

Location Composition

Category	County	% of State
2010 Population	7,764	0.15%
2010 Households	3,274	0.17%
2010 Group Quarters	53	0.05%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	6,167	79.43%	English	4,692	60.43%
Hispanic	4,248	54.71%	Spanish	2,961	38.14%
Multiracial	891	11.47%	W. Germanic	50	0.64%
Other race	577	7.43%	Korean	22	0.29%
Nat. Amer.	73	0.94%	Hebrew	16	0.21%
Black	34	0.44%	Scandinavian	11	0.14%
Asian	23	0.29%	Other PI lang.	6	0.08%
			Italian	5	0.07%

Getting Involved

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 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.

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

MISSIONAL COUNTY DIGEST

Top County Communities

Inside

Communities	1
Lifestyles	2
Evangelscape	2
Needscape	3
Churchscape	3
Composition	4
Ethnoscape	4
Notes	4

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."

In partnership with:



www.iicm.net



Households: 1,802
Percent: 55.04%



Households: 1,107
Percent: 33.81%



Households: 206
Percent: 6.29%

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.

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.

Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.

Top Lifestyle Segments



Urban Blues (64% Unreached)

While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic-roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.

Households: 1,764
Percent: 53.88%



America's Farmlands (57% Unreached)

With more than nine times the national average for farmers, America's Farmlands has the highest percentage of farmers in the nation. In these remote communities scattered across the nation, residents are likely to have high school diplomas and middle-class incomes. Many live in older, single-family homes on large plots of land. The population density in this segment is less than one-tenth the national average.

Households: 749
Percent: 22.88%



Hardy Rural Families (61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Households: 242
Percent: 7.39%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	2,040	62.31%
Religious but NOT Evangelical	381	11.64%
Spiritual but NOT Evangelical	158	4.84%
Non-Evangelical but NOT Interested	1,500	45.83%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,062	21.70%
Adult Obesity (as % of Adults yrs 25+)	856	17.50%
Adult High School dropouts (as % of Adults yrs 25+)	783	16.00%
Children in Poverty (as % of all children)	659	28.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	355	9.30%
Adult STD Incidents (as % of Adults yrs 25+)	13	0.27%
Household Violent Crime incidents (as % of all hhlds)	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: 2,400
% HH: 73.29%



Connectors

Looking for relationship

HH: 2,199
% HH: 67.16%



Creators

Looking for innovation

HH: 2,002
% HH: 61.15%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	77	2.36%
Evangelical Protestant Heritage	1,819	55.56%
Mainline Protestant Heritage	727	22.22%
Orthodox Christian Heritage	364	11.11%