### Location Composition

Category	County	% of State
2010 Population	12,406	0.24%
2010 Households	5,544	0.29%
2010 Group Quarters	84	0.07%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	11,172	90.05%	English	11,469	92.45%
Hispanic	2,109	17.00%	Spanish	796	6.41%
Other race	569	4.59%	Japanese	35	0.28%
Multiracial	501	4.04%	Scandinavian	35	0.28%
Black	73	0.59%	Hebrew	22	0.18%
Asian	58	0.47%	W. Germanic	18	0.15%
Nat. Amer.	22	0.18%	French	17	0.14%
Hawaiian/PI	10	0.08%	Hindi	9	0.07%

number of households, and the percent of the county.

# Getting Involved

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

The Lifestyle Summary identifies the top six lifestyle segments in the county, the number of households, percent of the county households, and the percent of households that are unreached.

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

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the county. The last three items provide the household percent that is "affiliated" with the top religious groups. "Other World Religions" include religions other than Islam, Hinduism, Buddhism, and Christianity.

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

Race/Ethnicity gives the population count and percentage of population for each of the race / ethnicity categories. The language section gives the population count age 5 yrs+ that speaks the language at home.

© Copyright 2012 by the Intercultural Institute for Contextual Ministry and its data suppliers. Additional information at www.iicm.net.

Reaching Archuleta County, CO

## **MISSIONAL COUNTY DIGEST**

### **Top County Communities**



4

4

Inside

Lifestyles

Ethnoscape

Luke 10:2

Jesus told them.

plentiful, but the

workers are few.

Ask the Lord of the

harvest, therefore,

send

In partnership with:

A Intercultural Institute

lor Contextual Ministry

www.iicm.net

workers into

harvest field."

harvest is

out

his

Notes

"The

to



Households: 1.479 Percent: 26.68%

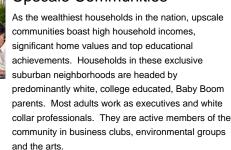


Households: 1,448 Percent: 26.12%



Households: 1.413 Percent: 25.49%







### **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.

### 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.

### **Upscale** Communities

Top Lifestyle Segments



### Industrious Country Living

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.

Households: 843 Percent: 15.21%



### Small-town Success

(69% Unreached)

(68% 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: 711 Percent: 12.82%



### **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: 550 Percent: 9.92%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	3,721	67.12%
Religious but NOT Evangelical	751	13.54%
Spiritual but NOT Evangelical	752	13.57%
Non-Evangelical but NOT Interested	2,219	40.02%

### Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	1,811	20.20%
Adult Obesity (as % of Adults yrs 25+)	1,524	17.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,192	13.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	628	10.20%
Children in Poverty (as % of all children)	547	23.10%
Household Violent Crime incidents (as % of all hhlds)	65	1.17%
Adult STD Incidents (as % of Adults yrs 25+)	15	0.17%

Note: A "0" means that this particular data item is not available for this county.

### Motivescape: Attitudinal Indicators



Approvers Looking for recognition # HH: 4,156 % HH: 74.97%



Connecters Looking for relationship # HH: 3,844 % HH: 69.34%

# MD04- Contraction Cont

Creators Looking for innovation # HH: 3,550 % HH: 64.03%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	400	7.22%
Evangelical Protestant Heritage	2,184	39.39
Mainline Protestant Heritage	1,344	24.24
Other World Religions Heritage	1,008	18.18