

## Location Composition

Category	County	% of State
2010 Population	57,152	1.12%
2010 Households	20,666	1.08%
2010 Group Quarters	180	0.16%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	49,927	87.36%	English	50,045	87.56%
Hispanic	6,145	10.75%	Spanish	3,174	5.55%
Asian	3,240	5.67%	Chinese	570	1.00%
Multiracial	2,031	3.55%	Vietnamese	562	0.98%
Other race	1,266	2.21%	Laotian	337	0.59%
Black	500	0.88%	Hmong	307	0.54%
Nat. Amer.	139	0.24%	Arabic	282	0.49%
Hawaiian/PI	49	0.09%	German	275	0.48%

## Getting Involved

To learn more about this location, please contact Jim Misloski (jmisloski@coloradobaptists.org).

### NOTES:

The Communities Summary identifies the top three types of communities in the county, the number of households, and the percent of the county.

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 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.

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Reaching Broomfield County, CO

# MISSIONAL COUNTY DIGEST

## Top County Communities

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## Luke 10:2

Jesus told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field."

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Households: 15,023  
Percent: 72.69%

## 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.



Households: 2,889  
Percent: 13.98%

## 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.



Households: 1,356  
Percent: 6.56%

## 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.



COLORADO Baptists

## Top Lifestyle Segments



**New Suburbia Families** (68% Unreached)  
 Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 5,776  
 Percent: 27.95%



**Small-town Success** (69% 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: 2,414  
 Percent: 11.68%



**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: 1,944  
 Percent: 9.41%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	14,593	70.61%
Religious but NOT Evangelical	3,190	15.44%
Spiritual but NOT Evangelical	2,667	12.91%
Non-Evangelical but NOT Interested	8,736	42.27%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	8,161	21.90%
Adult Poor or Fair Health (as % of Adults yrs 25+)	2,944	7.90%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,393	7.90%
Children in Poverty (as % of all children)	994	6.80%
Household Violent Crime incidents (as % of all hhlds)	128	0.62%
Adult STD Incidents (as % of Adults yrs 25+)	109	0.29%
Adult High School dropouts (as % of Adults yrs 25+)	0	0.00%

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

## Motivescape: Attitudinal Indicators



**Approvers**  
 Looking for recognition

# HH: 15,661  
 % HH: 75.78%



**Connectors**  
 Looking for relationship

# HH: 14,816  
 % HH: 71.69%



**Creators**  
 Looking for innovation

# HH: 12,884  
 % HH: 62.35%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,333	6.45%