comfortable, single detached homes in city neighborhoods on the metro fringe.

couples who put in long hours as professionals and managers in retail, health

Top Lifestyle Segments in Zipcode 81625



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: 1,138 Percent: 22.76%

Family Convenience

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: 595 Percent: 11.9%



Working Rural Communities

(60% Unreached)

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.

Households: 555 Percent: 11.1%

Urban Diversity

care and education services.

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care and food services.

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHIds	271	5.42%
Inactive Evangelical HHlds	1,457	29.13%



Households: 489 Percent: 9.78%

(65% Unreached)

(67% Unreached)

(72% Unreached)



Households: 410 Percent: 8.2%



Households: 332 Percent: 6.64%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	3,273	65.45%
Religious but NOT Evangelical	595	11.91%
Spiritual but NOT Evangelical	605	12.1%
Non-Evangelical but NOT Interested	2,073	41.45%